



**Sheffield
Hallam
University**

Centre for Behavioural
Science and Applied
Psychology

Turning values into actions: Insights from behavioural science

Dr Holly Wilcockson

GSL Live 22' – Net-Zero Student Living, 20th October 2022

**Sheffield
Hallam
University**

42 Collegiate Crescent

Introductions



Dr Holly Wilcockson

Research Associate at CeBSAP



Behavioural Science, Behaviour Change
and Well-being

Our Team

- Prof Madelynne Arden (Professor of Health Psychology, Director of CeBSAP)
- Dr Abigail Millings (Associate Professor)
- Dr Rachael Thorneloe (Senior Research Fellow)
- Dr Helen Humphreys (Senior Research Fellow)
- Dr Martin Lamb (Research Fellow)
- Dr Elaine Clarke (Research Associate)
- Danielle Paddock (Research Associate)
- Alexandra Rabjohns (Research Associate)

Research support

- Peter Fearnley & Helen Birtwhistle

The Challenge

How can we effectively engage students with behaviours that will help us towards net-zero?



What is behavioural science?

- The science of human action
 - Psychology (health, social, cognitive)
 - Behavioural Medicine
 - Behavioural Economics
 - Sociology
 - Anthropology
- Why do people behave in the way that they do?
 - e.g. theories of motivation and volition; cognitive biases
- What influences how people behave (in different contexts)?
- How can we change/influence behaviour?





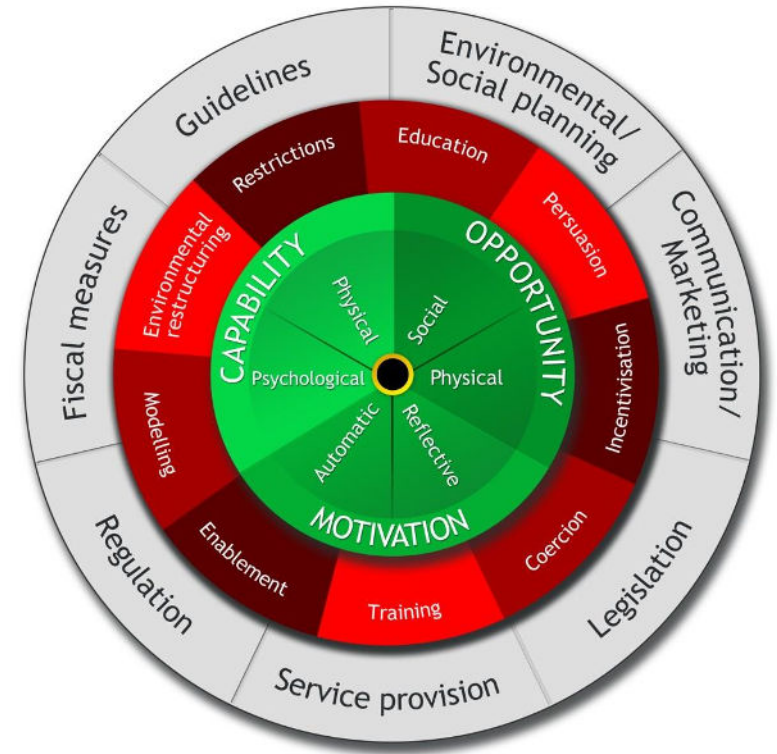
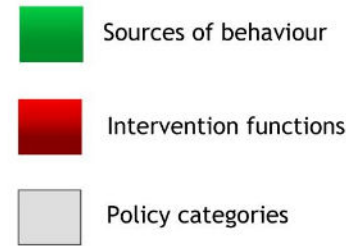
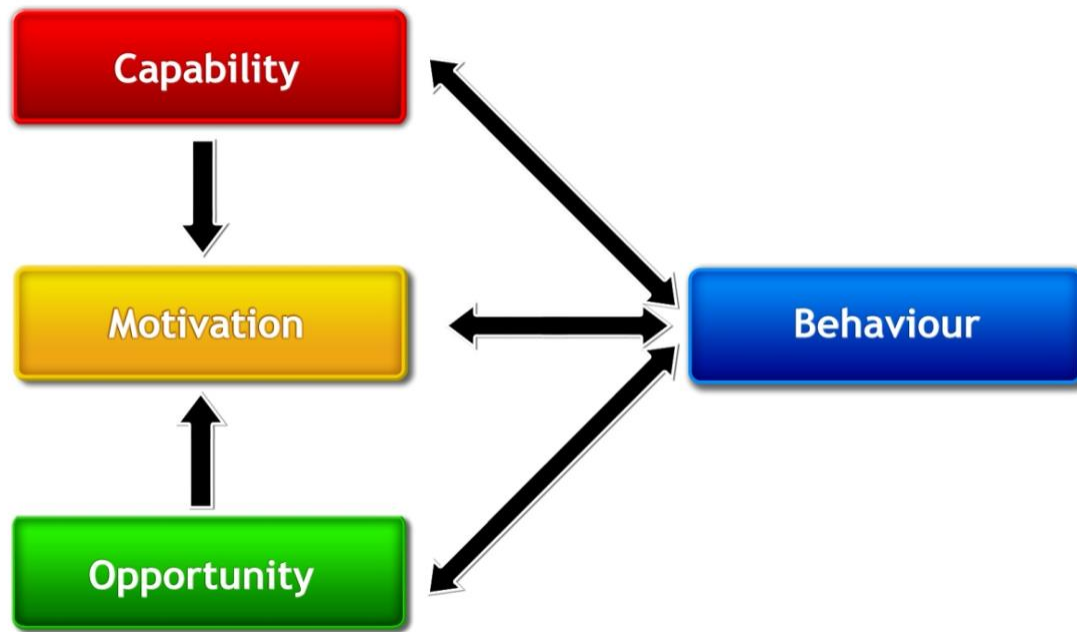
It's not all about the individual!

- Behavioural science is concerned with **all of the influences** on an individuals' behaviour
 - Environmental factors
 - Social and cultural factors
 - Resources
 - Organisational factors
 - Systems
 - and anyone IN the system

Changing behaviour of **all** of these can draw on behavioural science

Photo © [Andrew Tryon](#) ([cc-by-sa/2.0](#))

COM-B and the Behaviour Change Wheel



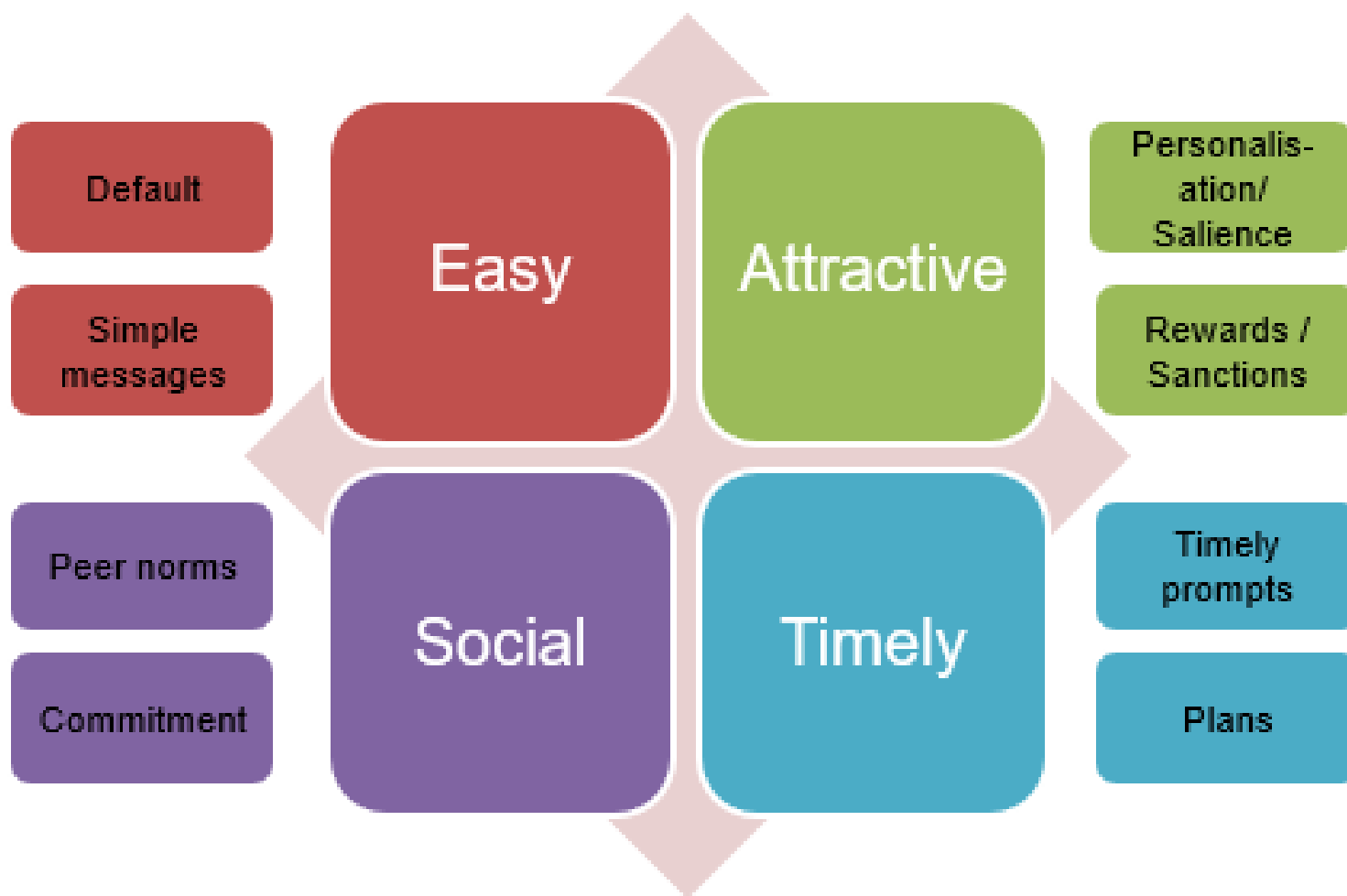
COM-B (Michie et al., 2011)

'Hidden' theories of behaviour change: Theoretical Domains Framework

- Theory of Planned Behaviour
- Habit theory
- Control theory
- Social learning theory



Simple 'nudges'...



**STAY HOME
TO HELP US
SAVE LIVES**

ACT LIKE YOU'VE

**CONTROL
THE VIRUS**

**We must
keep on protecting
each other.**



HANDS



FACE

**STAY HOME
PROTECT
THE NHS
SAVE LIVES**

Government



**WASH
YOUR
HANDS**



**COVER
YOUR
FACE**



**KEEP
YOUR
DISTANCE**

Covid-19 Pandemic

- Unprecedented need to influence collective behaviour to prevent global spread of disease
 - Domestic lockdowns
 - International border closures
 - Adoption of behavioural measures
 - Some mandated
 - Punishable (fines)
 - Vast majority adopted and bought into these changes

Partygate fines: Boris Johnson set to apologise to MPs over lockdown breach

19 April · Comments



Coronavirus pandemic



Cummings: Barnard Castle saga was 'complete disaster' that 'undermined public confidence'

26 May 2021, 14:48 | Updated: 26 May 2021, 14:53



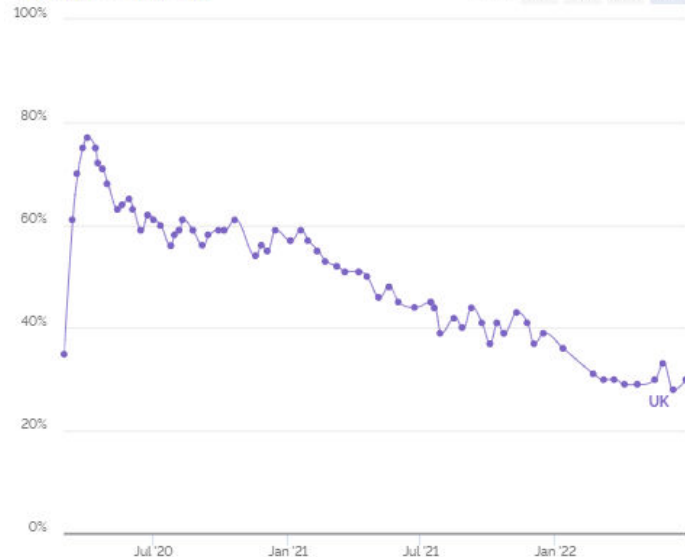
Covid-19 Pandemic

YouGov COVID-19 behaviour changes tracker: Improving personal hygiene

% of people in each market who say they are: Improving personal hygiene (e.g. washing hands frequently, using hand sanitiser).

Mar 1, 2020 → Jun 29, 2022

Zoom 1m 3m YTD All

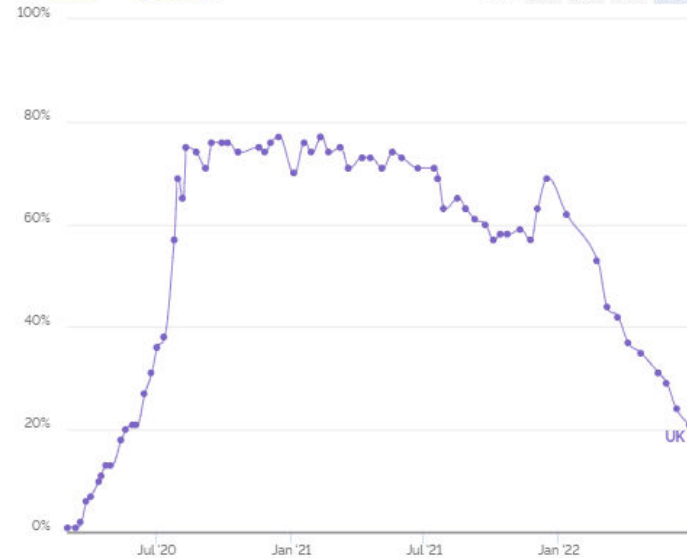


YouGov COVID-19 behaviour changes tracker: Wearing a face mask when in public places

% of people in each market who say they are: Wearing a face mask when in public places.

Mar 1, 2020 → Jun 29, 2022

Zoom 1m 3m YTD All



YouGov COVID-19 behaviour changes tracker: Avoiding crowded public places

% of people in each market who say they are: Avoiding crowded public places

Mar 1, 2020 → Jun 29, 2022

Zoom 1m 3m YTD All



Behavioural Science and Covid-19



the british
psychological society

Public Health Forum (BSDPT/HPX)

Led by Ellie Whittaker and Lesley Lewis

Enabled on-the-ground needs assessment and co-creation of guidance



NHS Tayside
NHS Highland
Public Health England
Public Health Wales
Aneurin Bevan

"What might influence whether people use the contact tracing app?"

"What are the key strategies for hand hygiene?"

"Can you give us guidance on public health messaging?"



Bedford Council
Birmingham City Council
Bradford Council
Buckinghamshire Council
City of Wolverhampton Council
Hertfordshire County Council
Luton Borough Council
North Yorkshire County Council
Norfolk Council
Wirral Council

"How can we enhance self-isolation?"



University of Stirling
Ulster University
University of Salford
University of Manchester
Sheffield Hallam University
Birmingham City University
University of Bedfordshire
University of Southampton

"We need guidance for other behaviours not linked to COVID-19 but impacted by it"
e.g. physical activity/ alcohol use



PHE Behavioural Insights Team
Wellcome Trust
Macmillan

@DrAngelChater

Understanding adherence to COVID-protective behaviours using behavioural science

Understanding and promoting uptake of the influenza and COVID-19 vaccination in healthcare workers in Wales

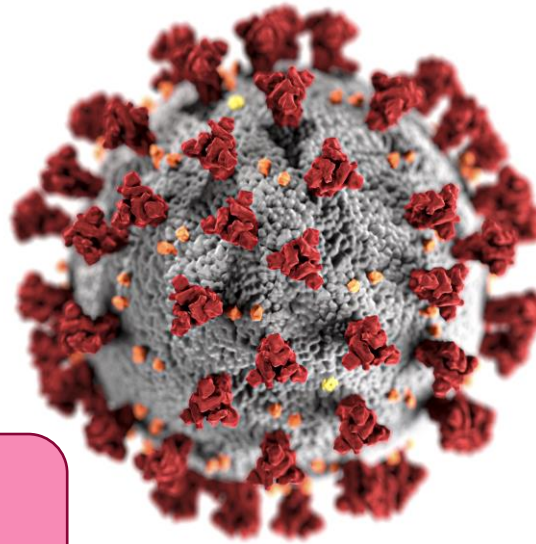
<https://phw.nhs.wales/publications/publications/1/understanding-and-addressing-the-barriers-and-facilitators-for-influenza-and-covid-19-vaccine-uptake-among-nhs-employees-in-wales-report/>

Understanding adherence to COVID-19 protective behaviours and intentions to receive a COVID-19 vaccine in Sheffield

Thorneloe, R. J., Clarke, E. N., & Arden, M. A. (2022). Adherence to behaviours associated with the test, trace, and isolate system: an analysis using the theoretical domains framework. *BMC public health*, 22(1), 1-11.

Developing and testing message to promote COVID-19 vaccination uptake in members of BAME communities in Bradford

Adherence to COVID-19 protective behavioural and vaccination uptake among young people in Cambridge and Peterborough



18 COVID-19 guidance documents based on rapid review and expert consensus (and 4 peer reviewed papers)

British Psychological Society COVID-19 Behavioural Science and Disease Prevention Taskforce





Net-zero living...

- Parallels with Covid:
 - Tangible threat to humanity
 - Inaction will affect the entire globe
 - Action required at individual and at population/Government level
- Divergencies from Covid:
 - Perceptions of immediate threat level for self/loved ones
 - Urgency of issue / visible impact
 - Element of choice
 - Evidence of decisive and timely action by ruling authorities

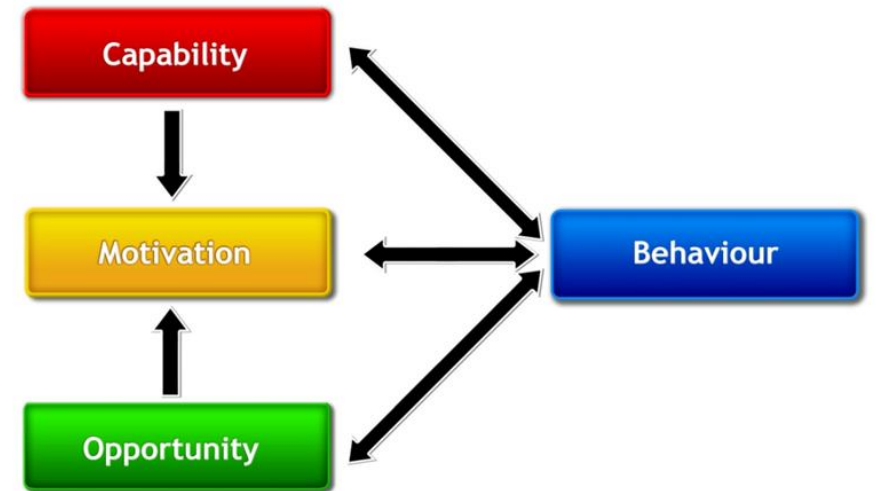
The Challenge

How can we effectively engage students with behaviours that will help us towards net-zero?

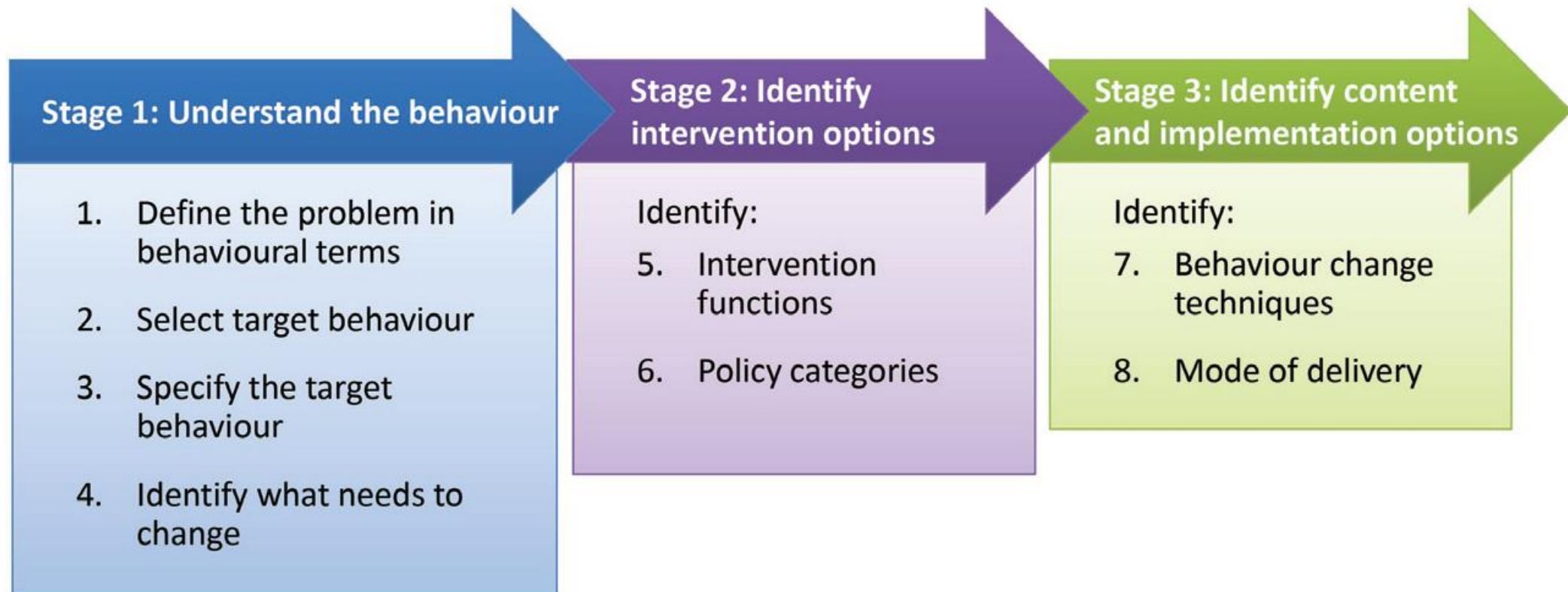


What we need to consider...

- What ARE the behaviours we want students to be engaging with to promote net-zero living in their accommodation?
- What are the key BARRIERS and FACILITATORS to them engaging with these behaviours?
- Do they have CAPABILITY, OPPORTUNITY and MOTIVATION to perform the behaviours we want them to perform?
- If not, how can we contribute to giving them this?



Designing an Intervention



STEP 1 – Understand the behaviour

Observe/listen to the students
(focus groups/interviews)



What COM factors are people
lacking?

focus for intervention



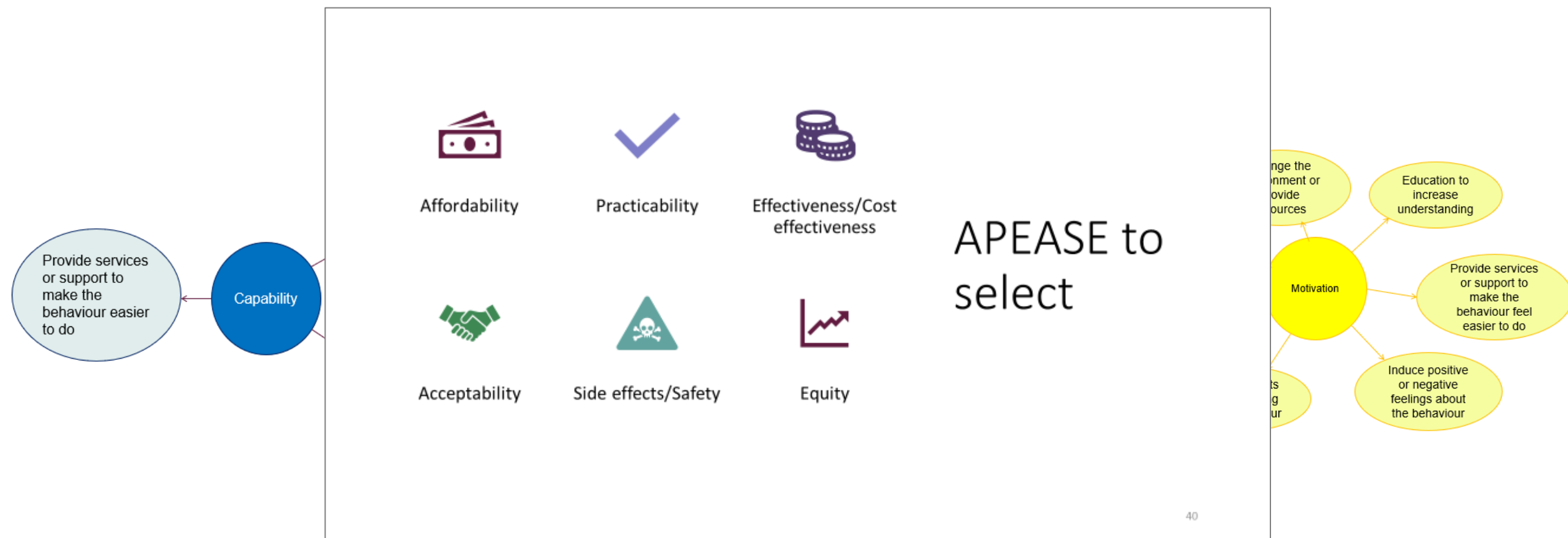
Are there differences in COM factors
between people currently doing the
behaviour and those who are not?

focus on the factors that are difference in an
intervention



Are there subgroups of people who
have different patterns of COM
response?

they might require different interventions



STEP 2 – Identify intervention options

Remember it's not all about the individual

Intervention function	Definition
Education	Increasing knowledge or understanding
Persuasion	Using communication to promote feelings or action
Incentivisation	Creating an expectation of reward
Coercion	Creating an expectation of punishment/cost
Training	Imparting skills
Restriction	Rules to reduce opportunity
Environmental restructuring	Changing physical or social context
Modelling	Role model to aspire to or imitate
Enablement	Facilitating or reducing capability or opportunity barriers



STEP 3 – Identify content and options

Which behaviour change techniques to use?

THANK YOU!

Follow us on twitter [@cebsap](https://twitter.com/cebsap)

Email: cebsap@shu.ac.uk

We can help with:

- behavioural science training
- insight gathering
- intervention design
- intervention evaluation
 - trials
 - process evaluation
 - needs analysis