



**RESOURCE**

# The Principles of Behaviour Change Communications

|

## **Description / Abstract**

This guide is intended for all government communicators and lays out how you can use a behavioural approach to design and implement effective communications campaigns. All government campaigns should aim to make a difference. In this guide, you will find out how to apply a behavioural approach to campaign design and implementation to maximise the effectiveness of your campaign. Behavioural science gives us the tools to analyse the context, empathise with target audiences, and ensure that the campaign helps enable behaviours. This guide will showcase the principles of behavioural change communications, providing theories and techniques to embed throughout a campaign in order to optimise its outcomes.

## **Publication year**

2021

## **Country**

[United Kingdom of Great Britain and Northern Ireland \(the\)](#)

## **Region**

[Europe](#)

## **Publisher**

[Government Communication Service](#)

## **Keywords**

[Behaviour Change](#) [Strategic Communication](#)

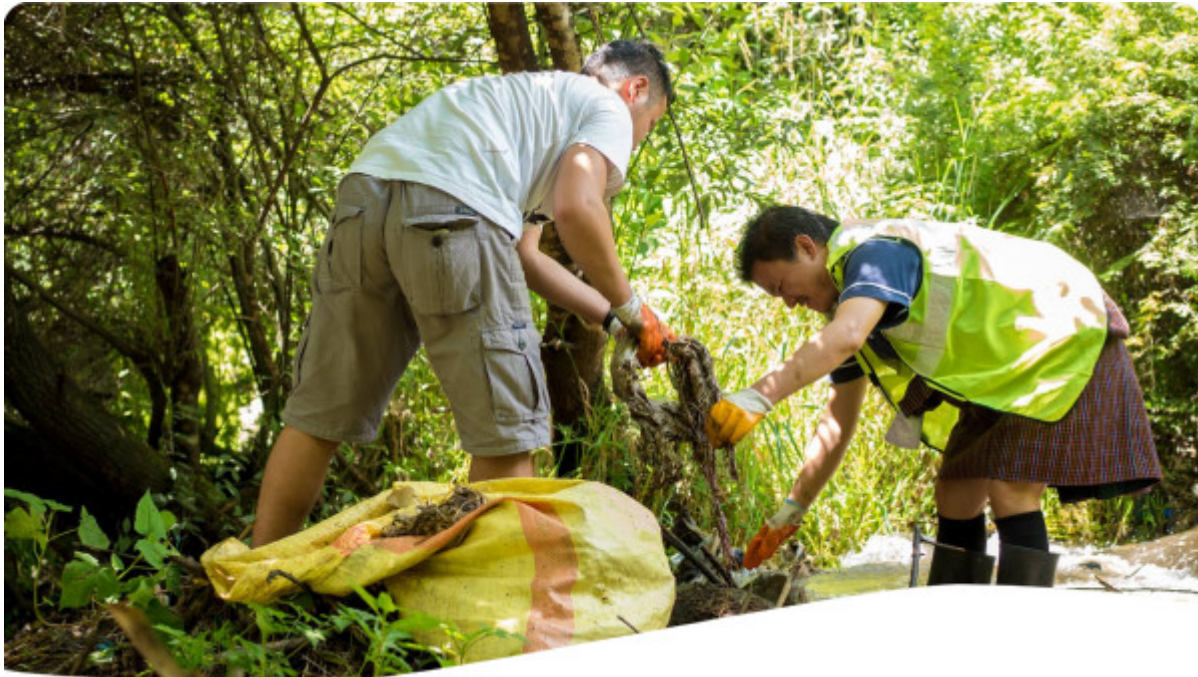
## **Thematic Tagging**

[Gender](#) [Youth](#)

Language English

[View resource](#)

## **Related IWRM Tools**



Tool

### **Promoting Social Change**

C5



Tool

### **Behaviour Change Communication**

C5.02

---

**Source URL:** <https://iwrmaactionhub.org/resource/principles-behaviour-change-communications>