

Understanding Behaviour Change

A day school at the Environment Centre, Swansea
with Jonathan Upton

Thursday 26th January 2012 10am - 4pm

If you work or volunteer in the third sector, local government or the NHS you will already know that 'changing behaviour' is a key objective of most environmental, social or political campaigns. This training event will be of particular interest to YOU.

Many of the big challenges that we currently face need us to change the way we behave. For example, how our communities respond to climate change and the new 'lifestyle' public health epidemics.

Our day school will look at what organisations are already doing - whether to persuade individuals to adopt more environmentally friendly behaviours, or healthier life styles or indeed any other positive social outcome. Crucially we will discuss how simply giving people the 'right' information and hoping that this will trigger the 'right' change in behaviour so often fails to deliver the results that are wanted.

The training will include:

An explanation of a core methodology of 'behaviour change'.

Developing an understanding of why people behave as they do - a key starting point if you want individuals to adopt a different behaviour.

Understanding the difference between changing attitudes and changing behaviour -and which comes first.

What are 'values', where do they come from and why do they drive 'behaviour'?

How can we mobilise social networks to encourage behaviour change?

Can we measure it? Impact and outcomes.

Until earlier this year Jonathan Upton was Chairman of the Campaign Company, a leading social marketing and behaviour change consultancy.

How to book:

Places are £5 each and include tea and coffee. Please note lunch is not provided.

To book telephone: 01792 480200 or email: bookings@environmentcentre.org.uk

Space is limited and bookings must be made and paid for in advance.

For more details visit:

www.environmentcentre.org.uk

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