

**‘Lessons from Theory for Practice’**

**Summary of Findings from  
GSR Behaviour Change Knowledge Review**

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# Practical Guidance: A Model-Based Framework

*'Nine Principles for designing and developing interventions based on models'*

Behavioural  
Models  
Here

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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- 
- The diagram consists of two text labels with arrows pointing to specific steps in the list. On the left, the text 'Behavioural Models Here' is in red. A red L-shaped arrow points from this text to step 2, and another red L-shaped arrow points to step 3. On the right, the text 'Theories of Change Here' is in green. A green L-shaped arrow points from this text to step 1, and two green L-shaped arrows point to steps 4 and 5.

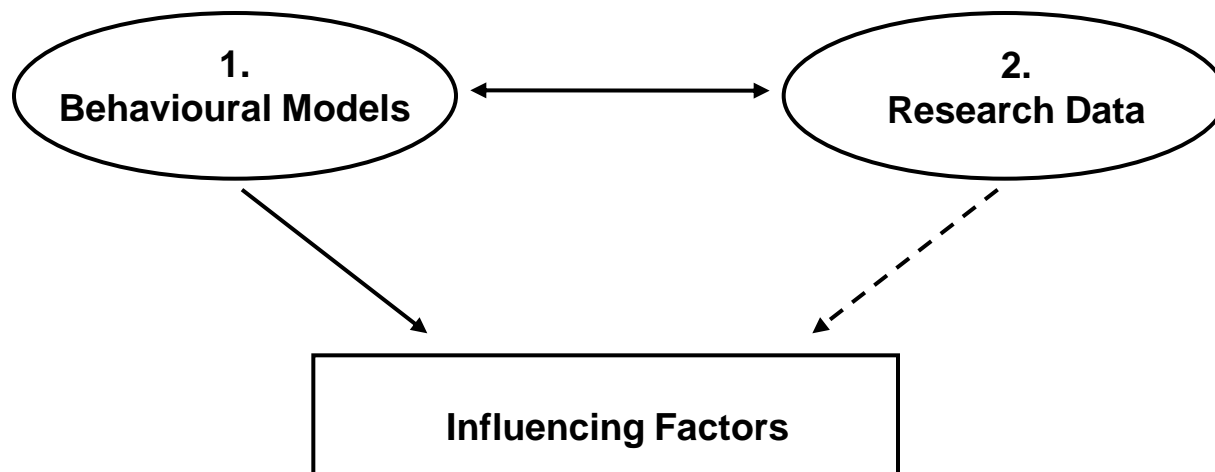
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## Principle 2: Selecting Models

- Models assessed in terms of their predictive capacity (based on factors)
- Endpoint is a shortlist of influencing factors, not a 'winning' model
- Key factors go on to draft strategy as intervention objectives
- A dual-path method:

Path 1 = From Models to Factors

Path 2 = From Research Data to Models and Factors



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## Principle 2: Selecting Models

- **Guidance includes two tables as starting points for model selection**
    - Table 1 matches behavioural models (and factors) to behaviours
    - Table 2 matches behavioural models to types of behaviour
  - **Use both together, or just Table 2 if no match in Table 1**
    - eg 'Seatbelt Use' as TPB, social norms and habit (in Table 1)*
    - ...as a 'habitual' behaviour could also be TIB (in Table 2)*
  - ***Note: multiple matches to models and factors possible***
  - ***Note: weight of influence not quantified***
- ⇒ **Further interrogation required (using dual-path method above)**

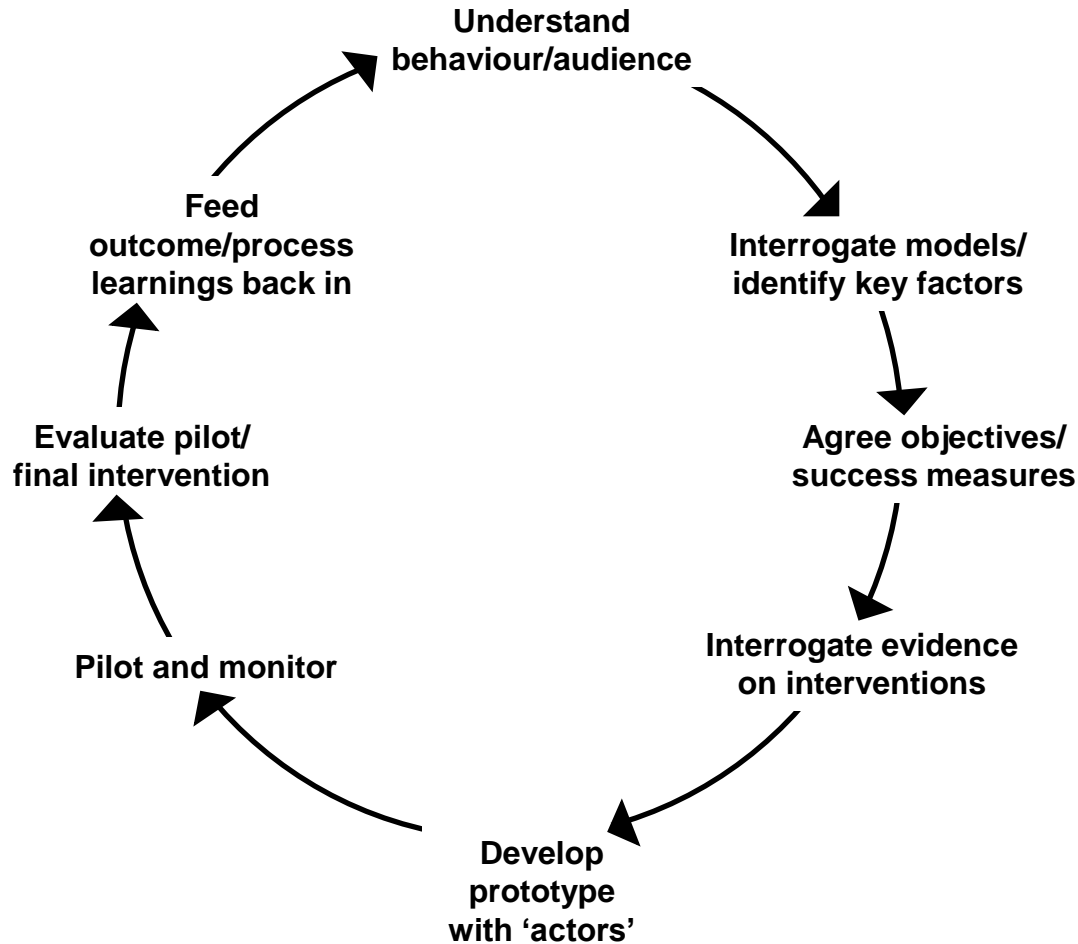
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## **Principle 4: Identifying Intervention Techniques**

- **Once objectives have been set, identify intervention techniques to address those key factors**
  - **From process-based models of change (eg. Stages of Change, IMB)**
  - **From case studies of past practice**
  - **From meta-analyses**  
  
**(eg. Abraham and Michie 2007, matching BCI elements to models)**
- **Work up prototype intervention through collaboration with audience as actors**
- **Solutions must be flexible to audience groups, and behaviour-specific**
- **GSR Project 2 to provide further guidance...**

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## The Role of Research



# Example from Practice: FRANK (2005-06)

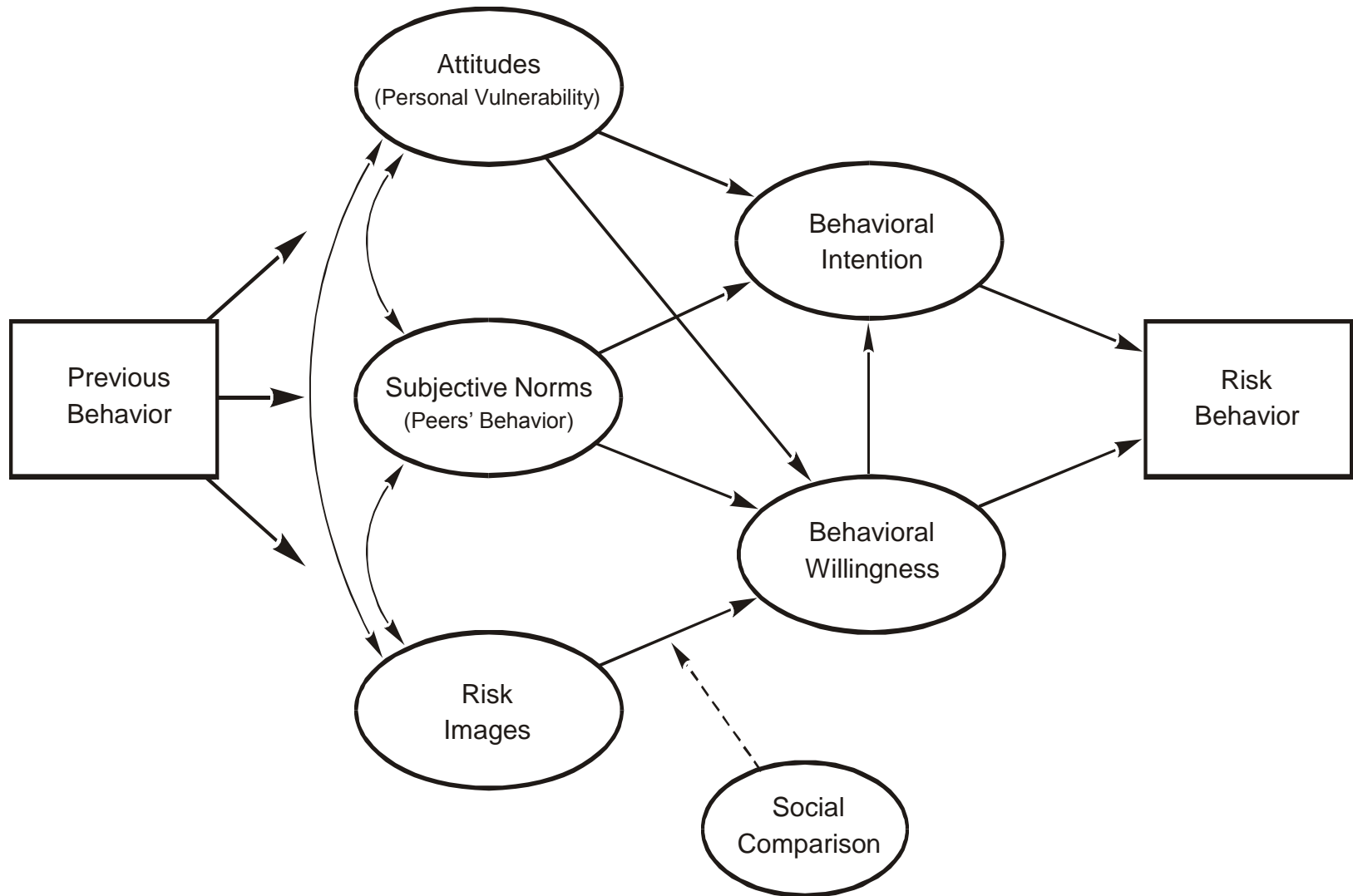
- **FRANK's Objective:**

*“to prevent or delay the onset or escalation of drug use”* among 11 to 18 year olds

- **One sub-audience: non-users at risk of becoming users (11 to 14s)**
- **From desk research, Gibbons and Gerrard's Prototype/Willingness Model (2003) of risky behaviours identified for drug trying and early using**
- **'Risk images' identified in campaign strategy as the key factor to work on for the younger audience (also in view of comms tools)**
- **Ad executions developed and refined through research with the target audience**
- **Campaign evaluated against 'risk images' measures, as well as FRANK user data and drug use statistics**



# Example from Practice: The Prototype/Willingness Model



# Conclusions

- **A distinction between behavioural models and theories of change supports effective practice**
- **There is no one 'winning' model - identify influencing factors from as many as are relevant**
- **Models are concepts to help us understand behaviours, not recipes for changing behaviours**
- **Models underpin effective interventions, but only when developed on the ground (with the audience and in context)**
- **Flexibility in implementation is key - a learning process (trial and error)**
- **Behaviour change best approached as a craft not a science**



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