



Thinking about behaviour change

- Explore a couple of behaviour change models
- Think about ourselves as ‘helpers’
- Learn about the impact of scarcity on how people behave
- Share some good practice

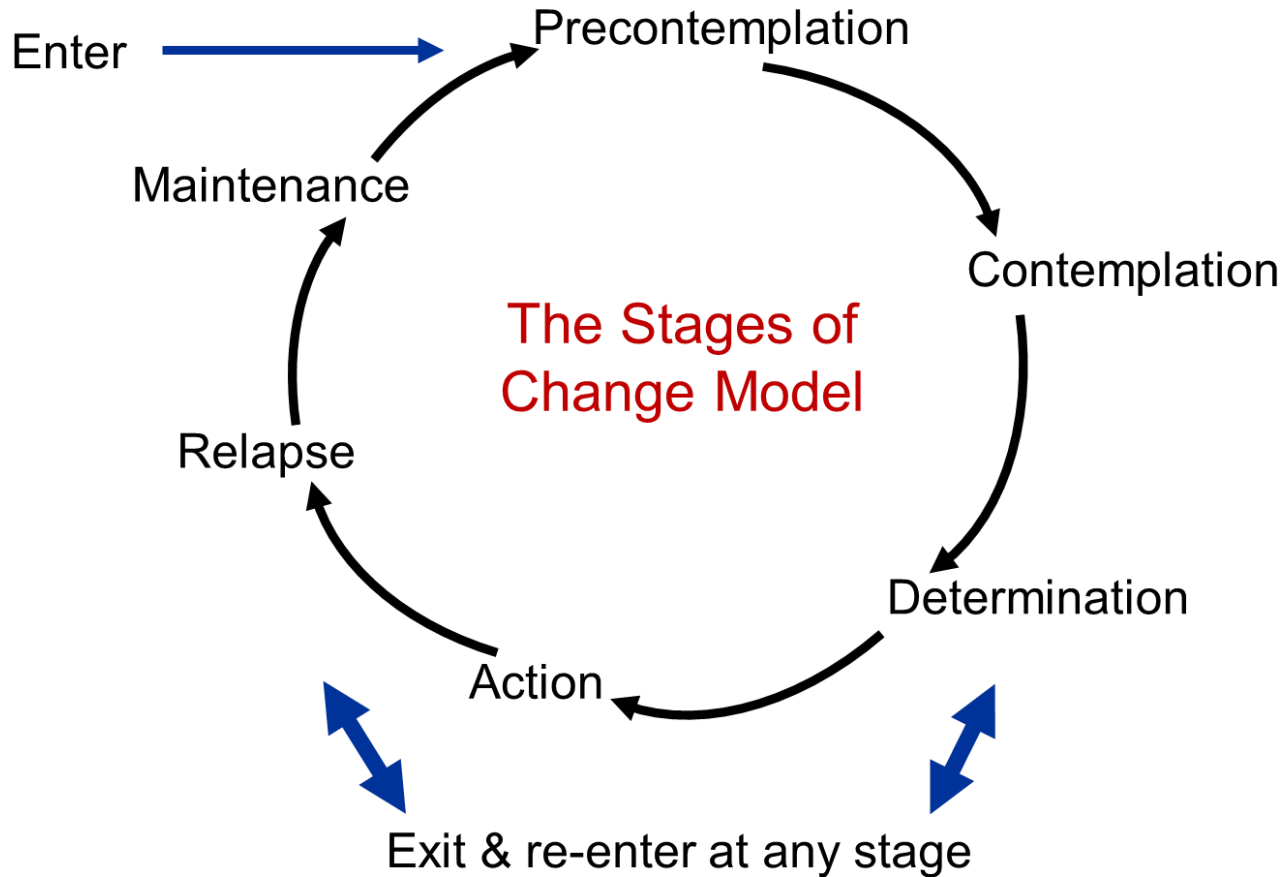
**Why are we trying to change
people's behaviour?**

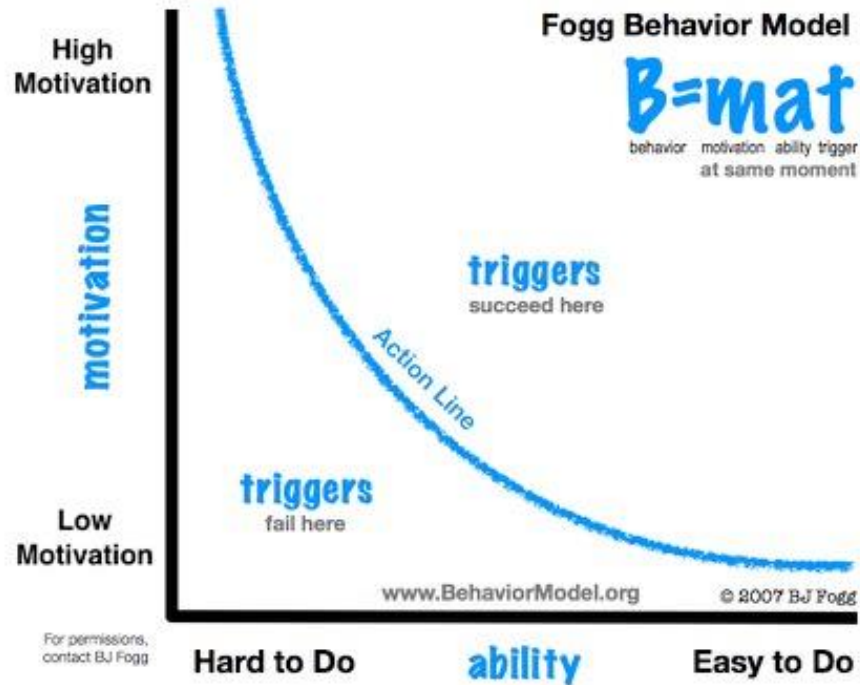
**I'm not OK
You are OK**
*Please solve my problems for me
(Passive)*

**I'm OK
You're OK**
*Collaborative working
(Assertive)*

**I'm not OK
You're not OK**
*Hopelessness
(Passive)*

**You're not OK
I am OK**
Aggressive/rejecting





<http://www.behaviormodel.org/>

Different motivators:

- *Pleasure/Pain*
- *Hope/fear*
- *Social acceptance/rejection*

Triggers

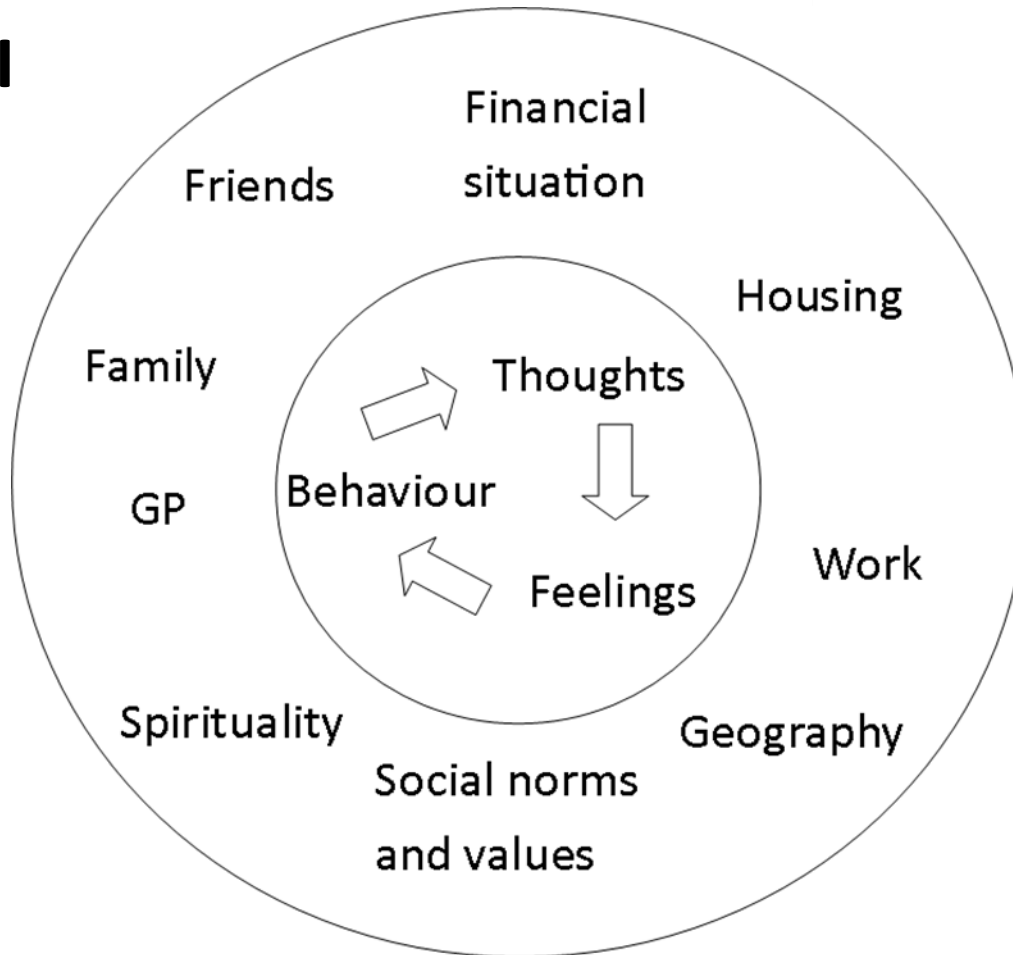
- *Implicit or explicit (I always eat a biscuit with my cup of tea)*

- Interventions that motivate and support people to (From Nice guidance):
- understand the short, medium and longer-term consequences of their health-related behaviours, for themselves and others
- feel positive about the benefits of health-enhancing behaviours and changing their behaviour
- plan their changes in terms of easy steps over time

- recognise how their social contexts and relationships may affect their behaviour, and identify and plan for situations that might undermine the changes they are trying to make
- plan explicit 'if–then' coping strategies to prevent relapse

- make a personal commitment to adopt health-enhancing behaviours by setting (and recording) goals to undertake clearly defined behaviours, in particular contexts, over a specified time
- share their behaviour change goals with others.

What can I control or change?



What can't I change? How do I live with that?

The impact of scarcity (money, time, friendship) – reduction in ‘bandwidth’
In short, scarcity makes us less insightful, less forward-thinking, and less controlled.

http://www.ideas42.org/wp-content/uploads/2015/05/I42_PovertyWhitePaper_Digital_FINAL-1.pdf

<https://www.theguardian.com/books/2013/aug/23/scarcity-sendhil-mullainathan-eldar-shafir>

What can help?

- Simple and clear communication – don't take up more bandwidth than needed
- Creating bandwidth – quick wins that will allow someone the breathing space to think about more long term solutions
- Mindfulness?