

# 5 Principles of BEHAVIOUR CHANGE

## 1

### **We are not a rational species**

Our brains want to save energy so often takes shortcuts. Don't assume purely rational behaviour - just assume that it makes sense to the individual in their context and seek to better understand it.



## 2

### **We are rarely our target audience**

So we need to check our assumptions and do some research. Wherever possible, talk to people from your target audience!



## 3

### **We must look beyond information provision to change behaviour**

Providing information is important but will rarely shift behaviour on its own if nothing else changes. Consider the systems, processes and context around the behaviour.



## 4

### **Every intervention works on someone - no intervention works on everyone.**

Everyone is different and has a different context. Shifting behaviours across a group requires multiple interventions at different times to be effective.



## 5

### **Subtraction can be more powerful than addition**

We often forget about the power of removing a barrier in our quest to add interventions. This can make a big difference to how sustainable the change will be.

