

# Cost of Living Crisis in Wales

## *Applying Behavioural Science*

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# Today:

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- What is behavioural science?
- How can it be used to support those impacted by the cost of living crisis?

# Our understanding...

What is behavioural science?

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# Our understanding...

## What is behavioural science?

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- Systematic study of behaviour: What enables it, what prevents it, and how best to elicit it
- If there's an identifiable behaviour in an identifiable cohort, an improved understanding of it (enablers, barriers, mechanisms) can sharpen our policies/services/communications
- Research why & how people decide/react/behave. Rather than rely on assumptions, and the 'easy' bias that they lack knowledge/need advice.

# Behaviour change and public health

## What have we learnt....

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- Assumption that providing/increasing knowledge will change behaviour – doesn't account for the role of values, beliefs, emotions, habit, the environment
- Behaviour change needs to be studied as a science using tried and tested approaches – need to go beyond common sense
- Understanding the nature of a behaviour and the context in which it occurs is important in developing effective interventions

# The COM B Model

A framework for understanding determinants of a behaviour



# Behavioural Diagnosis

Identifying what needs to change using the COM B model

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## Capability

**Physical capability:** physical skills, strength or stamina

**Psychological capability:** knowledge, psychological skills



## Opportunity

**Physical opportunity:** Time, resources afforded by the environment

**Social opportunity time:** Social norms, social cues



## Motivation

**Reflective motivation:** reflective processes such as making plans, setting goals, weighing up the pro's and cons

**Automatic motivation:** Automatic processes involving emotions, habit



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# How can we use behavioural science during the Cost of Living Crisis?



# Cost of Living Crisis in Wales

## APPLYING BEHAVIOURAL SCIENCE

Public Health Wales has published a report: 'Cost of living crisis in Wales – A public health lens'. The report identifies those most likely to be affected and evidence-based options for short, medium, and long-term responses.

[Click here](#) to see the full report

Understanding and shaping behaviours, including accessing support services, is critical in responding to the cost of living crisis. If you are a **practitioner or policy maker** trying to support the public, the simple steps below will help ensure you 'get what you aim for' more often.

### CAPABILITY

#### Increase knowledge of support services



- Develop **clear, understandable communications**
- Provide **evidence-based communications** for target groups



### OPPORTUNITY

#### Make services and processes easy, accessible and inclusive



- Reduce steps needed to access a service, or **break down the process** into smaller and easier tasks
- Engage with **target groups** to understand how easy services are to use

- Consider **groups who may not have the resources** required to access support (e.g., laptop, smart phone or internet connection)
- Ensure services are grounded and **well connected to local communities**



### MOTIVATION

#### Reduce stigma and shame whilst building confidence to access support services



- Use language that is **free from judgement**
- Normalise** needing and seeking help
- Information and services should be **person-centred**



### BEHAVIOUR

People are **more likely to access services** if they have the **capability, opportunity and motivation** to do so

(Michie et al 2011).



**References:**  
World Health Organization (2022) Supporting people to cope with the increased cost of living: Behavioural science recommendations for social and health system leaders. Geneva: WHO.  
Michie, P., van Jaarsveld, and Robert (2011) 'The Behaviour Change Wheel: A guide to designing interventions'. 1st ed. Cheltenham: Northampton Publishing.



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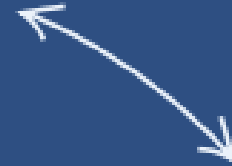
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<https://www.hertfordshire.gov.uk/media-library/documents/public-health/professionals/supporting-residents-with-the-increased-cost-of-living-002.pdf>

[https://phwwhocc.co.uk/wp-content/uploads/2022/12/A-Guide-to-Using-Behavioural-Science\\_ENGLISH.pdf#](https://phwwhocc.co.uk/wp-content/uploads/2022/12/A-Guide-to-Using-Behavioural-Science_ENGLISH.pdf#)

<https://phwwhocc.co.uk/wp-content/uploads/2022/11/PHW-Cost-of-Living-Report-ENG-003.pdf>



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