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RESOURCE

The Principles of Behaviour Change Communications

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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.

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