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**Behavioural Economics**

**Principles Assessment Questions Checklist**

**This tool is a combination of key principles of behavioural economics that planners can use as a check list of potential ways to influence behaviour as part of the tactical execution of programmes drawn from the behavioural economic texts sighted in this section of the paper and previous sections and annexe one.**

1. **Making it easy**

How can we make the message easy to understand and the behaviour easy to do?

1. **Consistency**

How can we ensure that the first step to change or compliance is a very easy one?

1. **Benefit now**

How can we make the benefit of the action something the audience gets now or very soon?

1. **Messenger**

Is the messenger we have chosen seen as likable and authoritative and can do people relate to them?

1. **Incentives and Penalties**

What can we offer as a positive incentive and how can we frame losses that will accrue if action is not taken?

1. **Habits**

How can we set up new habit that supports the public health objective?

1. **Engagement**

How can we engage people in the planning delivery and evaluation of the programme?

1. **Social Norms**

Is there a social norm that we can use to influence the behaviour?

1. **Salience**

How can we make our message, advice and support interesting and exiting?

1. **Scarcity**

How can we position the offer as one that is limited and time dependant?

1. **Reciprocity**

What exchange can we offer that will set up an obligation to act?

1. **Framing**

How can we frame the message or ask so that it is appealing and reduces loss?

1. **Priming**

How can weinfluence the subconscious by using cues such as design, images, sound, colours smells etc.

1. **Emotion**

What emotional appeal will work best with our target audience?

1. **Commitment**

How can we get the audience to make a public commitment to the behaviour we are targeting?

1. **Consistency**

How can we get people to view the action as being consistent with their current views beliefs and / or actions?

1. **Simple**

How can we get rid of difficult calculations and the need for complex risk assessment?

1. **People’s self-expectations influence how they behave**

How can we help people with develop the skills they need to act?

**19. Risk perception**

How can we frame the risk so that it is perceived to be relevant, likely and serious enough to warrant action?

1. **Ego**

What can we do to frame the ask so thatit makes the audience feel better about themselves?