

Abstract #: 184

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Abstract Title: TIPs for Success: Achieving Focused, Efficient Behavior Change Programs with the Target Behavior, Intervention, and Population (TIP) Model

Abstract Text:

The energy industry is experiencing exponential growth in the number of efficiency programs that aim to change consumers' energy use behavior. However, the scalability and evaluability of many of these programs is challenged by a use of "stacked" designs that implement many behavior change interventions at once. When many interventions are used simultaneously, it is often difficult to tease out the key drivers of behavior change, reinforcing program designs that are more complex, and likely more expensive, than needed. The authors will present the Target Behavior, Intervention, and Population (TIP) Model, an innovative tool to help program designers avoid the "kitchen sink" approach and achieve focused, efficient designs. This model is rooted in the understanding that program design often begins with an opportunity to change a target behavior, implement a specific intervention, or work within a given population. The TIP Model encourages program designers to begin with one of these key elements and tailor the remaining two elements based on what behavior theory, existing research, and practical knowledge indicate are the most likely to result in behavior change. The authors will present the TIP Model and provide examples from their experiences successfully implementing this approach as consultants on and evaluators of real-world behavior programs. Attendees will leave the session with clear guidelines for applying the TIP Model and creating elegant behavior change programs that use only the most effective and necessary elements.