

Cost-Effective Behaviour Change

Harnessing peer-to-peer communication to get the most out of government campaigns

Michael Thompson & Natalie Taylor



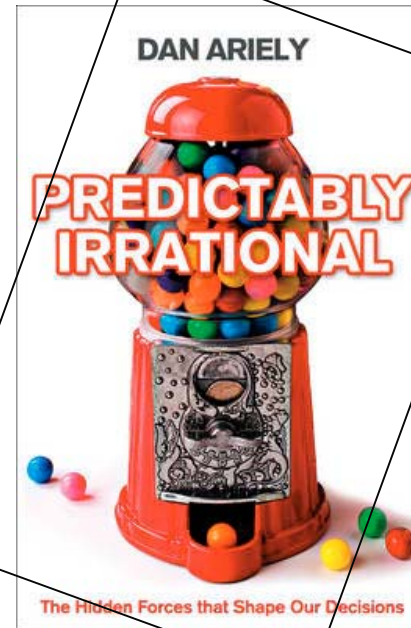
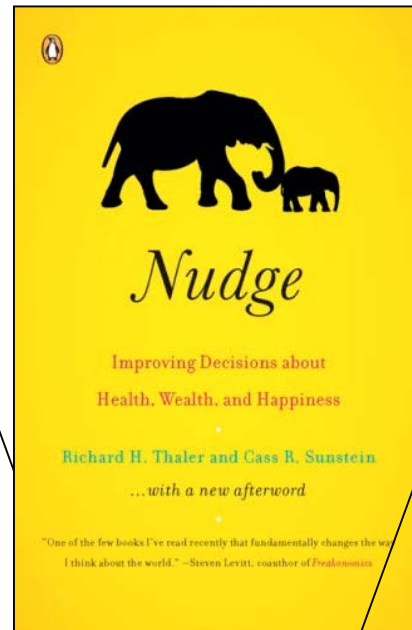
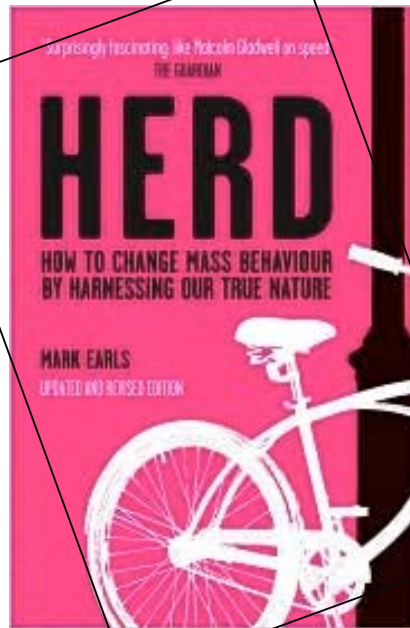


- 50% cut in budget for this financial year
- Only essential marketing campaigns will take place
- 40% cut in staff from 737 to 450

Budget Cuts!



New Approaches



New Approaches

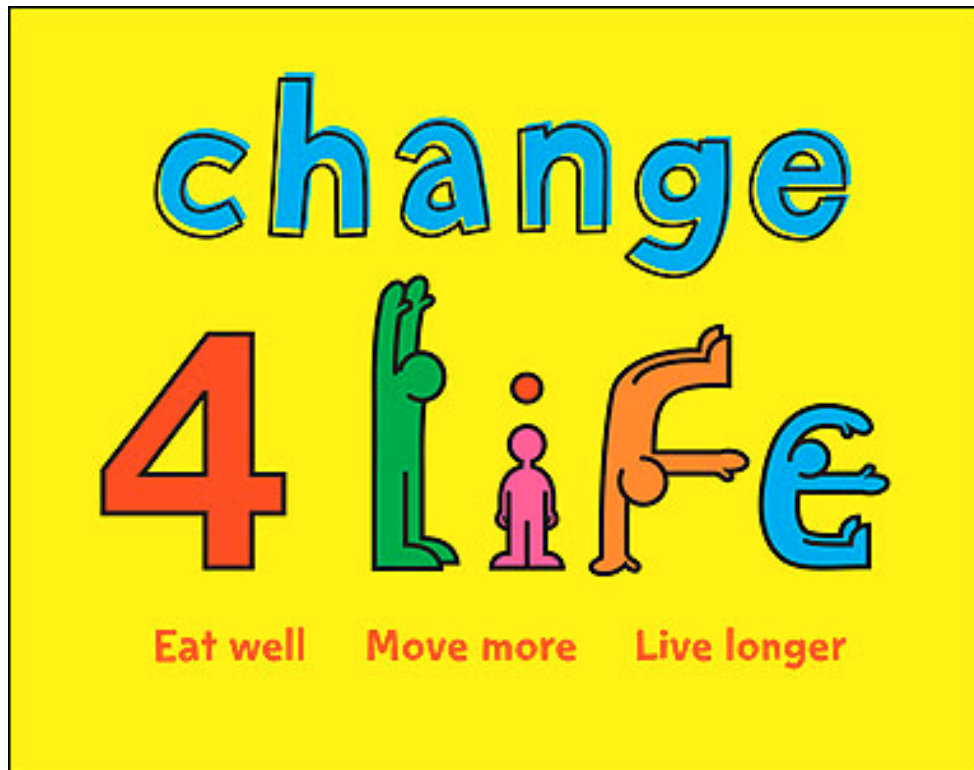
Limitations of Rational Choice



Peer Influence



Environmental Factors



“We have to make Change4Life less of a government campaign and more a social movement. Less paid for by government, more backed by business. Less about costly advertising, more about supporting family and individual responses.”

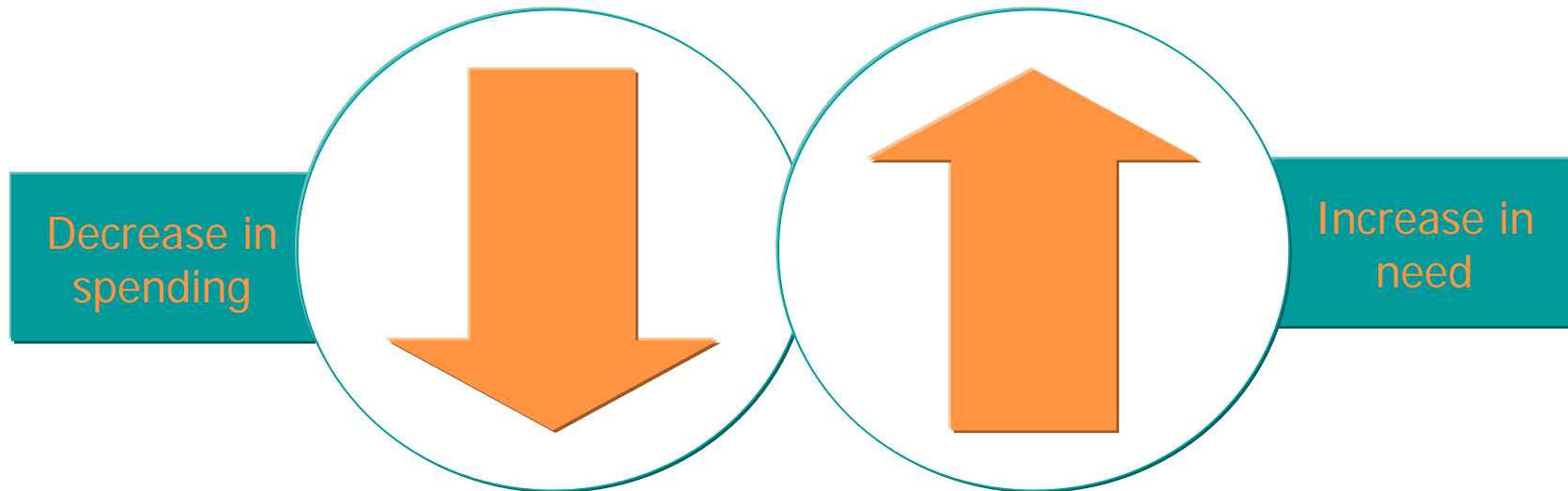
Andrew Lansley



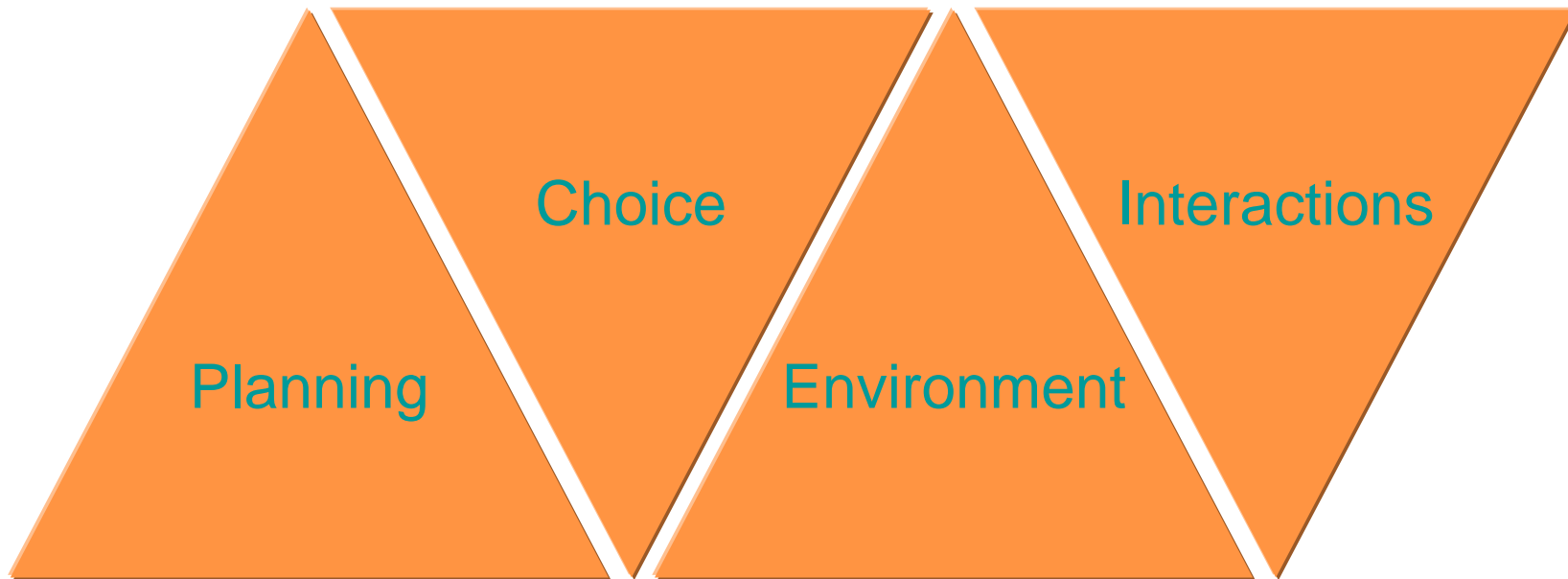
Impact on Research



Impact on Research



Good Research





Planning



“Imagine a specific product that you are going to design. The question is: how are you going to design it so that it fits your customers, so that it’s actually useful for them? From that perspective, understanding how people behave, exactly how they behave, what motivates them and so on, is an incredibly useful piece of information to have.”

(Dan Ariely, Research World, Esomar, September 2010)

Qualitative Study with Machine Gamblers



**GAMBLING
COMMISSION**

Research to Inform Development of the Adult Autism Strategy



Research to Inform Development of the Adult Autism Strategy

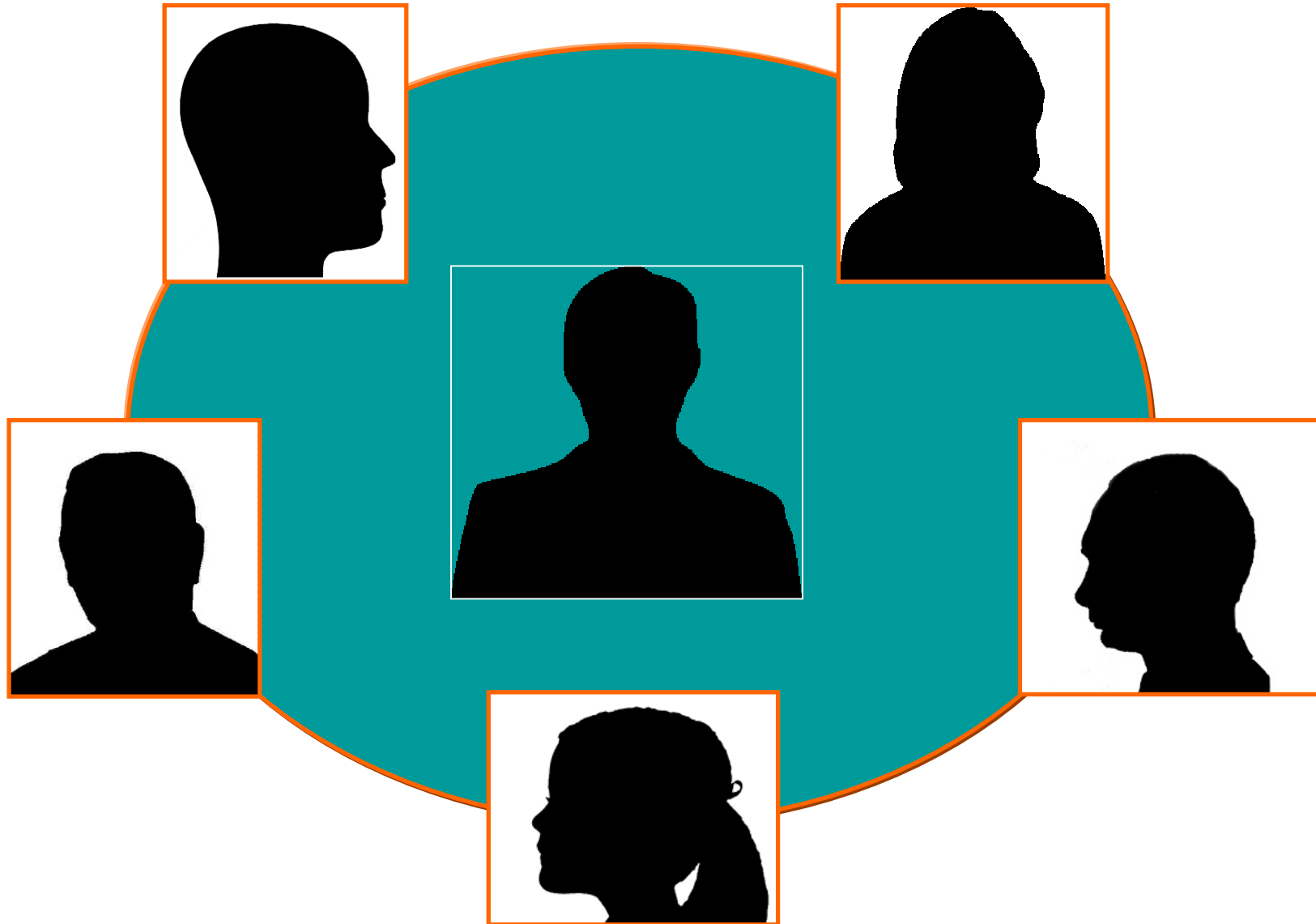
“Ground-breaking in enabling effective engagement with this user group”

Department of Health

“I know this probably sounds odd but this video made me feel more, sort of, well ‘normal’ because I could connect and understand so many of the problems that were shown”

Adult with ASC

Interactions



- Don't get disheartened!
- Budgets are being cut but research is still needed
- However, our role is changing...
 - > We need to ensure research is better integrated into the planning cycle
 - > We need to adapt ourselves to an environment where:
 - Rational choice is questioned
 - Environmental factors and peer influence is central to changing behaviour



Where to Now?

