

## Worksheet 1.A: Identify target statements

### How long? 1-1.5 hrs

Discuss your organisation's current policy objectives and identify objectives that are not being met due to the behaviour of individuals involved. For 2-3 of the most important ones (per objective), identify:

- Whose behaviour you want to change (e.g., employers in the manufacturing sector);
- What this behaviour is (e.g., register their employees for social security);
- When you expect it to happen (e.g., before the end of the fiscal year).

Policy objective	Target behaviour	Target statement (include: who/what/when)

## Worksheet 1.B: Assess impact and feasibility

### How long? 1 hr

Conduct a high-level **impact** and **feasibility** assessment of each target statement. Use one copy of the sheet per statement. Use the prompts as a starting point to guide your consideration. However, you may need to come up with your own to fit the environment you are working in. Afterwards, rank each target statement's feasibility and impact by circling the appropriate number.

**Target statement:** .....

.....

<b>Impact:</b> (low) 1 2 3 4 5 (high)	<b>Feasibility:</b> (low) 1 2 3 4 5 (high)
What impact will changing this behaviour have on the overall policy goal?	Does the project team/our organisation have the capability to intervene in the environment in which the behaviour takes place?
If we changed this behaviour by a small amount, would this be considered a success by all relevant stakeholders?	To what extent is the target group interested in changing this behaviour?
How many people do this behaviour, or does this behaviour affect?	What level of individual effort does changing the behaviour require?

# Worksheet 2.A: Plan and conduct Explore activities

## How long? 2-3 hrs

In the table below, list research questions, that is, what you want to learn during the Explore phase. Then decide which type of Explore activities to conduct to answer the different questions.

Target behaviour: .....

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Research question:	Explore method (Pick all that apply)			
	Interview & Focus Group	Observation & Participation	Surveys	Data Analysis

## Worksheet 2.C: Use behavioural science frameworks to categorise barriers

### How long? 2-3 hrs

Work through the list, which is based on the COM-B model, and discuss whether these are common barriers to your target behaviour. Then complete the table on the next page.

Capability	Opportunity	Motivation
Psychological/cognitive capability	Physical opportunity	Reflective motivation
People don't know how to perform the behaviour.	The environment in which the behaviour takes place makes it difficult or impossible.	The behaviour is not in line with how people view themselves.
People are not aware of the options available to them.	People do not have the time and resources to perform the behaviour.	The behaviour will lead to (perceived) negative outcomes.
People are unable to evaluate options and make the right decision.	The environment discourages the behaviour.	People do not want to perform the behaviour.
People lack the interpersonal skills to carry out the behaviour.	Social opportunity	People do not have a clear goal.
People's attention is not captured nor sustained.	Role models and/or peers discourage the behaviour.	The behaviour does not help people achieve their goal.
People forget to perform the behaviour.	The behaviour is not the norm.	People do not believe they can perform the behaviour.
Physical capability		Automatic motivation
People do not have the physical skills to perform the behaviour.		The behaviour is not a habit.
		Nobody or nothing holds the individual accountable.
		People do not do the behaviour automatically.

## Worksheet 2.C: Use behavioural science frameworks to categorise barriers

Add the barriers you identified in 2.B to one of the three categories below. Then add additional barriers based on the checklist on the previous page.

**Target behaviour:** .....  
.....

Capability

Opportunity

Motivation

# Worksheet 3.B: Prioritise intervention ideas

## How long? 1 hr

Conduct a high-level **impact** and **feasibility** assessment of each intervention idea. Use one copy of the sheet per idea. Use the prompts as a starting point to guide your consideration. You may need to come up with your own (have a look at the list in the guide), to fit the environment you are working in and the specific idea. Afterwards, rank each intervention idea's feasibility and impact by circling the appropriate number.

Intervention Idea: .....  
.....

Impact: (low) 1 2 3 4 5 (high)	Feasibility: (low) 1 2 3 4 5 (high)
Is there evidence in the literature/from other studies/your context to suggest that the intervention is likely to be effective?	Is it practically possible to implement the intervention, both for a trial and at scale?
Does the intervention address one or several key barriers?	Do you have the budget to implement the intervention, both for a trial and at scale?
Are there any potential safety considerations or possible negative side-effects?	Do you/does your organisation have the authority and buy-in to implement the intervention, both for a trial and at scale?

## Worksheet 4.A: Select outcome measure and population of interest

### How long? 1 hr

Based on all the work you have done so far, discuss and define (1) the primary and secondary outcomes you will use to assess whether your intervention was successful; and (2) the population of interest and general sample. Note that the sample will be refined based on statistical power calculations.

Outcome type	What behaviour / outcome does it capture?	What data source will you use to measure it?	On which scale will it be measured?
<b>Primary outcome</b>			
<b>Secondary outcome</b>			

<b>Population of interest -</b> Whose behaviour do you want to change?	
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<b>Exclusion criteria -</b> In this population, will anyone not be included in the intervention?	
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## Activity 5.B: Plan scale-up

How long? 2hrs

Use the SCALE questions below to plan a roll-out at a larger scale.

Activity	Responsible
<b>Sponsorship</b>	<ul style="list-style-type: none"><li>• Do you have sufficient demand/buy-in from senior leadership? If not, what can you do to increase it?</li><li>• Do you have sufficient demand/buy-in from individuals and organisations who would be involved in a roll-out? If not, what can you do to increase it?</li></ul>
<b>Cost/benefit</b>	<ul style="list-style-type: none"><li>• Will the cost for delivery at the desired scale increase disproportionately compared to the trial? If yes, will the impact still be worth the additional cost?</li><li>• Is the funding available for a roll-out at scale? (Consider the cost of the intervention itself, but also human resources, training, etc.)</li></ul>
<b>Accountability</b>	<ul style="list-style-type: none"><li>• Who will be responsible for rolling out the intervention at scale?</li><li>• Do they have the incentives to do so? Is there a risk that they might deviate from an implementation plan in a way that decreases the positive impact or might even lead to a negative impact?</li><li>• How will they be held accountable? Are there any systems in place for monitoring?</li></ul>
<b>Logistics</b>	<ul style="list-style-type: none"><li>• Can the implementation mechanism used to deliver the intervention during the trial be used at scale? If not, what adjustments have to be made, and is there a risk that this might decrease the impact?</li><li>• Do you need to run additional stress tests to find out whether the system can deliver the intervention at scale and as intended?</li><li>• Do you need to train/hire additional people?</li></ul>
<b>Evidence</b>	<ul style="list-style-type: none"><li>• Do you need to conduct additional research/evaluations to gain more evidence to make a decision on the roll out?</li></ul>