



HUMAN CONVERSATIONS

The Ground Game of Behavior Change



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1 The Winning Recipe

2 The Secret Sauce

3 Proof of the Pudding



1 The Winning Recipe

2 The Secret Sauce

3 Proof of the Pudding (is in the eating)

Behavior change efforts often have ingredients,
but no winning recipe

@BJFogg shout out

Behavior change efforts often have ingredients,
but no winning recipe



FAIL STATES...

Let them have brochures

Give them lots of choices

Get them to believe

Scare them

Bribe them

SIMPLE. SOCIAL. FUN.

SIMPLE

Increase ability via simplicity
Tiny steps

SOCIAL

Change with friends
Help behaviors spread

FUN

Stick to positive behaviors
Reinforcement (Rocky moment)



HUMAN CONVERSATIONS

The 'ground game' of behavior change



HUMAN CONVERSATIONS

1. Self-framing of motivations
2. Facilitated choice
3. Setting realistic goals → tiny steps
4. Ownership of selected behaviors
5. Commitment via social contracts (call back)

HUMAN CONVERSATIONS

Direct engagement = big data

Targeting

Evaluation



active*smart*



Government of **Western Australia**
Department of **Sport and Recreation**



Department of Sport and Recreation

Department of Transport



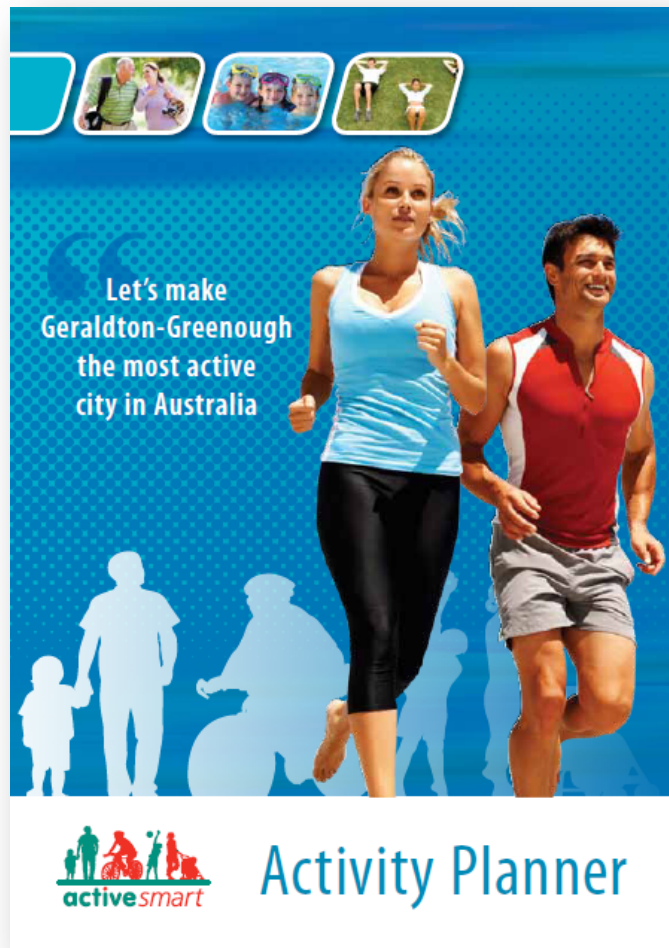
City of
Greater Geraldton
a vibrant future



The ActiveSmart Design



First Coaching Call...



Let's make Geraldton-Greenough the most active city in Australia

activesmart Activity Planner



Identify your first action

What is one very small first action I can take to get started?

eg. Call the Aquarena and find out when they are open

When can I schedule a concrete and easy first time to try this activity?

eg. The pool is open until 7pm on weekdays, so I will go there directly from work next Tuesday

1. _____

2. _____

3. _____

What can I do to set a 'trigger' to remember?

eg. Place a bag with my bathers by the front door so I see it as I leave for work Tuesday morning

What else can I do??

- Tell a friend about my plan
- Schedule my first step in my diary



Winning Results



19%

of the population moved from insufficient levels of activity to sufficient



28%

increased in sufficient vigorous physical activity

Daily physical activity increased by

15 

minutes per person

60%

of participants made activity plans with friends



Winning Results





Randomized Control Trial
Energy, Water, Transport Use in the Home
1600 households
Five conditions + placebo + control



Government of **Western Australia**
Department of **Transport**



**SIMPLE.
SOCIAL.
FUN.**



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