

# APPLYING THE BEHAVIOUR CHANGE WHEEL FRAMEWORK

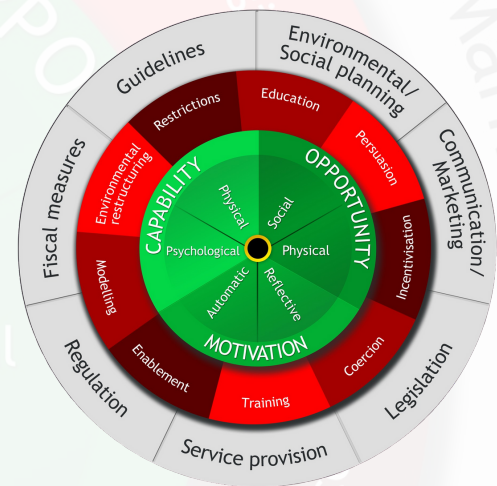
## Key Steps

ActionAid Ireland and UCL Centre for Behaviour Change have developed a field guide to *Using the Behaviour Change Wheel Framework within Gender-focused International Development Programmes*. The guide is based upon experience and learning gathered from almost four years of implementing the Behaviour Change Wheel (BCW) methodology in specific localities in three developing countries (Ethiopia, Kenya, and Nepal) participating in ActionAid Ireland's Women's Rights Programme (WRP-II). This document summaries the main steps involved in implementing the BCW Framework.

## THE BEHAVIOUR CHANGE WHEEL

The Behaviour Change Wheel (BCW) is a framework for systematically developing and adapting interventions to change behaviour. The BCW is widely used across different contexts, particularly in healthcare, and increasingly to develop more sustainable solutions to address issues including domestic water use, physical activity in school children, promoting independent living in older adults, supporting parents to reduce provision of unhealthy foods to children, and others. The WRP-II is the first time a behaviour change approach has been used in GBV programming.

The BCW: The green inner hub represents the major influences on behaviour, the red circle shows the range of types of behaviour change intervention, and the grey outer circle identifies possible policy options that can deliver those interventions.



## STEP 1: OUTCOME IDENTIFICATION AND BEHAVIOUR SELECTION

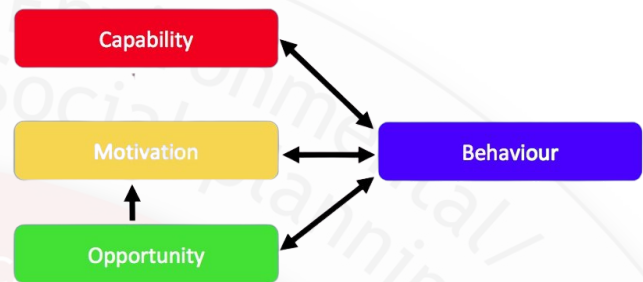
Outcomes are the broad goals of a development programme and are established with the participating communities, e.g. equality of opportunity and access to material and financial resources for women, and the reduction of GBV. In the majority of cases programme outcomes can only be achieved by changing the behaviour of community members targeted by the programme, for example the men, boys, women and girls.

The identification of target behaviours is expressed in the **4 W's of Behaviour Change**: *what* needs to change in *whom*, *where*, and *when*? Where there are multiple potential behaviours to target, programme workers and community members can rate them according to how **likely** it is that the behaviour will change, the **impact** making such a change will have on the outcome, and the degree to which there will be positive **spill over effects** (i.e. will changing this behaviour lead to other desirable behaviour changes?).



## STEP 2: BEHAVIOURAL (COM-B) DIAGNOSIS

Once it is clear about whose behaviour needs to change the next step is to identify what is needed to bring about that change. This process is known as the Behavioural Diagnosis and is guided by the **COM-B model** which outlines the necessary conditions that need to be in place for a behaviour to occur:



- **Capability** – having the physical and mental ability to do the behaviour (e.g. knowledge, physical and mental skills, mobility, and strength).
- **Opportunity** – being in a physical and social environment that supports the behaviour or makes it possible.
- **Motivation** – being more motivated to do the target behaviour rather than other behaviours that are possible in that situation.

## STEP 3: DEVELOPING THE INTERVENTION

Once the influences on the target behaviours have been identified the next stage is to generate ways to bring about change in those influences. The BCW approach **matches the choice of intervention strategy to behavioural influences** identified in the COM-B diagnosis. Some intervention types are better suited to bringing about change in some COM-B targets than others.

The BCW employs **eight different intervention types**: **Education** (e.g. teaching children about their human rights); **Persuasion** (e.g. using emotive posters with images of women being hurt by intimate partner violence); **Incentivisation** (e.g. providing social rewards such as status of Best Women's Rights Champion); **Coercion** (e.g. introducing fines for men who sexually harass women on public transport); **Training** (e.g. developing children's communication skills through role play to assert their rights); **Restriction** (e.g. setting out acceptable standards of behaviour in places of worship); **Environment restructuring** (e.g. creating safe spaces for women and girls), **Modelling** (e.g. street dramas illustrating positive communication strategies between husbands and wives); and **Enablement** (e.g. making available support services for women who have experienced sexual violence).



The **APEASE criteria** can be used to help the community make the final selection of interventions to take forward: Acceptability; Practicality; Effectiveness; Affordability; Side Effects; and Equity.

## STEP 4: REINFORCING AND EMBEDDING CHANGE

Interventions to change behaviour will only bring about lasting change if they are fully embedded within the way that communities live and are reinforced by the authorities and systems governing life in that community. The BCW describes seven different ways to embed or reinforce interventions: Guidelines, Legislation, Service provision, Fiscal policies, Environmental Planning, Communications and Marketing, and Regulation.





## BCW APPROACH IN ACTION: REDUCING SEXUAL HARASSMENT IN PUBLIC BUSES IN NEPAL

The below diagram illustrates how the ActionAid Nepal team used the BCW approach to tackle sexual harassment in public buses:

