

Behavioural Change Techniques Used in Road Safety Schemes for Young People

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Behavioural Change Techniques

- Substantial research around predicting behaviour.
- Limited evidence base around changing behaviour.
- Health psychologists recognised a need for a common language of behaviour change: the taxonomy of behaviour change techniques (Abraham and Michie, 2008).

27 techniques

Information

- Risks
- Consequences
- Others' approval

Teaching

- Instruction
- Demonstrating
- Feedback on performance

Planning

- Forming specific intentions
- Setting goals
- Identifying barriers

27 techniques

Agreeing

- A new way of living / driving
- Practising
- Signing a behavioural contract

Supporting

- Observing others
- Social support
- Self-talk

Implementing

- General encouragement
- Setting graded tasks
- Follow-up

27 techniques

Monitoring

- Keeping a record
- Using cues
- Reviewing goals

Managing

- Time management
- Stress management
- Self-motivation

Feeling good

- Rewards
- Role model
- Relapse prevention

Road Safety Schemes

- Usually developed by practitioners.
- Rarely theory-led.
- Rarely evidence based.
- Occasionally evaluated, although there is a tendency to focus on attitudes and ignore other behavioural predictors.



Seven Schemes

1. Presentations by road safety professionals to secondary schools.
2. Presentations by emergency service personnel to secondary schools.
3. Crime scene investigation resource.
4. DVD resource.
5. Workshop on driving risks.
6. Theatre in education.
7. Presentations by accident survivors.

1. Presentations by road safety professionals



Information on risks



Information on consequences



Instruction



General encouragement

2. Presentations by emergency services personnel



Information on risks



Information on consequences



Instruction



General encouragement

3. Crime scene investigation



Information on risks



Information on consequences



Identifying others' barriers

4. DVD case study resource



Information on risks



Information on consequences



Instruction



Identifying others' barriers



General encouragement

5. Workshop on driving risks



Information on risks



Information on consequences



Instruction



Role model



General encouragement

6. Theatre in Education



Information on risks



Information on consequences



Instruction



Identifying others' barriers



General encouragement

7. Presentations by accident survivors



Information on risks



Information on consequences



Identifying others' barriers



Cues



Role model



General encouragement

What do evaluations show?

- Often very large changes in attitudes and in intentions but they tend to be short-term only.
- To achieve more long-lasting change it's important to address a wider range of behavioural change techniques, such as those around planning, supporting and rewarding change.



Why aren't more techniques used?



The way forward

- Practical constraints.
- Interventions developed with gatekeepers.
- Full support from teachers or other stakeholders.
- More interaction, discussion, reflection and discovery.
- Several sessions.
- Follow-up work undertaken by stakeholders.
- Interventions are evaluated using both quantitative and qualitative methods.

Thank you



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