

Framework for Model-Based Interventions: Applying Principles

GSR Seminar
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Practical Guidance: A Model-Based Framework

Nine Principles for designing and developing interventions based on models'

1. Identify the audience groups and target behaviour
2. Identify relevant behavioural models
3. Select the key influencing factors
4. Identify effective intervention techniques
5. Engage the target audience as 'actors'
6. Develop a prototype intervention
7. Pilot the intervention, and monitor
8. Evaluate: adapt, extend or abandon
9. Gather learnings and feed back in

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Principle one:

1. **Identify the audience groups and target behaviour**
2. Identify relevant behavioural models
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Headline behaviour goals

Personal Transport

- Use more efficient vehicles
- Use car less for short trips
- Avoid unnecessary flights (short haul)

Homes: waste

- Increase recycling
- Waste less (food)

Homes: energy

- Install insulation
- Better energy management
- Install microgeneration

Eco-products

- Buy energy efficient products
- Eat more food that is locally in season
- Adopt lower impact diet

Homes water

- More responsible water usage

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Principle one:

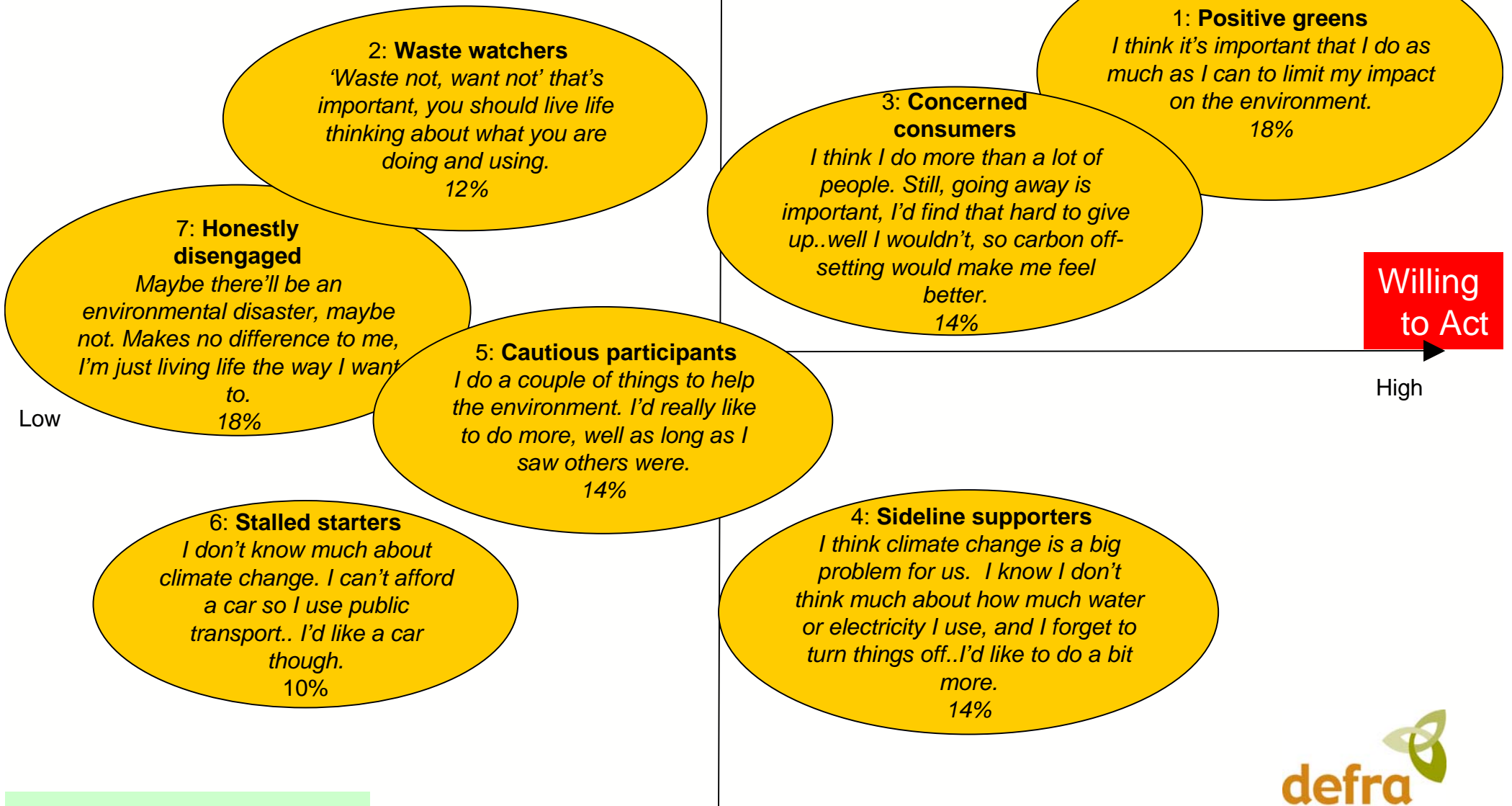
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Segment willingness and ability

Ability to act

High

High ability and willing



Willing to Act

High

Low potential and unwilling

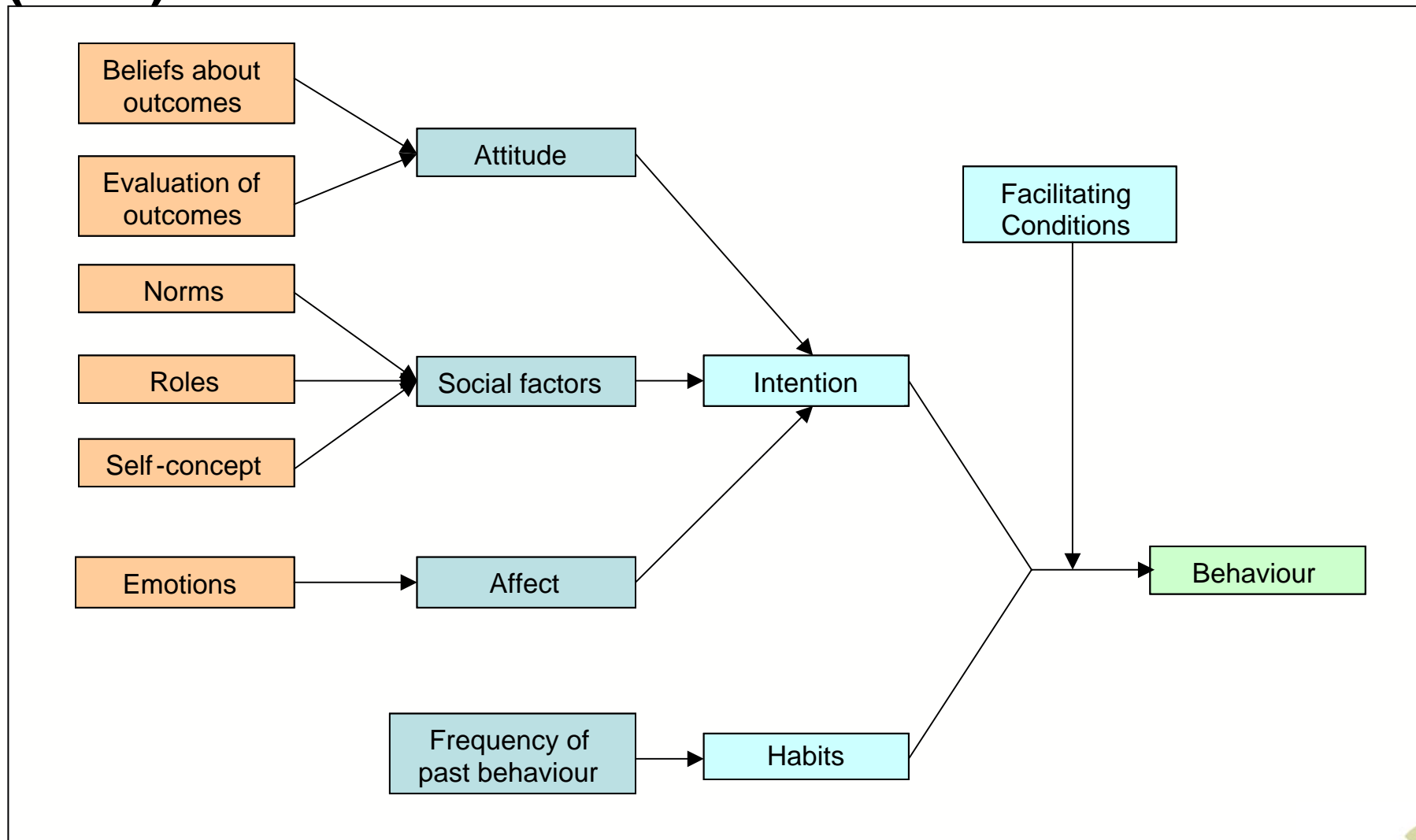
Low

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Principle Two

1. Identify the audience groups and target behaviour
- 2. Identify relevant behavioural models**
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Figure 2: Triandis' Theory of Interpersonal Behaviour (1977)



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Principle Three

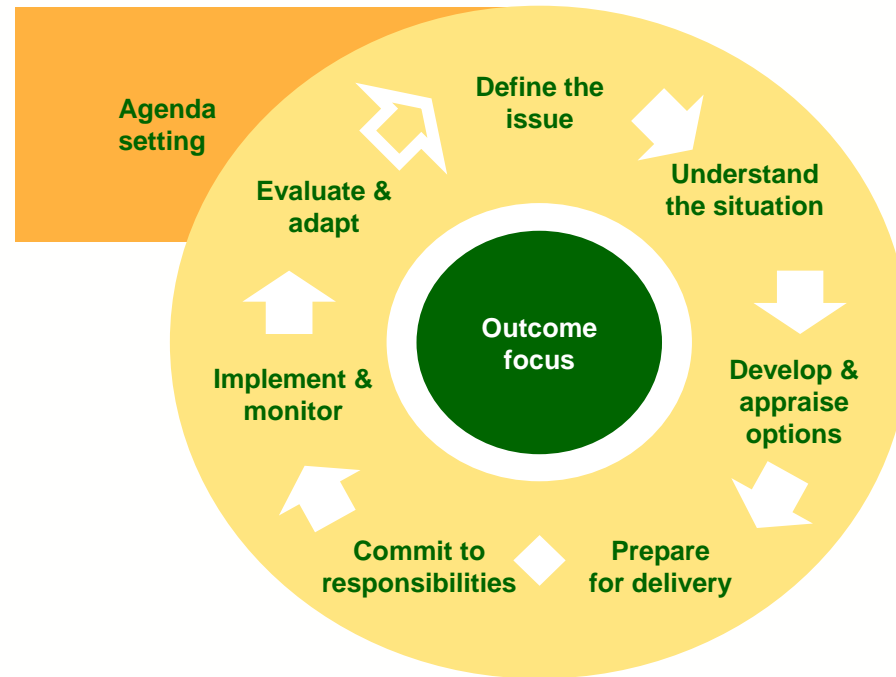
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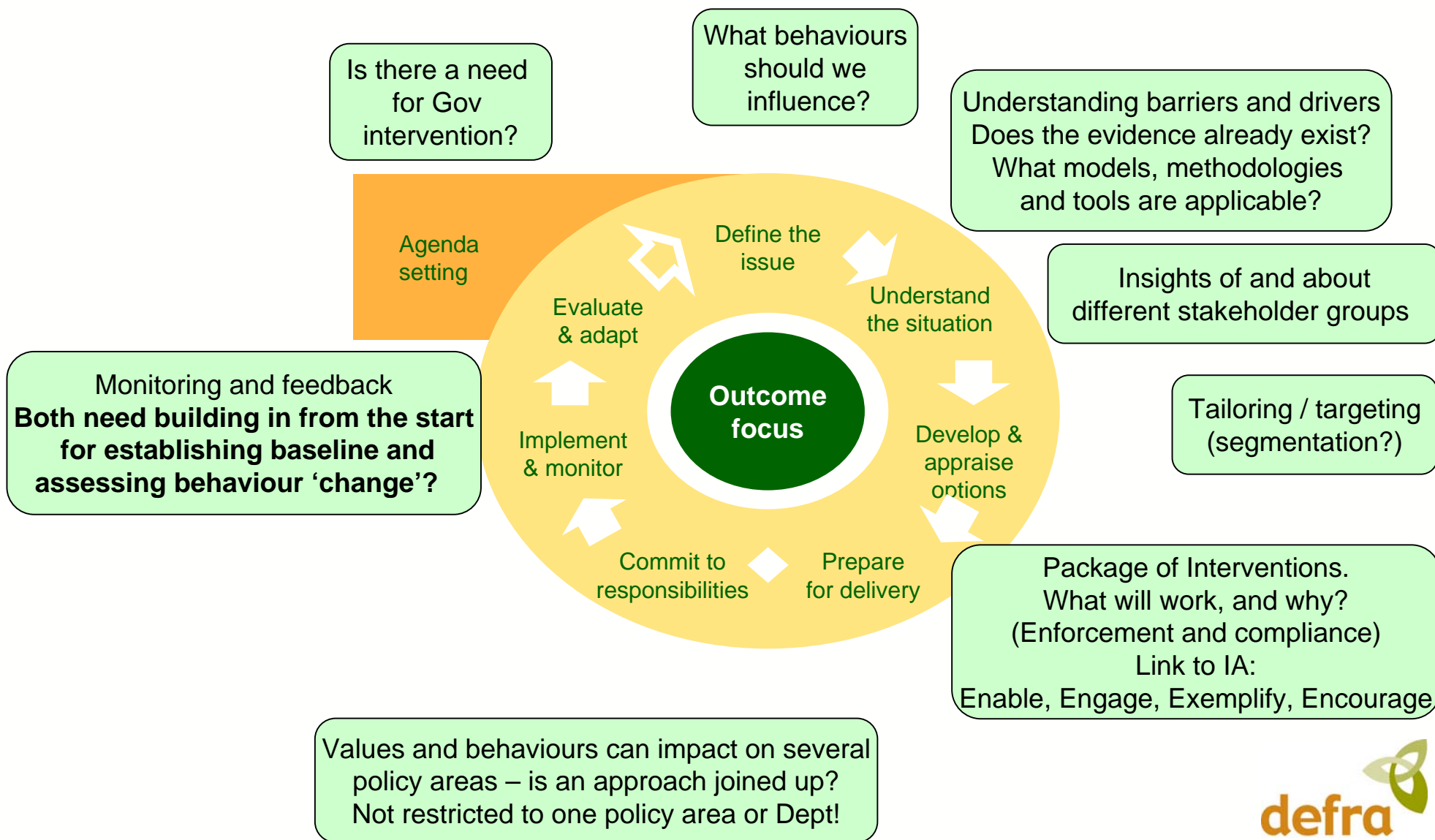
Principle Four

1. Identify the audience groups and target behaviour
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Social research is integral to all stages of policy-making

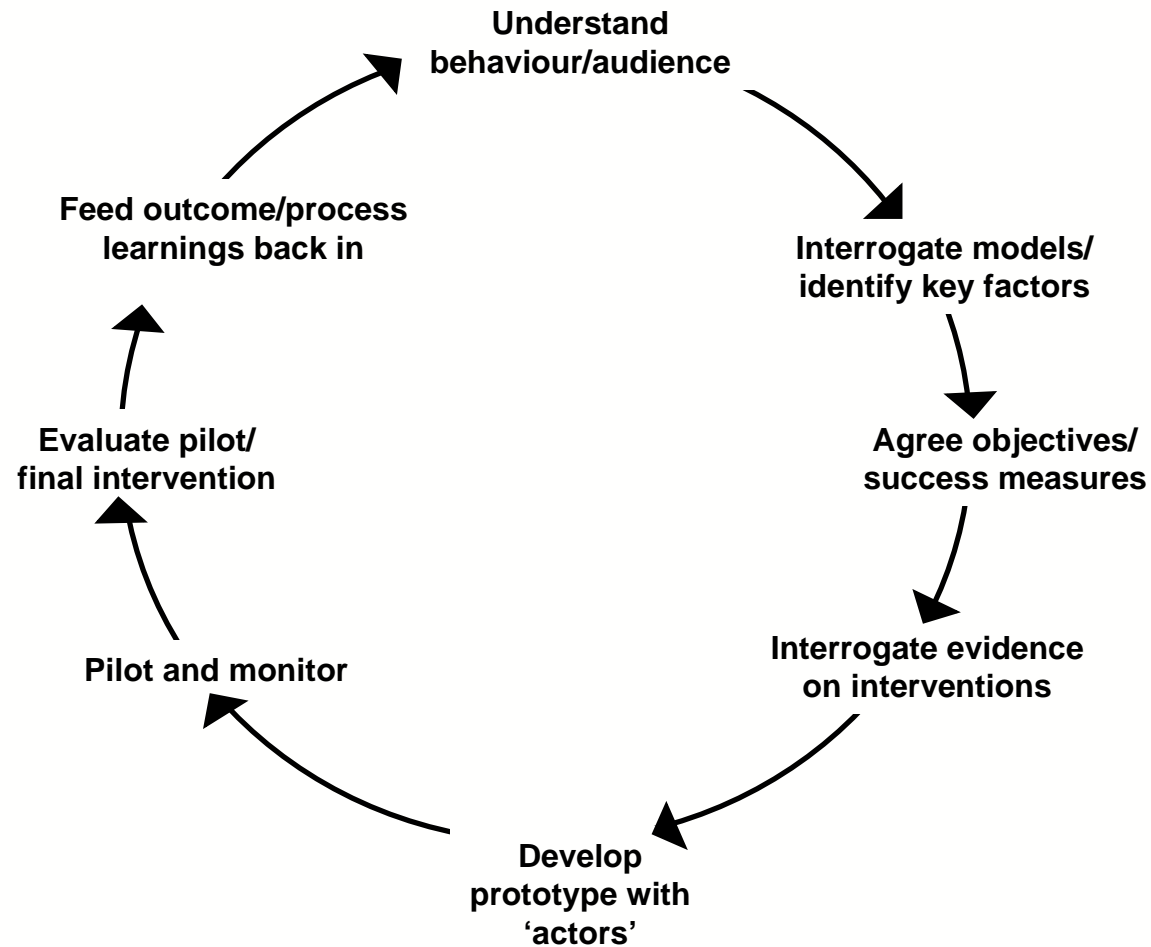


Visualising behaviours within the policy cycle



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The Role of Research



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Principles Five - Nine

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9. **Gather learnings and feed back in**

Thank you...any questions

- For further information see:

<http://www.defra.gov.uk/evidence/social/behaviour/index.htm>

Contact

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