



Achieving Culture Change: a policy framework

SU Discussion Paper
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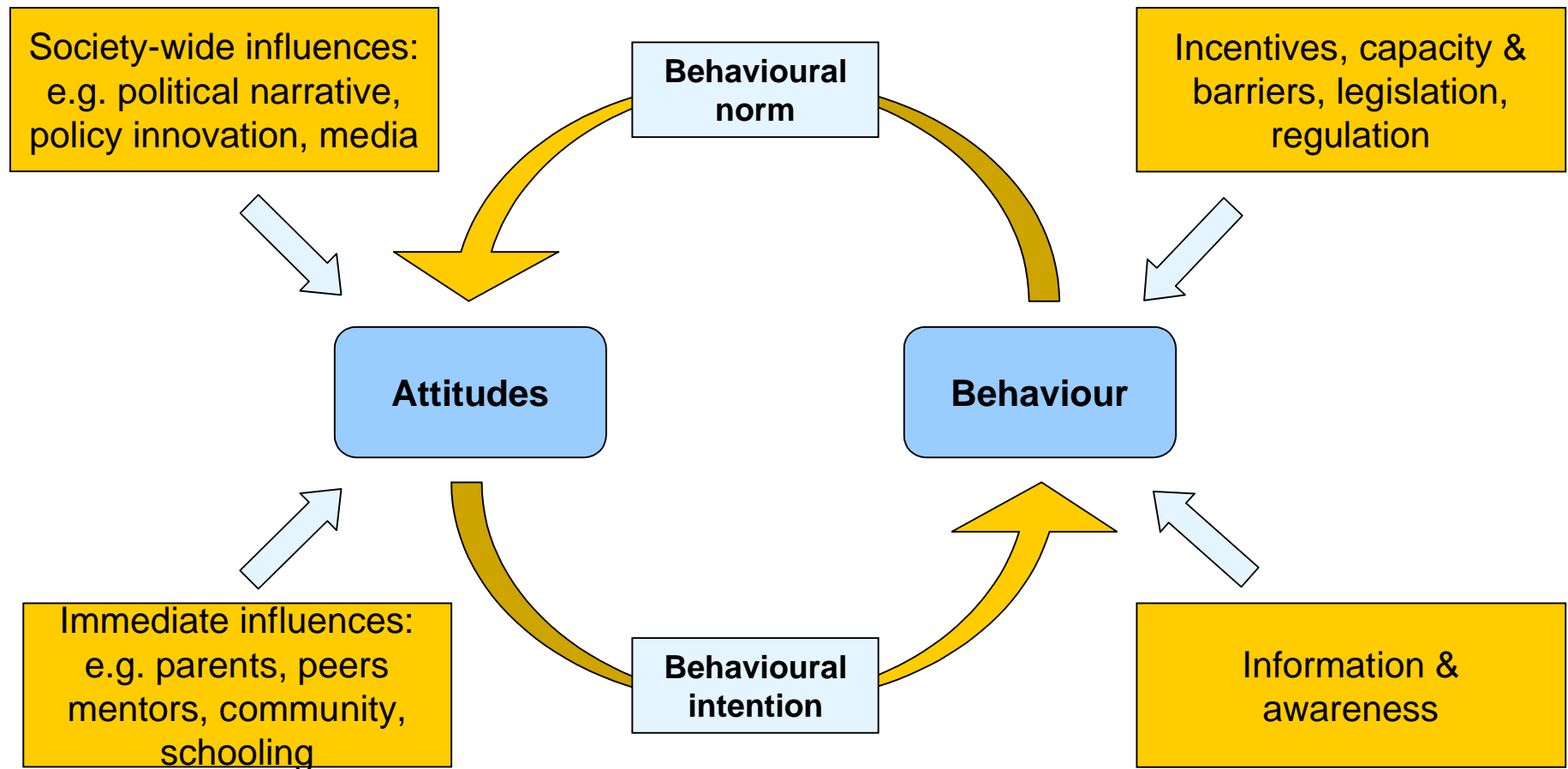
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Why have the SU been thinking about culture change?

1. Many of the Government's goals rely on individual/ community behaviour e.g. educational attainment, obesity, environmental sustainability, social mobility
2. There is a clear role for Government in encouraging behaviour change in seeking to achieve economic and social objectives
3. A rich and developing literature is broadening our understanding of how people make decisions, particularly the relationship between *cultural factors* and behaviour

What is the relationship between cultural factors (e.g. attitudes, values, aspiration) and behaviour?



Policy can be targeted either at a whole society or specific group level and at a specific or general attitude

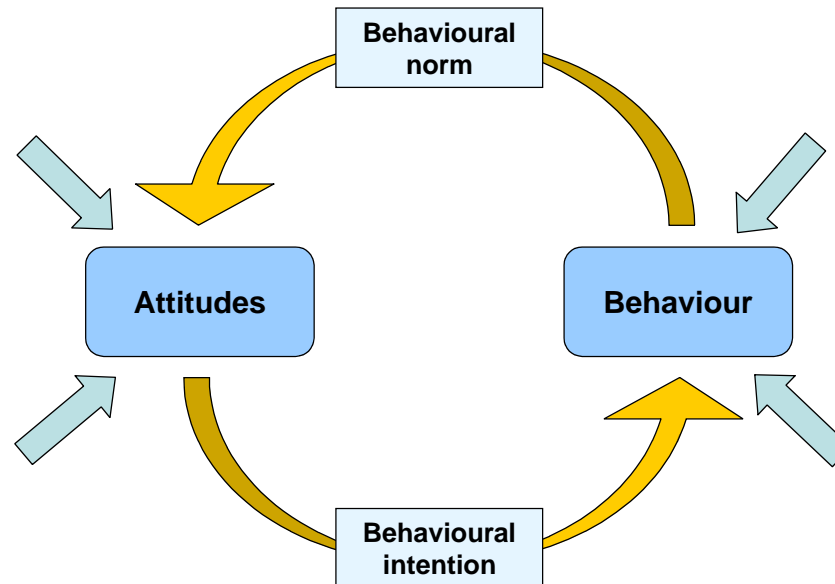
Target level	Whole society	e.g. seat belt wearing, healthy eating	e.g. social/ community cohesion, environmental sustainability
	Specific group	e.g. safe sex, staying in education post-16	e.g. personal aspirations, Respect agenda
		Specific attitude	General attitude

Focus of policy intervention

What are main levers to achieve culture change?

- 1. Society-wide influences**
- Structural investment and reform
 - Political narrative
 - Policy signalling & coherence
 - Leading by example
 - Policy ideas, innovation, thought leadership, media

- 2. Immediate environmental influences**
- Parenting programmes
 - Peer, role model and mentoring interventions
 - Local environment & community policy
 - Schooling



- 3. Enable and incentivise; remove barriers**
- Incentives: financial & non-financial – on individual/group/provider
 - Legislation & regulation
 - Contracts & codification
 - Provision of capacity and alternatives; removal of barriers

- 4. Inform, engage and involve**
- Social marketing
 - Trusted sources
 - Media campaigns
 - Community action, citizen generated information, co-production

Emerging conclusions: key lessons in application (1)

1. Recognise the importance of *cultural factors* in decision making e.g. habits, norms, advice or guidance from friends, family and community
2. Be clear about whether the target is the *whole population* or *specific group(s)*; and whether the objective relates to a *specific attitude* or *broad set of attitudes*
3. Use *segmentation* and *profiling* techniques to build up a detailed picture of the *motivations* and *values* of different user groups (and how these affect their decision making)

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Emerging conclusions: key lessons in application (2)

4. Tailor policy interventions to these profiles:
 - Provide the *incentives, capacity* and support for individuals to switch behaviour and remove any *barriers* to them doing so
 - Ensure people are *well informed* and use *social marketing* techniques to promote new or adaptive forms of behaviour
 - Create opportunities to *test, trial and innovate* new approaches
 - Send *strong, consistent* and *credible* signals from government

5. Communicate and engage with the public

6. Don't seek or expect short term results