



## EFFECTIVE DESIGN OF BEHAVIOUR-CHANGE PROGRAMS

Since 1991 Global Action Plan has used an action research approach to understand how and why behaviour-change programs succeed. This learning has been distilled into a set of principles for the design of empowering behaviour-change programs, i.e. behaviour changes that build on conscious decisions and continue long after the end of the program.

If you are responsible for *implementing* a program intended to empower more sustainable behaviour, this approach can help you fine-tune the program to improve long-term results.

If you are responsible for *designing* a program intended to empower more sustainable behaviour, the principles can make the design process faster and more effective.

There are two main ways to access this know-how:

- ★ Bring a case study of your own to one of our open workshops
- ★ Receive support to use the method within your project team

Open workshops can be organised on request. They normally last for 2-3 days and the principle orientation is to tuning up existing programs.

Support to use the method can be in the form of

- ★ Consultancy or coaching, by contract
- ★ Integrated into a 'cultural adaptation program' for an organisation aspiring to membership of the Global Action Plan international network
- ★ Combined with a 'Learning for Change' workshop to accelerate the rate and effectiveness with which staff can learn from their own and others' experience