(Re)Using ISM

NUS Alcohol Impact Support Day

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What is Behaviour Change?

• For policymakers (NAO 2011):

An intervention to encourage individuals to change their behaviour in a way that will help Government achieve its policy goals...incorporating a better understanding of behaviour.

• For practitioners (Darnton 2012):

A way of working based on the understanding of behaviours and audiences which results in learning and change.

GSR Behaviour Change Knowledge Review

Practical Guide: An overview of behaviour change models and their uses

www.gsr.gov.uk
INFLUENCING BEHAVIOURS
MOVING BEYOND THE INDIVIDUAL

A USER GUIDE TO THE ISM TOOL
ANDREW DARNTON AND JACKIE HORNE
ISM
(AD, 2011)
ISM
(Darnton & Evans, March 2013)
1. Identify policy area and owner
2. Owner defines the problem
3. Define audience and behaviour
4. Behaviour lit review
5. ISM internal workshop
6. What works lit review
7. Assemble working group
8. ISM external workshop
9. Draft intervention workplan(s)
10. Run it and monitor it
11. Report on pilot results
12. Prepare biz case for roll out
ISM as a Process (12 Steps)

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ISM as a Process (5 Steps)

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9. Draft intervention workplan(s)
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11. Report on successes
12. Prepare business case for roll out

MAP IT ONCE (OR TWICE)
CONVENE A WORKING GROUP
MAP IT AGAIN
PULL LEVERS
CHECK BACK
Since 2013, we have used ISM in all kinds of places...

<table>
<thead>
<tr>
<th>The Scottish Government</th>
<th>Zero Waste Scotland</th>
<th>Scottish Local Authorities</th>
<th>The Scottish Parliament</th>
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<tbody>
<tr>
<td>West Lothian Schools</td>
<td>Scottish Natural Heritage</td>
<td>Energy Saving Trust</td>
<td>Carbon Trust</td>
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<tr>
<td>Cwm Harry / Zero Waste Presteigne</td>
<td>Defra</td>
<td>DfT</td>
<td>DH</td>
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<tr>
<td>FCRN / Wellcome Trust</td>
<td>Mandalah (Brasil)</td>
<td>NUS /Home Office</td>
<td>Northern Ireland Executive</td>
</tr>
</tbody>
</table>
...and on all kinds of behaviours

- RPP2&3 eg. Electric Vehicles
- Doggy Bags
- Active Travel
- Engaging in Democracy
- Recycling
- Beyond Conservation Areas
- Solid Wall Insulation
- Low Carbon Workplaces
- Community Waste Management
- Line Drying
- Mobile Phone Driving
- Physical Activity / Healthy Eating
- Eat Less Meat
- Open Defecation (OD)
- Pre-Drinking
- Prog for Govt eg. Drug Courts
Wanting to get Drunk ('determined drunkenness')

Values, Beliefs, Attitudes
Costs & Benefits
Emotions
Agency
Skills
Habit

Individual Factors

- Once drunk, everything is less rational
  - (Note ‘Discounting’ effects: booze worth a lot late at night/when drunk – and early evening calculations about ‘cost per unit’ go out the window)
- Fun! Pre-drinks ‘in’ often more fun than the night ‘out’
- Belonging to your group who prink together

- Perfectly Rational: Price per Unit
- Time Efficient: drink while getting ready (esp. female)
- Context of student fees/loans: hardworking ‘professionals’ who work late then go out

- Believing you are able to plan your drinking/drunkenness

- Prinking Know How (where to meet, how to co-ordinate the group, where to get cheap booze etc)
- Getting ready skills (while prinking) [esp. female]]
- Drinking game skills (to get loaded faster) [esp. male]
- Retailer knowledge: where booze is cheapest

- Prinking habits learnt/established pre-Uni
- Prinking a habit/routine across society (u-30s?)
- Habit of rotating venues around the group (‘share the mess’)
ISM applied to Student Pre-Drinking

ii) Social Factors

- **Roles & Identity**
  - Being a student
  - Fitting in to your friendship group
  - Being a first year
  - Being a home student (assume hard drinking? Certainly more so than international students)

- **Norms**
  - Student norms around drinking (perceived vs actual? – NB hard drinking probably more visible than low/non drinking, so more salient as a ‘descriptive norm’)
  - Pre-drinking as the norm for every night out

- **Institutions**
  - Bars and Clubs (with own cultures & ‘rules’)
  - ‘SciBars’ (themed evenings involving academic-style presentations)
  - ‘Takeovers’ (exchanges between clubs and societies)

- **Networks & Relationships**
  - Friendship group
  - Formal affiliation to clubs. societies

- **Tastes**
  - Prinking later
  - Staying out later
  - Pre-drinking as gendered? prinking (esp. female) and pre-lashing (esp. male)

- **Meanings**
  - ‘Prinking’ (and in contrast to eg a house party)
  - ‘Drinking’ ie. to get drunk
  - Drinking out as safer than drinking in (if in Union/linked venue)
  - ‘Safe drinking’
  - ‘A good night out’

- **Opinion Leaders**
  - Leaders of sports/clubs and societies (can do block deals eg. to incentivise early entry)
  - Co-ordinators of friendship groups (who prink)
  - Leaders of ethnic/interest student communities (eg. Chinese; allotment/growers)
ISM applied to Student Pre-Drinking

iii) Material Factors

Infrastructure
- Supermarkets, corner shops
- Pubs, bars
- Clubs (Union-linked or not, sometimes ‘rogue’)
- Alcohol free (smokefree) halls/accommodation

Technologies
- Supermarket home delivery (& Dial-a-Drink)
- Social media (eg. to organise prinking time/place)

Objects
- Cheap Booze (from off trade)
- (24 hr) Supermarkets
- Staff in bars and clubs (decide if you’re sober enough to get in, if you get served, and what happens when you leave)

Rules & Regulations
- No minimum price per unit
- No licensing hours
- Smoking, Drugs (less illegal at home)
- Drinking games rules inc. forfeits

Time & Schedules
- Prinking in the 7 till midnite slot (may also involve food/eating)
- Club hours: empty at 11, busy from midnite, open later
- Spontaneity: often don’t end up going out at all
- Synchronise getting ready and prinking [a few hours – esp. female]
- Seasonal events (eg. Chinese New Year) as opportunity for themed events and group celebrations (in Union venues)
ISM applied to Student Pre-Drinking Brighton Uni (and other) Interventions

• NUS Alcohol Impact comprises 21 Universities
  o 7 ‘Partnerships’ in 2014-15 (HO funded)
  o ...plus 14 in 2015-16 (self funded)
• Designing an ISM intervention a mandatory criterion
• Interventions include...
  o Brighton = pancakes
  o Royal Holloway = breathalysers
  o Leeds = ‘Fruity’ club night
• All multi-dimensional, multi-stakeholder, eg. Brighton
  o inc. Wednesday pre-drinks pancakes
  o Partnership with Red Frogs
  o Results include: fewer incidents in Freshers Week, new collaboration with Sussex Uni, first years staying at Halls not going on to West St
ISM applied to Student Pre-Drinking
NUS Alcohol Impact at Brighton University
ISM applied to Student Pre-Drinking
NUS Alcohol Impact at Brighton University
Mandalah: Open Defecation

• Mandalah’s Social Mission project around Basic Sanitation

• In Brazil, *basic sanitation is a right guaranteed by the Constitution* including supply of water, sewage systems, street cleaning, urban drainage systems, solid waste and rainwater management.

• In Milagres (MA), there is no sewage treatment, and 1200 of 1600 households do not have access to sanitation services
Mandalah: Open Defecation

Convocamos um time de 8 jovens para "reinventar o banheiro":

- Cristiano Oliveira
- Carolina Sayuri
- Letícia Silva
- Guilherme Atan
- Tiago Vieira
- Natalia Pedra
- Letícia Torres
- Chaguinha

Desenvolvimento Desenvolvimento Desenvolvimento Design Comunicação Planejamento Pesquisa

Representante local do município piloto, Milagres do Maranhão
**ISM applied to Open Defecation (Mandalah Brasil)**

**Methods & Implications**

**Methods**

- 5 week intensive residential (Sao Paulo) inc ISM, and prototyping
- Back to Milagres for 15 week implementation: inc. co-build first 5 compost toilets, sanitation education and training
- 8 more households building toilets by end 2016
- Replication in other states (with new business models) planned for 2017

**Implications**

- The (#1) target behaviour is ‘Install a Compost Toilet’
- Wet toilets are part of the ‘brick home dream’. Build new dream homes inc. compost toilets (the dream you can afford, and will come true)
- Open Defecation is a habit, going back generations, and normal in many rural places; it will take time to bring lasting change (a few years at least) – and even when homes have (compost) toilets, some people will still OD
- ISM can be focal point for a multi-stakeholder group to develop innovations with communities: now move to community-owned ISM to tackle the OD...
ISM Principles of Change

For substantive and lasting change:

i) Work in multiple contexts

ii) Draw on multiple disciplines

iii) Involve multiple stakeholders
Groupwork
Groupwork: **Mapping Behaviours using ISM**

In three groups (AD; JEJ; FS)...

i. **Defining the Behaviour**

ii. **Mapping the Behaviour(s) (2 x 35 mins)**

[Intermission]

iii. **Identifying Priority Factors (2 x 15mins)**

iv. **Designing Potential Interventions, Naming Potential Partners (2 x 20 mins)**

Then pitch your intervention(s) back to plenary (15 mins per group)
Further Reading:
ISM User Guide
ISM Technical Guide
...to be continued!
www.adranda.co.uk