Behavior Change Approaches
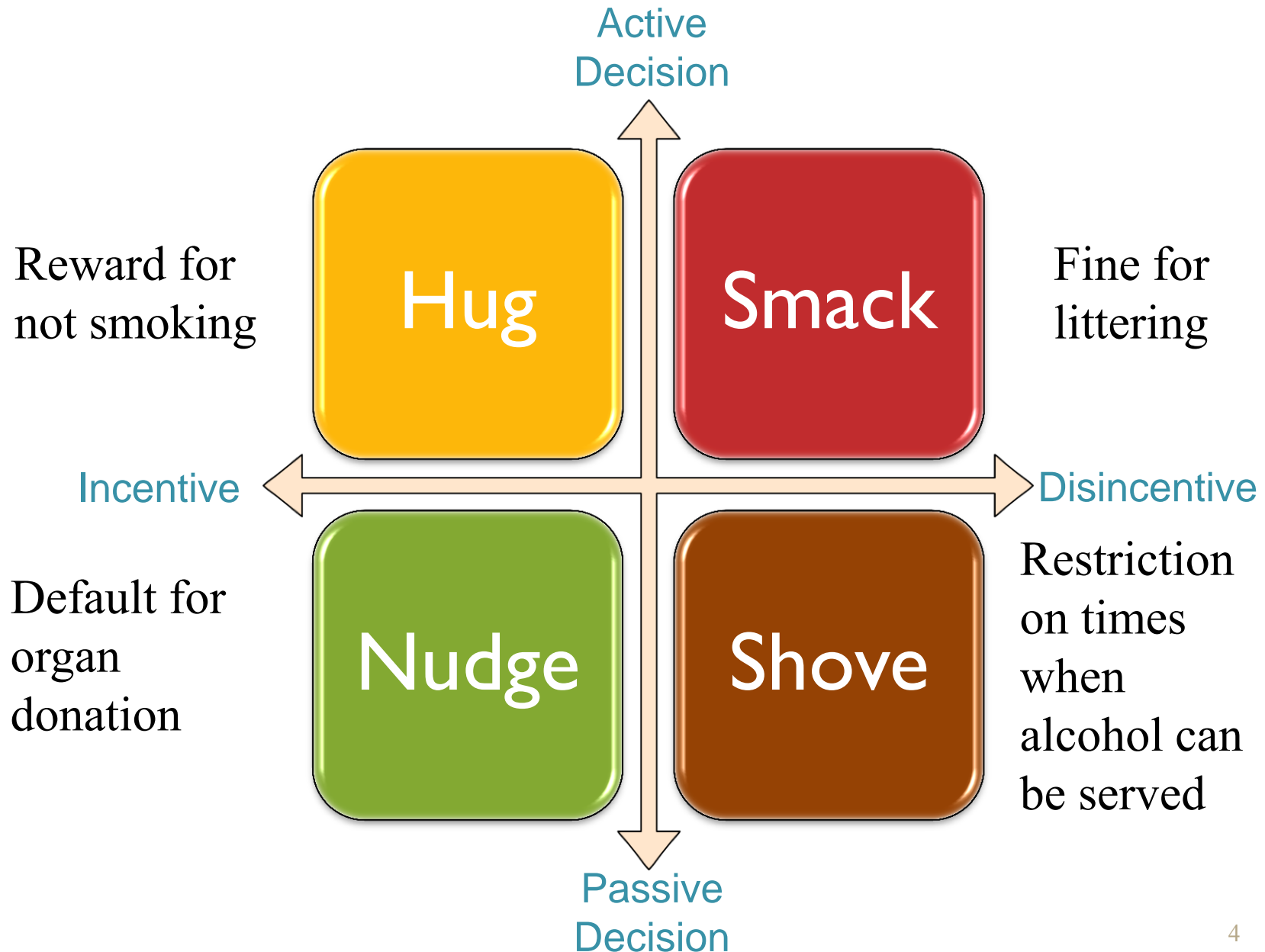
Behavior Change Approaches

1. Nudges, smacks, hugs and shoves
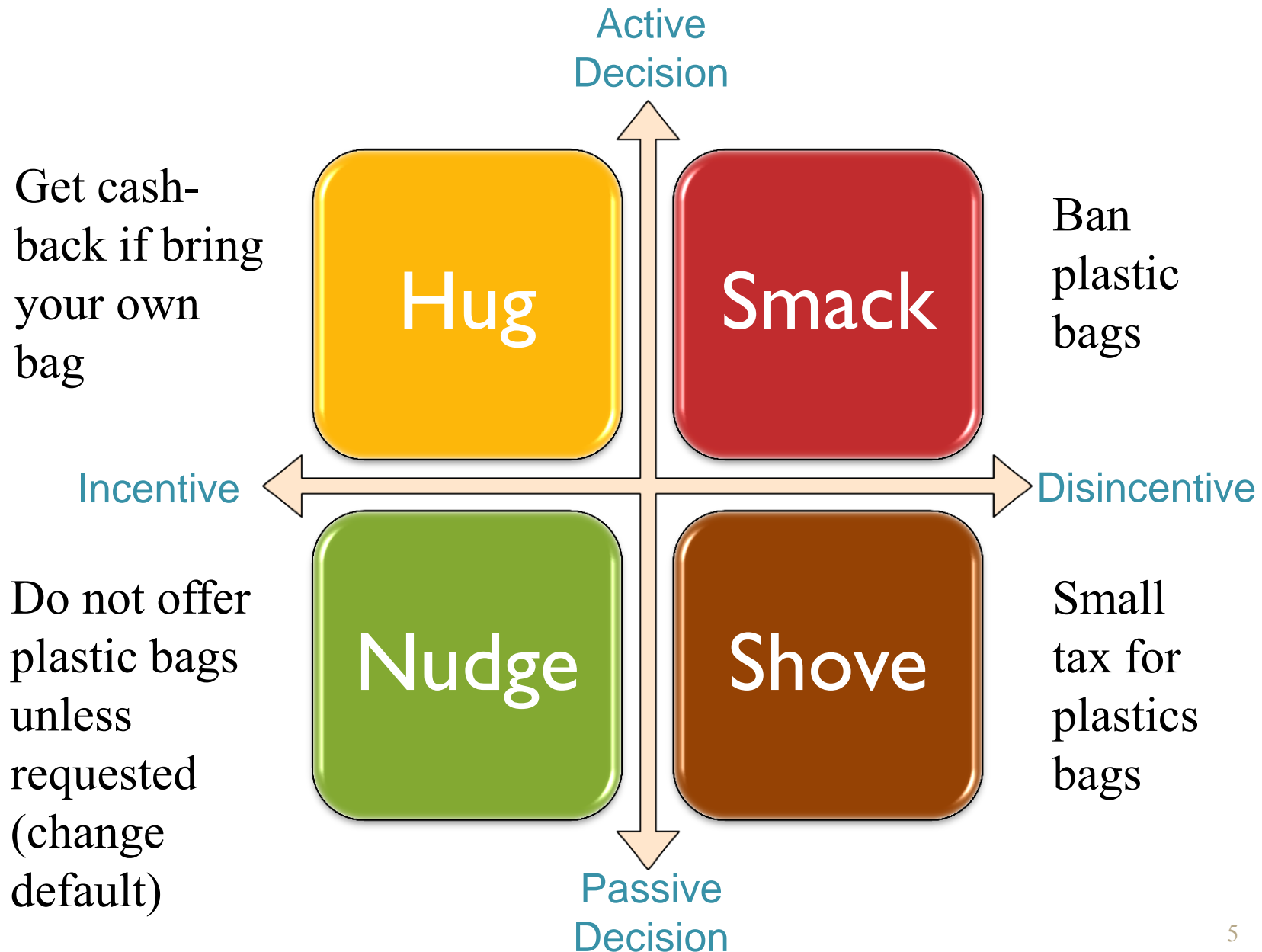
1. Social marketing

2. Additional tools

Nudges, Smacks, Hugs and Shoves

- **Hug**: incentives such as vouchers or discounts
- **Nudge:** changing the choice architecture
- **Shove:** more deliberate than a nudge
- **Smack:** typically bans or fines

Examples

Active Decision

Reward for not smoking

Hug

Smack

Fine for littering

Incentive

Disincentive

Default for organ donation

Nudge

Shove

Restriction on times when alcohol can be served

Passive Decision

Pause: Use of Plastic Bags

Active
Decision

Get cash-
back if bring
your own
bag

Hug

Smack

Ban
plastic
bags

Incentive

Disincentive

Do not offer
plastic bags
unless
requested
(change
default)

Nudge

Shove

Small
tax for
plastics
bags

Passive
Decision

5

Incentives/Disincentives

- Used to date more heavily in waste reduction:
  - User-pay program for garbage collection based on size or # of containers
  - Bottle deposits for beverages
- Examples for other behaviors:
  - Increased parking rates, taxes on vehicle ownership and congestion charges to support modal shift
  - Free one-day mass transit tickets to recently moved households
  - Variable tariff for water use

Creating Effective Incentives

1. Consider size of incentive
2. Closely match the incentive and the behavior
3. Make incentive visible
4. Use incentives to reward positive behavior
5. Be careful about removing incentives

Effective Behavior Change Interventions

- Evidence-based

- Holistic and comprehensive

- Require enabling environment (policy, etc.)

Formative Research

- Foundation of evidence-based behavior change

- Process and tools to answer questions

- Answers will improve effectiveness of program

Illustrative Research Questions

- What are barriers (such as belief and benefits to adopting behavior, product or service?
- Why are usage rates so low? What are factors affecting opportunity, ability and motivation to perform the behavior?
- What features of a product and services do users prefer?
- What are the more promising communication channels to the target?
- What segments should we be targeting?

Commonly Used Segmentation Variables

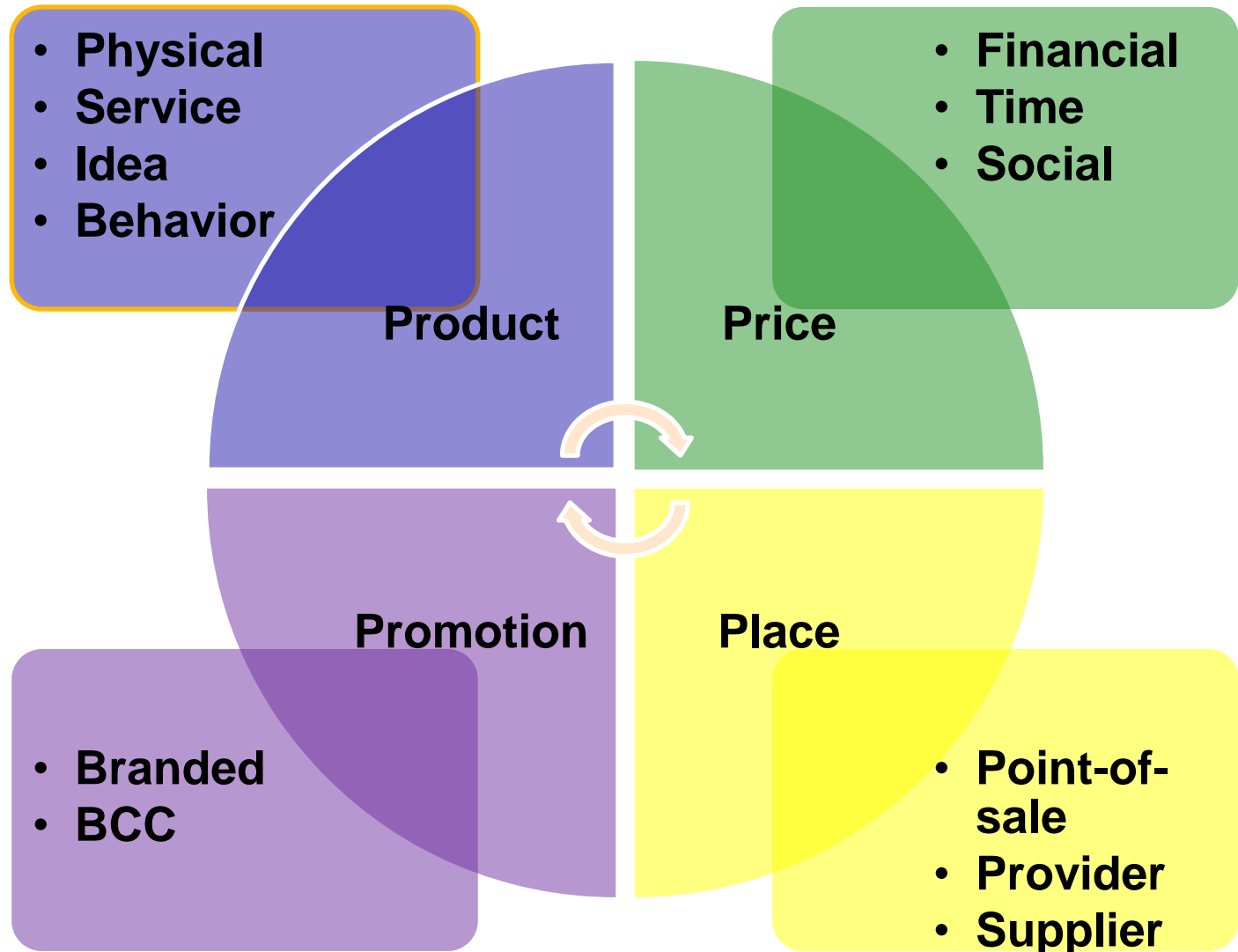| Category	Variable
Geographic	• Density (urban, peri-urban, rural) • Region (landlocked/river, etc.)
Socio-Demographic	• Gender • Age • Income • Education • Family life-cycle • Ethnic group
Psychographic	• Values and lifestyle
Behavioral	• Benefits sought (social status, convenience, etc.) • User status • Readiness stage (Stages of Change) • Attitudes/Beliefs toward behavior/product

Pause

- Thinking of the behaviors we have discussed:

  ◦ What information would you want to know and why?

  ◦ How would you use it?

Social Marketing

- Use of marketing concepts and techniques to change behaviors for a social or environmental goal

- Leverages the power of marketing to achieve scale

The Marketing Mix (4ps)

- **Physical**
- **Service**
- **Idea**
- **Behavior**

Product

- **Financial**
- **Time**
- **Social**

Price

Promotion

Place

- **Branded**
- **BCC**

- **Point-of-sale**
- **Provider**
- **Supplier**

14

Product

- Must respond to user needs and preferences
- 3 levels:
  - Core product (benefit)
  - Actual product/service
  - Augmented product (e.g. warranty)

Price

- Cost of product or behavior for target population
- Financial/monetary
- Non-monetary (time, social)
- Upfront/installments (on credit)
- Free products are not always valued

Example of Social Cost

"Green is the new pink"

- 82% of respondents said going green is "more feminine than masculine."
- "Feminization" acts as barrier for men to adopt visible sustainable behaviors

Source: OgilvyEarth, *"Mainstream Green: Moving sustainability from niche to normal,"* 2011

On Product Subsidies

- Untargeted product subsidies:
  - Hamper market development
  - May be difficult to scale up
  - May not reach those who need it most
  - May not lead to behavior change!

Place

- Points of sale must be easily accessible and courteous
- Products must comply to technical standards

Promotion (Communication)

- **Advertising and promotion:** inform customer about product, price or place

- **Behavior change communication (BCC):** encourages an individual or household to adopt and sustain a behavior
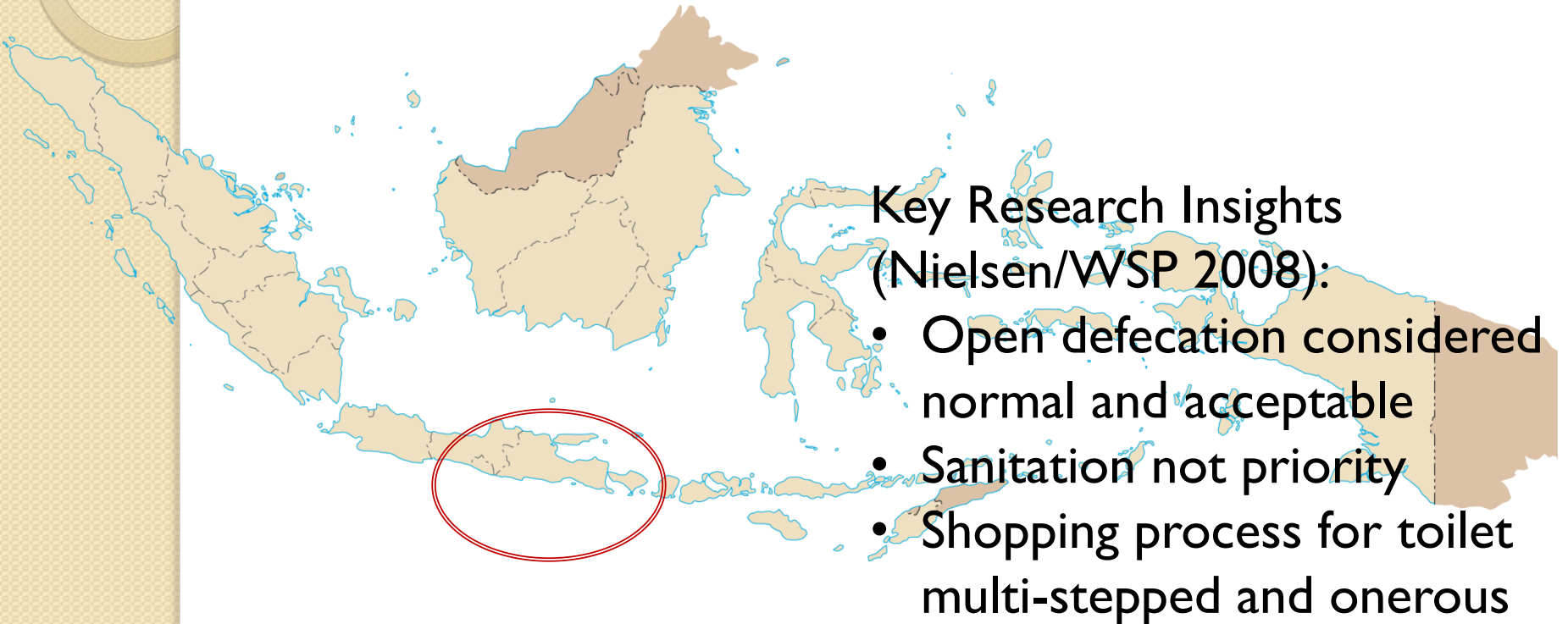
Tips for Effective Communication

✓ Know your audience

✓ Pre-test all materials

✓ Use appropriate channels and integrate them

✓ Frame your message

✓ Use threatening messages carefully

Remember!

- Need to go "beyond awareness"

- End impact/benefit ≠ driver

Sanitation Marketing Mix Indonesia (East Java)

Key Research Insights (Nielsen/WSP 2008):
- Open defecation considered normal and acceptable
- Sanitation not priority
- Shopping process for toilet multi-stepped and onerous

Place

- App. 1,500 masons and other small providers trained
- 60 entrepreneurs trained to be "one-stop shops" – networked through association

Promotion

- Integrated communication campaign around "Lik Telek"
- Evidence-based ready-to-use tools for district use
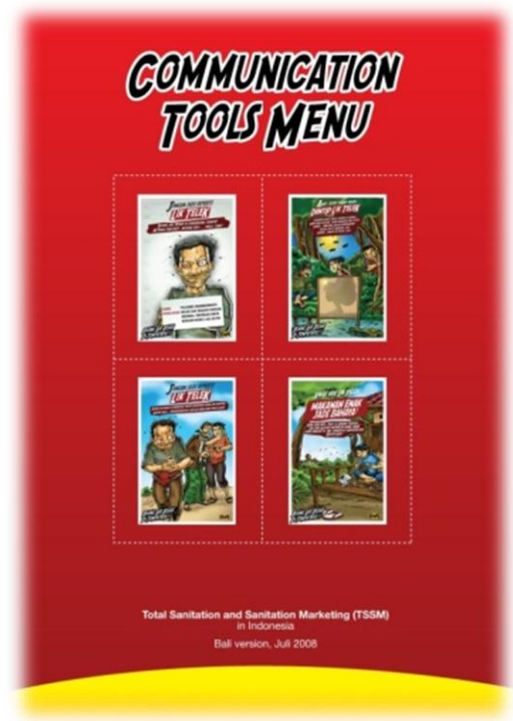
Product and Price

- Modular product line and flexible payment terms available through entrepreneurs

Cookstoves In Ethiopia
Source: GIZ ECO, Addis Ababa

Mirt Injera

Cookstoves in Ethiopia (2)

- Mirt:
  - Over 500 small scale producers (March 2011)
  - Payback period of 3.5 to 6.5 months

Cookstoves in Ethiopia (3)

Public stove demonstration

Advocacy

Outdoor advertising

Television and radio advertising

Cookstoves in Ethiopia (4)

Transport advertising

Promotional theatre tours, videos dramas

Trade fairs/exhibitions

Media coverage

Additional Complementary Tools

1. Feedback
2. Norm appeals
3. Obtaining a commitment
4. Prompts

Largely from Community-based Social Marketing work by Jay Kassirer (toolsofchange.com) and Doug Mckenzie-Mohr (Fostering Sustainable Behavior)

Feedback

- Essential element of effective learning
- Insufficient on its own
- **Made it clear, immediate, user-specific, and obvious!**

Norm Appeals

- ✓ Make the norm noticeable/visible
- ✓ Present the norm at the time desirable behavior is to occur
- ✓ Use norms to encourage positive behaviors
- ✓ Be careful using descriptive norms when undesirable behavior is common
- ✓ Add praise (injunctive norm) when someone is performing behavior better than average

Encouraging Hotel Towel Reuse

- Arizona study by Goldstein, Cialdini, and Griskevicius

- 3 messages used:
  - "Reusing towels protects environment"

    => 37% reuse

  - "75% of the guests of *this hotel* reuse towels"

    => 44% reuse

  - "75% of guests in *this room* reuse towels"

    => 49% reuse

Exercise

- Thinking of the behaviors we identified earlier:
  - How could a norms appeal be used to encourage behavior change?

Obtaining a Commitment

✓ Ask for public commitments

✓ Emphasize written over verbal when possible

✓ Do not use coercion

✓ Combine with other approaches

Anti-Idling to Reduce CO2 Emission: Canada's Turn if Off Campaign

- Pilot study in 2 locations in Toronto where idling is common: schools and parking lots near metro

- 2 strategies:
  - signs only (as prompt)

    => no effect

  - signs + personal contact + commitment (those who pledged received a window sticker)

    => reduced idling frequency by 32% and duration by 73%

Prompts (Reminders/Cues)

✓ Be specific about behavior

✓ Make prompt noticeable

✓ Should be self-explanatory

✓ Should be presented as close in time and space as possible to targeted behavior

✓ Risk of fatigue over long run

Handwashing Station as Prompt

Exercise

- Thinking of behaviors discussed earlier, how could prompts support those who intend to practice them

Group Work

- You have been assigned **one behavior** that has been identified on the flip charts. Some work may have already been done on it. Your task is to complete the sheet.

- What possible **behavior change framework(s)** could be useful to analyze or explain this particular behavior? Give examples as to how.

- How could **social marketing and the other tools** discussed be used to support this behavior? Give a few examples of how these tools could be applied, acknowledging of course that without evidence/data, we cannot say what would be effective
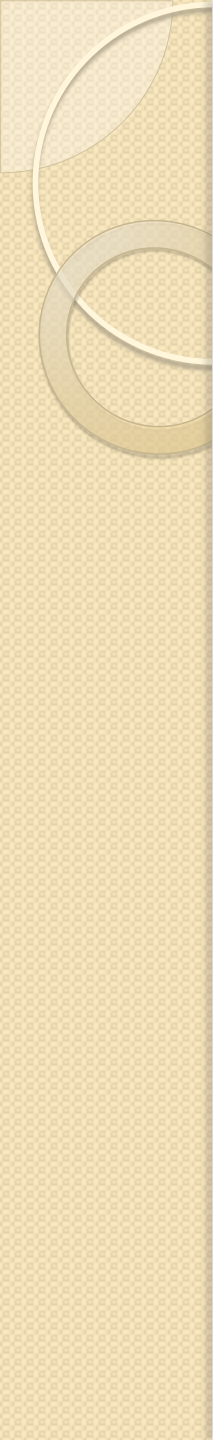
Small Group Work

- Identify possible nudge/smack/hugs/shoves for one key behavior identified earlier
- Take stock:
  - How sure are you that these would be effective and why/why not?
  - Would they be sufficient? Why/why not?

The Power of Branding