

Promoting Behavior Change

Why do parents in many developing countries sometimes fail to send their children to school, even when there is no charge for school attendance? Why do people continue to begin to smoke, even in countries where there are well-organized anti-smoking programs, including ghastly pictures on cigarette packages prominently displaying the ill effects of smoking? Why do parents sometimes resist immunization and other public health campaigns? Why is corruption a bigger problem in Indonesia than Singapore? Why are violations of labor and environmental standards much higher in some countries than others? Why is the informal sector of the economy so large in many developing countries? Why are gender ratios at birth highly skewed in some Asian societies but not in others? Why do commercial sex workers and their clients frequently fail to use condoms, even though the risks of unprotected sex are so high?

What all of these questions have in common is that they concern why citizens and businesses fail to comply with requests or demands made (though frequently not enforced) by government for specific behaviors and/or act in ways that seem contrary to their self-interest. This workshop course draws upon insights from social psychology, behavioral economics, law, political science and anthropology to understand barriers to behavior change. We also investigate strategies that policy designers and implementers can use to change behavior and increase compliance, including social marketing campaigns, incentive approaches, choice architecture, efforts to address resource barriers to compliance, and stepped up monitoring and enforcement. Political constraints on the choice of strategies are also addressed. The course relies heavily on case materials to address compliance problems in a variety of policy sectors and countries, with cases tailored to the country and region where the course takes place.

The course can be tailored to include group projects that address current behavior management issues confronting governments in specific countries. Governments are encouraged to send diverse teams of staff to work on developing strategic responses to specific behavioral problems facing particular government agencies.

Intended Learning Outcomes

After the completion of the course, participants will be able to:

- Understand major barriers to compliance with government policy, and behavior change.
- Develop and implement a research strategy to investigate barriers to compliance, including quantitative, qualitative, or mixed method strategies.
- Assess the advantages and disadvantages of specific strategies to address compliance problems

Topics for individual Sessions May Include:

- Prospect Theory, Behavioral Economics, and Cognitive and Informational Barriers to Compliance
- Choice Architecture Strategies for Behavior Change
- Incentivizing, Monitoring, Enforcing, and Measuring Compliance
- Framing & Social Marketing
- Beliefs, Norms and Peer Effects
- Resources and Target Autonomy as Barriers to Compliance
- Changing the Behavior of Business
- Integrating Multiple Strategies to Improve Compliance
- Strategies for Obtaining Complex and Ongoing Compliance
- Targeting Program Interventions and Using Secondary Targets
- Piloting and Evaluating Behavioral Interventions
- A Behavioral Approach to Combatting Corruption
- The Politics of Compliance and Enforcement Regimes
- Sustaining and Scaling Up Behavioral Interventions

Course Duration: Two to five days, depending on depth and breadth of sought by clients and whether group projects are included.

Course Leader: Kent Weaver

Countries where Course has been offered: Australia, Brunei, France, Hong Kong SAR, Indonesia, Sweden, Switzerland, United States

**SAMPLE SCHEDULE FOR A FIVE-DAY “PROMOTING BEHAVIOR CHANGE”
COURSE**

	Day 1	Day 2	Day 3	Day 4	Day 5
Session 1	Introduction to Behavioral Interventions: Challenges and Strategies	Incentivizing, Monitoring, Enforcing, and Measuring Compliance	Compliance and Enforcement Regimes and the Politics of Behavior Change	Changing the Behavior of Businesses	Group project meetings
Session 2	Prospect Theory, Behavioral Economics, and Cognitive and Informational Barriers to Compliance	Beliefs, Norms and Peer Effects	Resource and Autonomy Barriers to Compliance	Changing the Behavior of Front-line Workers	Group project practice presentations
Session 3	Choice Architecture Strategies	Piloting and Evaluating Behavioral Interventions 1	Strategies for Obtaining Complex and Ongoing Compliance	Integrating, Sustaining and Scaling Up Behavioral Interventions	Group project meetings
Session 4	Information, Framing and Social Marketing	Piloting and Evaluating Behavioral Interventions 2	Targeting Program Interventions and Using Secondary Targets	Group project meetings	Group project final presentations
Session 5	Group project meetings	Group project meetings	Group project meetings		