Human Behaviour Change and Legislation

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Human Behaviour Change for Animals

AWSELVA

www.hbcanimalwelfare.com

What have you tried to change?

Did you have the knowledge?

Did you have a reason? Know the benefits?

Was it easy?

Why not?

And yet....

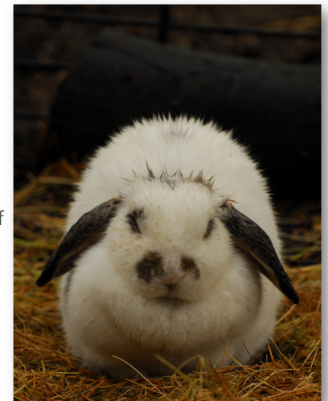# Human Behaviour Change for Animals (HBCA)
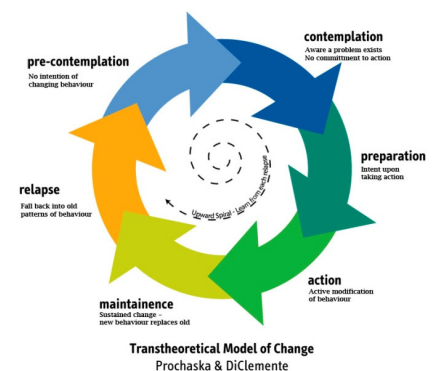
Discover - Engage - Impact

The Four Pillars of HBC

• The process of change
• The psychology of change
• The environment for change
• Ownership of change

These pillars go across the levels of HBC – from an individual, to community to mass change.

P1. Process of change –
Stages of behaviour change

Maintenance

Action

Preparation

Contemplation

Precontemplation

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pre-contemplation
No intention of changing behaviour

contemplation
Aware a problem exists
No committment to action

preparation
Intent upon taking action

relapse
Fall back into old patterns of behaviour

Upward Spiral - Learn From Each Relapse

action
Active modification of behaviour

maintainence
Sustained change - new behaviour replaces old

Transtheoretical Model of Change
Prochaska & DiClemente

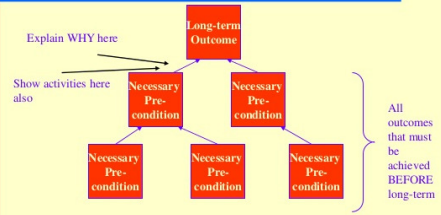## "9 Stages of Transformational Change"

P1. Mind the gaps…

➢Education – behaviour gap
➢Legislation – behaviour gap
➢Intended 'planned' behaviour – actual behaviour gap
"Knowing - doing gap"

➢"Desired behaviours need to be modelled, rehearsed and reinforced not just explained" (Kerr *et al.*, 2005)
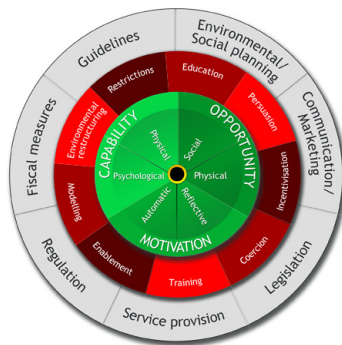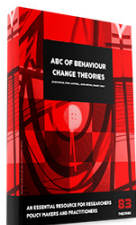

P1. Theory of Change

What is a Theory of Change?

Behaviour Change Wheel

The Behaviour Change Wheel — Table 2.9 Matrix of links between intervention functions and policy categories

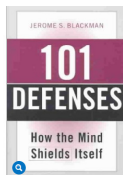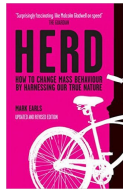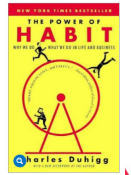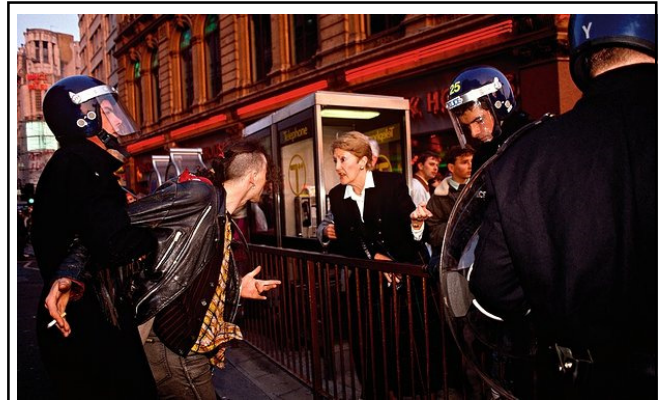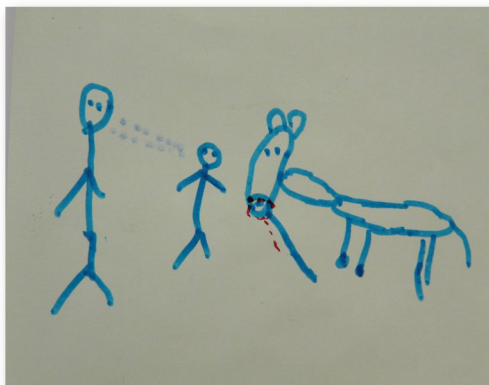## P2. The Psychology of change

➢ Autonomous? Influence of others

➢ How mind works in processing new info

➢ What affects our motivation

➢ Barriers /beliefs/ frameworks

➢ Danger of assumptions

➢ Relevance: compliance, enforcement, pressure to legislate

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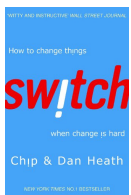Human Behaviour Change for Animals

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The assumption trap

➢ People are different, legislation is ignored, or acted on for a variety of reasons.

➢ Assumption mapping (e.g. We might assume people act one way for a reason but is that the case?).

➢ When we have a good understanding we can better plan enforcement, awareness raising etc.

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P2. Communicating and compliance

➢ People are different, and the same

➢The barriers to compliance vary

➢Positive framing and values based comms

➢The problems with "do's and don'ts"

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P2. POC - Communication

Social proof   Commitment   Reciprocation

Like
Liking   PERSUASION   Scarcity

Authority

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P3. Environment for change

- Role of legislation? Incentives? Education? Culture? Enabling factors?

- Social marketing – Douglas McKenzie-Mohr model (behaviour, barriers, strategy, pilot etc.).

"Teach the children so it will not be necessary to teach the adults"
Abraham Lincoln

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P3.Environment for change

| DIRECT THE RIDER	MOTIVATE THE ELEPHANT	SHAPE THE PATH
Follow the Bright Spots	Find the Feeling	Tweak the Environment
Script the Critical Moves	Shrink the Change	Build Habits
Point to the Destination	Grow Your People	Rally the Herd

P3.Environment for change

Social marketing – Douglas McKenzie-Mohr model

Select behaviours, identify barriers/benefits, develop strategies, pilot, tweak, scale up.

Enables the spread of ideas in communities.

BARRIERS	TOOLS
Lack of Motivation	Commitment Norms Incentives
Forget to Act	Prompts
Lack of Social Pressure	Norms
Lack of Knowledge	Communication Social Diffusion
Structural Barriers	Convenience
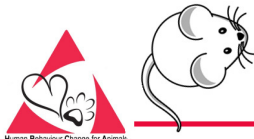
P4. Ownership of Change

"Tell me and I forget, show me and I remember, involve me and I truly understand"

P4. Positive Deviance

An approach based on the observation that even though most individuals or groups in a 'community' usually have access to the same resources or face similar challenges, some find better solutions than others.

Factors for effective enforcement

1. Appropriate legislation (wording, powers, etc.)
2. Supportive government structure and government (e.g. Turkey, gvnt breaking law)
3. Appropriate consequences for abiding by or breaching the law
4. Clear responsibility for enforcement (Poland NGO, improved 'entry' in AWA2006 for RSPCA)
5. Education (Switzerland 2008 AWA; Milawi, NGO provide education to enforcers)
6. Resources
7. Cultural appropriateness
8. Societal support (Philippines, DM ban not enforced; incentives for enforcement, public reporting in Malaysia)
9. Monitoring mechanisms
10. Procedure for amending policy instruments

Summary

Can legislation be a short-cut for HBC? It depends.

If environment is right then yes..
•Enforcement and awareness issues likely
•Best if part of wider context of intervention
•Needs strategy behind supporting effective use and enforcement of law
• Ensures worst extremes avoided
•Retail?

Is legislation the tool of choice? Farm Animal Welfare Council suggested that: "To achieve the levels of animal welfare that people want requires a coordinated approach to the use of policy instruments to achieve desired behavioural change".

What we are doing?

Policy level work
Workshops and events
Case study database
Online courses
Reference library
Advice/ input
Consultancy

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