

*Issy Howie – Health Improvement
Principal (behaviour change lead)*

*Introduction to using
Behavioural Science
Approaches for Wicked
Issues –*

Steps to transformation





Session Plan

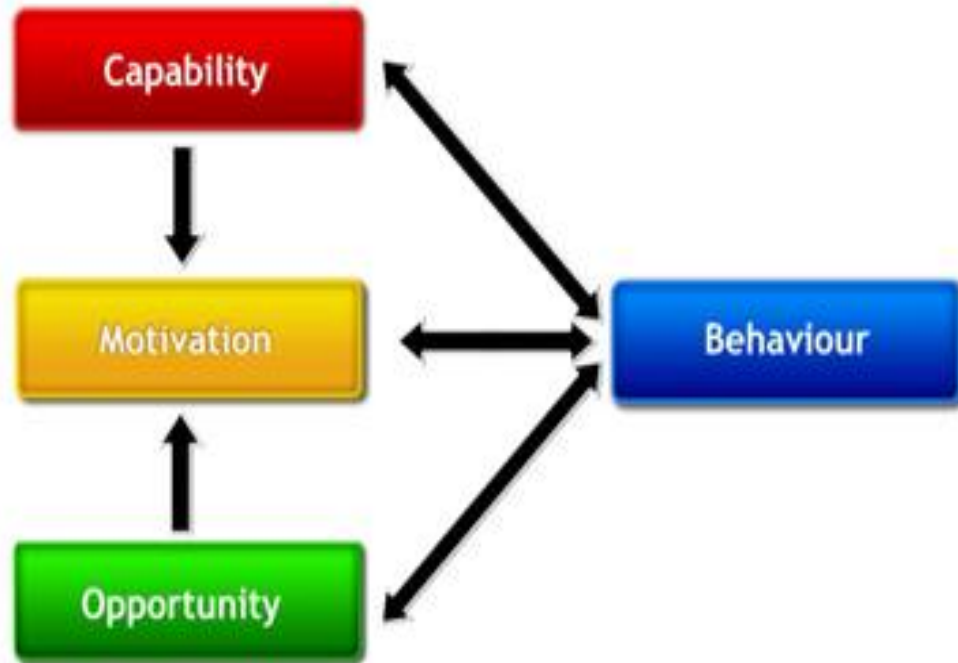
- Understanding behaviour & the COM-B approach
- Group discussions - your wicked issue
- EAST 'nudges'
- People at the Heart of What We Do

A few quick thoughts about behaviour

- Most public service involves people and behaviours either at an operational, strategic or systems level.
- If we want people to do things, it helps to understand ALL the influences on behaviour.
- We are more likely to succeed if we work with insights about influences, rather than how `think` people will behave.



Behavioural science tells us we all need all these three things in place if we want to do something



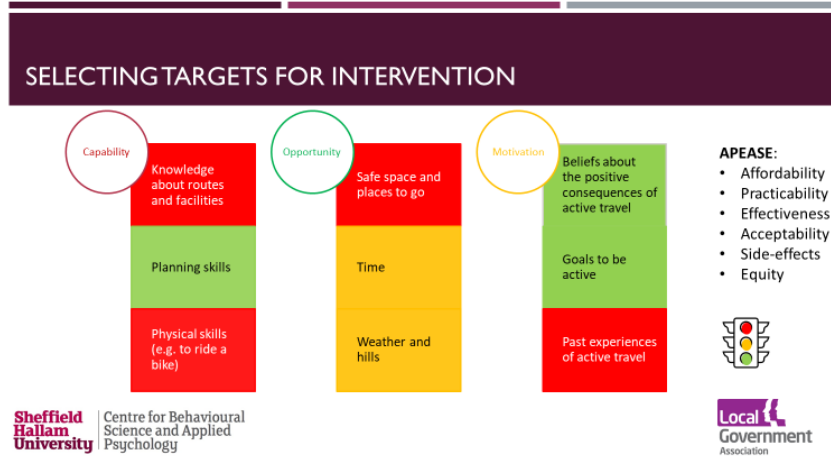
Developed by Michie et al 2011, 2014

(C) Knowledge/understanding about what to do, why it matters & skills to do it

(M) Positive belief that it will make a difference and regular habits to do it

(O) People around us who do this or the resources to make it happen

Active, Local Journeys



Understanding the enablers and barriers in stopping smoking and accessing support in underserved communities

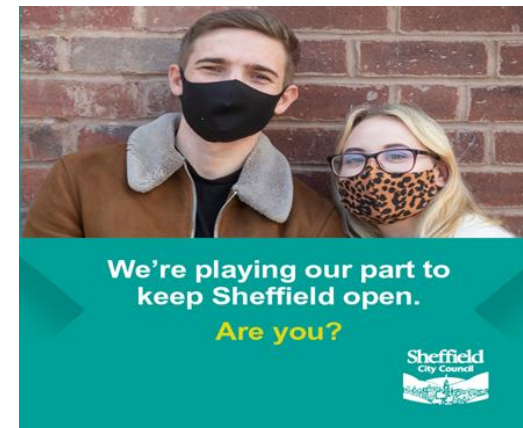
Dr Rachael Thorneloe, Dr Martin Lamb, Dr Helen Humphreys, Dr Elaine Clarke, Prof Maddy Arden, Sarah Hepworth

Family Hubs

Applying behavioural science in Sheffield

Favourite message addresses key barriers.

Recommendation: proceed with the roll out of the support group, and utilise the advertisement posters informed by behavioural science when advertising it.



Covid

Taking a COM – B Approach



Wicked Problems

- Using technology be used to tackle the root cause of problems?
- Better adapt to the ageing population and changing demographics of older people?
- Who are the ‘actors’, in the mix across the system ?
- Who are we interested in, who do we want to focus on?

Your wicked issue – some questions....

- Who is your audience of focus?
- What do you know about them already ?
- What else do you need to know ?



- What COM factors are involved?

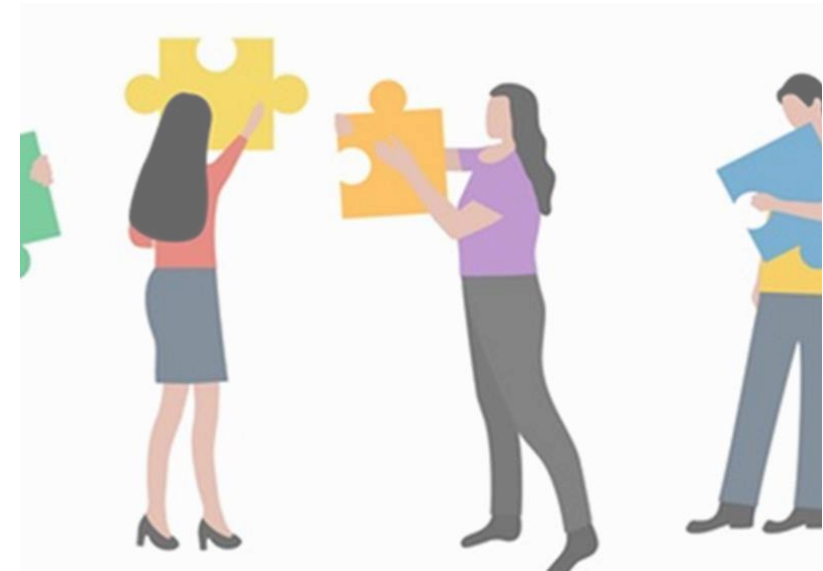
- What behavioural insights have you got?

- Has anyone else used a Beh Science approach on this?



- What would good look like ?
- How would you measure success?

- What are the critical success factors and how would you measure them?
- How would you collect data for baselines?
- Evaluate success ?



What do we know about the people we are interested in – COM Factors

- ✓ **Capability** – How will certain groups respond to technological options for health or care services? - Do people `know` how to use it?
- ✓ **Motivation** - What do they do now, current habits? Do they believe that they can use a technological route? Are they feeling positive about these changes?
- ✓ **Opportunity** – What is going on around them ? What are other people doing/ saying about the changes? Do our group of focus have resources to engage this way?



What do we know about the people we are interested in – COM Factors

- **Capability** – Do certain groups know about services, how to access or how to use them ?
- **Motivation** - Do they believe that the services are for them? Feel positive about the services? What do they do now, current habits?
- **Opportunity** – What is going on around them ? What are other people doing/ saying about services? Is time or inappropriate routes into services getting in the way?



For our chosen audience/ actors - Questions to consider -

Capability

- Do people have the skills?
- Do people have knowledge or understanding to do this/ engage?
- Do people know what to do and why it's important?
- What would make it easier?

Opportunity

- Have people got time or right resources?
- What is going on around them (physical environment)?
- What are other people doing them (social) ?
- Does what others are doing help or hinder?

Motivation

- What are the pros and cons of doing this?
- Are other things a higher priority?
- How confident people about doing this?
- Is it part of their routine?
- How do people feel about not doing it - (consequences)?
- Do people believe it will make a difference ?
- Have I/we got a plan of how to do it?

*Activity – Your wicked issue
– some questions....*

- Who is your audience/
the actors?
- What do you know
about them already ?
- What else do you need
to know ?

- What COM factors are
involved?

- What behavioural
insights have you got?

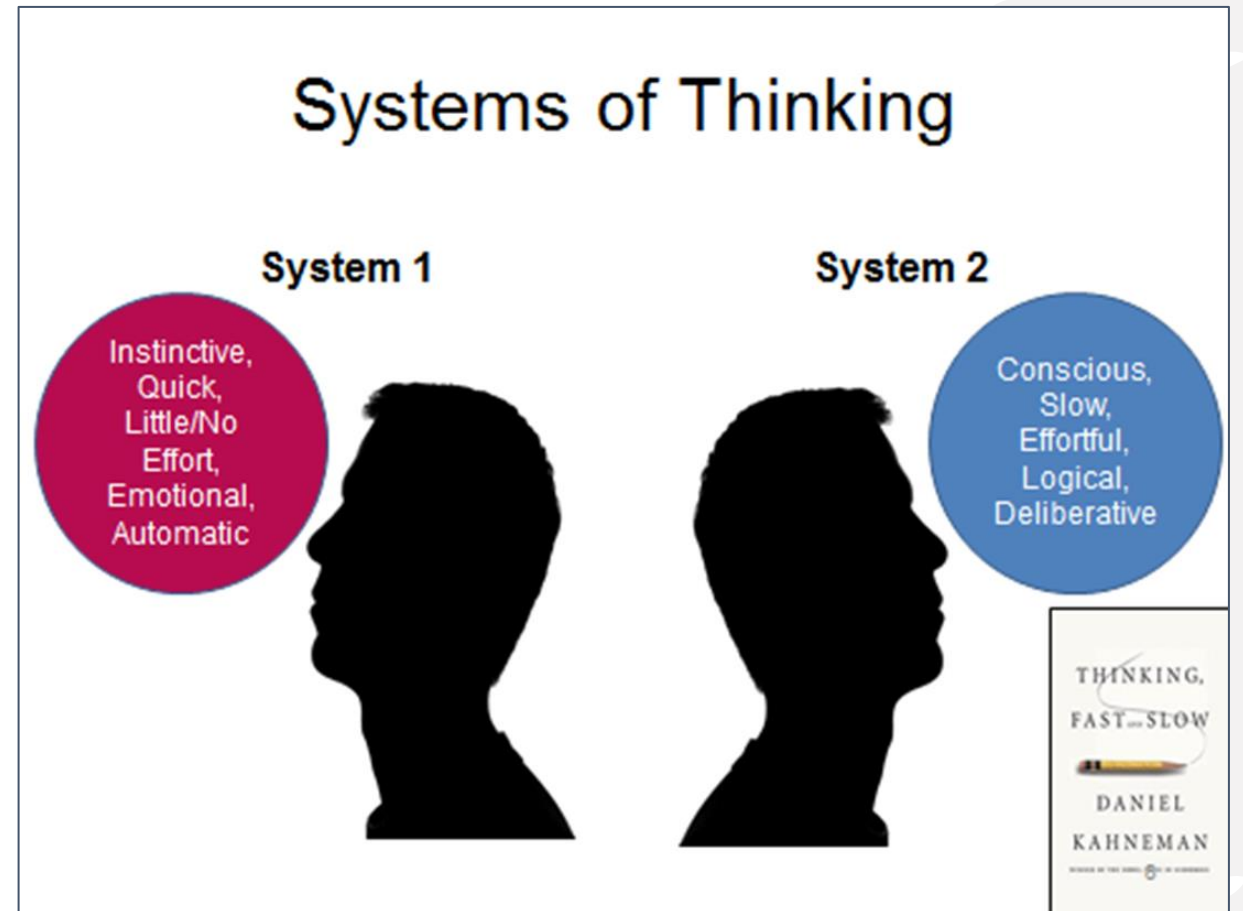
- Has anyone else used a
Beh Science approach on
this?



We like to think we use
`System 2` to make decisions

In reality - we often work on
auto-pilot, mental short cuts
and are subject to bias

We don't always make
choices, or behave in ways
others would like us to



Experts believe - System 1 thinking could = 95% of our actions.....



The EAST framework

- offers some quick fixes or help us be more effective with bigger interventions.

Make information quick & easy to find or understand; chunk information. Use Defaults.

Use `messengers` to deliver or feature in communications – who can best engage? good role model? What are others doing?

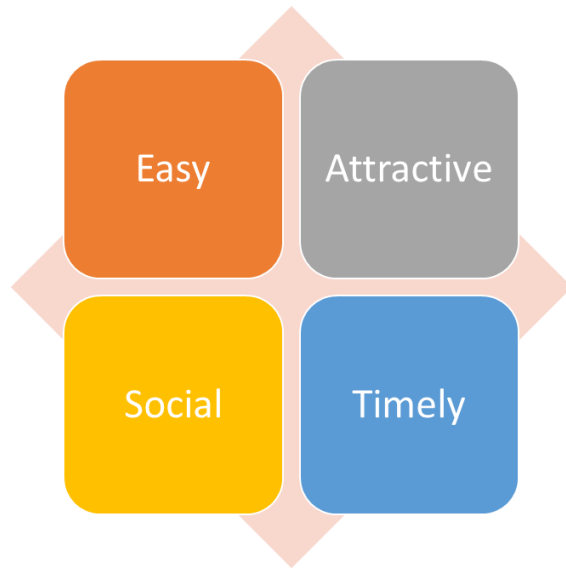


Eye catching or novel and tailored to a team, or a community. Financial rewards?

Prompt people when they are receptive e.g. pop up reminders in key communications and interactions. Immediate costs and benefits.

Response Playbook Quick Link – ‘how to’ guide for effective, behaviourally informed communications - [Response Playbook Final.pdf \(local.gov.uk\)](#)

What could you use the EAST framework or the communication tools for?



Activity

Tip – there is a 20 minute video about the EAST Framework in your resources

‘People @ the heart of what we do’

- ✓ Strength and Asset based
- ✓ Enabling and engaging
- ✓ Person Centred & Personalised
- ✓ System focused

Benefits incl. – increased confidence - sense of purpose - job satisfaction
- better use of resources - builds trust - develops capacity, people and communities





GOOD HELP

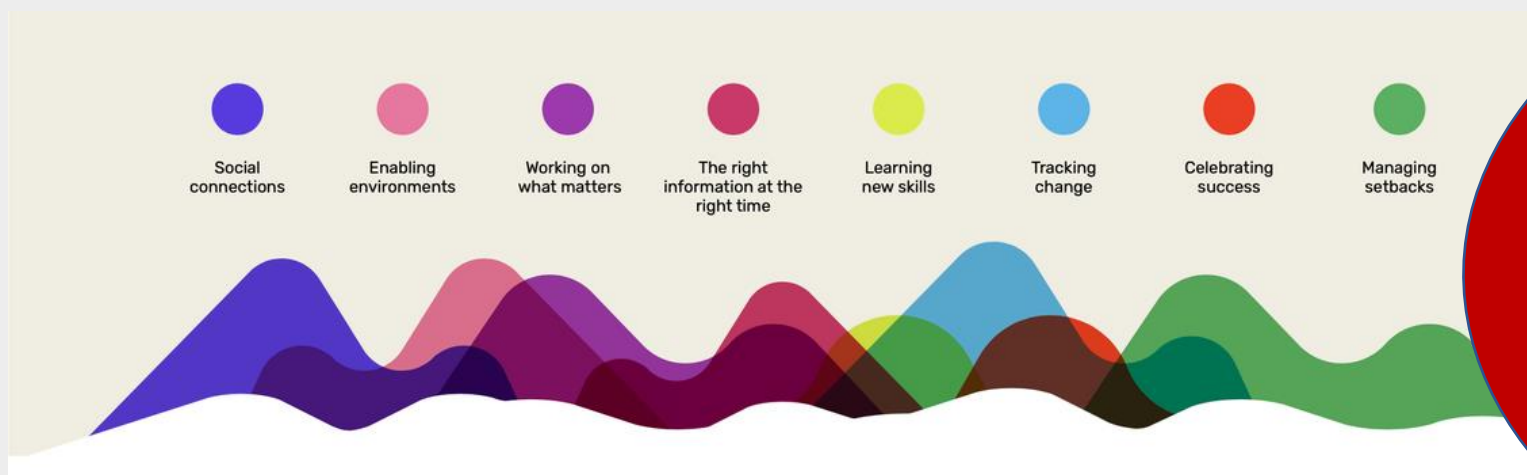


BAD HELP

**How Purpose and Confidence
Transform Lives - Nesta 2018**

'Re-imagining Help' – How to help each other better

- Digital guide - **8 characteristic's of good help** - underpinned by behaviour change evidence - (COM-B, in digestible format).
- Practical ways to work / develop new ideas or adapt offers of 'Good Help'



[*Link on last slide*](#)

Why is this important?
Organisations that seek to understand what is important to each person are better able to tailor support to help people change the desired behaviour and reach their goals.

Links and resources

- **‘What has behavioural science got to do with me’?** – Introductory Video (10 Mins) CEBSAP/Sheffield Hallam University (SHU) [Introduction to behavioural science – YouTube](#)
- **Guide to the EAST Framework and Nudge** – Introductory Video (19 mins) - CEBSAP/SHU [LGA Behavioural Science Videos - YouTube](#) (video 2)
- **Introduction to COM – B and the behavioural change wheel** (10 Mins) - [LGA Behavioural Science Videos - YouTube](#)
- **Response Playbook Quick Link** – ‘how to’ guide - [Response Playbook Final.pdf \(local.gov.uk\)](#)
- **Developing Behaviourally Informed Communications DBIC-** ‘grab-and-go’ guide - [BSU-Comms-Guide-Eng-v0e.pdf \(phwwwoccc.co.uk\)](#)
- **Checklist** - [Effective Communications Handout_Updated 4-28-2020_full \(mdrc.org\)](#)

See also

[LGA Behavioural insights | Local Government Association](#)

- [Nudges for Social Good – our behavioural insights podcast | Local Government Association](#)

[BSPHN Tools and Resources for Professionals | BSPHN](#) – for case studies and techniques/ webinars/ podcasts

Strengths/Asset Based Working, Person Centre Resources

- [Reimagining Help Guide 2020.pdf \(nesta.org.uk\)](#)
- [Realising the Value | Nesta](#)
- [Radical Help – Hilary Cottam](#)

