Unpacking the realities of behaviour change interventions at scale
Covid Hub

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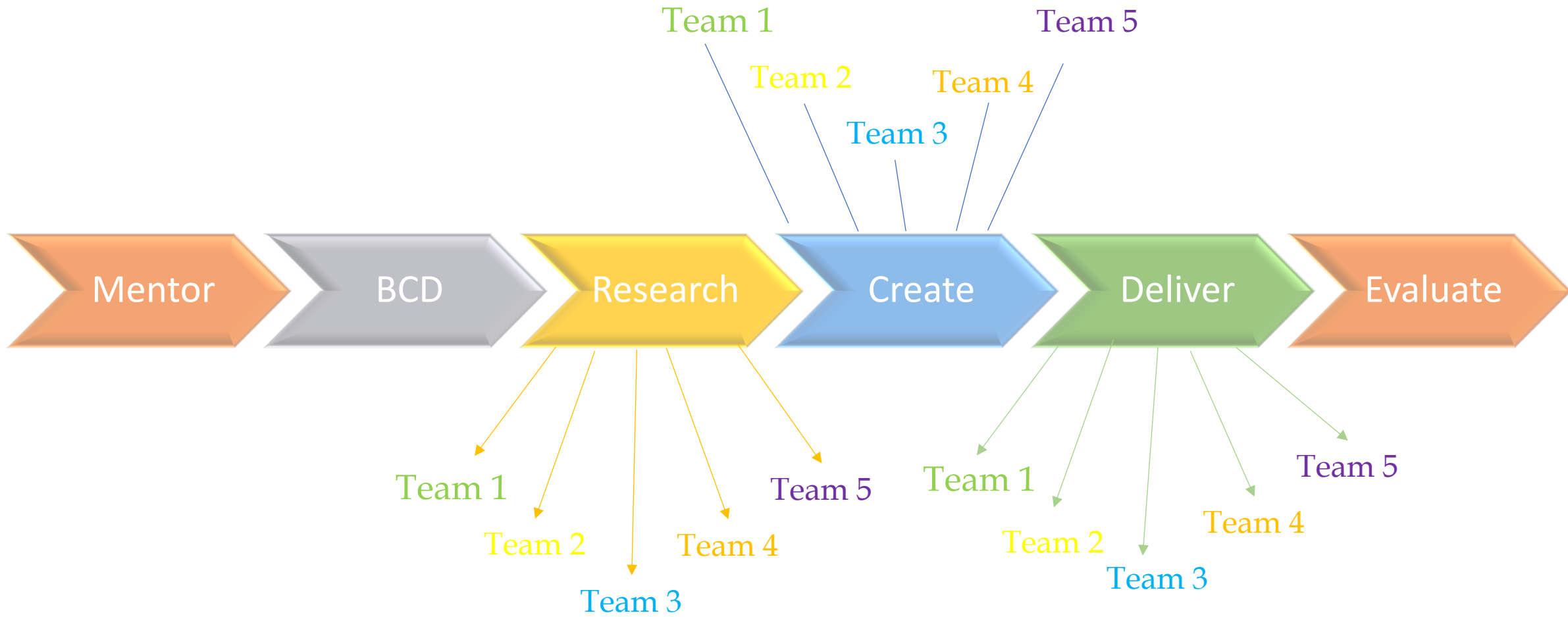India, UK, Bhutan, Australia, Solomon Islands, Mozambique, Indonesia

Process – Learning + Working (WASH Hub)

Process – Learning (Covid Hub)

Common
BCD
Framework

Common
Conducting field
research and
capturing data.

Common
Testing
concepts

Common
Conducting
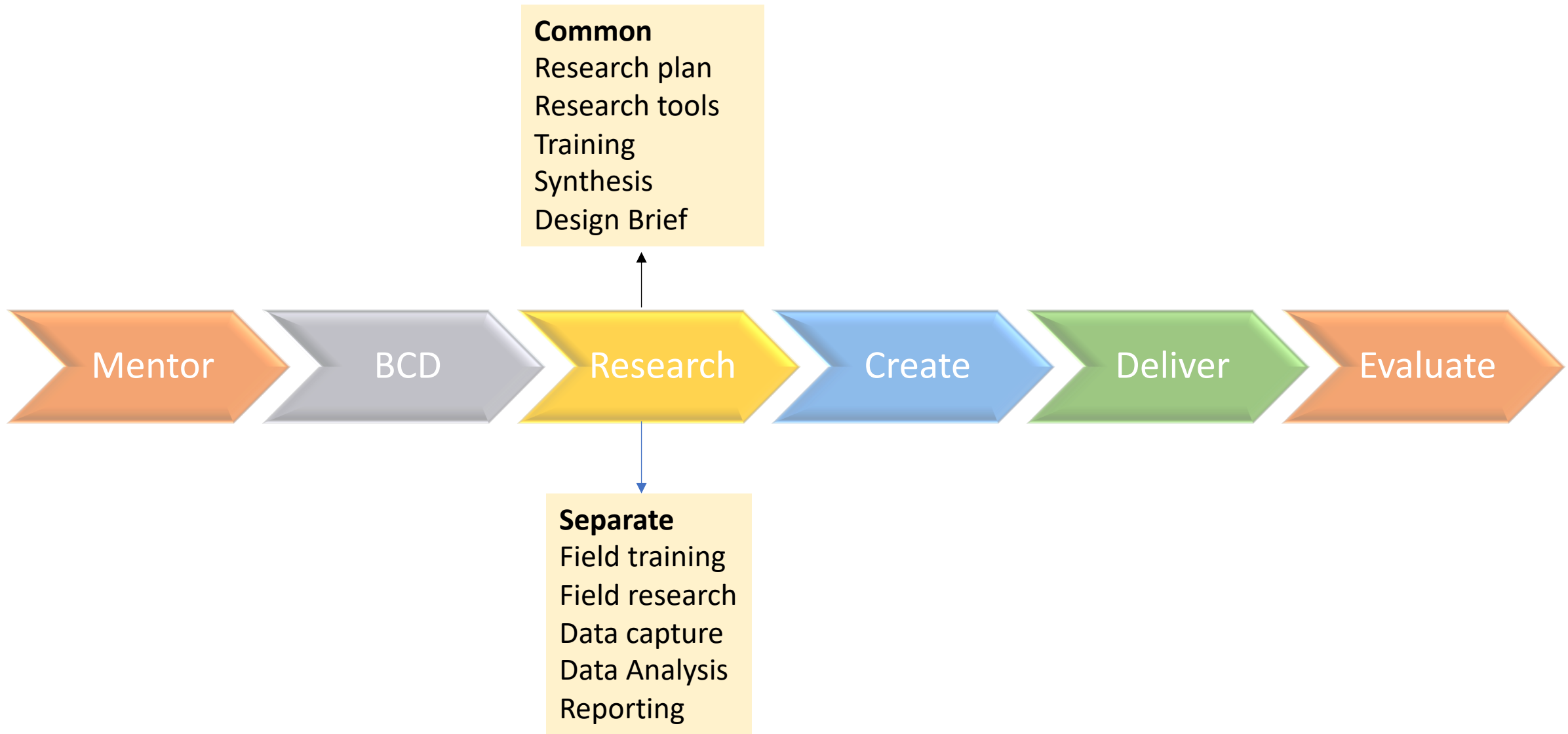field research
for evaluation.

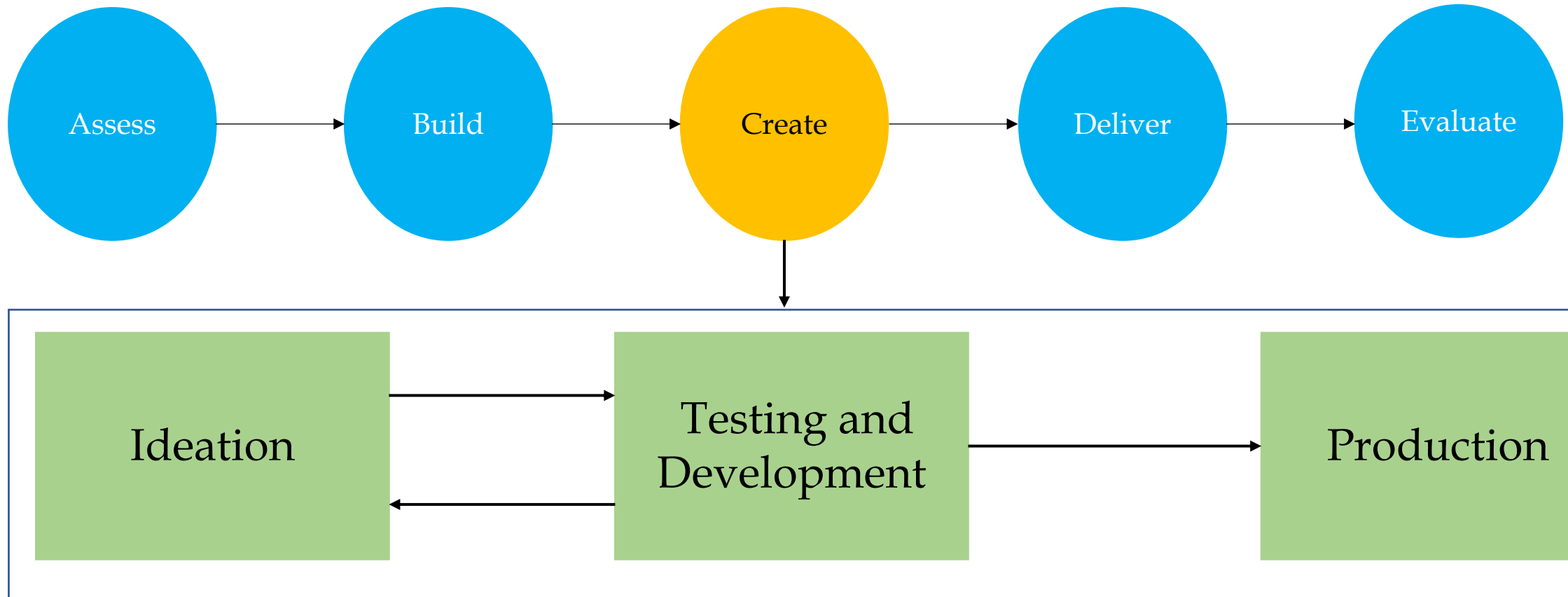| Mentor | BCD | Research | Create | Deliver | Evaluate |
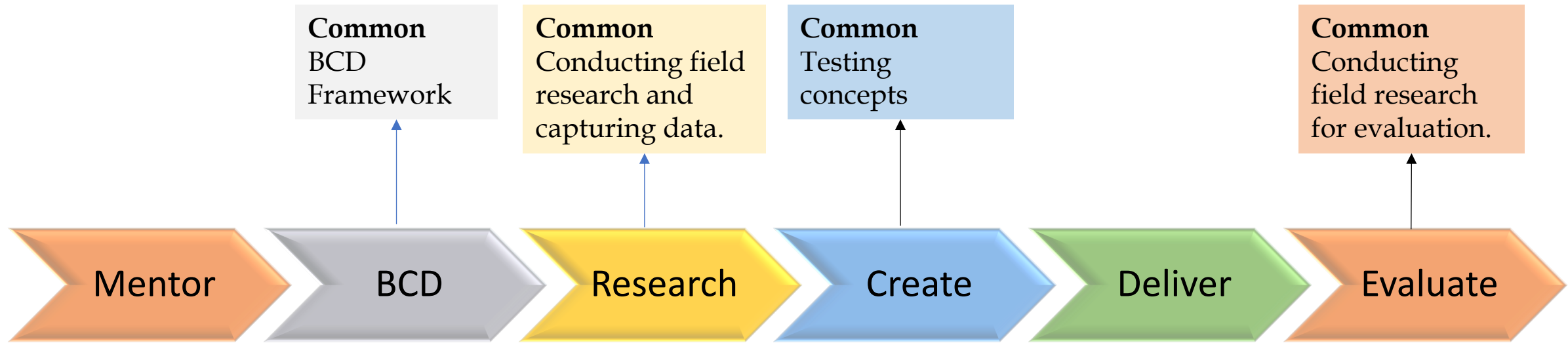
Rapid prototyping process due to the urgency of the pandemic.
Therefore, learning was limited to what was necessary.
However, there was still learning from observation.

Process – Working (Covid Hub)
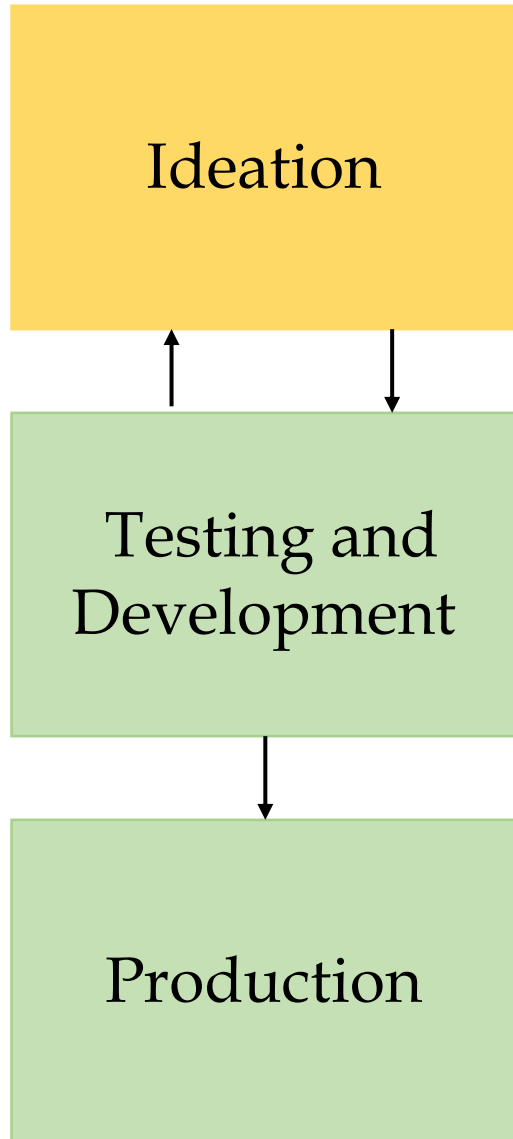

Common
Research plan
Research tools
Training
Synthesis
Design Brief

Mentor → BCD → Research → Create → Deliver → Evaluate

Separate
Field training
Field research
Data capture
Data Analysis
Reporting

The Create Process

The Create Process

Ideation

Testing and Development
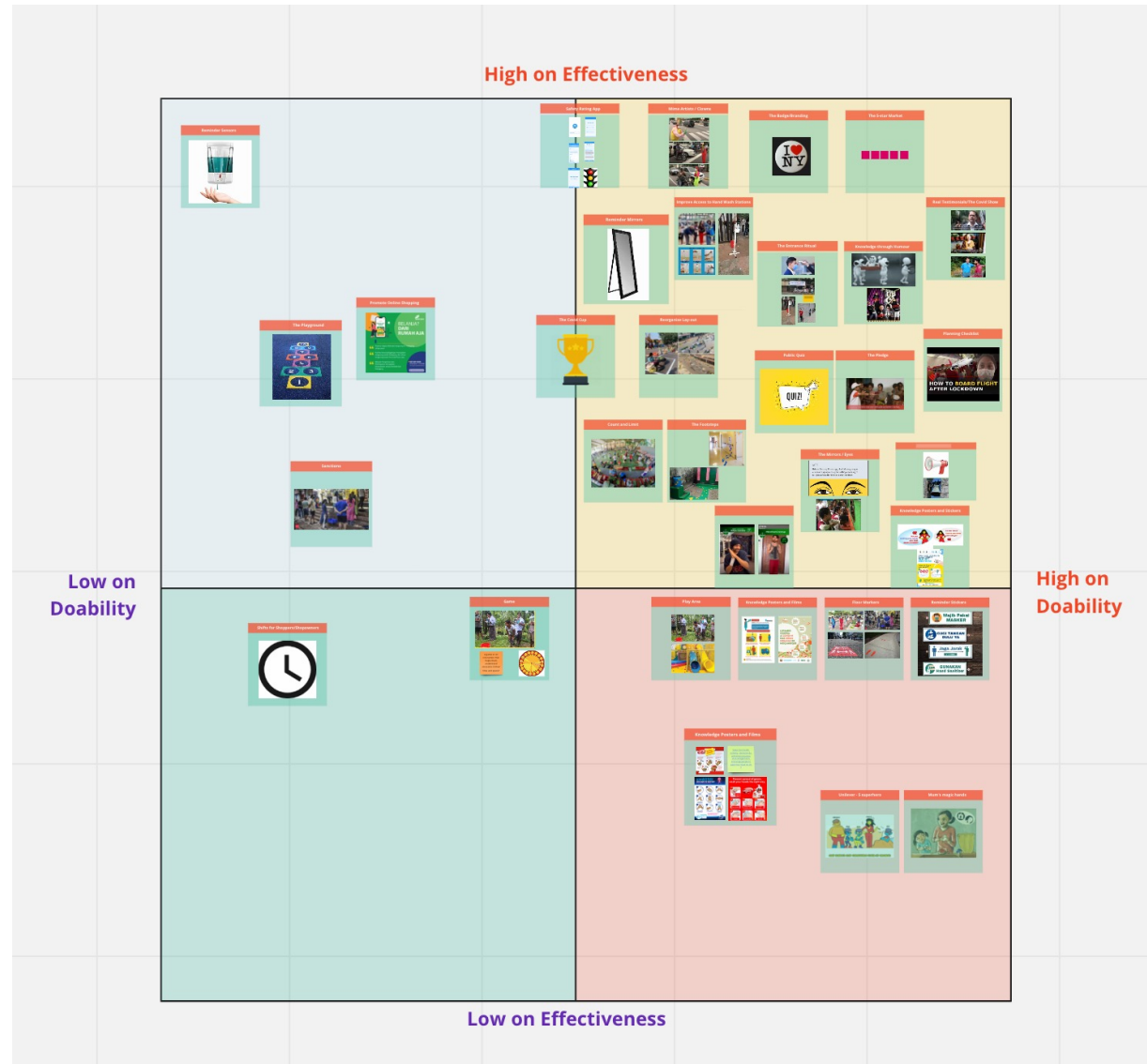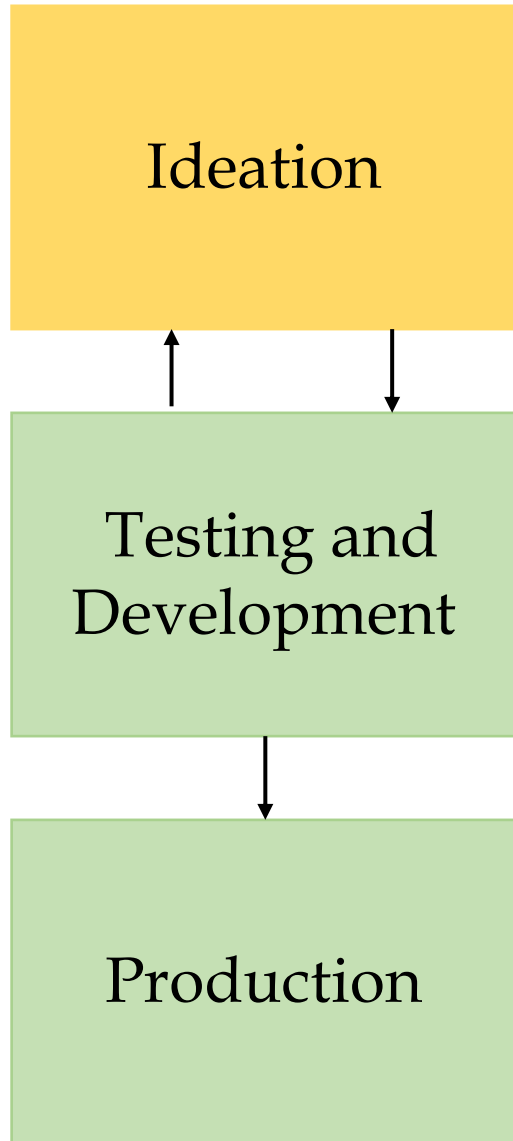
Production

Design Challenge: How could we motivate (status) the market managers to influence the practice of Covid Prevention behaviours?

The 5-star Market

Space-managers of the market (and shops too, perhaps) strive to get the 5-star rating and sustain it over a one-year period, perhaps beyond. For getting the 5-star, they need to ensure the guidelines are followed properly and ensure behavioural outcomes.

After rating by self, there will be recommendations from the App or the facilitator on improvements needed to get the 5-star. Evaluation by shoppers is immediately published in the App.

When the market/shop gets to the 5-star, they get a certificate that can be put-up.

The Covid Cup

The Covid Cup
Based on the scores that one gets on the App, it could be conceived as a competition between one market and another in the city-province.

1- The winners could receive a certain amount to be invested back in the market. Or it could be just the Cup.
2 - The design language can be borrowed from sports tournaments - 'Team Macado', 'Shopowners dressed in jerseys and so on.

Safety Rating App

The Covid19 App – For creating safe spaces
With the help of this App, one can:
1 - Assess the safety one's own space and get suggestions for improvement.
2 - Assess the safety of the spaces that one visits and leave suggestions for improvement.
3 - Find safe spaces that one can visit.

Instead of stars, it could be traffic lights - In line, with how Governments are defining zones, though that may be an issue as well. As the zones, we define as Green may not be green according to the Government.

Mime Artists / Clowns

Mime artists/ Clowns appear many times during the course of the day to -

- Demonstrate correct and incorrect behaviours.
- Correct people who are not practicing target behaviours gently, with humor.
- Reward those who are practicing target behaviours - by applauding, giving them a salute etc.

The Playground

What if the whole market were to be treated as a playground and shoppers and shop-owners are players.

The more one performs the right behaviours the greater the chance of winning gifts. For instance -

Once in 30 minutes, the bell goes and everyone needs to freeze - statue. A number will be announced - if the person standing in the square (with the number) is keeping physical distance and is wearing the mask, he or she stands to win a prize and is celebrated.

A variation could also be, you lose. if you are not following the behaviours. And the losers pay for the winners. (An example from 'speeding lottery').

Sanctions

There must be Government sanctions for non-performance of the behaviours.

Can compliance be improved though better implementation - in terms of catching the defaulters and fining them? - Posters that communicate sanctions? More cops?

The disadvantages of this are:
-Negative: Doesn't leave a good feeling.
-Cop and Thief game: Can remove my mask if no cop is around.
-Not convinced about the need for behaviour change and therefore, no intrinsic reward in it.

Common sessions
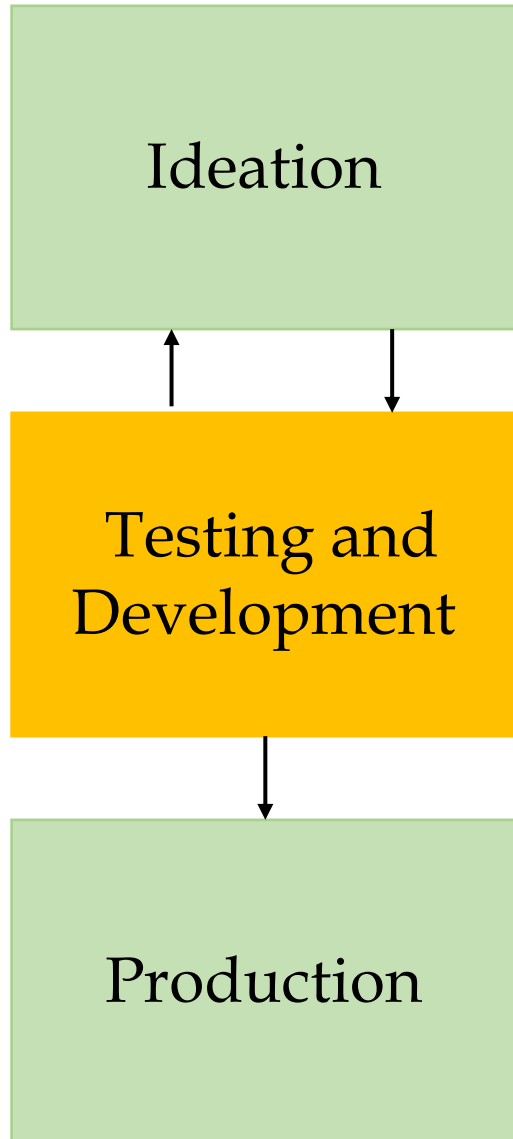
The Create Process

Ideation

Testing and Development

Production

High on Effectiveness

Low on Effectiveness

Low on Doability

High on Doability

Prioritising ideas on Doability & Effectiveness

Separate sessions

The Create Process

Concept testing – Concept cards

Ideation

**Testing and Development**

Production

'The Covid Cup'

Photo by Giorgio Trovato on Unsplash

- ❖ The Covid Cup is a competition between markets in the 'XYZ' province. The competition will start on December 1st, 2020 and end on May 31st, 2021.
- ❖ Each month a winner will be announced, based on a safety assessment of the marketplace.
- ❖ At the end of 6 months, the grand winner will be announced based on the performance over 6 months.
- ❖ The selection process will be based on the Covid guidelines developed by the Government and there will be a monthly audit by a neutral organization to select the winner.
- ❖ The Monthly winner will receive a trophy and a cash prize of 'XYZ' and the Grand winner will receive a Grand trophy and a cash prize of 'XYZ'. The prize money is to be strictly used for improvement of the market.
- ❖ In addition, the winners will receive a trophy from the head of the province.

Common concepts, tools, training sessions.

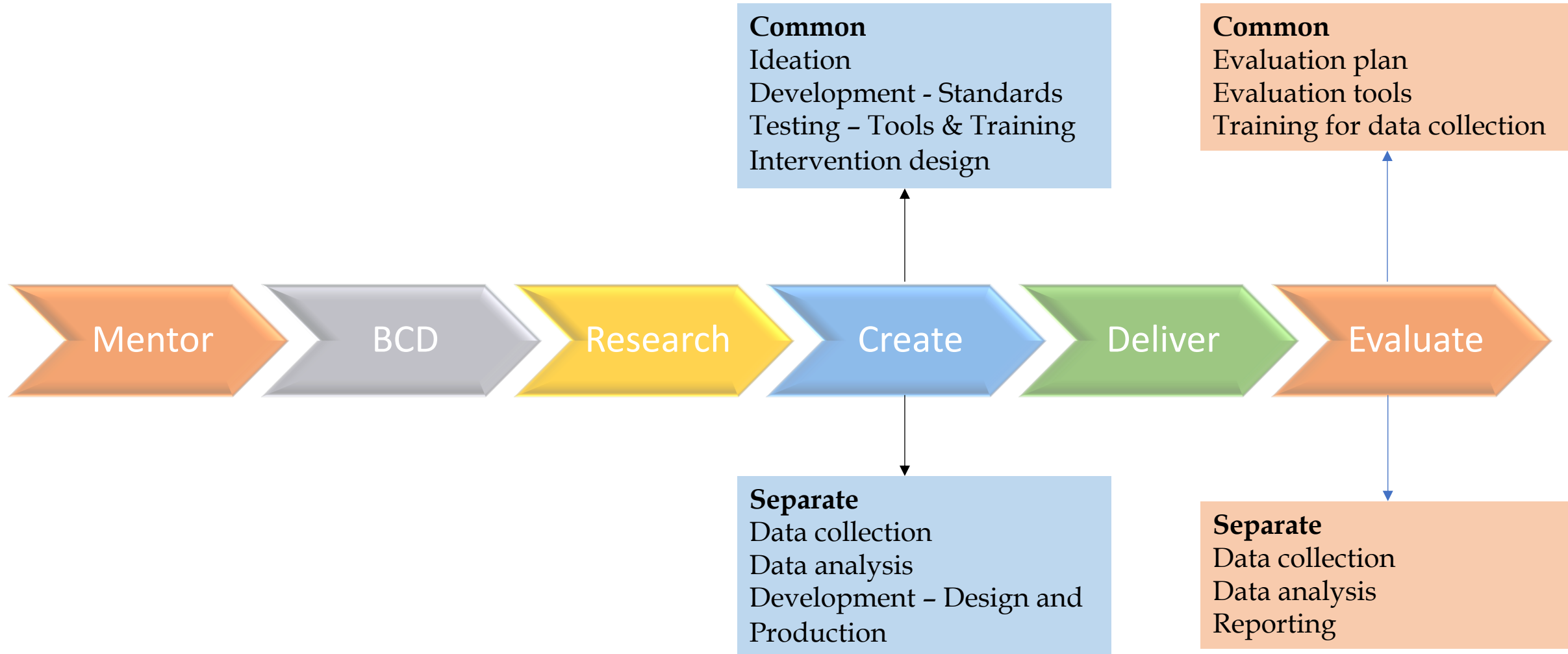**Separate translation, field research, analysis.**

The Create Process

Ideation

Testing and Development

Production
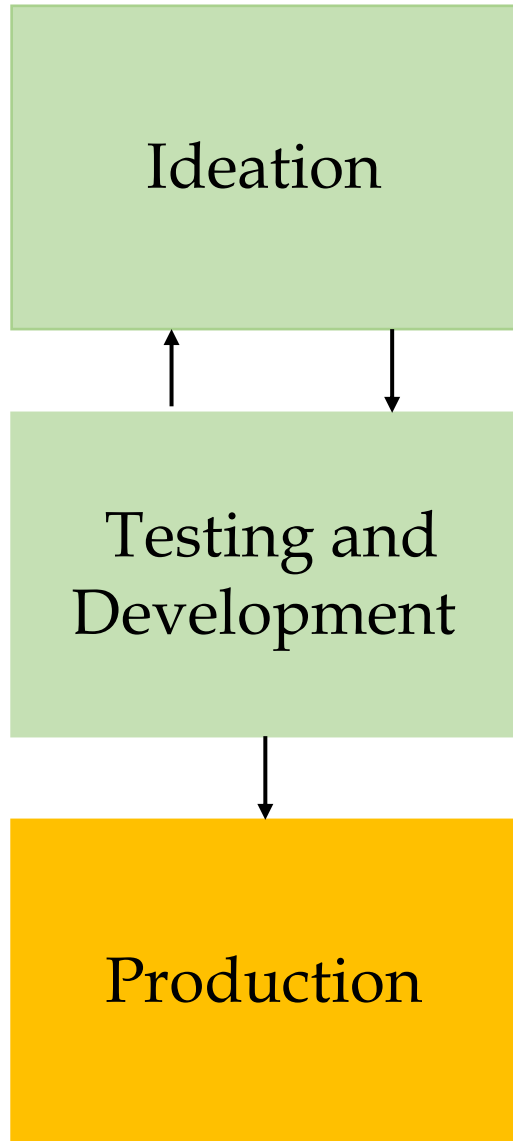
Common; ideas and content.

Separate; Translation, delivery format, Design

Process – Learning and Working (Covid Hub)

Common
Ideation
Development - Standards
Testing – Tools & Training
Intervention design

Common
Evaluation plan
Evaluation tools
Training for data collection

Mentor → BCD → Research → Create → Deliver → Evaluate

Separate
Data collection
Data analysis
Development – Design and Production

Separate
Data collection
Data analysis
Reporting

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