**Key Influencing Factors Check List**

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Based on the most frequently utilised behavioural models and theories for public health communications and the preceding papers included in this section of the paper, the following proto tool suggests an analysis of factors that often influence human behaviour as the starting point for understanding how a health behaviour might be influenced by communication and marketing programmes. This tool sets out many of the key factors that should be considered when designing a health communication or behaviour change programme.

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| **Influencing Factor** | **SUMMARY** | **Relevance to the Selected Intervention** |
| **Understanding** | Investigate what the audience understand about the behaviour and what do they not understand. How is this understanding demonstrated? |  |
| **Conscious and Unconscious Decision Making** | Analyse how the target audience makes decisions in respect of the behaviour. Are choices the result of unconscious rapid cognition or more considered choices? |  |
| **Intention** | To make a successful behaviour change an individual must form a strong positive intention or make a commitment to performing the behaviour.  |  |
| **Motivation** | How motivated are the target audiences and what is the source and nature of their motivation. |  |
| **Heuristics and biases** | What psychological biases, beliefs and heuristics scripts are influencing the target group in relation to the behaviours to be influenced?  |  |
| **Environmental Barriers and Enabling Factors** | Identify perceived and actual barriers or enabling factors in the environment affecting the target behaviour.  |  |
| **Skills** | An individual will need to possess the necessary skills to carry out the behaviour. Identify the specific skills needed and how prevalent they are in the target population. |  |
| **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.  |  |
| **Social Norms and Customs**  | The influences of support groups, as well as wider social influences in promoting behaviour change are important for programme planning and evaluation. Understanding the perceived attitudes of friends, family and ‘society’ will also be important. |  |
| **Social Networks and Support** | Identify social support networks, social capital and social assets that are available to prompt or maintain targeted behaviours and attitudes.  |  |
| **Self-image** | Assess if the change being promoted is consistent with an individual’s self-perception and self image. |  |
| **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. |  |
| **Agency and Self-efficacy** | An individual’s belief that they are able to make and sustain the behaviour change. Assess the extent of self efficacy in relation to the target behaviour. |  |
| **Habit** | Identify what habitual patterns exist amongst target audiences and what triggers and maintains them. Identify potential break or change points. |  |
| **Physiological State** | Identify what somatic, hormonal, or genetic factors including age and gender impact on the behavioural issue.  |  |
| **The Public Agenda** | Identify what issues in the public discourse space and media are influencing or could influence attitudes beliefs and behaviour. |  |
| **Value / Exchange**  | Assess what value the target audience place on an existing pattern of behaviour and what level of value would need to be offered and in what form to produce a change. |  |