

The push and pull of behaviour change

Knowing when to use the right behaviour change model

LINDSEY HORNE

TRA



MICRO
behavioural
influences

**P
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S
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**P
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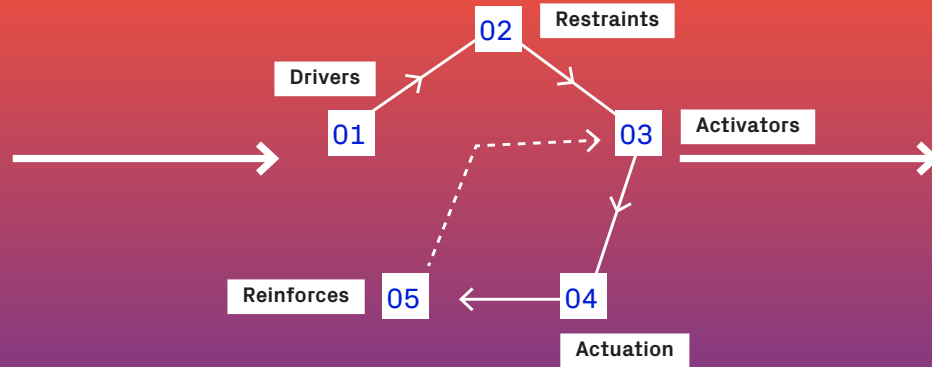


MACRO
behavioural
influences

There are many frameworks to help at different stages of behaviour change and to suit different objectives.

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behavioural influences

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MACRO
behavioural influences

- M** **MESSENGER** we are heavily influenced by who communicated the information.

- I** **INCENTIVES** our responses to incentives are shaped by predictable mental shortcuts such as strongly avoiding losses

- N** **NORMS** we are strongly influenced by what others do

- D** **DEFAULTS** we 'go with the flow' of pre-set options

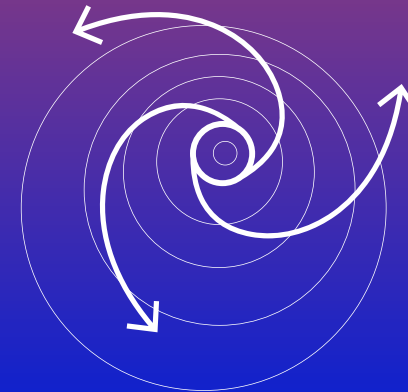
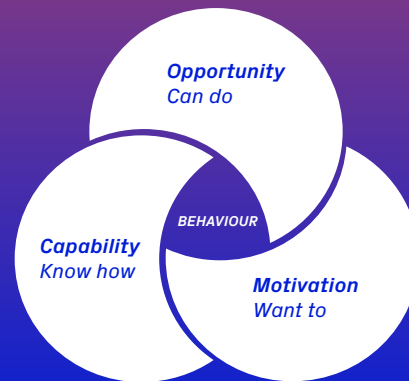
- S** **SALIENCE** our attention is drawn to what is novel and seems relevant to us

- P** **PRIMING** our acts are often influenced by sub-conscious cues

- A** **AFFECT** our emotional associations can powerfully shape our actions

- C** **COMMITMENTS** we seek to be consistent with our public promises, and reciprocate acts

- E** **EGO** we act in ways that make us feel better about ourselves





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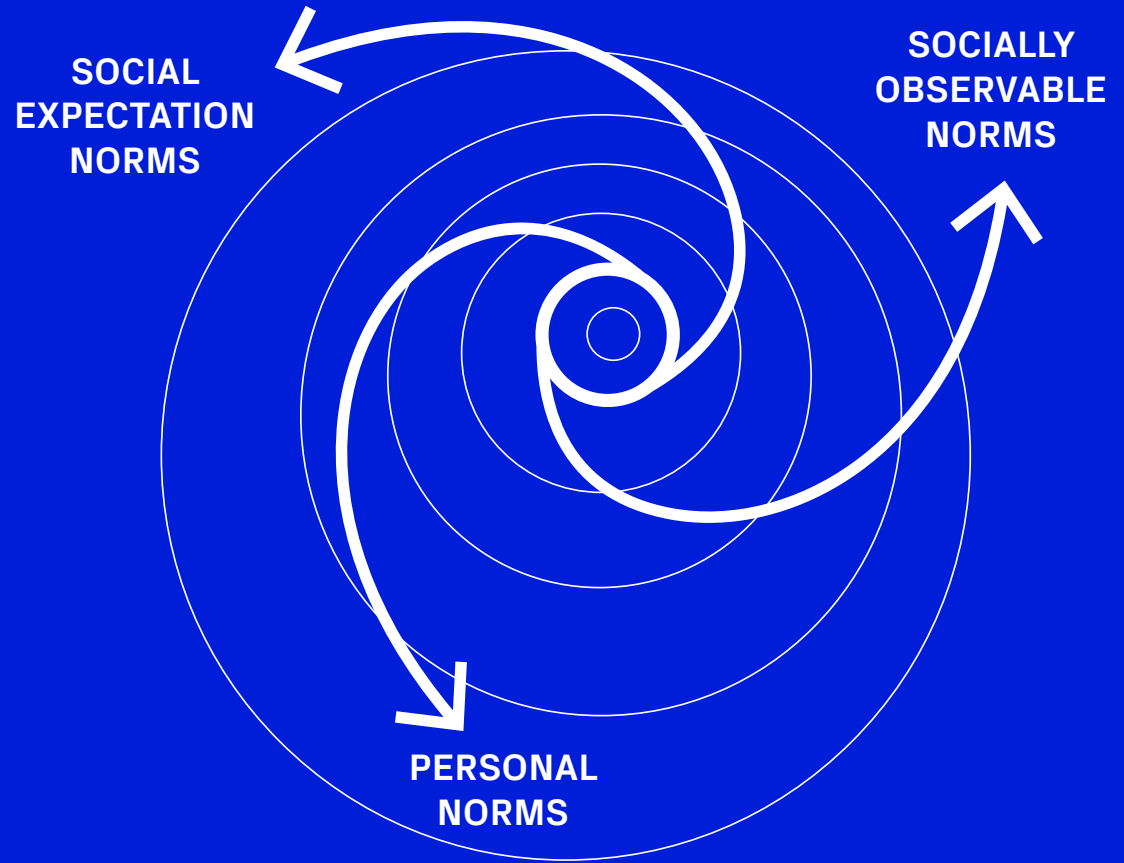


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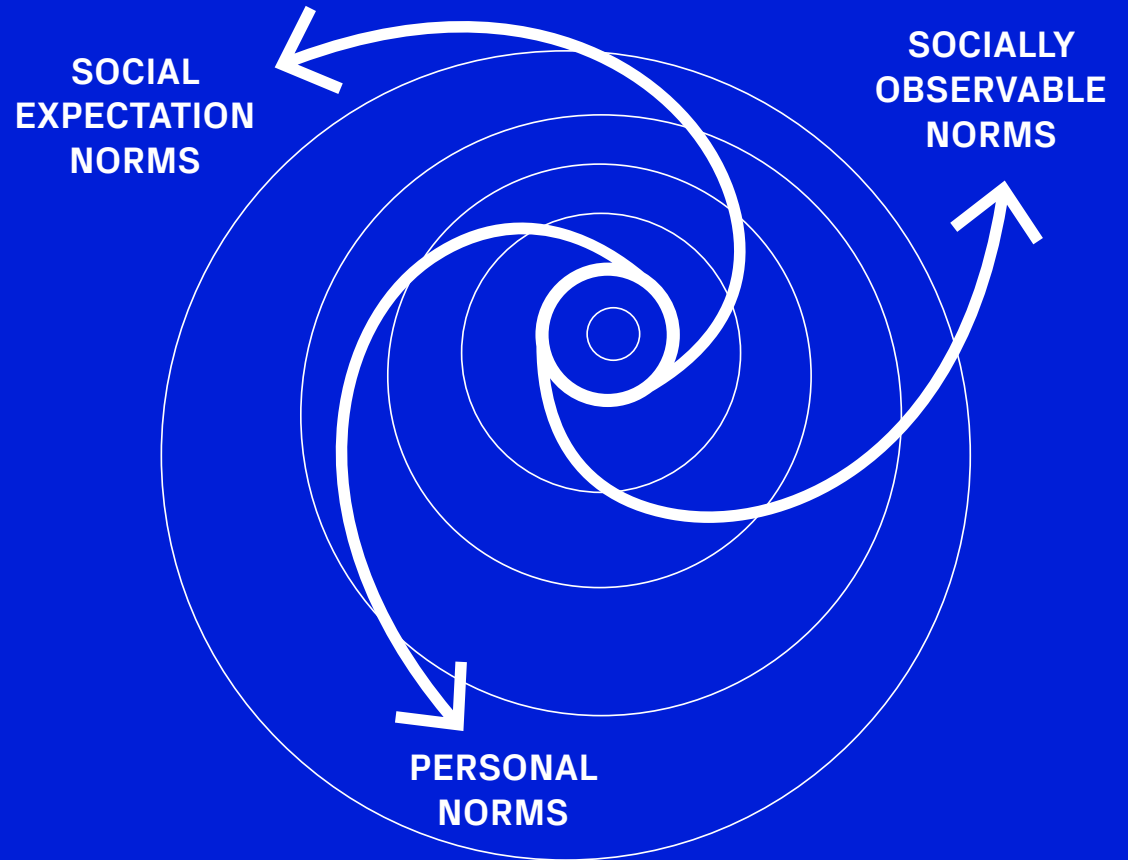




Consider the norms that are influencing the balance

WHICH ONE IS...

- ① DYNAMIC
- ② STRONGLY HELD
- ③ WEAKLY HELD



A system out of balance

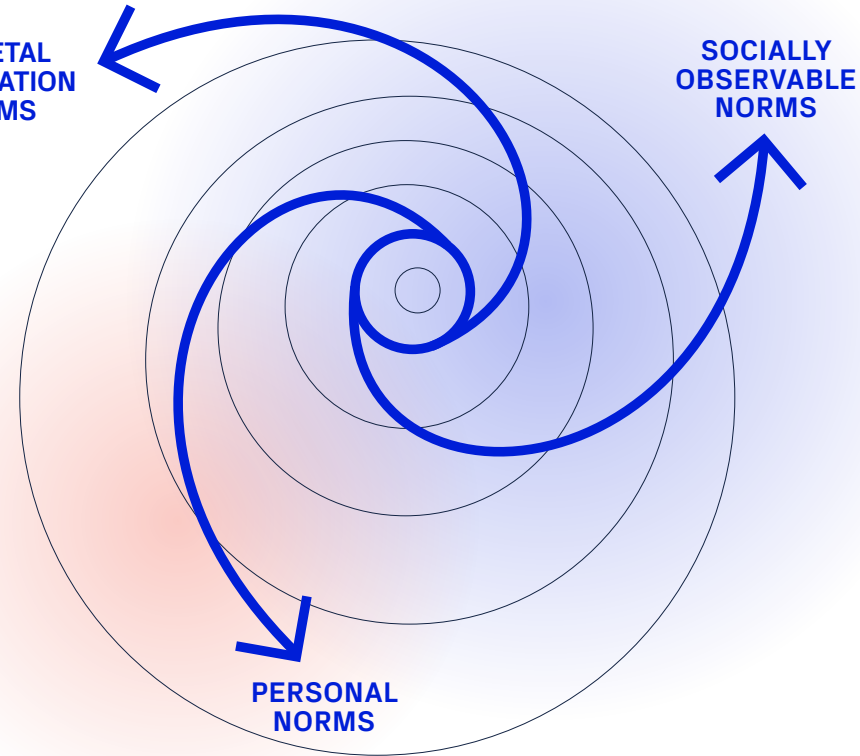
Racism

②
*There are laws
around equality*

SOCIETAL
EXPECTATION
NORMS

③
I am now seeing acts of racism

SOCIALLY
OBSERVABLE
NORMS



PERSONAL
NORMS

①
I'm not racist

D UNCONSCIOUS BIAS

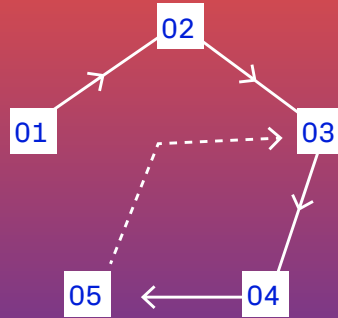
KEY

- ① DYNAMIC
- ② STRONGLY HELD
- ③ WEAKLY HELD



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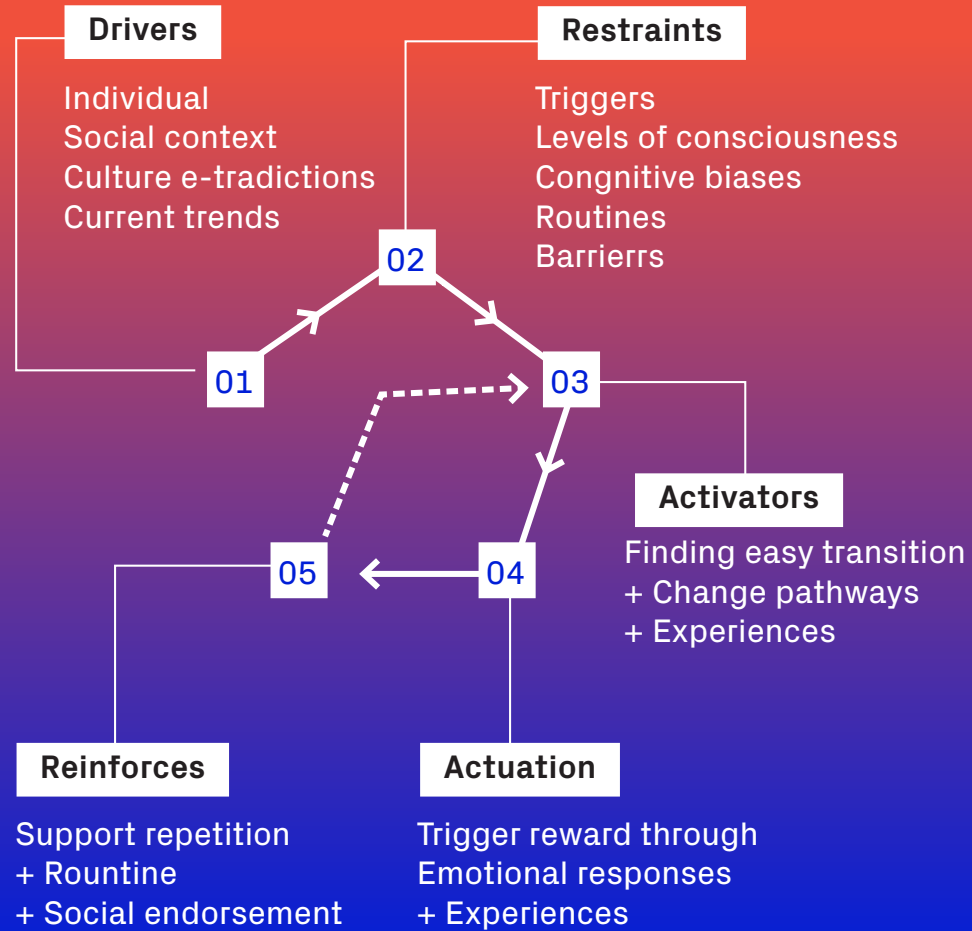
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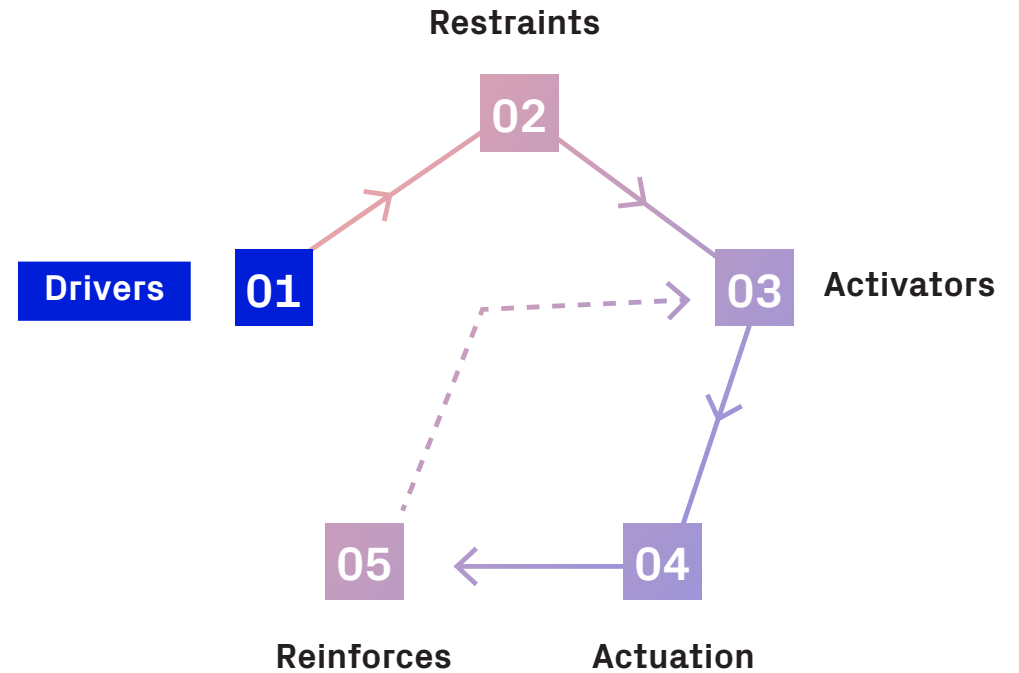
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01

Drivers

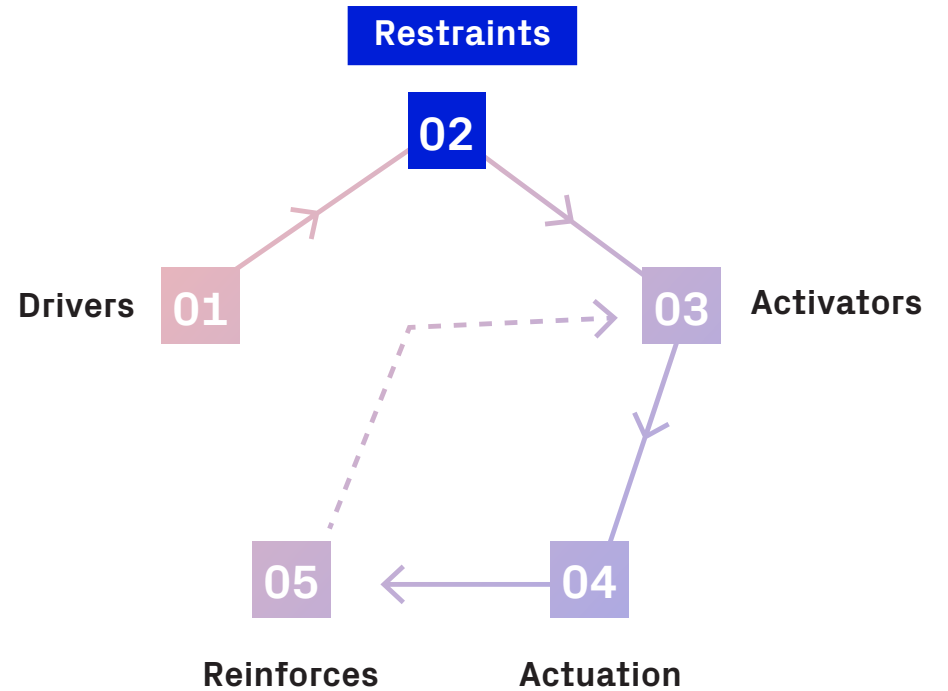
Individual
Social context
Culture e-traditions
Current trends



02

Restrains

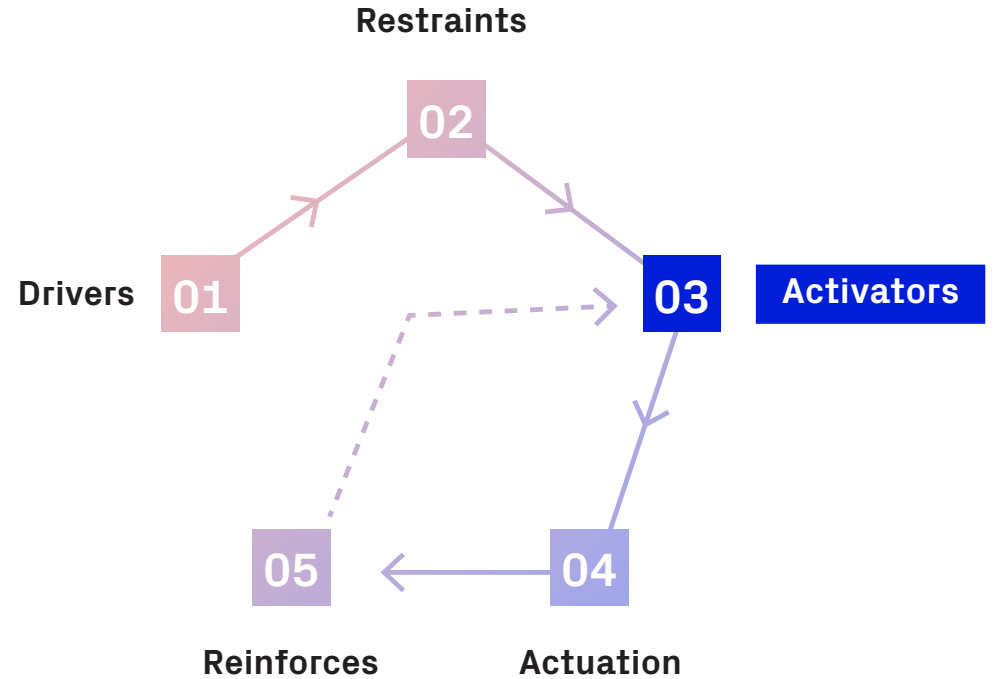
- Triggers*
- Levels of consciousness*
- Cognitive biases*
- Routines*
- Barrierrs*



03

Activators

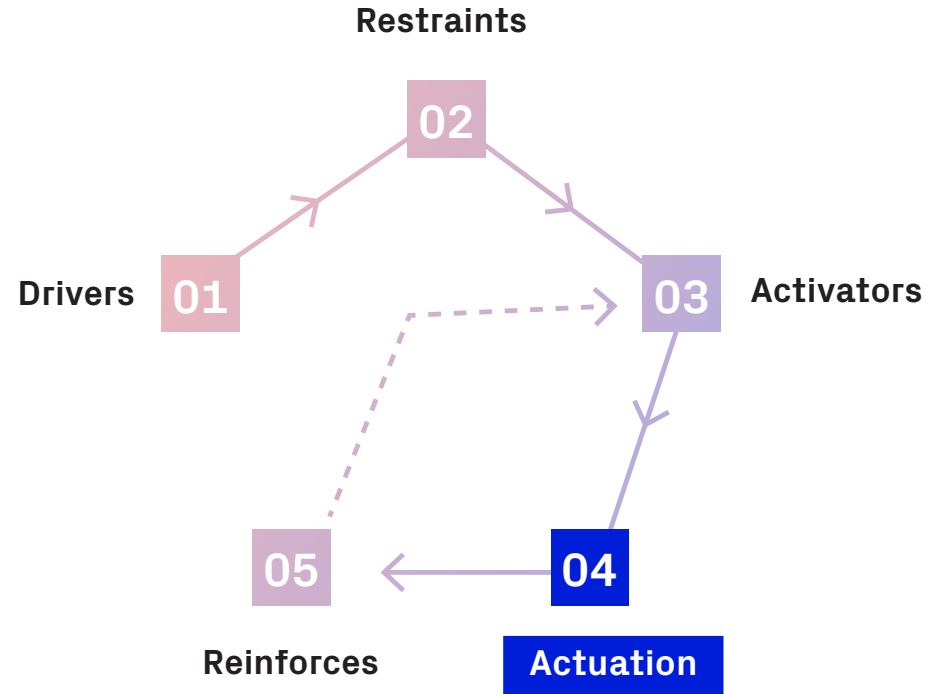
*Finding easy transition
+ Change pathways
+ Experiences*



04

Actuation

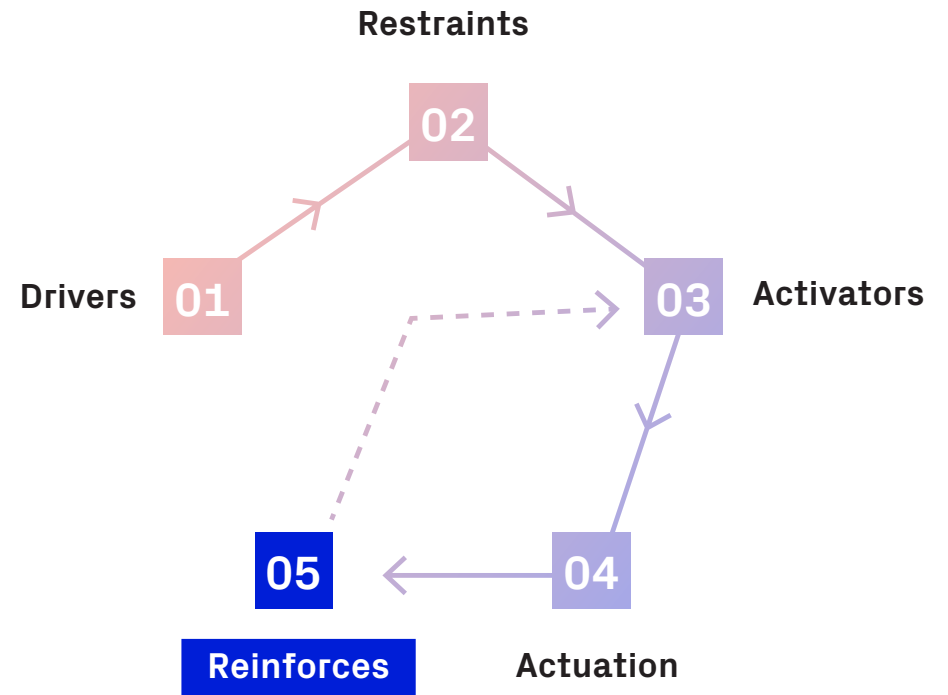
*Trigger reward through
Emotional responses
+ Experiences*



05

Reinforces

Support repetition
+ Routine
+ Social endorsement





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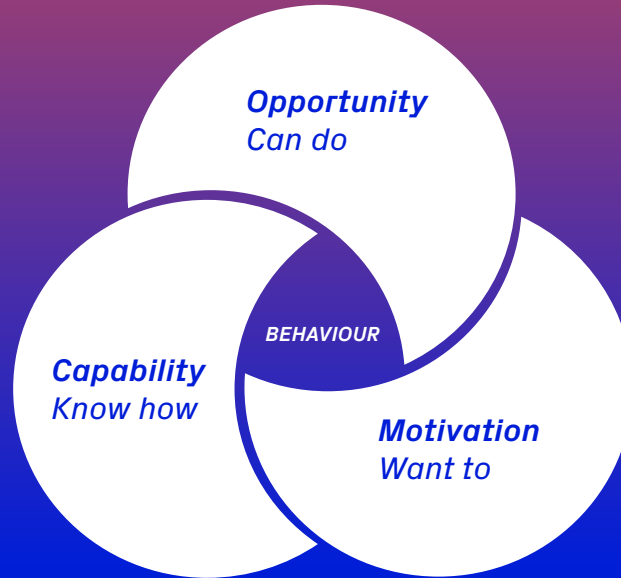
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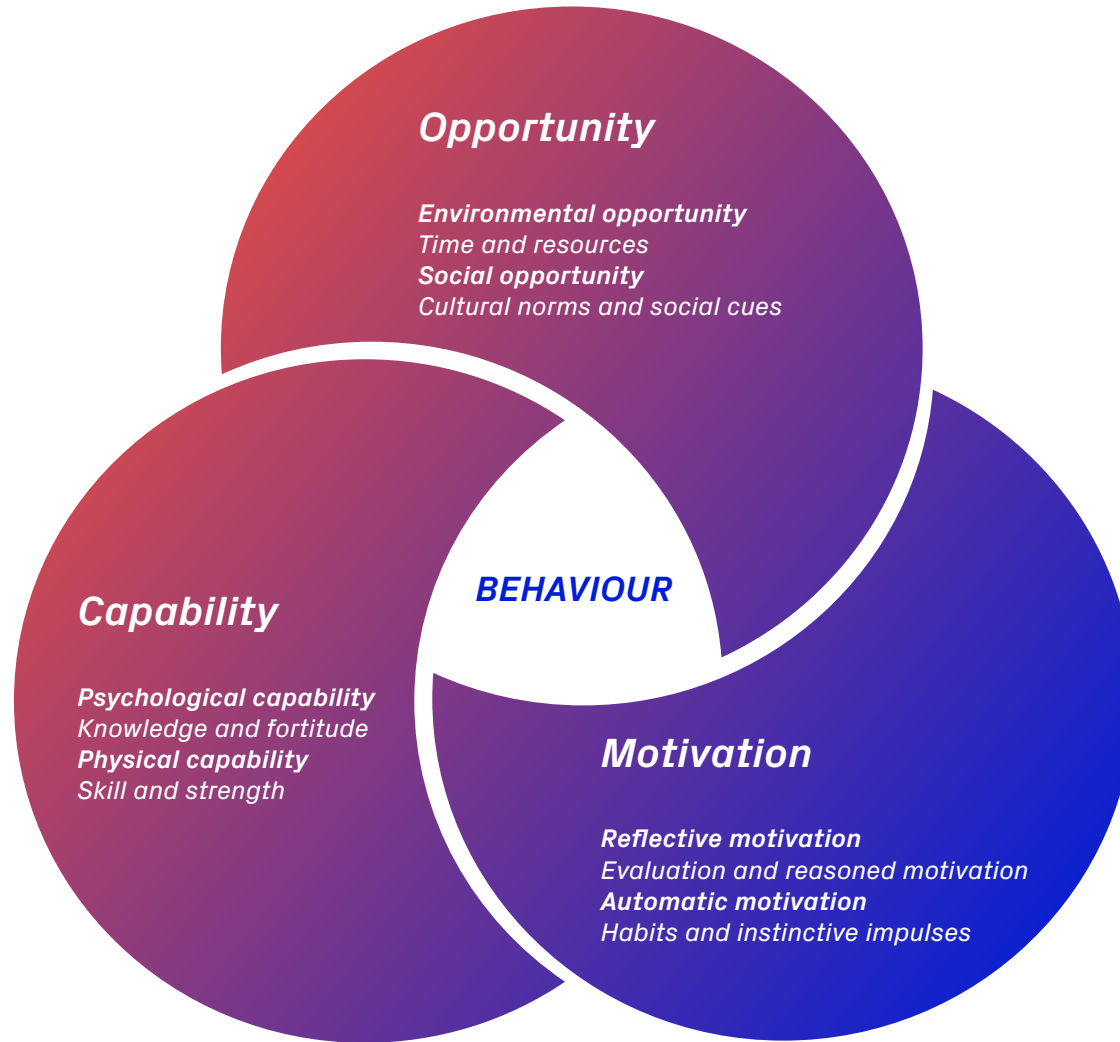


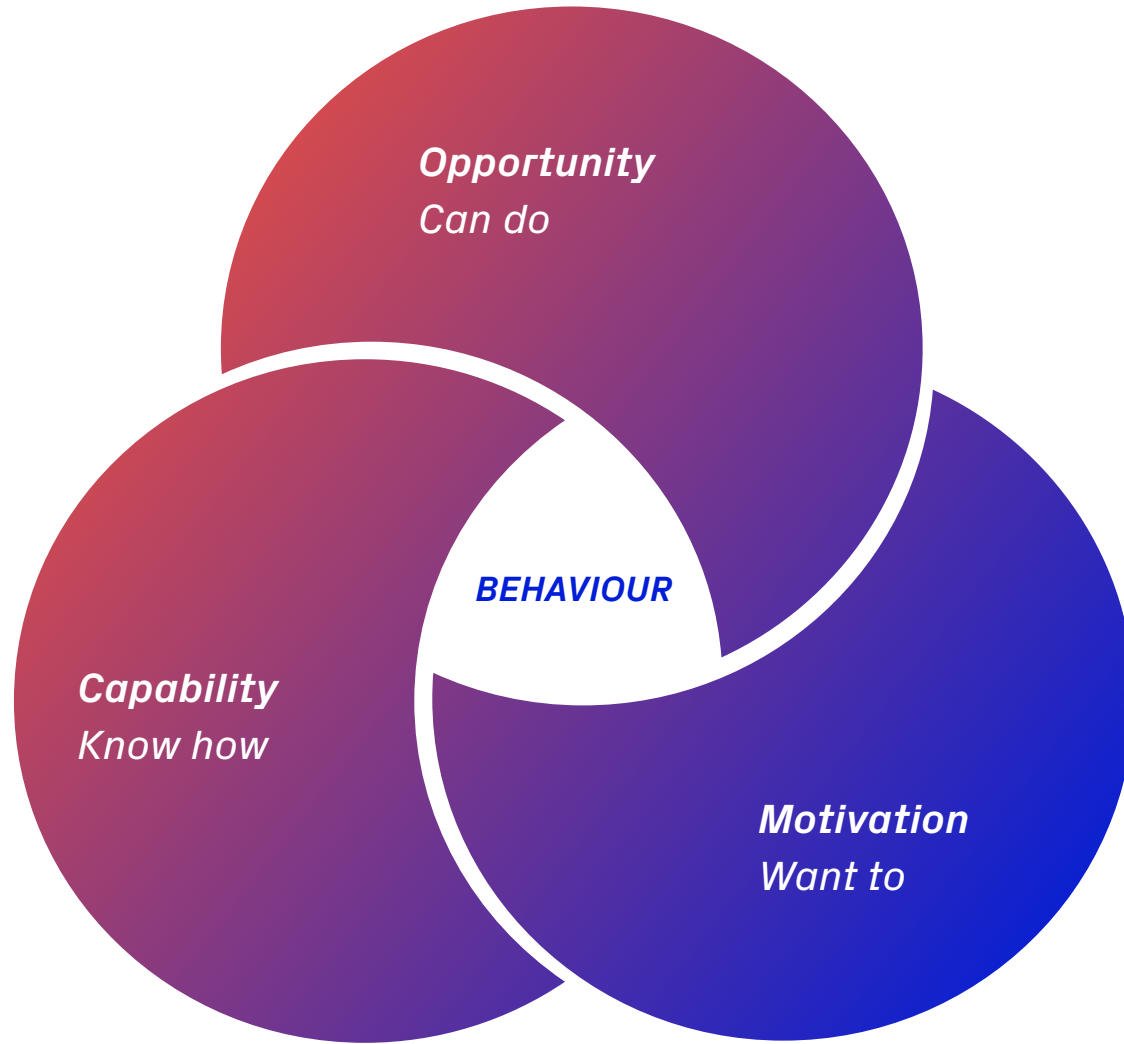
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Thanks for listening