



# **Behavioural Change**

**- *Are we creatures of habit???***

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# The purpose of this session is to

- prompt some discussion and thinking around the potential benefits of behavioural change as a means to reduce future dependency on Council Services
- and to provide some background on a few examples of the work which is already underway or in the planning stages.



# So what's the problem?

- We spend £2.7m each year picking up litter
- The Health service is at breaking point, because people don't make the right choices about their health.
- Increase in landfill taxes, if we don't recycle more.
- An increase in on-line gambling – 'Loan Sharks'



# The Financial Incentive

For illustrative purposes....

- Alcohol misuse costs the NHS up to £1.7 billion each year
- NEET - £97,000 over lifetime
- Prisoner Re-offending - £65,000 up to the point of re-imprisonment
- Cleaning up gum - £1 per sq meter

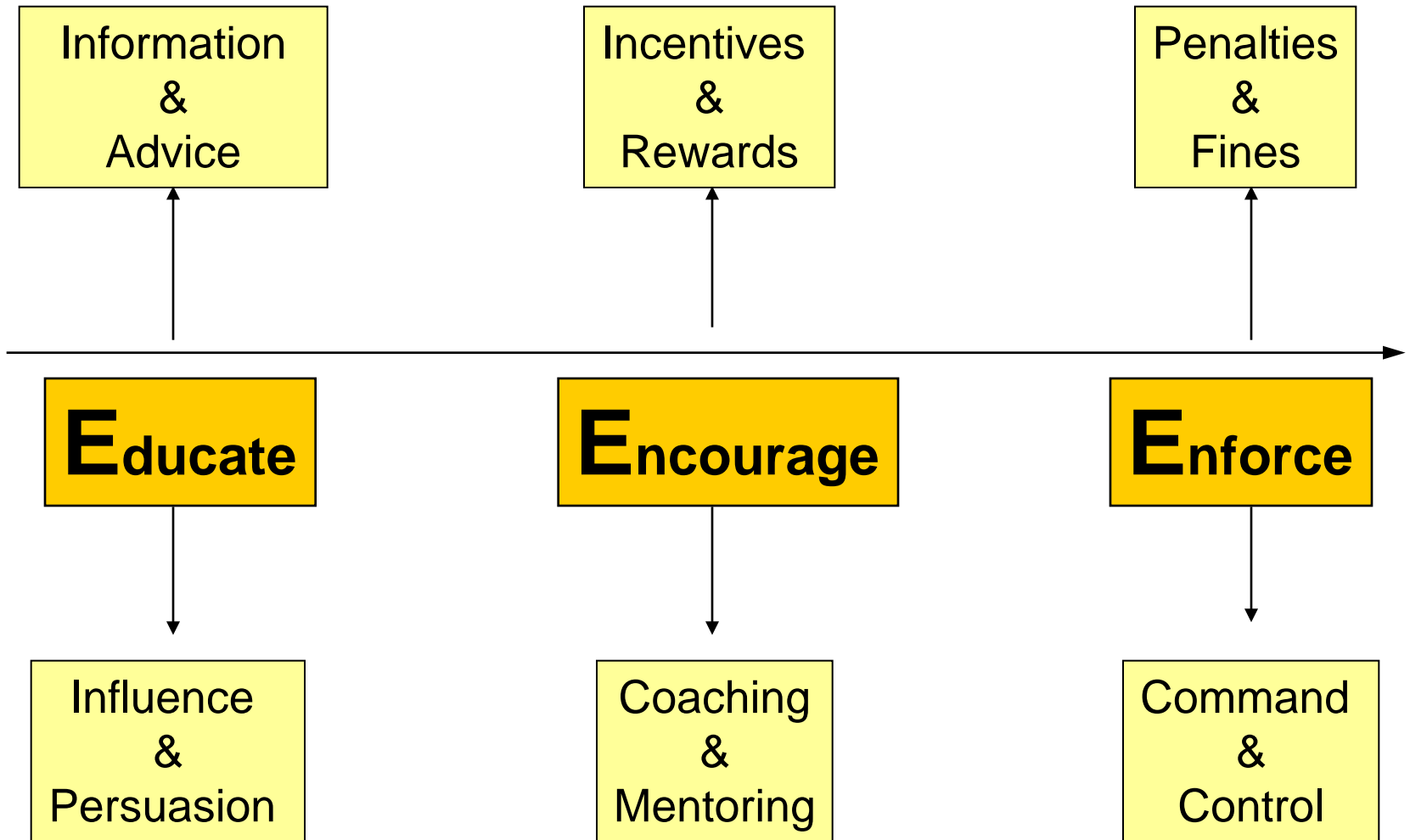


# We are Creatures of Habit

- When faced with choice we tend to:
  - Do what we have always done?
  - Do what impulse tells us to do?
  - Do what our neighbours or friends do?
- We don't always make the **Right Decisions!**



# 3E's to Behavioural Change

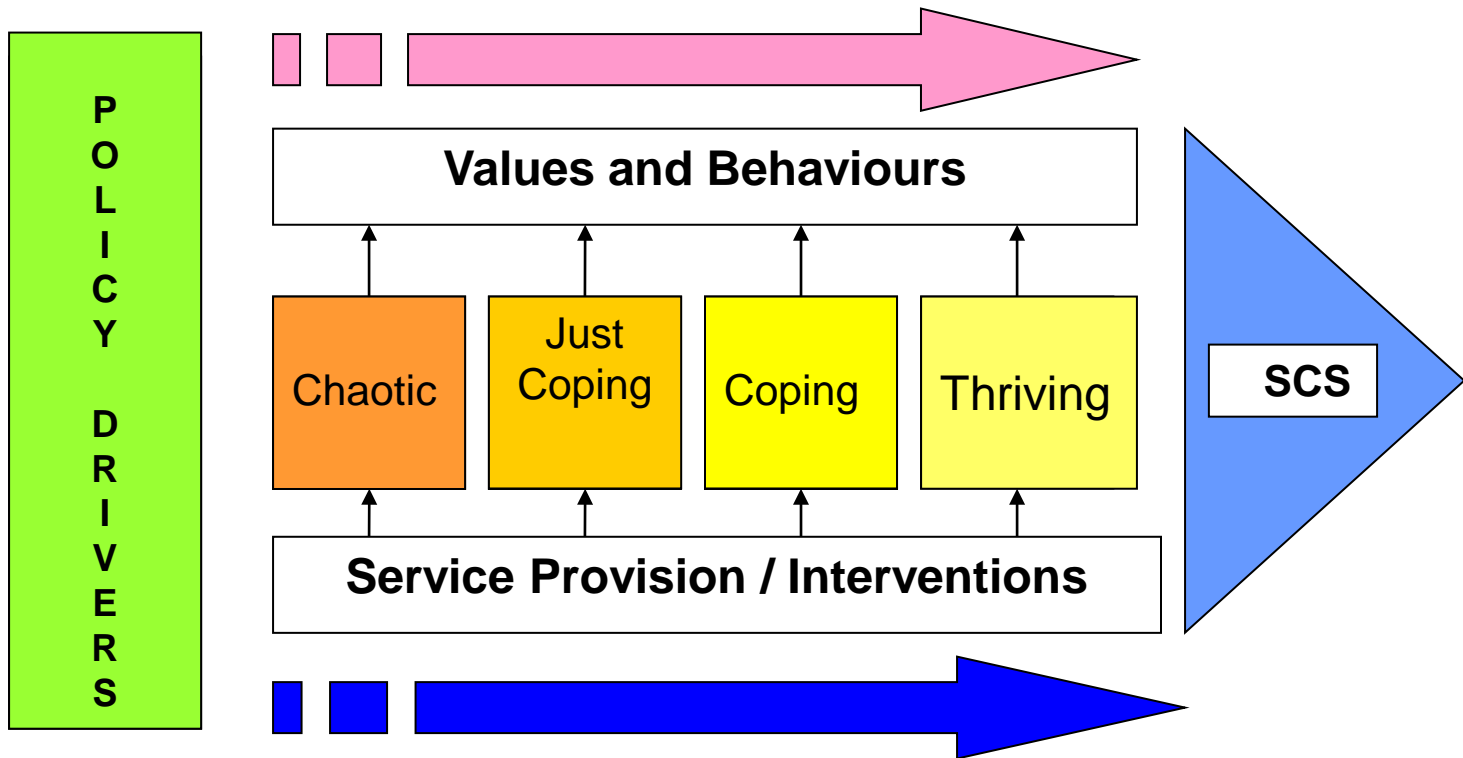




# Current Examples

- Crime & Anti Social Behaviour
  - Reeds Road
- Poor recycling rates
  - St Johns Estate
- Rate of GCSE progress (Inc English & maths)
  - Standards Taskforce and the Firm Foundations programme

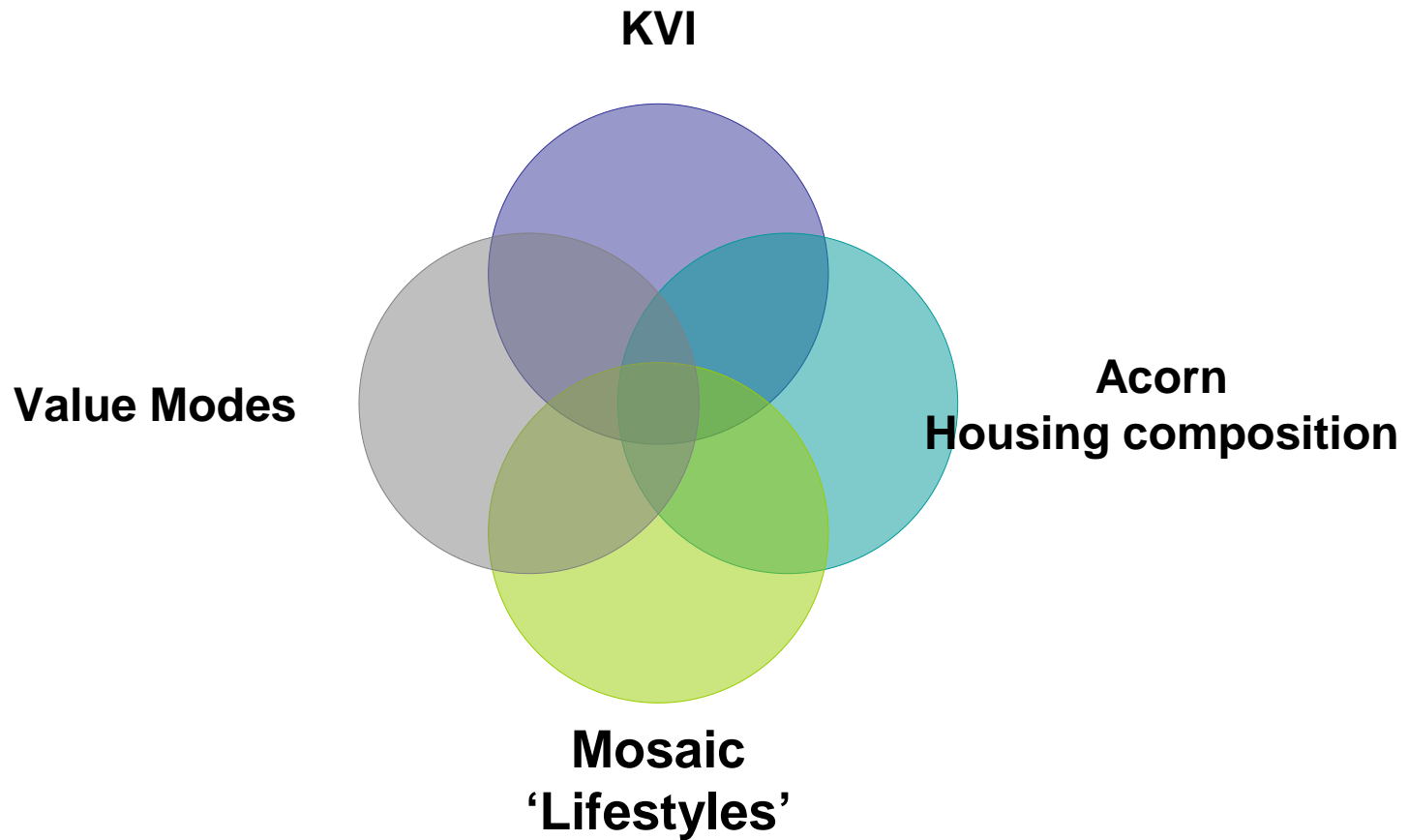
# Family Model



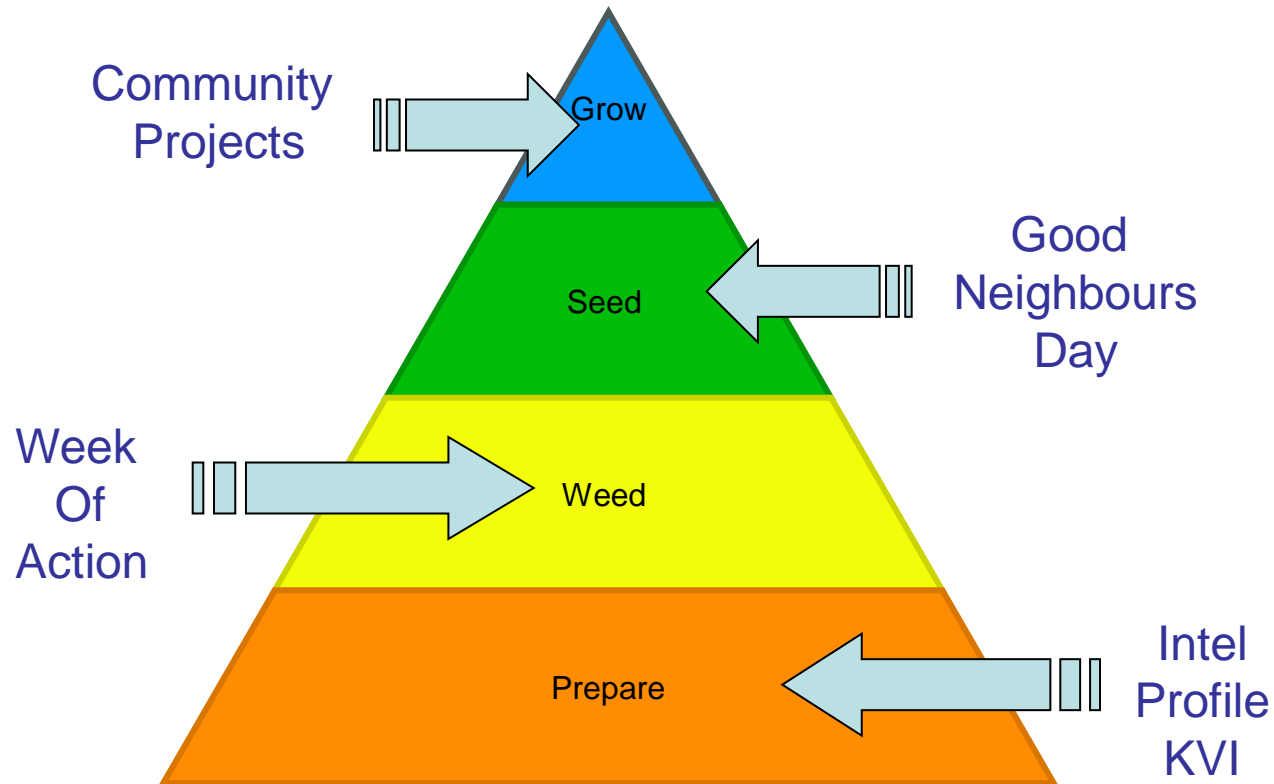




# Community Profiling



# Growing Community Confidence





# Conclusions

- SCS is the goal
- Need to reduce dependency
- Tackle the cause, not treat the symptom
- Political Parties already recognise the importance of Behavioural Change
- Inaction is **not** an option





# Next steps

- Develop a framework for behavioural change
  - Identify key influences on behaviour
  - Identify policy levers available to induce people to alter their behaviour
  - Guide how resources could be allocated between services which Educate, Encourage & Enforce
- Develop policies that:
  - address barriers to behavioural change
  - encourage positive behaviours
  - discourage negative behaviours