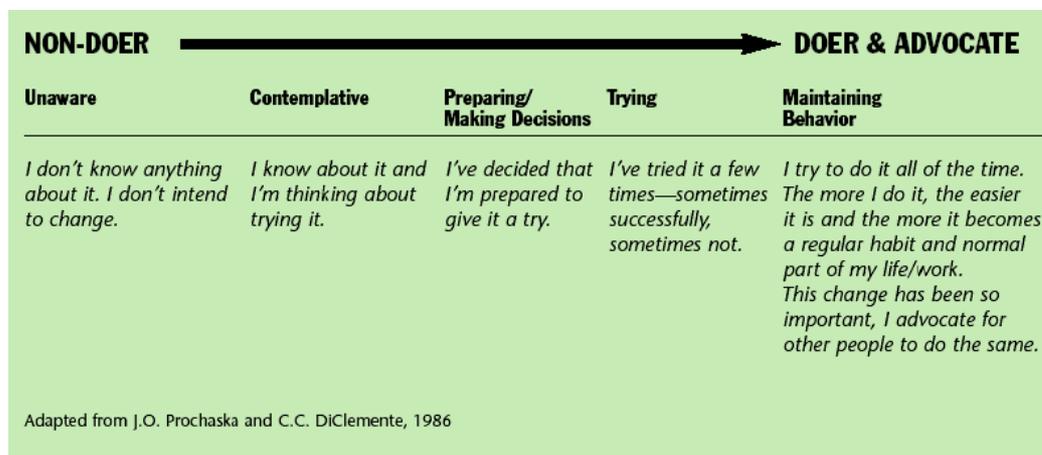


## Annex 3: The Stages of Behaviour Change Model

While some people are quick to try new things, others are more resistant to change. Targeting those most likely to change is often the most cost effective way to promote the same change among a larger group. Here, using the “Stages of Change” model developed by Prochaska and DiClemente (1986) might be of use to you.

The following diagram illustrates the process of moving from being a “non-doer” to being someone who could help to make a change more acceptable for a wider group. In this model, six stages are referred to:

1. <i>Unaware</i>	People have no idea they have a problem, so they have no intention of changing
2. <i>Contemplating</i>	People are aware there is a problem and begin to consider whether they can take any action
3. <i>Preparing</i>	People intend to take action soon and make plans to do so
4. <i>Trying</i>	People start changing but not all the time
5. <i>Maintenance</i>	People continue the change
6. <i>Advocacy</i>	People encourage and show others how to adopt the change



People need different kinds of messages, materials, training, and support for each stage. For example, people who are unaware that their behaviour is harmful or damaging to the environment may need better information from sources they trust. Others who are thinking about trying a new behaviour may need social support and skills training. As an example, the following table looks at the different approaches that might be required to encourage people to compost their organic waste:

Stage of behaviour change	Attitudes	Behavior	Possible communications approach for this stage
Advocacy 	'I show others how to do it'	I show my neighbours and friends how to compost	We need to work with these "advocates" to help spread the behaviour to the wider community
Maintaining 	'I do it all the time'	I always put organic waste (waste that can decompose) in the compost.	We need to compliment doers & reinforce the long-term benefits of the action.
Trying 	'I do it most of the time'	Sometimes put organic waste in the compost and sometimes put it in the rubbish bin. Trying to increase use of compost.	We need to provide support and assistance to make sure they can do the action easily.
Contemplating 	'I'm thinking about it'	Throw organic waste in the rubbish bin and feel bad about it and have been thinking about composting.	We need to: <ul style="list-style-type: none"> <li>- Reduce barriers/costs</li> <li>- Increase perceived benefits</li> <li>- Make the behaviour acceptable</li> </ul>
Unaware stage 	'I know nothing/ am not concerned about it'	Throw organic waste in the rubbish and don't even think about it	We need to provide education

Unfortunately the process of behaviour change is almost never that simple and straightforward. People love trying things out, giving them up, and trying them again, before making them a "normal" part of everyday life.

Change can spread, slowly at first, before reaching a "tipping" point where the rest of the community adopts it and it becomes a "social norm". However, you need to accept that it always takes time to create a new social norm. It is likely that your project will require an ongoing effort to repeat, reinforce and maintain the new behaviour.