

# Behaviour Change Interventions

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## Modelling



## What?

Modelling is providing an example for people to aspire to or imitate. Ideally, models should be people that individuals or a community can relate to.

When considering who would make good role models it is important to consider who the audiences or community being targeted e.g. in relation to their age; their ethnicity; their economic status; where they live etc.

Local champions must be people who are respected and known in the local community. They should be aware of the challenges people face and be able to relate to these, framing solutions in ways that are relatable and achievable.



## Examples

- [Buddying systems](#) – friends or colleagues offering to join others on their active journeys for support and guidance.
- iBike Crew or Junior Road Safety Officers; [Workplace/School Champions](#); Volunteer Peer Mentors; [Community Cycle Ride Leaders](#) are all good examples of models as they are already bought into the behaviour and are potentially seen as role models in their environment.
- Beat the Street competition- allows the whole community to compete against each other, seeing others in the community involved gets people interested in what's happening and encouraging them to participate
- E-bike trial in schools aimed at teachers ([iBike Inverness](#)) modelling on two levels; encouraging peers to commute to work using E bikes on loan and normalising cycling to pupils.
- Famous role models such as [Mark Beaumont](#) or [The Adventure Syndicate](#), or local people who have been seen to take on significant challenges related to cycling and walking.

## Why?

“Role models can impact us in three ways. They show how to perform a skill and achieve a goal — they are *behavioural models*; they show us that a goal is attainable — they are *representations of the possible*, and they make a goal desirable — they are *inspirations*.”

Morgenroth et.al. (2015) ‘*The Motivational Theory of Role Modelling: How Role Models Influence Role Aspirants’ Goals*’

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