# BEHAVIOUR CHANGE WHEEL FRAMEWORK

Behaviour Change Wheel (BCW) methodology has been implemented in three developing countries (Ethiopia, Kenya and Nepal) participating in ActionAid Ireland's Women's Rights Programme (WRP-II). In WRP II, a behaviour change approach has been used in GBV programming for the first time.

In WRP II, the problem of Gender Based Violence (GBV) is addressed through Behaviour Change Wheel, which is used to analyse root causes of the problem and behaviour that influence it, as well as to design specific interventions in order to prevent GBV.

Whilst GBV has long been recognised as a behaviour issue, integrating behaviour change frameworks within a human rights frame is a significant innovation. ActionAid collaborates closely with the Center for Behaviour Change (CBC) to implement this approach and integrate the BCW into GBV prevention programming. ActionAid Nepal is working with different actors in this programme to ensure safety, security and economic empowerment for women and girls. In Nepal, WRP II is implemented in three locations: Chitwan, Makwanpur and Parsa. Behaviour change approach is practiced by different actors working with issues such as child marriage, domestic violence, sexual harassment in public transportation, economic empowerment of women and women's household labor.

The Behaviour Change Wheel (BCW) is a framework created by University College London (UCL) for systematically developing and adapting interventions to change behaviour. The BCW is widely used across different contexts, particularly in healthcare, and increasingly to develop more sustainable solutions to address issues including domestic water use, physical activity in school-aged children, promoting independent living in older adults, supporting parents to reduce provision of unhealthy foods to children, and others.

The BCW: The green inner hub represents the major influences on behaviour which includes Capacity, Opportunity, and Motivation. The red circle shows the range of types of behaviour change intervention, while the grey outer circle identifies possible policy options that can deliver those interventions.
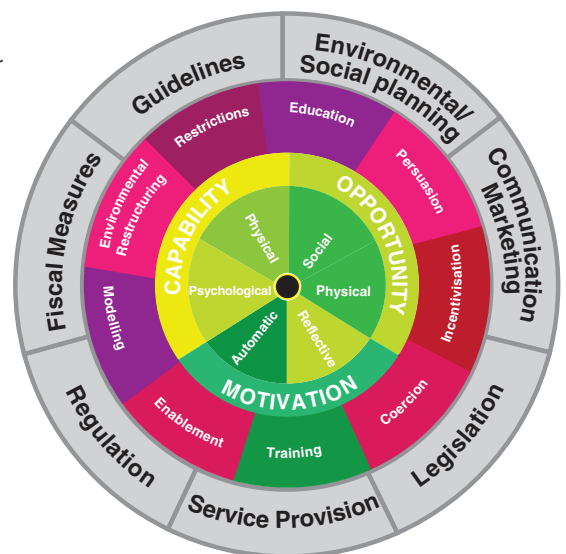
## STEP One — OUTCOME IDENTIFICATION AND BEHAVIOUR SELECTION

Programme outcomes are only achieved by changing the behaviour of community members, therefore behaviour identification is the first significant step of any problem in this approach. It is expressed in the **4W's of Behaviour Change:** what needs to change in whom, where and when? Firstly, the behaviour is rated in terms of how **likely** it is to change, what impact will such change have on the outcome, and to which degree the behaviour will have positive spillover effects.

## STEP Two — BEHAVIOURAL (COM-B) DIAGNOSIS

Next step is Behaviour Diagnosis which is guided by the **COM-B model** to outline the necessary conditions that need to be in place for a behaviour to occur:

**Capability** – having the physical and mental ability to do the behaviour (e.g. knowledge, physical and mental skills, mobility, and strength).

**Opportunity** – being in a physical and social environment that supports the behaviour or makes it possible.

**Motivation** – being more motivated to do the target behaviour rather than other behaviours that are possible in that situation.

## STEP Three — DEVELOPING THE INTERVENTION

After in-depth diagnosis, the interventions framework is used to intervene so that the effective changes can occur. There are nine interventions types:

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| **Education** | Increasing knowledge and understanding by informing, explaining, showing and providing feedback (e.g. teaching children about their human rights and different ways human rights can be violated) |
| **Persuasion** | Using words and images to change the way people feel about a behavior, to make it more or less attractive (e.g. using posters with images of women who are victims of intimate partner violence) |
| **Incentivisation** | Changing the attractiveness of a behaviour by creating the expectation of a desired outcome or avoidance of an undesired one (e.g. providing social rewards such as status of Best Women's Rights Champion to men who support women in taking active part in community decision-making) |
| **Coercion** | Changing the attractiveness of a behaviour by creating the expectation of an undesired outcome or denial of a desired one (e.g. introducing fines for men who sexually harass women on public transport) |
| **Training** | Increasing the skills needed for a behaviour by repeated practice and feedback (e.g. teaching children communication skills to assert their rights using role play) |
| **Restriction** | Constraining performance of a behaviour by setting rules (e.g. setting out acceptable standards of behaviour in places of worship) |
| **Environmental restructuring** | Constraining or promoting behaviour by shaping the physical or social environment (e.g. creating safe spaces for women to meet and discuss their collective needs and priorities) |
| **Modelling** | Showing examples of the behaviour for people to imitate (e.g. street dramas illustrating positive communication strategies between husbands and wives) |
| **Enablement** | Providing support to improve ability to change in a variety of ways not covered by other intervention types (e.g. making available support services for women who have experienced sexual violence) |

## STEP Four — REINFORCING AND EMBEDDING CHANGE

To make the lasting impact, interventions to change behaviours should be fully embedded in the manners that communities live in as well as reinforced by the governing systems and authorities in those communities. There are seven different ways of embedding and reinforcing interventions as described by the BCW: Guidelines, Legislation, Service Provision, Fiscal Policies, Environmental Planning, Communications and Marketing and Regulation.