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**One Page Key behaviour change influences summary**

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| **ELEMENT** | **SUMMARY** |
| **Intention** | **To make a successful behaviour change an individual must form a strong positive intention or make a commitment to performing the behaviour. Therefore some measure of intention should be included in the evaluation programme.** |
| **Environmental Constraints** | **Barriers in an individual’s environment may make behaviour change difficult, so a measure of perceived and/or actual barriers should be a key part of any evaluation programme.** |
| **Skills** | **An individual will need to possess the necessary skills to carry out the behaviour, so a measure of perceived skill level combined with usage and awareness of any support and education tools is an important element in any evaluation programme.** |
| **Attitudes** | **A positive attitude towards the behaviour change, particularly a belief that the advantage of making the change will outweigh the disadvantages, is an important step on the way to behaviour change. Evaluating attitudes and monitoring changes are therefore important measures.** |
| **Social Norms** | **The influences of an individual’s immediate support group as well as wider social influences in promoting the behaviour change are an important indicator for evaluation. Measuring the perceived attitudes of friends, family and ‘society’ could act as a proxy indicator here.** |
| **Self-Image** | **The behaviour change needs to be consistent with an individual’s self-image, so a way of capturing firstly self-image and matching this with perception of the behaviour change will be useful.** |
| **Emotion** | **An individual’s reaction to performing the behaviour change needs to be more positive than negative, so perceived emotion before performing the change and actual emotion once trialling it are good indicators of likelihood to continue with the behaviour change.** |
| **Self-Efficacy** | **An individual’s capabilities to perform the behaviour change in a range of circumstances and their belief in this are important in many of the models, so a measurement of perceived and actual capability is often key in evaluation.** |