

# KIA ORA TĀTOU

# WELCOME

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(Re) Discovering the secret sauce for your programme  
12 principles of successful behaviour change

Workshop 1 : 13 June 2023



**NZ SOCIAL  
MARKETING  
NETWORK**

## 5 principles of programme establishment

### The 'rapid fire' format

- 10 min intro
- 20 - 25 min overview
- 25 – 30 min Q+A panel
- 5 min wrap up

Slides are in the chat

Recording !

Jot down your **questions, issues, challenges, opportunities, observations** throughout to discuss in the Q+A panel



## 5 principles of programme establishment

### **Today - Programme establishment**

- 1. Setting objectives**
- 2. Defining audience(s)**
- 3. Defining what you are 'selling'**
- 4. Developing integrated marketing activity**
- 5. Monitoring and evaluation**

# Today's panel

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Rebecca Whiting | Jemma Titheridge  
*Amatailevi* Stella Muller | Nick Farland

# 1. Setting objectives

**Focus on behaviour:**  
action taking,  
rather than just  
'awareness,  
education...'  
*Wary of the  
'education  
fallacy'*

**What behaviour(s):**  
biggest impact /  
most likely to be  
adopted.  
- Doug McKenzie-  
Mohr.  
- Data / insights /  
analysis / experts

**Link to available  
time and resource**  
(people/money/  
bandwidth)

**Remember  
S.M.A.R.T.**

**Agreed /  
documented ?**

**Baby steps:**  
build to harder  
challenges?

**Piloting:**  
de-risk + learn fast  
or 'fail' fast

## 2. Defining audience(s)... why do they do what they do ?

**Data + market intelligence**  
**(you know more than you think)**

**Who** – who's at risk, most harm, most likely to change, best value for money, easiest to reach...?

**What + When + Where (data?) ...+ Why**  
(insights/lived experience?)

What are they currently doing, what change is possible...?

What's driving behaviour?

motivations / enablers and barriers / blockers

COM:B model: Competency (know how) + Opportunity (can do) + Motivation (want to) = behaviour

[Check out the Behaviour Change Wheel \(Michie, Atkins and West\)](#)

**Segmentation?**

**Stages of Change** – a continuum of yes, no, maybe. Where are they?

### 3. Define what you are 'selling' ... and make it easy to buy

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**What is your product / service / behaviour benefit -**  
rational and/or emotive?  
e.g. injury prevention = 'safety'... or 'joy / freedom'

**EAST principles (Easy, Attractive, Social, Timely)**

**'E' = Easy**  
Reduce actual / perceived friction / blockers

**'A' = Attractive**  
Positive framing

**Co-design** = active listening and responsiveness = managing tension points

**Make it easy to buy**  
e.g. online counselling = ease, avoid whakamā, reduce demand on sector  
e.g. nicotine replacement products / online support

## 4. Develop integrated, multi-faceted marketing activity

**'Wicked problems' or 'social messes' often need 'wicked solutions'**

**Think 'system' and 'marketing'... the 4+ P's - not just 'promotion':**

e.g. product/

service, policy, processes

e.g. price = \$\$ ... but also effort, mana / sense of self, etc.

**Think of influence points ... and be there = 'channels' or 'place'**

**Key message + supporting messages (a deliberate hierarchy – not 20 bullet points)**

Repeat, repeat, repeat.

Repetition is your best friend

**No budget? Think low-cost, no-cost and partnerships**



## 5. Multi-faceted monitoring + feedback

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### **What is happening – why / why not?**

e.g. qualitative and quantitative research – using benchmarks (before + after)  
e.g. ‘purchases’, media impact, social media engagement, collateral uptake, staff feedback, media coverage, website analytics, stakeholder audit

**Causal attribution** – can you link **cause + effect** e.g. results to your activity.  
What ‘proxies’ might you use ?

**Knowledge is power** - objective intelligence vs subjective opinion

### **Think wider environmental influences – helping or hindering?**

e.g. political events (election), big sporting events (World Cup), news cycle, competitive activity

**Make success known** – feed confidence + support

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*Today's panel*

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# THANK YOU

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Supporting organisations



Public  
Relations  
Institute of  
New Zealand



Te Pūtahi Whakakakau  
Tūmatanui o Aotearoa

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