Changing Human Behaviour to Secure Conservation Outcomes
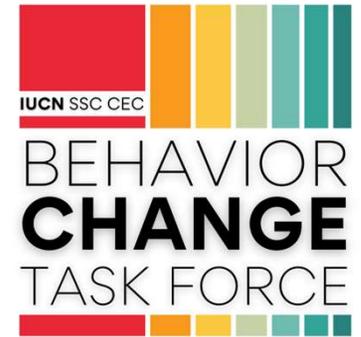
Dr Laura Perry

Why does behaviour change matter?

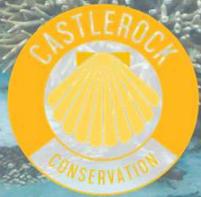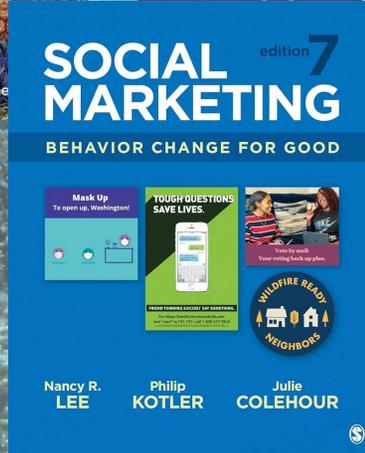# My background

Work portfolio

What is behaviour change?
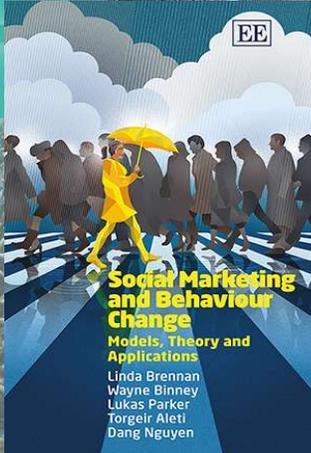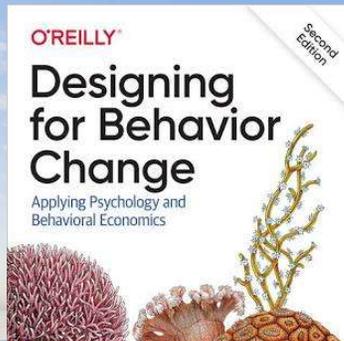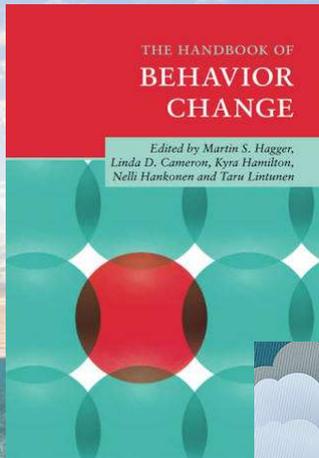
What does behaviour change involve?

Theory

Design

Implementation

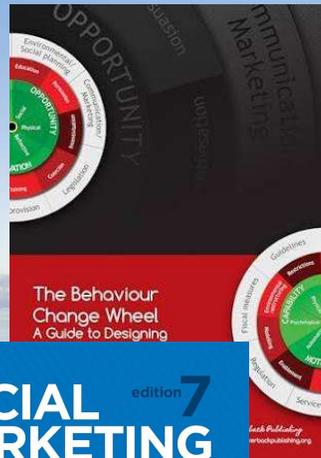Evaluation
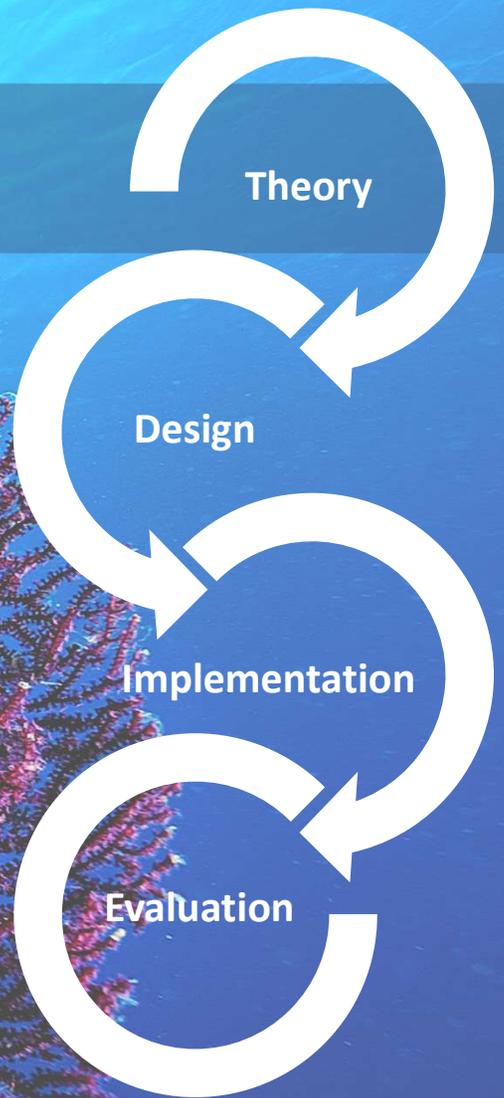
Theories of behaviour

Theory of planned behaviour

Attitude

Subjective Norm

Intention

Behavior

Perceived Behavioral Control
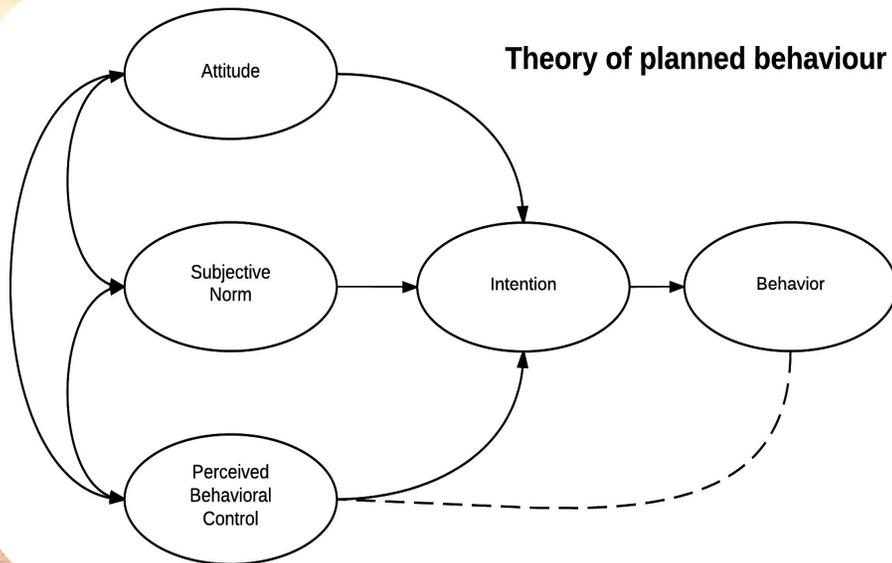
Capability

Motivation

Opportunity

Behavior

Designing for change

IKOLOJIA, MIFUGO NA AFYA ZA WATU.

TUMBUSI WAKIPUNGUA MAANA YAKE MIZOGA ITAONGEZEKA, WANYAMA WALA MIZOGA WATAONGEZEKA NA HIVYO MAGONJWA YATAONGEZEKA.

CASTLEROCK CONSERVATION

Measuring change

What are the long-term goals of the intervention?

What intermediate outcomes need to happen, for those goals to be reached?
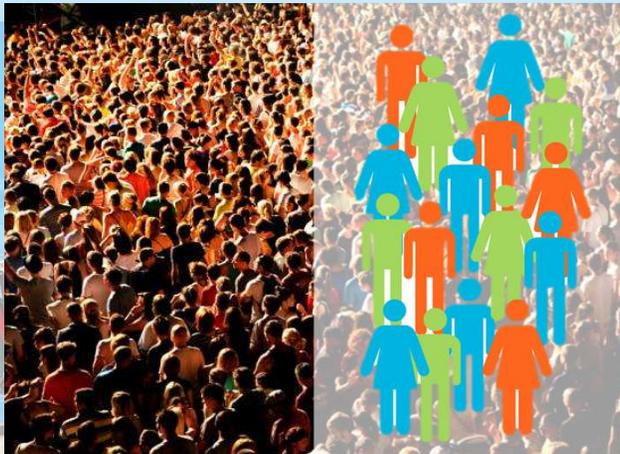
What information is likely to be sensitive?

How can I ensure that community voices are adequately reflected throughout the process?

Are there multiple sources of this information?

Theory

Design

Implementation

Evaluation

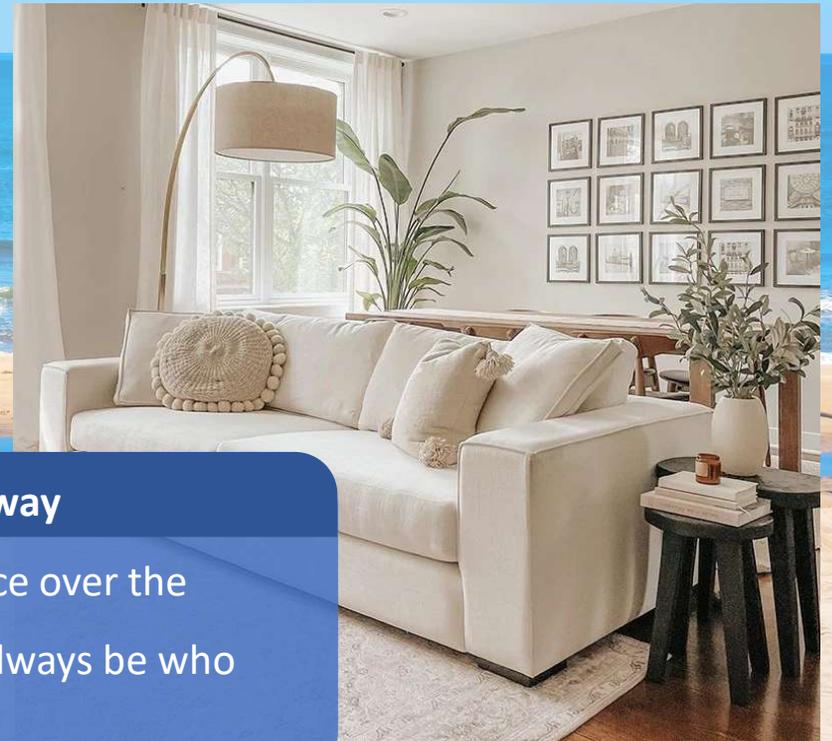## Monitoring ≠ Evaluation

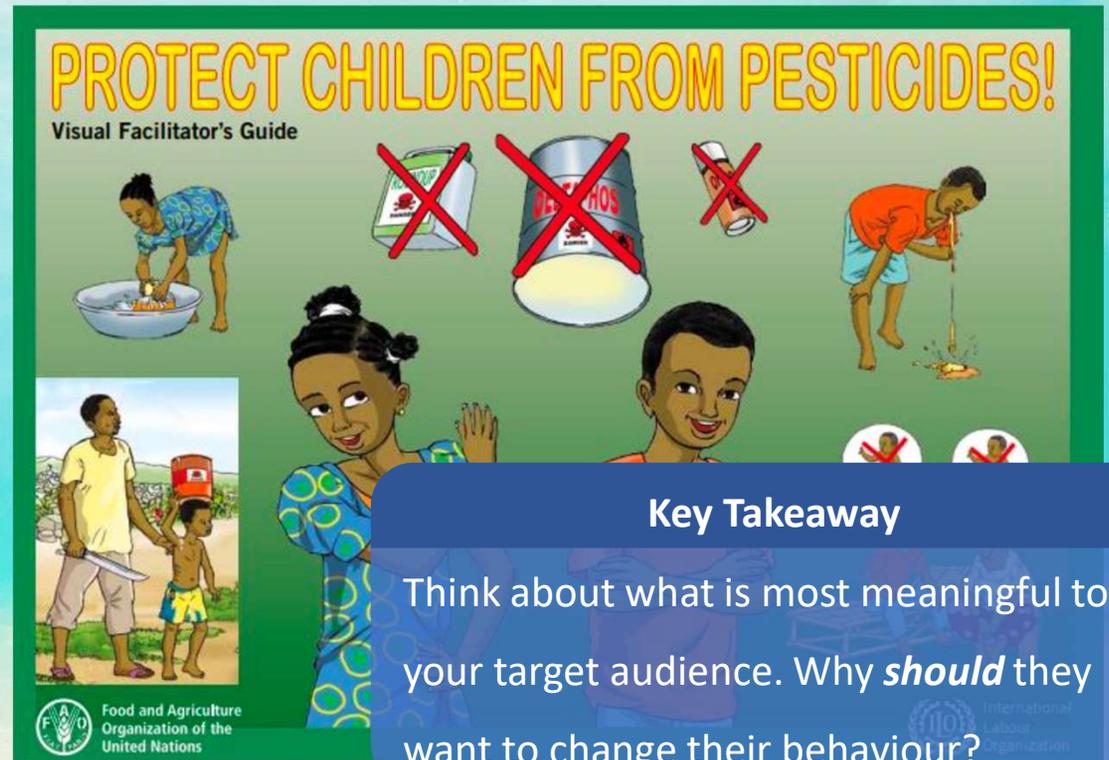# Audiences for Macaques as Pets
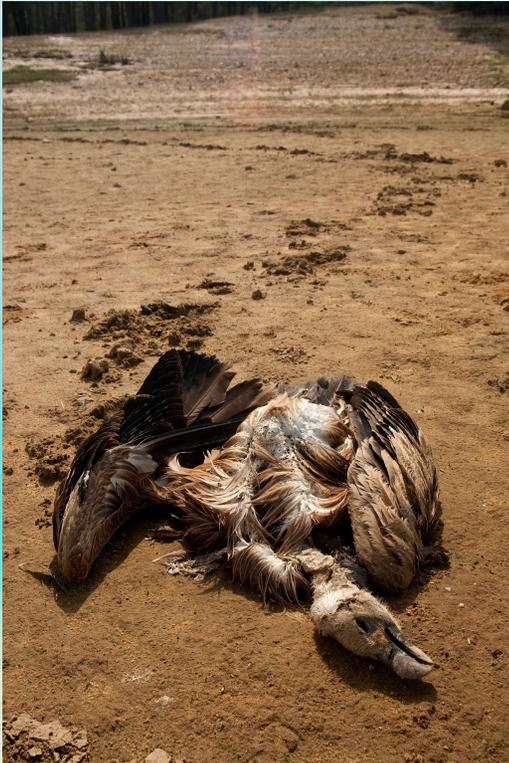
Audience Segmentation

Key Takeaway

Explore who has influence over the behaviour – it may not always be who you think it is!

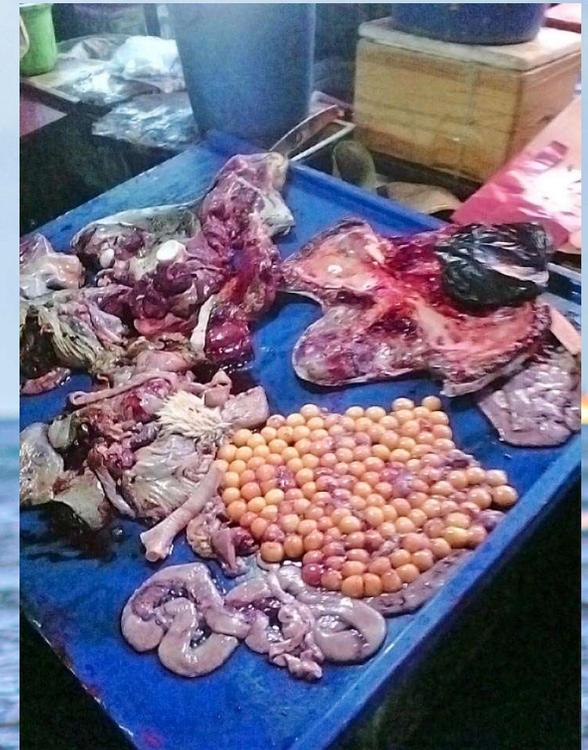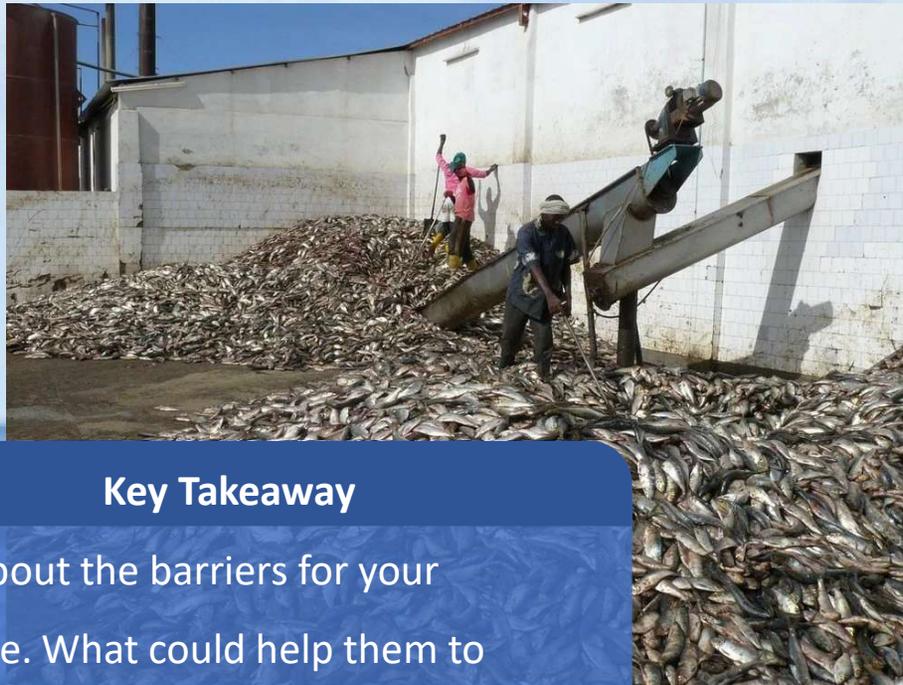# Vultures, Education & Training

Key Takeaway

Think about what is most meaningful to your target audience. Why *should* they want to change their behaviour?

Livelihoods for Conservation

Key Takeaway

Think about the barriers for your audience. What could help them to behave in the preferred way?

How to learn more

27th and 30th of October, 9am – noon GMT

2nd and 4th of December, 9am – noon EST

Other resources

Thank you

QR Code for Trainings