



Effective Communication
in Outbreak Management for Europe

Communication and Persuasion Intervention Mix Tools

These three conceptual tools are designed to help develop and select communication and behavioural programmes for managing pandemic communication and behavioural influencing programmes.

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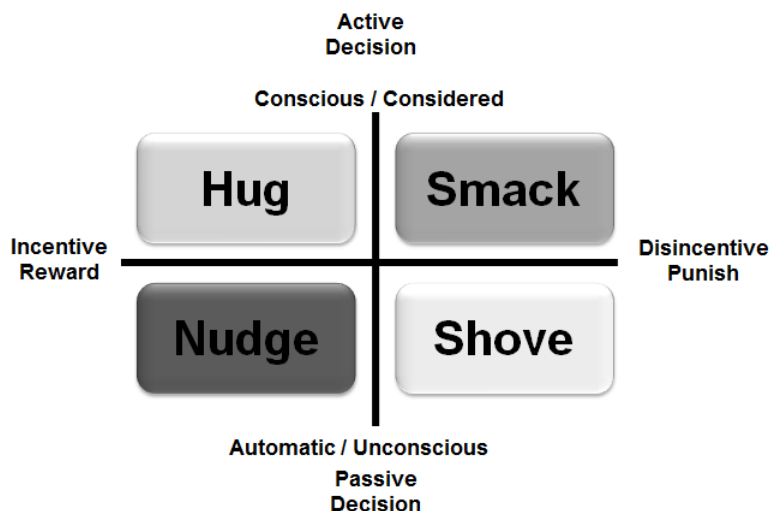
Communication and Persuasion Intervention Mix Tools

Value /Cost Exchange Matrix Tool
deCIDES Framework Tool
Intervention Matrix Tool

Value /Cost Exchange Matrix Tool

The Exchange Matrix is a conceptual device or tool that can be used to represent four different 'Forms' of social exchange that can be designed to promote change in individuals and groups behaviour. The assumption is that whilst 'Nudges'¹ can be effective in promoting some behaviours in some situations they do not represent a full toolbox. As well as 'Nudges', governments and other organisations can also use, Shoves, Hugs and Smacks. Social interventions may well use a combination of all four.

4 Forms of Intervention: The Value/Cost Exchange Matrix



¹ Nudge's are forms of behavioural influence that seek to influence rapid cognition, are easy to do are avoidable, see: Thaler R & Sunstein C, *Nudge: Improving decisions about health, wealth and happiness*, Penguin 2009



It should also be noted that the four 'Forms' are not absolutely distinct categories rather they represent more of a continuum of options. The matrix is constructed using two axes, the first: active and passive choosing, and the second: positive and negative rewarding or penalising.

The selection of which 'Form' of exchange or combination of them should always be driven by evidence of effectiveness and target audience insight. Whichever combination is selected there will be an on-going need to evaluate the impact they are having in terms of behaviour change and how they are perceived by the intended target audiences if the impact is to be sustained.

The Exchange Matrix is ideologically neutral, it depends on input from experts and target audiences to define the nature of rewards or penalties. These in most countries will be developed through existing legal and representative systems of public engagement, for example the level of fines that might be applied to penalise driving too fast will be informed by due legal and economic considerations.

The Matrix indicates the importance of 'Mindful Choosing' as well as 'Mindless Choosing' as being an important option for tackling some behavioural challenges and as a mechanism for many long-term social attitudinal and behavioural change programmes.

The Exchange Matrix can be used to map a variety of 'Forms' of intervention, it can also be used as a device to communicate the range of interventions deployed in a project or programme as a model to help review the comprehensiveness of social programmes. Whilst the Exchange Matrix can help to describe the variety of 'Forms' of exchange that can be used as part of public health behavioural and communication programmes or other kinds of social intervention it is not intended to represent the full range of 'Types'² of intervention that can be employed by organisations wishing to bring about social good.

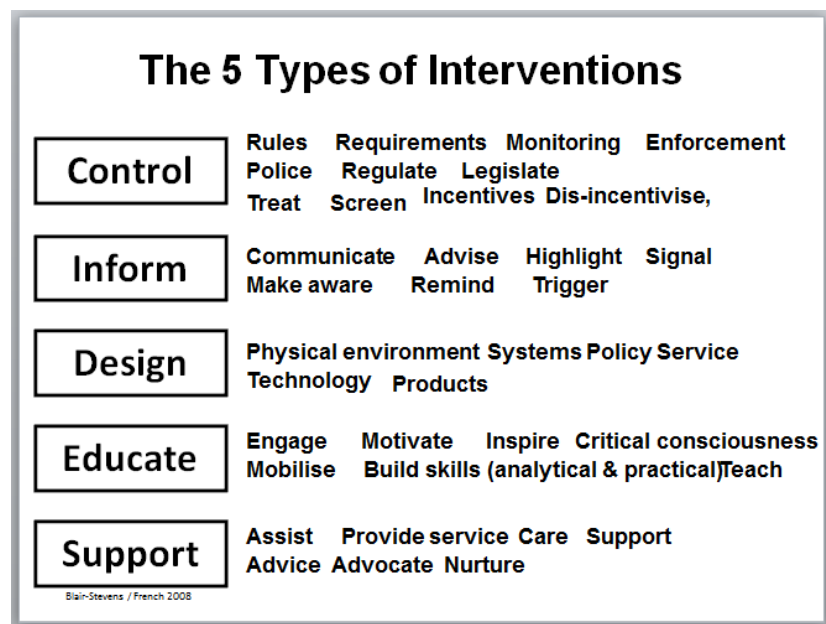
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² The word 'Type' of intervention is used in this context to mean different approaches that governments and public sector institutions can use to bringing about social change or maintaining social benefits. The five Types of intervention open to these organisations are considered to be: Education, Support services provision, Design interventions, Information provision, and Control systems including the law.

The de-CIDES Framework Tool

A key principle of effective health promotion is to apply tailored evidence and insight informed mix of intervention to bring about the desired behavioural goal. In most cases a single intervention is less likely to be effective than multi-component interventions. For example just 'informing' someone of something may have some limited effect, but if this is combined with practical support and a chance to critically consider it with guidance (Education) it may well be more effective. A key task is to establish the right mix of interventions given the available resources and time.

The de-CIDES Framework tool, French and Blair-Stevens (2010) sets out five 'Types' of intervention that can be used to encourage and foster social good.



Reference: French J. Blair- Stevens C. Merritt R. McVey D. (2010) Social Marketing and Public health, theory and practice. Oxford University Press. Oxford

The Intervention Matrix Tool

If the Exchange Matrix is combined with the de-CIDES framework tool it is possible to construct an Intervention Matrix that combines 'Forms' and 'Types' of intervention that is capable of representing the vast majority of possibilities available to governments and public organisations when they are developing social interventions.

Those who seek to apply marketing principles to assist with social issues may be able to use this intervention matrix tool to reflect on and analyse the range of intervention 'Types' and 'Forms' of exchange they might develop to achieve their goals.

Behaviour Intervention Matrix Tool

	Hug	Nudge	Shove	Smack
Control				
Inform				
Design				
Educate				
Support				

Reference: French J. (2011) *Why nudging is not enough*. *Journal of Social Marketing*. Vol 1 No.2 . 154-62.

The matrix also has descriptive utility in that it may be used to describe the range of 'Forms' and 'Types' of intervention that may be necessary in any programme. As stated above those who use a marketing approach can also help inform and shape broader social interventions that may use a combination of 'Forms' and 'Types' of intervention by ensuring that the 'Form' of exchange and 'Type' of interventions that are selected are based on user understanding and insight