

APPENDIX 1: The five-step process

Step	Key questions	Outcomes	
Step 1 Identifying behaviours	<ul style="list-style-type: none"> • Are we addressing single or multiple behaviours? • How do we break down the issue into its component behaviours? • How do multiple behaviours relate or group? • Who do we want to undertake the behaviour? • What is the desired and current behaviour? • Does the behaviour involve people starting, stopping, maintaining or preventing? 	Agreed target behaviours	Exploration
Step 2 Understanding the influences by audience	<ul style="list-style-type: none"> • Personal: <ul style="list-style-type: none"> – What are the attitudes, values and beliefs of the target audience? – Is there a gap between attitudes and behaviour? – Are people aware of the need to undertake the behaviour? Is the requirement known to them? – Do they have the knowledge to undertake the behaviour? – Is the behaviour habitual or one-off? – Are people confident about undertaking the behaviour? – If people do undertake the behaviour, will the outcome be beneficial to them? – What emotions are involved in the current and desired behaviours? – What biases/heuristics might be at play? • Social: <ul style="list-style-type: none"> – Is the behaviour in line with or against social norms? – Is peer pressure likely to be an influence? – Who will influence them, and how strong will their influence be? • Environmental <ul style="list-style-type: none"> – What factors influence them at the local and wider environmental level (access, price, opportunity, services and proximity)? • How do factors differ across audiences? How does their importance vary across different audience groups? 	Detailed understanding of all influencing factors	
Step 3 Developing a practical model of influences on behaviour	<ul style="list-style-type: none"> • How do we prioritise the factors identified at step 2? • How do these factors influence current and desired behaviours? • What is the relative importance of the factors? • Do we have data to measure the factors? • Can we build a data-driven model? • If we can't, what are the pragmatic hypotheses we can work with and test? • What are our early hypotheses about how behaviour might change? • What are our early hypotheses about the role that communications might play? 	<ul style="list-style-type: none"> • Model of key influencing factors • Understanding and/or measurement of how the factors work together and their importance • Initial hypothesis about role of communications 	Towards a solution
Step 4 Building a marketing framework	<ul style="list-style-type: none"> • What factors will marketing/interventions need to target? • Where will communications play a role? What factors will they affect, and how? Will they play a leading or supporting role? • What are the communications objectives? • What are our top-line evaluation metrics for these communications objectives? 	<ul style="list-style-type: none"> • An understanding of the role of communications and the factors they are designed to influence • An agreed set of communications objectives • How communications fit into the wider picture • Top-line metrics for setting and evaluating key performance indicators 	
Step 5 Developing a communications model	<ul style="list-style-type: none"> • Does everyone involved understand the role communications can play and the factors they are aiming to influence? • How do we expect communications to influence people's behaviour over time? • What are the key triggers and barriers at each stage of our change journey? • How will communications influence these? • Where do communications fit in with the marketing framework? • How do we evaluate each stage of the change journey? • How can we use our learnings to adapt our applied model? • How can we use our learnings to adapt our hypothesis? 	<ul style="list-style-type: none"> • A communications model • An understanding of whom communications are targeting and where communications fit into the overall picture • An evaluation plan and matrix 	