The Achieving Behaviour Change (ABC) Guides

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Behavioural science in the era of Covid

Behavioural scientists form new front in battle against coronavirus

Experts look at role of psychology in public responses to idea of quarantine

Coronavirus - latest news

FINALLY
Behavioural science: Covid and beyond

Behavioural & Social Science

Need for Behavioural and Social Science
BSSPH Strategy: Capacity Building

BSSPH strategy highlights the importance of capacity building in BSS over the next five years.

‘The development of knowledge, skills, commitment, structures, systems and leadership to enable effective health promotion… with actions to improve the health at three levels…’ (World Health Organisation)

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UCL Centre for Behaviour Change
Approaches to capacity building

- **Training**
  (e.g. MSc Behaviour Change, UCL & Derby)

- **Technical Assistance**
  (e.g. Consultancy from HPX)

- **Knowledge Networks**
  (e.g. BPHHN)

- **Professional Coaching**
  (e.g. Mentoring)
Bridging the gap during Covid

Independent Scientific Pandemic Influenza Group on Behaviours (SPI-B)

Achieving behaviour change
A guide for local government and partners

Behavioural & Social Science

Technical Assistance

Need for Behavioural and Social Science
Closing the gap the gap

Behavioural Scientists

Frameworks

Local Authorities
Behaviour Change Wheel

- Systematic literature review identified 19 existing frameworks
- Synthesis into a new framework
  - Model of behaviour at the hub of a wheel
    - 9 intervention functions each include one or more behaviour change techniques
    - 7 policy categories that could enable or support these interventions to occur
- A step-by-step, transparent, systematic approach to intervention design

Uses of the BCW framework and tools

• Understand behaviour in complex systems

• Design behaviour change interventions from scratch

• Modify existing behaviour change interventions

• Choose between different policy options

• Identify how existing behaviour changes work (and why they might not be working)

• Understanding whether there is a match between current approaches to changing a behaviour and the determinants of behaviour
Achieving Behaviour Change (ABC) Guides

• Brief, user-friendly guide to support the use of BCW framework within:
  – Local government
  – National government

• Part of the BSSPH strategy – an initiative to make behavioural science more available and useable

• Builds on the original BCW publication, with examples of application specific to local government

• Additional tools to support use of concepts:
  – APEASE matrices
  – Elaboration of COM-B questions
  – Behavioural Systems Mapping (National Guide)
Additional tools: Assessment

- Guidance on how to use the APEASE criteria at each stage in the development, evaluation and modification of interventions

APEASE grid; a structured method for using the APEASE criteria to choose between different intervention options
Additional questions to support COM-B diagnosis

Capability: psychological

1. Do they know that the behaviour needs to change?
2. Do they know what achieving this requires?
3. Do they fully understand why it is important? for example Do they understand the benefits of increasing physical activity?
4. Do they fully understand what will happen if they do (or don’t do) the behaviour?
5. Do they know how to do it? for example Do they understand effective ways to lose weight?
6. How easy or difficult do they find performing the behaviour?
7. Will they have to pay attention to doing the behaviour?
8. Are they likely to remember to do the behaviour?
9. Do they have sufficient control over their behaviour?
10. Do they have the mental skills needed for the behaviour? for example Can they understand what is required?
11. Do they have the mental strength and stamina? for example Can they maintain their concentration for long enough?

Walk for 20 minutes at moderate intensity three times a week
Introduction to Behavioural Systems Mapping (National Guide)

Case Study: Using Behavioural Systems Mapping to Understand Influences on Retrofit Behaviour in the Welsh Housing System

The UK Committee on Climate Change recommended that the UK Parliament legislate to reduce domestic greenhouse gas emissions to net zero by 2050. In Wales, a quarter of a million homes are responsible for 21% of all energy consumed and 15% of all domestic greenhouse gas emissions. The Welsh Government is embarking upon an ambitious project to retrofit its housing stock to zero carbon standards by encouraging homeowners and private landlords to modify their houses with energy efficient technology (retrofitting). Behavioural Systems Mapping was used to describe the influences on the retrofit behaviour of house owners.

1. Defining the problem

The Welsh Assembly convened an Advisory Group on the Decarbonisation of Existing Housing which was tasked with identifying and synthesising the evidence on factors influencing retrofit behaviour. To encourage a whole-systems approach the advisory group consisted of six subgroups representing different sectors within the larger housing system (technical, finance, governance, infrastructure, consumer and community).

2. Generating a list of influences

Advisory Group members participated in a workshop to generate a list of actors, behaviours and influences that might influence the retrofit behaviours of home owners, based on the evidence synthesis carried out in Step One. They were also asked to identify how the different actors, behaviours and influences related to one another, and to create maps that illustrated how behaviours and influences in one sector impacted those in others sectors (e.g. how the behaviour of those in the financial sector offering products might influence home owners to apply for a loan to fund retrofit).

3. Developing the Behavioural Systems Map

The maps produced by Advisory Group members were synthesised by behavioural scientists at UCL into a larger map that illustrated the wider housing system. This initial Behavioural Systems Map then went through multiple stages of stakeholder consultation and refinement with members of the DAG until the group agreed that the map was an accurate representation of all relevant actors, behaviours and influences on decarbonisation within the housing system (Figure 2). The map was used by advisory group members to draw up the recommendations for a 30-year housing policy submitted to Ministers in the Welsh Assembly.
Guidance on how to analyse why current intervention strategies may or may not work

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<tr>
<th>COM-B</th>
<th>Example</th>
<th>Intervention functions</th>
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<td></td>
<td></td>
<td>Education</td>
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<td>Physical Capability</td>
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<tr>
<td>Psychological Capability</td>
<td>Pre-emptive catheterisation</td>
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<td>Physical Opportunity</td>
<td>Lack of time to perform alternatives to catheterisation</td>
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<td>Social Opportunity</td>
<td>Requests from patients and carers to have catheter inserted</td>
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<td>Automatic Motivation</td>
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<tr>
<td>Reflective Motivation</td>
<td>Perception of CAUTI as common and benign</td>
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Interventions most often used to prevent CAUTI

Influences on behaviours associated with CAUTI
Developing science capacity in Herts

- **Training**
  Training in BCW approach for core BCU staff and colleagues

- **Technical Assistance**
  Consultancy from CBC to increase translation of training into practice

- **Professional Coaching**
  Ongoing support for 2 years
Learnings from Herts-BCU collaboration

• Ongoing support is very helpful for increasing training into practice
• Creation of specific tools (e.g. BCW matrix) to support rapid response of behavioural analyses
• Need to think about how to translate behavioural science effectively to the target audience (e.g. do they need to know the science, or simply the recommendations?)
• Importance of an overarching framework for behavioural science work (e.g. resilience)
• Possible to use Behaviour Change Wheel process rapidly to meet the demands of a constantly evolving situation
• Plan to evaluate the BCU within Herts as a complex intervention