



## **Title: Human behaviour change science**

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- [Instructor] A very warm welcome to this module: Applying Human Behaviour Change Science for Farm Animal Welfare. My name is Suzanne Rogers. You've already heard from my colleague, Jo White and we are Human Behaviour Change for Animals. This session is presented by myself, Suzanne Rogers and a declaration of interest is that myself and Jo White are the co-directors of the Community Interest Company Human Behaviour Change for Animals. Thank you to the other contributor, the editors and the reviewers.

The learning objectives are that on completion of this module: Participants will be able to understand the four key principles of behaviour change as developed by Human Behaviour Change for Animals. Understand the application of the models and psychological elements that are introduced in this section. And to understand how to apply the content of this talk in the practical setting.

As covered by Jo in the introduction, it is important to remember the breadth and depth of Human Behaviour Change because it covers and draws upon so many disciplines including the social sciences, economics design and it takes an evidence based approach. Well, so as covered by Jo in the introduction, we looked at the stages of a project, campaign, programme or interaction as Human Behaviour Change for Animals, consider them. So, first of all, we need to understand the behaviour before we can change the behaviour and then we can understand the impact of that change. And throughout this process and monitoring and research and development approaches needed so that we can tweak and change and pilots our approach and understand if it's making a difference. We have distilled the depth and breadth of this topic into four key principles. Principle one change is a process. So principle one, change is a process. Knowing something does not mean you will do it. Awareness doesn't always result in behaviour change. The obvious example of this is the campaign for people to eat five portions of fruits or vegetables a day. Studies have shown that so many people realise this and have a higher, higher awareness of this advice but the number of people eating five portions of fruit and vegetable a day every day is much, much lower. Also we know that change in attitude does not always mean behaviour change and that intentions and planned behaviour don't always lead to behaviour change.

So I think it's always important to mention this because so many projects and aims of work always say, "We're aiming to raise awareness or we're aiming for a change in attitude or just don't take it all the way through to behaviour change." However, we do know that desired behaviours need to be modelled, rehearsed and reinforced, not just explained. So there's plenty of knowledge out there that we can use to make our projects and our interactions as effective as they can be. The idea that change is a process that there are stages of change has been around for a very long time shop. Shopenhauer said that, "All truth passes through three stages. First it is ridiculed, second, it is

violently opposed and third it is accepted as being self-evident." I think we can all identify with that. And then much more recently came the Transtheoretical Model of Change, looking at stages of changes, consisting of five stages. So number one pre-contemplation. In this stage people aren't even aware that there's a possible issue or that they should be changing or looking to change. They're not seeking to make a change. This could be a farmer who isn't even thinking about the need to complete a dose of antibiotics for example, or isn't considering the fact that there might be an abnormally high level of lameness in their head.

Step two is contemplation when this kind of issue might be coming onto people's radars, they're starting to think of starting to have some awareness that there might be a problem that could be addressed. Stage three, preparation. Now people are starting to think, "What can I do, what resources can I look into, who can I speak to to find out more about this and to help me with preparing for the change?" Stage four, action. This is making the change doing the behaviours that are needed to change the situation. Step five, maintenance. We need to maintain those new behaviours not just do them once. And at any point in these stages of change we might have a relapse behaviour, might slip down and go back to a previous stage.

And the key thing about this model is or the reason why it's so important to consider is that if we're having a conversation and we are focusing on actions, for example, we're providing lots of advice, lots of possible actions that people could take but if they're only at the stage of pre-contemplation then that conversation is unlikely to be impactful. We need to try to work out where our clients are or our own farmers are in their stage of change and then modify our or tailor that conversation to where they are. So if they're in pre-contemplation stage we need to be starting to get to the issue on their radar. If they're in contemplation stage or preparation stage it might be about providing some information, if they're at action stage much more solution focused and so on. So there's a really handy tip because if we can listen unto what they're saying to truly understand where they're coming from and then we're going to be able to identify where possibly they are in the stages of change and make our interaction with them as meaningful and impactful as possible.

A very comprehensive tool to investigate behaviour is the Behaviour Change Wheel and the COM-B Model. COM-B stands for Capability, Opportunity and Motivation and the B is how those three relates to work together to cause a behaviour. And this tool could be utilised in animal welfare by helping us to understand the situation through analysing the behaviour and establishing the driving factors, the barriers and the opportunities for change all the way through to designing, implementing targeted intervention techniques. So the understanding element is the green part in the middle where we really delve deeply into understanding the behaviour. The red circle is the intervention functions. And so we can choose the right intervention function when we've understood what's driving the behaviour and the grey circle around the edge is the policy categories. So we can also put this in a wider context again. And the COM-B Model and the framework that is part of it draws on other theories and behaviour change models such as the self-efficacy theory. This just States that we're more likely to repeat to what we're good at. It is a task based version of self-esteem. So in practical terms that means helping the farmer to master as many elements of the plan as possible in the visit. If we can help them to feel good about, for example a certain handling technique or certain way of administrating medicine then they're more likely to do it when we're not there. And as Jo mentioned in the introduction human behaviour change requires a systems based approach. There are so many ways that we can look at the processes of change. There are many theories that help to describe stages of change in slightly different ways. And if we can pull on this and learn from them we're going to be in a really strong position to have a really good understanding of the issue before we try to change it.

Principle two is that understanding psychology is key in driving change. So psychology is obviously a huge topic and there's so many psychological factors to consider when we're seeking to change behaviour. Some of them are on this slide. We want to pick out it's just a few examples and top tips from the psychological factors side of things. So the first one is that we need to appreciate that there is an emotional and a rational side to decision-making. Have you ever made a decision based on emotions rather than rational thinking? I know I have mostly around acquiring animals. And if we don't take this into account, if we don't take into account the fact that our clients, are farmers are not only making decisions based on rational logical thoughts processes, but mostly at an emotional level. And then we will risk not building a rapport with the clients and not being as effective as we could be. So to be able to appeal to their emotional side as well as the logical rational side we need to be communicating in an empathetic way.

So some more top tips from psychology. If we look at this picture, we can see that one person is seeing an "n" and the other person is seeing a "u" If we're the person seeing an "n" we might give a hundred reasons of the very big evidence-based for why it's an "n". But if the other person is seeing a "u" and then how is that going to make them feel? Well, it might make them feel defensive. It's probably going to make them feel that you don't understand their point of view and it might make them lose all respect you as well. It's important to minimise confrontation because this is the biggest predictor of failure to change. And that comes from the field of motivational interviewing which I know that's, there's a later module on in this course. It's important to show empathy and that this is the biggest predictor of success. So using phrases such as, "I'm hearing that you're worried about..." can help in that way. We need to be aware of cognitive biases. And this means that when people have hold beliefs and hold knowledge, if some information comes in that it goes against those beliefs and doesn't fit with their currently health knowledge about something, they're less likely to take that information on. So we need to be sure that we are not just dismissed what we're trying to bring to a conversation, isn't just dismissed because of this factor. We need to avoid triggering this by using values based comms. We need to find where we share values and build on the similarities first, so that we're not likely to trigger this issue of cognitive bias if what we're saying doesn't fit with the other person's beliefs and knowledge about the topic.

Principle three, the environment influences change. So on the top left, if it's a cold day we are likely to change our behaviour by putting a jumper on or drinking a hot drink. The top right introducing a target helps to make mens' urinals more cleanly. Bottom left, if we make it easy to provide the opportunity to recycle then people are more likely to put things in appropriate bins and the bottom right, changing the behaviour of animals through chutes on the way to slaughter. The use of prompts in the environment can influence behaviour change. So for example, in the field of social marketing where they match barriers with tools to address them they use prompts as an example. And physiotherapists are fantastic at this. Physiotherapists typically struggle to get people, to do their exercises and as many times a day, as they're meant to. And so they use prompts or hooks in their environment to encourage the behaviours they want. For example, to encourage people to do the exercises, they'll say things like, "Every time you make a cup of tea do your ankle exercises or every time you visit the toilet, do your knee exercises." And they have found that this is a much better way of getting people to do what they want to do rather than just asking them to do it three times or four times a day. It's really important when considering barriers to be clear if there are barriers, we're assuming they have or if they're actual barriers. So this comes to that really important factor of understanding people's behaviours before we try to change them. So bumps in the environment at a farming context could be anything from the layout of the farming situation, through handling or having the equipment where you need it to be.

Principle four, is that change must be owned. The saying, "Tell me and I forget show me and I remember, involve me and I truly understand" illustrates this principle really well. Ideally we wouldn't just be telling clients to do things or even showing them, but truly involving them. How can we do that? Well, if it's something we need them to do practically such as putting a bandaid on or a treatment we need to be making sure that they're involved in that process. And we're not just telling them how to do it or even showing them how to do it but we're giving them a chance to do it themselves. And to do it in a safe space with us there. Then they're more likely to do it again in the future when we're not there.

So now that we understand that behaviour and what's driving it, we can now move on to change. There's many options for interventions as illustrated in the COM-B Behaviour Change Wheel Model. So for example, education this might be increasing knowledge and understanding. This is very valid, but we need to make sure that we do it in a way that applies the principles of human behaviour change. We don't want it to be too top down. We don't want to just be telling people we want to be true to involving them for this intervention to be successful. Then there's training, persuasion, modelling, incentivization, punishment, restriction, environmental restructuring and conversations for change. We have this outside the scope to go into each of these today and there's advantages and disadvantages of trying of trying each one but it's just to give you an idea of the sorts of process behaviour change scientists go through when looking at intervention options. So what are the take home messages? Well, behaviour change requires a systems approach. It's important to understand the behaviour first, the behaviour you do want or the behaviour you don't want. We mustn't make assumptions especially about what are the barriers and the opportunities surrounding a behaviour. Because if we make an assumption wrongly we might suggest ways to address the wrong barrier and that might result in a helpful conversation. We need to have creative interventions. We need to address causes not symptoms. We need to be continually monitoring evaluating the progress and we need to embrace the complexities. Human Behaviour Change is multifaceted, it's complex but there's some beauty in that too, because it provides a lot of opportunities for change.

So thank you for listening. And just a reminder that team Human Behaviour Change for Animals do regular in-person and online training courses. We support and mentor individuals. We provide consultancy and support for organisations and we do bespoke training and you can find us in all the usual places, we've got website, we've got an email address we're on Facebook and LinkedIn too. Thank you so much for listening. I hope that was useful.

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