

Behaviour Change Interventions

Persuasion



Positive Persuasion



Negative Persuasion

What?

Persuasion is defined as using communication to encourage positive or negative feelings or actions.

It is most useful when there are negative or positive beliefs about the consequence of the new behaviour and what physical skills and mental capabilities that the new behaviour can impact.

Generally, persuasion is effective when the communication resonates with the individual's motivations, desires, and goals. For example in active travel terms when the individual has set intentions or goals such as save money, get fitter, become more active, lose weight or reduce the use of a car.



Practical Examples

- Leaflet campaign encouraging people to walk or cycle for short journeys, using positive health/financial/environmental messaging when comparing traveling actively to public or private transport.
- [Case studies](#) showing the positive benefits experienced by others living in the local community in similar situations after changing their behaviour e.g. those with similar work life balance; social status; opportunities available; similar age and health status
- Providing information to employers on the benefits to them of an active workforce, and the difference investing in cycling to work can make to work productivity and health.
- [Community or workplace champions programme](#) who share positive personal stories and experiences of active travel either face to face events, via a blog or social media.

Why?

“In order to be effective persuaders, we must first get people’s attention, then send an effective message to them, and then ensure that they process the message in the way we would like them to.”

[Principles of Social Psychology - 1st International Edition](#) by Dr. Rajiv Jhangiani and Dr. Hammond Tarry

Sustrans is the charity making it easier for people to walk and cycle.

We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

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