

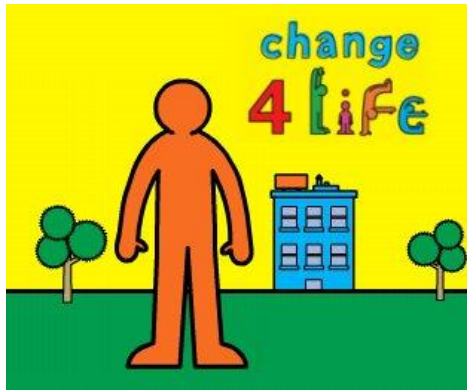
Using behavioural theory for effective communications, and the implications for science engagement

David Watson
Head of Campaigns
Prime Minister's Office



Government Communication Service

Behaviour change has always been central to government communications



Time is running out!
Send a true gift from
the heart this Christmas.





9,000

the number of vehicles attended by the AA in 2012 that had driven through or were stuck in flood water



32%

of flood-related deaths are by drowning in a vehicle



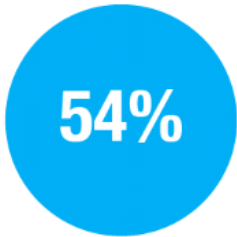
30 cm

of flowing flood water is enough to move a car



15 cm

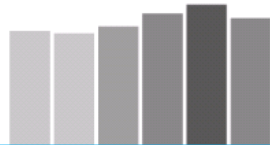
of fast flowing water could knock an adult off their feet



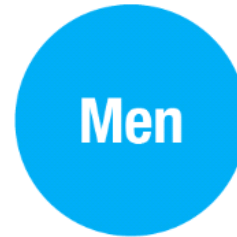
of UK drivers would risk driving through moving flood water



would risk driving through the deepest flood water



would ignore a 'road closed' sign and drive down a flooded road



would risk driving through deeper water than women



Never walk or drive through moving flood water
- Environment Agency / AA



Environment Agency



**FLOODS DESTROY
DESTROY
BE PREPARED**

*These figures have been calculated based on the percentages in the survey being applied to the total number of driving licence holders in the UK. 21,165 people completed this AA-Populus survey.



Why does it matter?

Engagement and communications is more than just providing information and increasing awareness.

Ultimately we seek to encourage people to start, adopt, adapt or stop behaviour.

Behavioural theory enables us to apply proven methods that go with the grain of human nature.



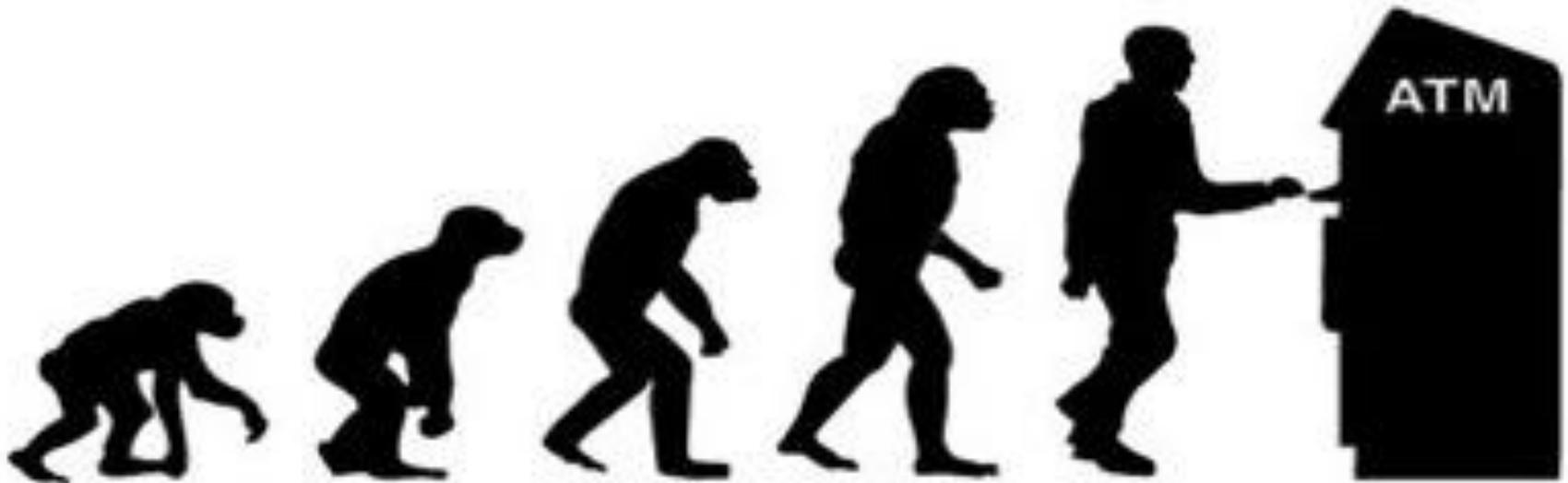
Three Challenges



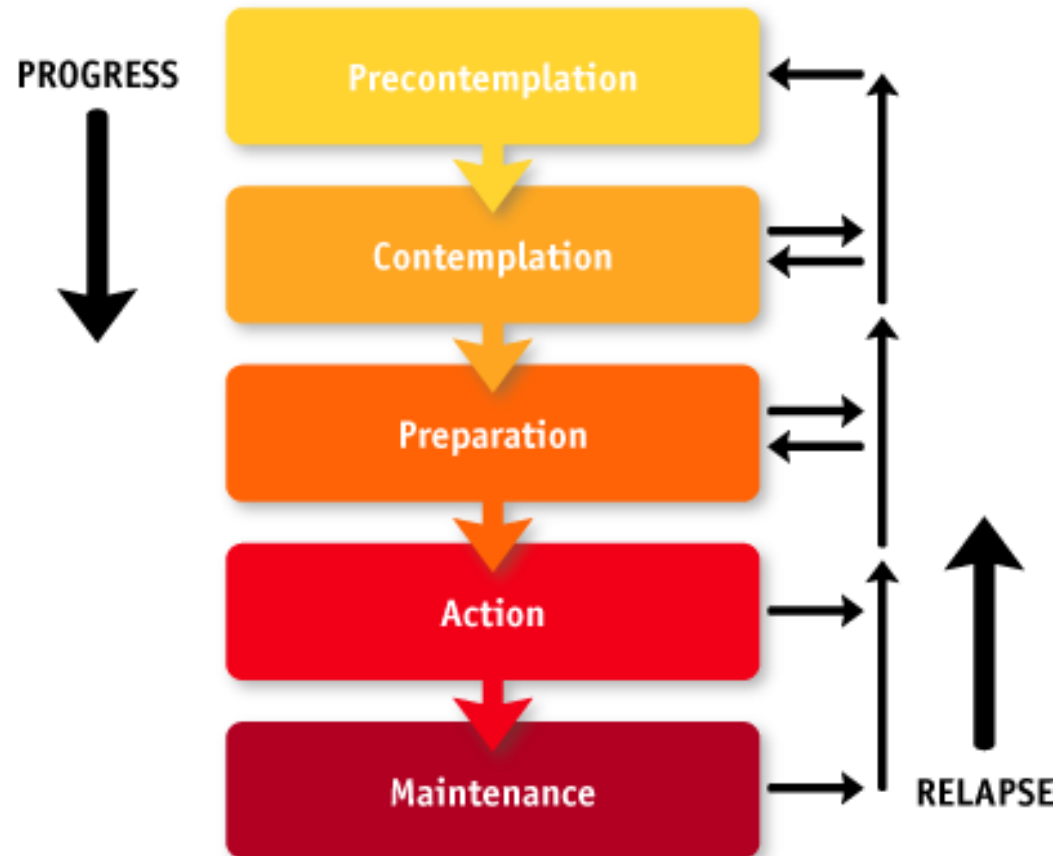
1. We're not normal



2. Homo Economicus



3. Prochaska's Stages of Change Model



Three Opportunities



1. Behaviour Trialling



2. Self-efficacy

It is important for an individual to believe they can achieve a goal successfully.

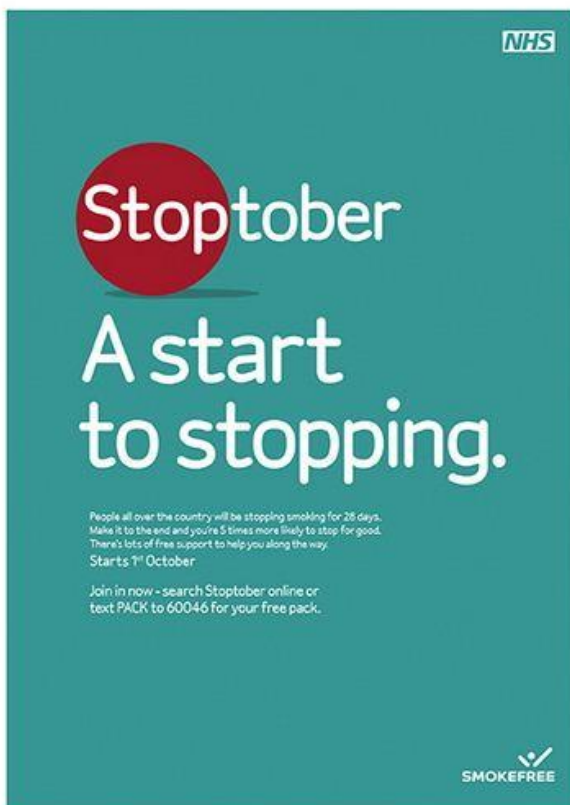
This will determine the effort a person is prepared to put into changing their behaviour and even whether they will attempt it at all.

People's sense of self-efficacy can be driven by many things, including past experiences and personal beliefs (for example, some people are naturally more pessimistic than others).



3. Short Term Rewards

People tend to prioritise short-term reward over long-term gain.



NHS

Stoptober

A start to stopping.

People all over the country will be stopping smoking for 28 days. Make it to the end and you're 5 times more likely to stop for good. There's lots of free support to help you along the way.
Starts 1st October

Join in now - search Stoptober online or text PACK to 60046 for your free pack.

SMOKEFREE



NHS

Day 21

Something smells nice. It's you.

You've probably noticed that your clothes stay fresher for longer and your hair doesn't end up smelling like an ashtray at the end of the day. People all over the country are feeling the benefits of not smoking. There's lots of free support to help you stay on track, plus you can follow us on Facebook and Twitter.

There's still time to start your 28-day challenge. Search Stoptober online.

Stoptober

SMOKEFREE



NHS

Day 25

You just earned 6 days of your life back.

For every day you continue to stop smoking, you could add an extra 6 hours to your life - that's an extra 6 days and counting so far. There's lots of free support to help you stay on track, plus you can follow us on Facebook and Twitter.

It's never too late to start your 28-day challenge. Search Stoptober online.

Stoptober

SMOKEFREE



Any Questions?



Government Communication Service