TIPs for Success

Achieving Focused, Efficient Behavior Change Programs with the *Target Behavior, Intervention, and Population (TIP) Model*

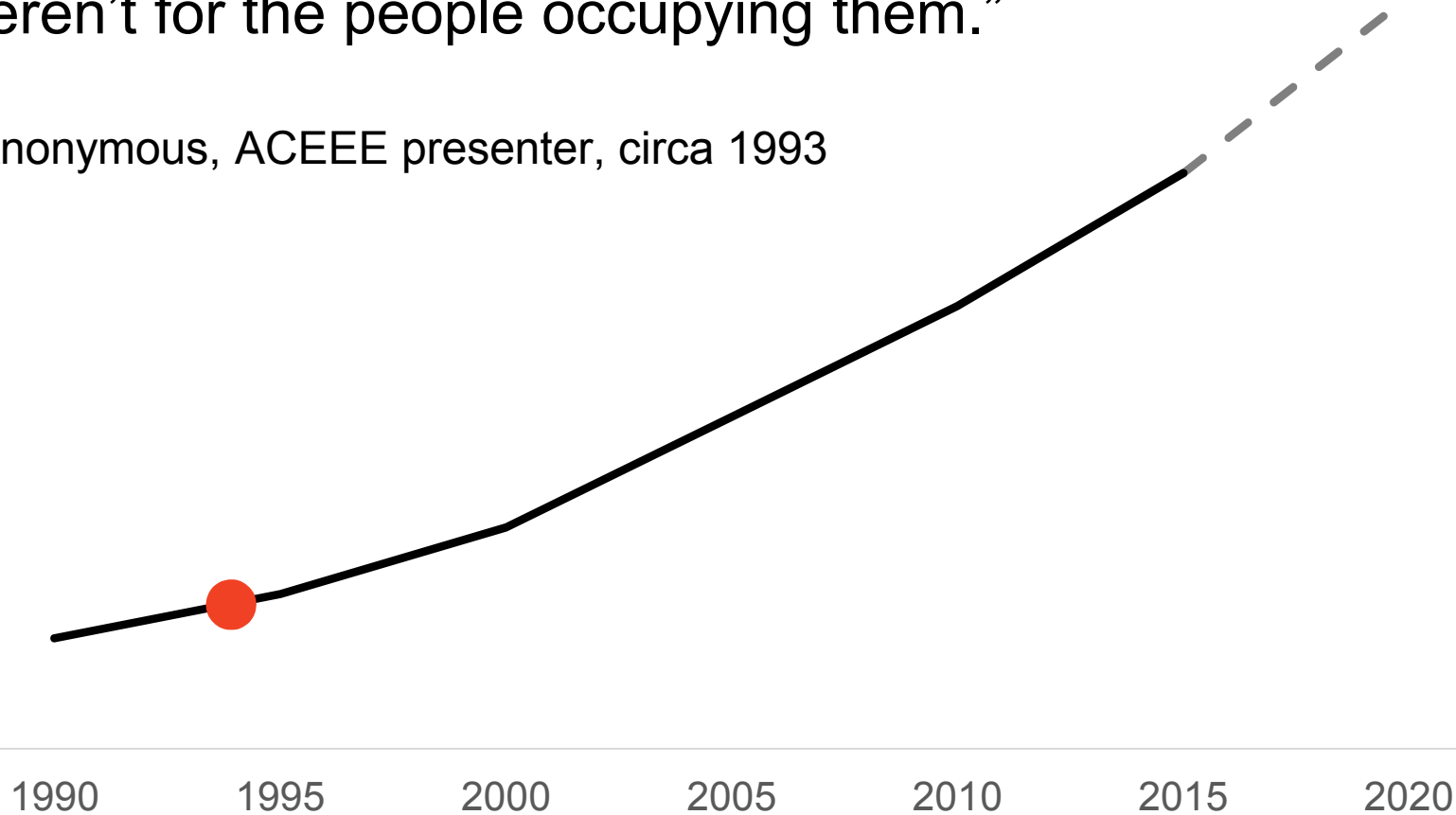Linda Dethman & Meghan Bean

Research Into Action

Acceptance of Behavior Science Over Time

"Buildings would work perfectly if it
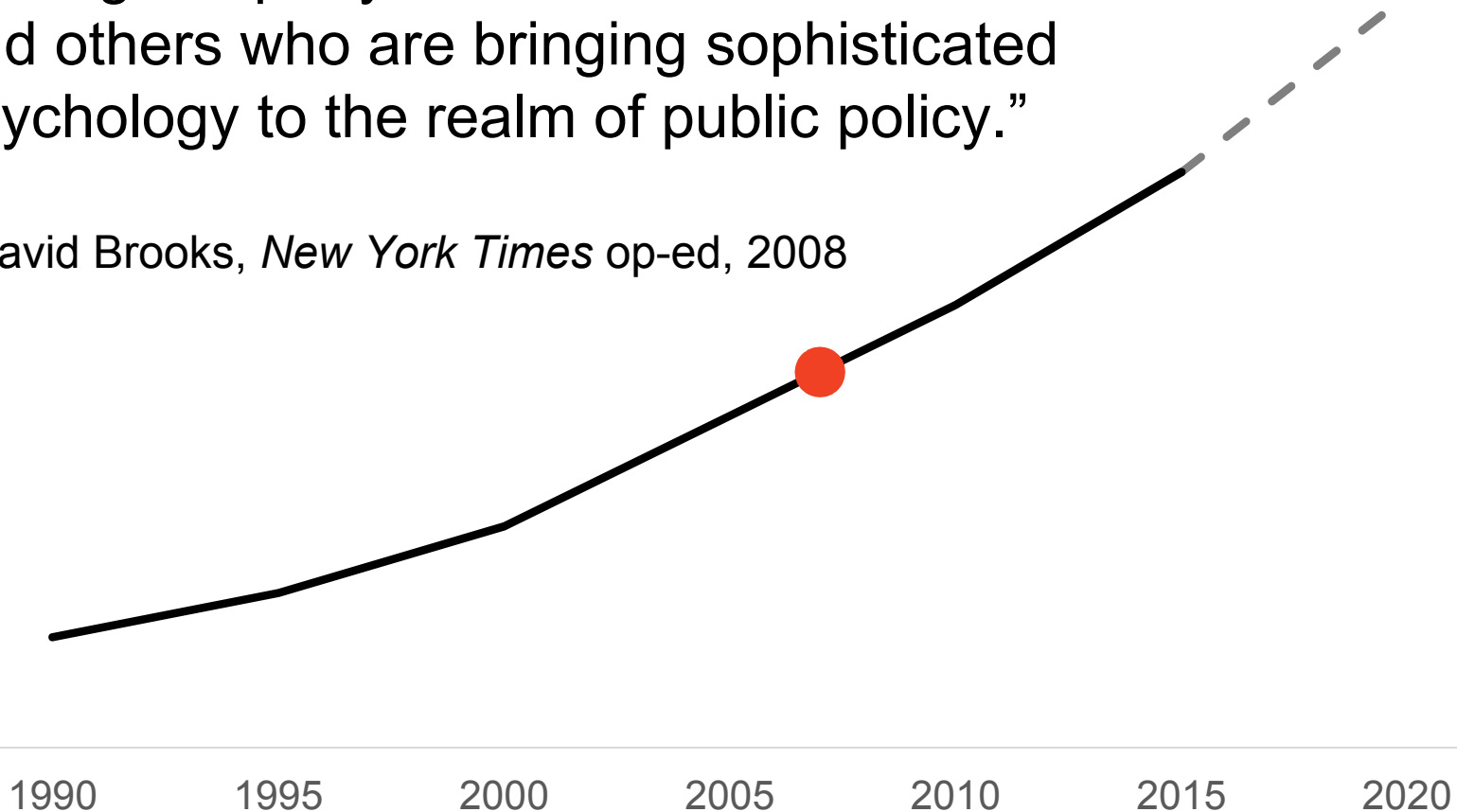weren't for the people occupying them."

- Anonymous, ACEEE presenter, circa 1993

1990   1995   2000   2005   2010   2015   2020

Acceptance of Behavior Science Over Time

"…this financial crisis is going to amount to a coming-out party for behavioral economists and others who are bringing sophisticated psychology to the realm of public policy."
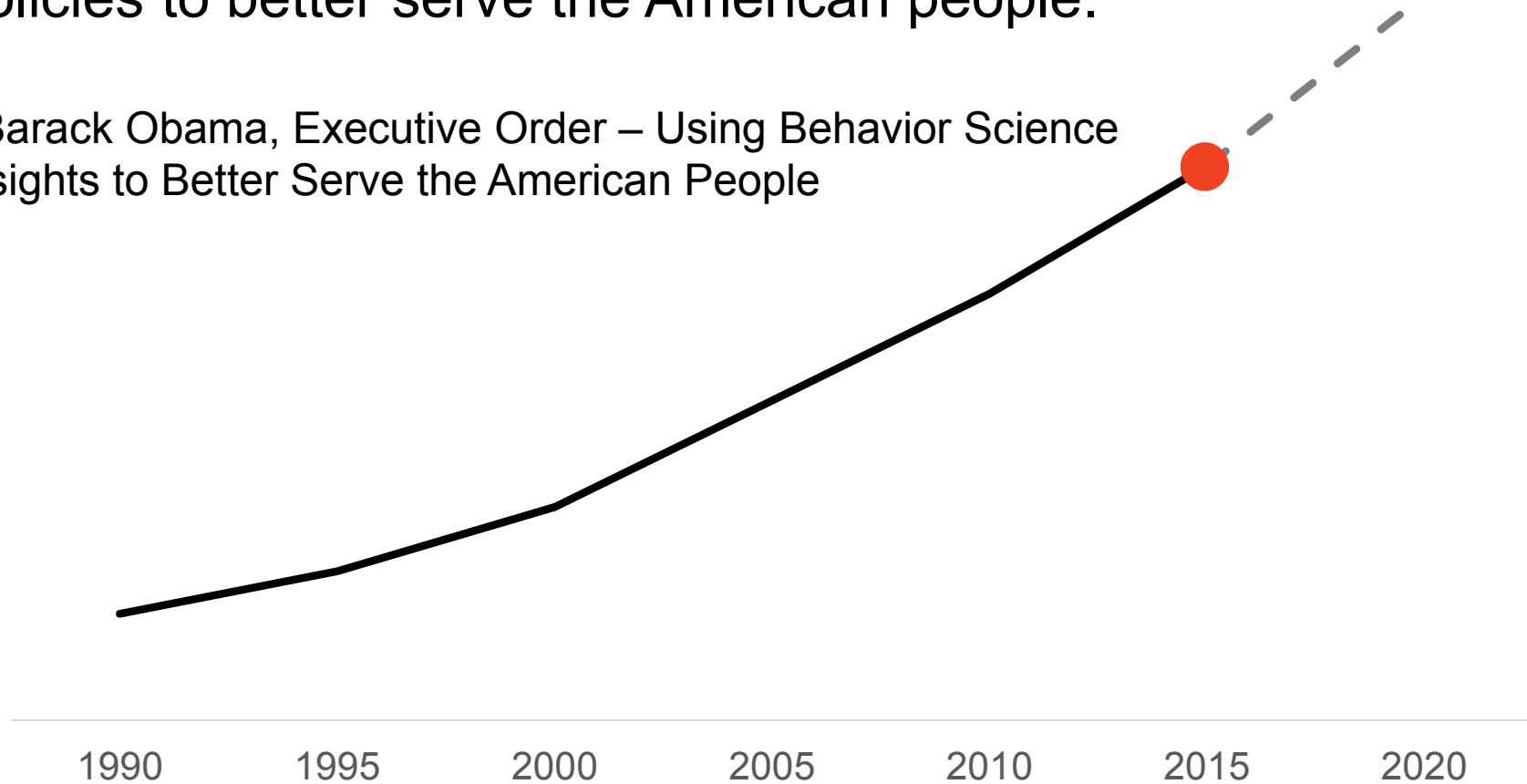
- David Brooks, *New York Times* op-ed, 2008

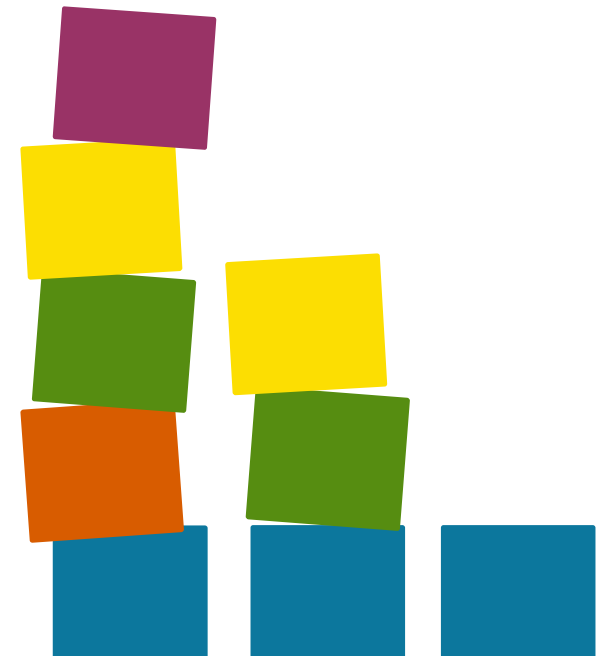| 1990 | 1995 | 2000 | 2005 | 2010 | 2015 | 2020 |

Acceptance of Behavior Science Over Time

"A growing body of evidence demonstrates that behavioral science insights… can be used to design government policies to better serve the American people."

- Barack Obama, Executive Order – Using Behavior Science Insights to Better Serve the American People

1990	1995	2000	2005	2010	2015	2020

Challenges

- Lack of agreement or understanding about what behavior change is and what causes it

- Behavior change programs need to advance our understanding of what interventions change what behaviors

- Programs designed with behavior principles in mind may veer off course in the face of challenges

Target Behavior, Intervention, Population (TIP) Model

Tailored, theory-driven program design that matches the intervention(s) to the target behavior and population
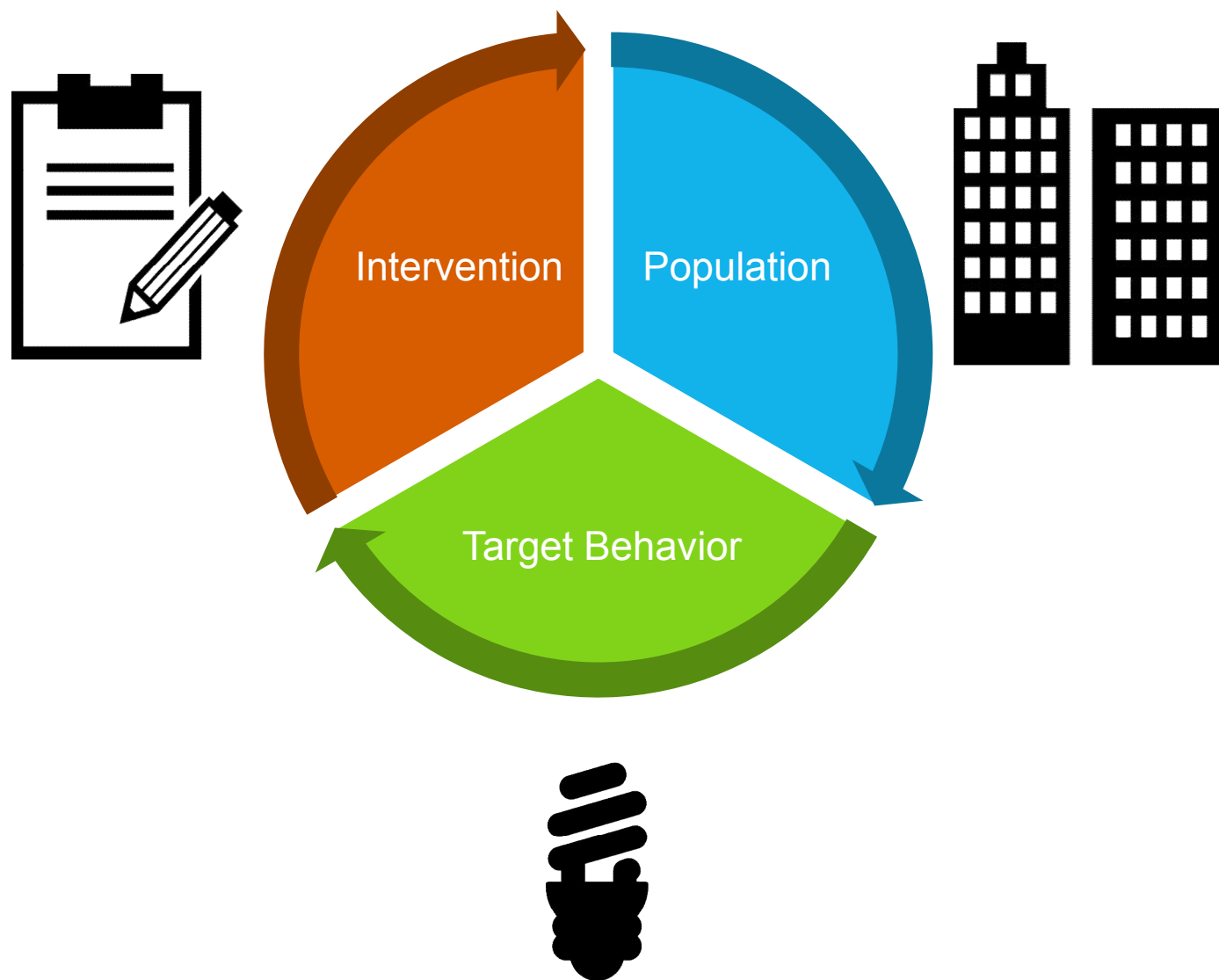
TIPs Model

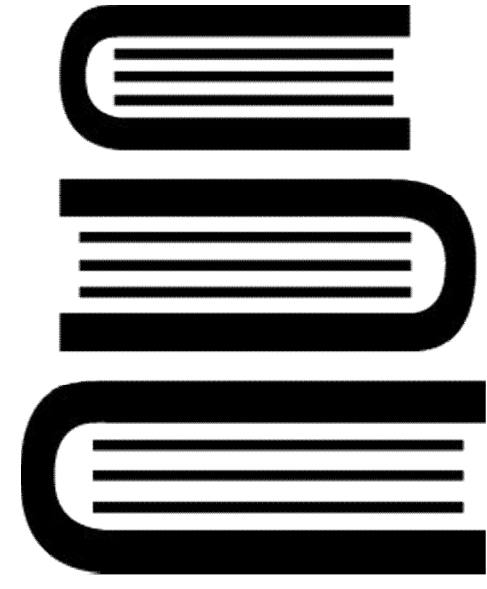|	
1	Choose Where to Begin
2	Consult the Literature
3	Tailor Design Elements
4	Select Metrics
5	Document Program Logic
6	Test
7	Implement

1. Choose Where to Begin

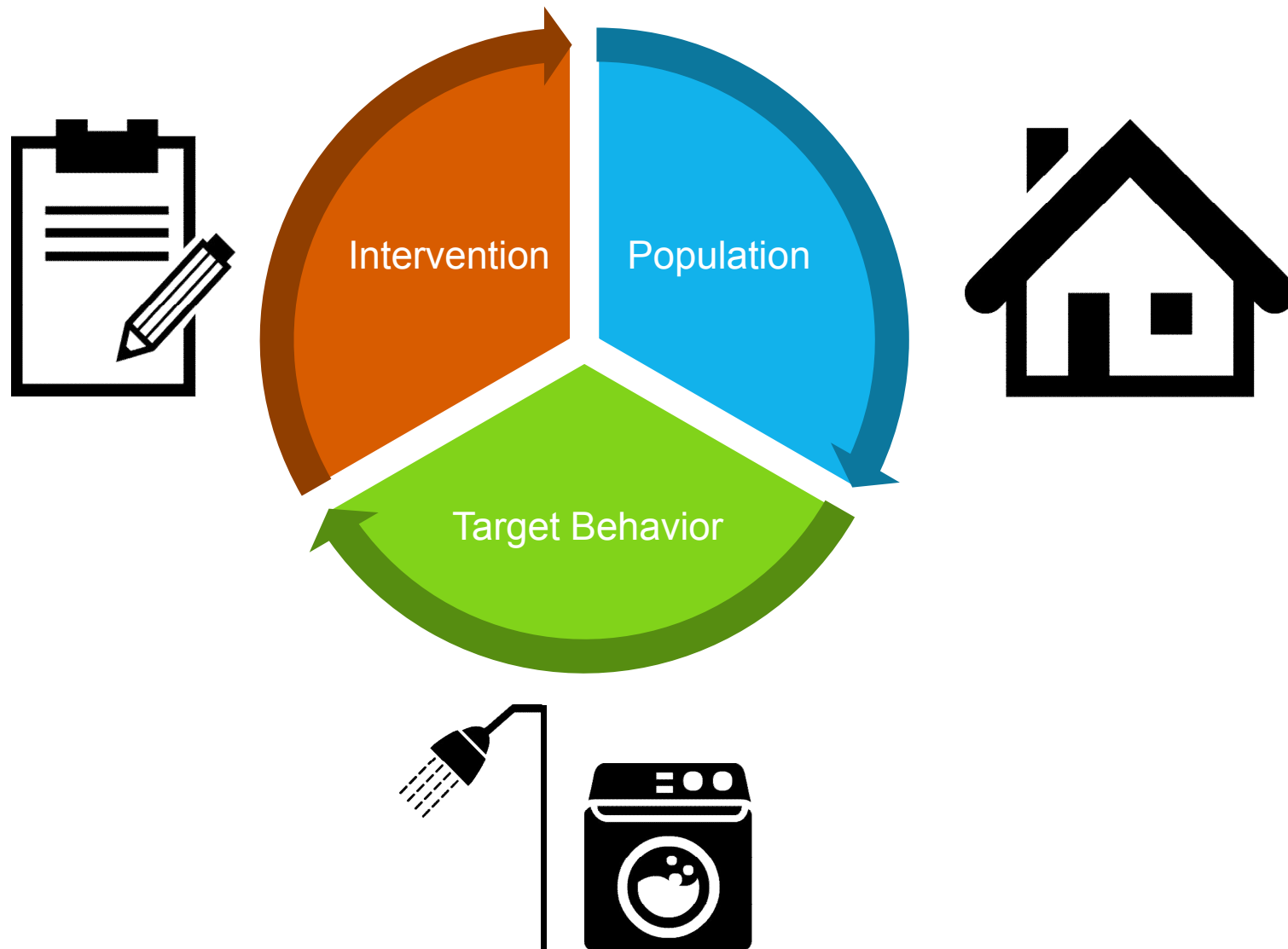# 2. Consult the Literature

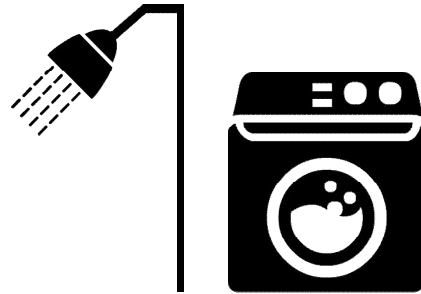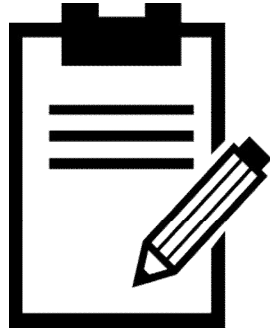| Academic publications | Evaluations of other pilots and programs | Other efficiency industry publications (white papers, guidance docs) |

3. Tailor Design Elements

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Invitation Letter   Surveys   Commitment Forms
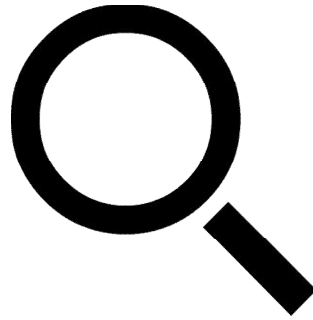
Staff Guidance   Reminder Letter   Support Resources

Billing Release Forms   Educational Materials

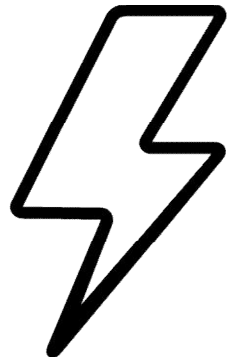Message of Support From Community Organization

4. Select Metrics

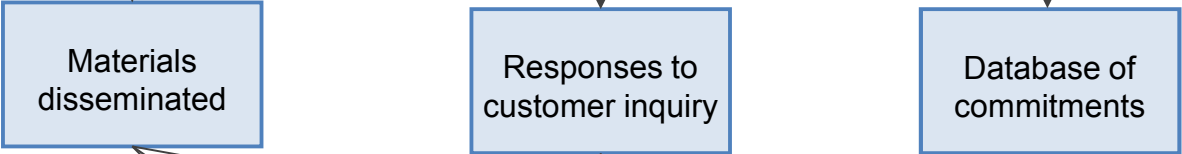Observation
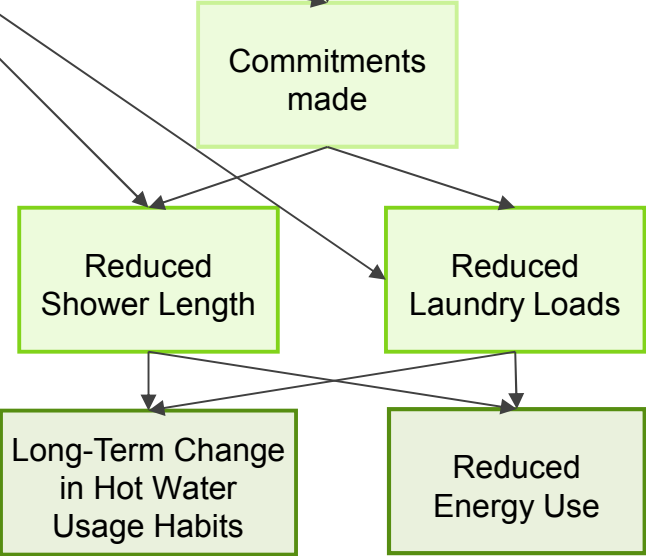
Self-Report

Metering

5. Document Program Logic

Inputs

Funding, Staff, External Partnerships

Activities

Design & Distribute Materials

Support Participants

Track Commitments

Outputs

Materials disseminated

Responses to customer inquiry

Database of commitments

Commitments made

Outcomes

Reduced Shower Length

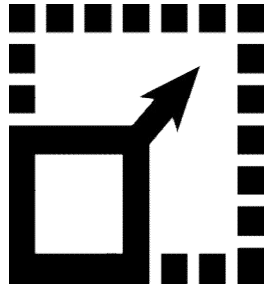Reduced Laundry Loads

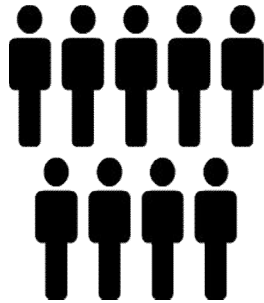Long-Term Change in Hot Water Usage Habits

Reduced Energy Use
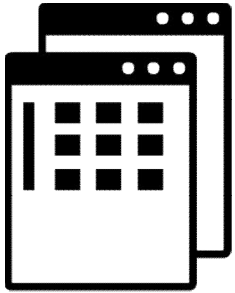
6. Test

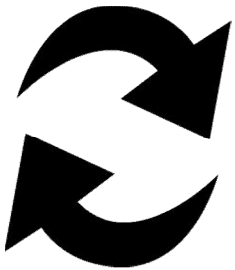(Pre-)Pilot Testing

Focus Groups & Interviews

External Review by Experts

7. Implement

Keep Detailed Records

Revisit Foundational Theory & Program Logic

Share Findings, Successes, and Challenges

Take Aways

- Tailored, theory-driven programs can be more efficient and scalable

- Ground programs in behavior change theory, and maintain the connection between theory and implementation throughout

- What conclusions can you draw at the end of the program?

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