

TRA

**BEHAVIOUR
CHANGE GUIDE**

#1

Support the supporters.



It's not just the message but who it's from.

The messenger matters

Sometimes organisations and brands are not the ideal messenger of a behaviour change message.

This can be the case if it's a sensitive or nuanced topic, such as, mental health, quitting smoking, anti-racist behaviour or a topic where people don't like being told what to do by an authority.

Tapping into a peer group or someone that people look up to (often referred to as someone's 'reference group' or 'reference network') can be a better suited messenger. These supporters can often be more trusted, can strike the right tone and normalise behaviours.

However, sometimes these supporters need a helping hand when it comes to prompting the desired action in others. This guide outlines how to 'support the supporters' and arm them with what they need to inspire others.

Identify the target audience

Before identifying who the supporters are, we need to have a clear understanding of who the end user is – whose behaviour we're ultimately trying to change.

Consider:

- Demographic information e.g. particular age group, occupation.
- Where they sit on the adoption curve or behaviour change uptake e.g. are they open to changing their behaviour.
- Where they sit on the customer experience or behaviour change journey e.g. they may have already taken the first step in the desired behaviour, or have previously engaged in the past.



Identify the supporters

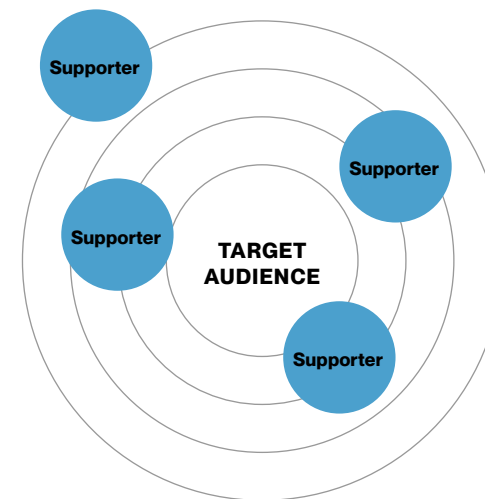
Identify who is best placed to deliver the behaviour change message to the target audience.

The first port of call for supporters (sometimes known as 'reference groups') is often a trusted social group such as, peer groups, friends, whānau, but supporters can vary on the context.

To identify the supporters, think about who can influence the target audience:

- Who do they trust or get advice from?
- Who do they relate to and feel comfortable with?
- Who do they interact with or see frequently?
- Who they look up to and admire?

It's important to consider whether the supporters are on board with the desired behaviour change – are they supporters or detractors?

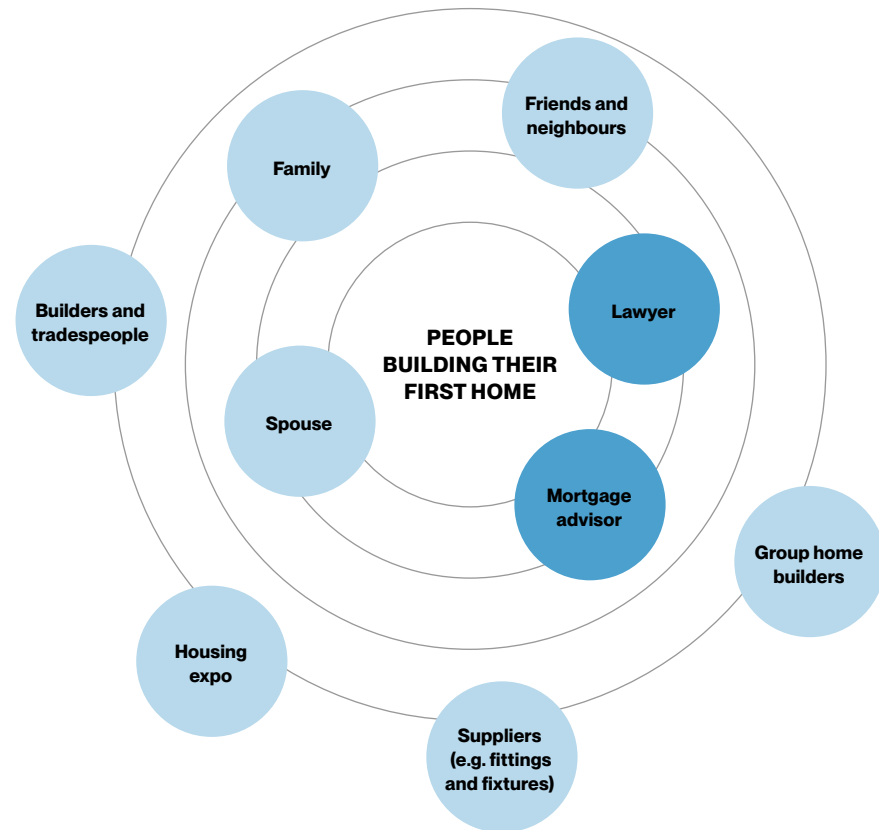


Consumer rights for people building a house

Target audience: People building their first home

Supporter: **Lawyers and mortgage advisors**

Desired behaviour change: Lawyers and mortgage advisors to help first time home builders understand and act upon their consumer rights



Supporting the supporters

Arm them with:

What to say or do	Provide the supporters with the specific language or action.
How to say it	Striking the right tone is crucial; using humour, positive framing and dialling up the trusted dynamic between the messenger and target audience.
When to say it	Highlighting the moments that matter.
The next step	Referral information for deeper engagement with experts.

It's important to work in a true partnership with the supporters, especially if they are community leaders or community organisations. Working with them to determine the answers to the above framework will enable the best results.

How to Do Nothing mental health campaign

Target audience: Young people struggling with their mental health

Supporter: Friends

Desired behaviour change:
Support a friend who's feeling down by just being there for them

What to say or do

The campaign called on young people to just hang out and do nothing with their friends who are feeling down.

How to say it

The campaign showed practical examples of friends just being there for each other – sitting on a couch, in a park, cooking ramen together; using dry humour and playing into awkward silences of nothingness.

When to say it

The everyday situations showed people that you can hang out with your friends any time.

The next step

A link to the lowdown.co.nz was provided at the end of the campaign which has access to further mental health resources.



“How To Do Nothing is a campaign developed with young people, for young people – to remind them that they can help by just being there and by doing nothing together. Who would have thought it could be so important to do nothing together?”

Bronwyn Mildon, senior marketing lead at Te Whatu Ora

Elbow Your Elders climate campaign

Target audience: Parents, grandparents, kaumātua

Supporter: Children, rangatahi, grandchildren

Desired behaviour change: Young people engaging with their elders to inspire them to take action on climate change

What to say or do

The campaign called on young people to have a conversation with their elders about why climate change is important and why they need to take action.

How to say it

Values based conversations that focus on why climate change is important to young people.

“We’ve been really trying to connect people based on values. Like the things that no one can really argue if we front up and say that it’s our future and that’s being put at risk.”

Sophie Hanford, School Strike for Climate

When to say it

The campaign was launched in the build up to the third Climate Strike so conversations could feel relevant to what parents and grandparents were seeing in the news.

The next step

Rangatahi were also encouraged to ask elders to join the climate strike, get in touch with local MPs and sign petitions to parliament.

Nation's youth encouraged to 'Elbow Your Elders' over climate change

10:18, May 24 2019



“This is an opportunity for youth to talk to their elders about why climate change matters to them and ask them to advocate for more climate change action.”

Zero Carbon Act national campaign convener Lisa McLaren

Keep It Real Online internet safety campaign

Target audience: Children, tamariki, teenagers

Supporter: Parents, caregivers and teachers

Desired behaviour change: Keeping kiwi kids safe online by informing them of potential harms and providing them with the support to stay safe

What to say or do

The campaign armed parents and caregivers with the language and prompts to have a conversation with their children about how to stay safe online e.g. “Alright Matty, it’s time to have a talk about the difference of what you see online and real life relationships. No judgement!”

How to say it

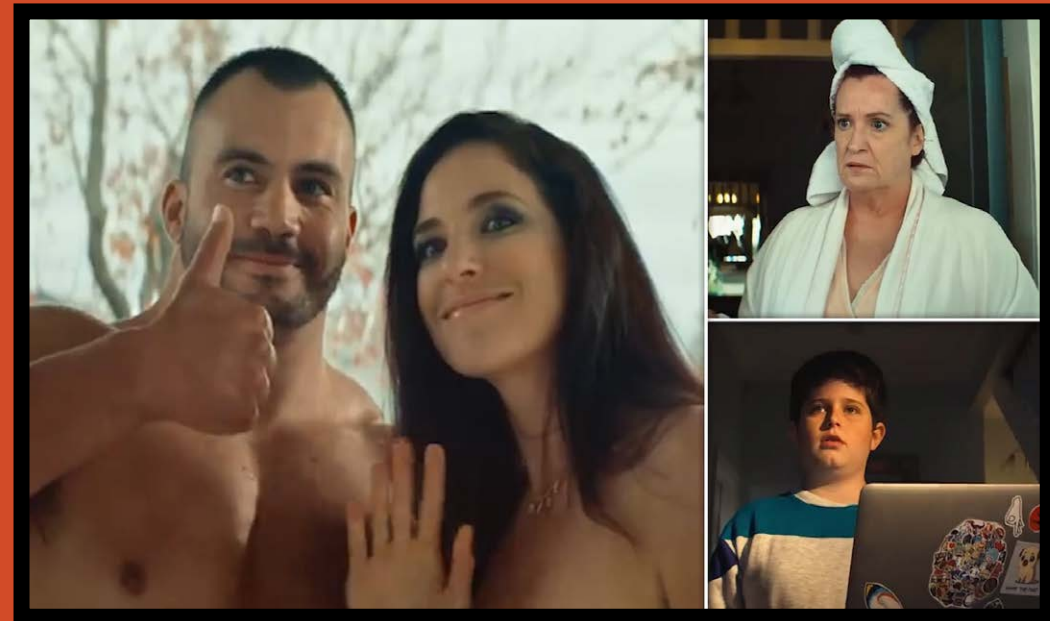
Using humour to introduce the concept helped the topic be more approachable for parents and caregivers. The campaign also showed parents and caregivers how to approach the conversation with a calm tone – they are seen taking a deep breath and staying level-headed when talking to children.

When to say it

The conversations parents are asked to have are during casual moments in the home.

The next step

Parents and caregivers are directed to keepitrealonline.govt.nz for further support and information.



“In each scenario, our parent is confronted with their worst online nightmare, right on their doorstep. But the most important thing is they stay cool, calm, and collected. The same skills they use in real life, such as open communication and level-headedness, still apply to these new digital issues. Parents should feel confident when dealing with these issues – at the end of the day, they’re the best person to keep their child safe.”

Hilary Ngan Kee, Motion Sickness Creative Agency

Stretching your thinking

Looking beyond friends and whānau

Think outside the box for messengers that matter, for example:

Target Audience: Students

Supporter: Student organisations

Desired behaviour change: Student organisations support students to reduce harmful drug intake and increase getting drugs tested

Target Audience: Small businesses looking to hire

Supporter: Recruiters

Desired behaviour change: Recruiters supporting SMEs to hire international students

Target Audience: New Zealanders who are open to improving their health and fitness

Supporter: Workplaces

Desired behaviour change: Workplaces supporting their employees to join a gym or gym class

Target audience: Influencers and professional e-sports gamers

Supporters: Social media agents

Desired behaviour change: Correct income tax filing for influencers and e-sports gamers

How TRA can help

Uncovering the right supporter and striking the right tone

TRA has a full suite of tools and techniques to help identify and support the ideal supporter or reference group.

These include:

- Mapping target audiences to identify supporters
- Identifying key supporters along the behaviour change or customer journey
- Qualitative techniques such as paired friendship interviews
- Deep-dive listening projects that understand particular groups – TRA has completed these for millennials, small business owners and new migrants
- Cultural context frameworks to tap into cultural codes and nuances.

Get in touch at hello@theresearchagency.com

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