

# Introduction

Behaviour Change Accelerator  
Self-directed Lab



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**Acknowledgements**

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Front cover photograph: Toh Xin Yi

## 1 Hello!

- (a) Welcome to WISE - WASH in Southeast Asia's Behaviour Change Accelerator - Self-Directed Lab.
- (b) This document will explain what the Behaviour Change Accelerator is about, and what is in store for you if you choose to join the programme.

## 2 What is the Behaviour Change Accelerator?

- (a) The Behaviour Change Accelerator is a programme in which solutions to behaviour change problems are designed, based on a problem analysis and solutioning process that WISE has specially developed to increase the chances that a proposed solution will be successful.
- (b) The programme uses established frameworks and tools, such as the RANAS (risks, attitudes, norms, abilities, self-regulation) model and doer/non-doer analysis to guide you towards an effective behaviour change solution.
- (c) Through the step-by-step programme, you will achieve the following:

### (1) Analyse the problem

You will analyse the consequences of the problem, to verify that the problem you have selected has significant impact. You will learn how to write a problem statement that is clearly defined.

### (2) Select the target behaviour

You will analyse the behaviours that contribute towards the problem, and select one target behaviour to change in your solution. You will learn how to write a behaviour statement that is clearly defined.

### (3) Analyse the target behaviour

You will learn about the transtheoretical model of behaviour change, and use it to predict which stage(s) of change your target group is in.

### (4) Understand behavioural factors

You will learn about the RANAS model, and use it to predict which behavioural factors are most likely to be influencing the behaviour of your target group.

### (5) Identify key behavioural factors: Part 1

You will learn about the doer/non-doer analysis, and design research questions to help you study the behavioural factors that you identified in the previous step.

### (6) Identify key behavioural factors: Part 2

You will learn basic data collection methods, design your doer/non-doer study, implement your study, and analyse the results.

#### (7) Select change techniques

Based on the results of the doer/non-doer study, you will use the RANAS model to select behaviour change techniques that will most likely be effective in changing the behaviour of your target group.

- (d) Examples of solutions that have been developed through this programme may be found [here](#).
- (e) **Please note that the Self-directed Lab is still in the prototyping stage.**

### 3 Why behaviour change?

- (a) WISE recognised that behaviour change programs and campaigns, if not thoughtfully designed, can be ineffective and, worse still, create unintended negative consequences. Take for example, how the [Dumb Ways to Die campaign](#) in Australia has been [criticised](#) for glamorising self-harm.
- (b) Therefore, we created the accelerator to help people like you gain a better understanding of how behaviour change happens, and enable you to apply it to the social and environmental causes that you are passionate about.

### 4 What is the Self-directed Lab?

- (a) WISE initially piloted the Behaviour Change Accelerator as a six-week hackathon with teams meeting every Saturday to go through a lesson then complete a mission before their next lesson. Although successful, we recognised that not everybody was available on Saturdays, nor able to commit several hours a week of their time for six weeks. Therefore, we wanted to come up with other ways for aspiring changemakers to participate.
- (b) The Self-directed Lab is intended to enable individuals and teams of individuals to participate in the Behaviour Change Accelerator at a pace that is comfortable for you. Instead of physical sessions, you will be provided with readings and videos to learn the material, following which you are expected to apply what you learned to the mission.
- (c) A dedicated mentor from WISE will also be assigned to provide guidance and feedback as you complete the missions.

### 5 What will come out of the Lab?

- (a) By the end of the Self-directed Lab, you would have selected a number of behaviour change techniques (BCTs) to effectively address your initial problem.
- (b) Turning these BCTs into an implementable project will require additional project design and planning steps that are currently outside the scope of this hackathon. WISE would be happy to work with you on a one-on-one basis to realise the project.

## 6 Who can participate?

- (a) Anyone who would like to design a project that aims to change the behaviour of a group of people will find the Behaviour Change Accelerator useful.
- (b) You will need to come up with a problem that you would like to tackle. In future, WISE may also offer problems proposed by organisations and individuals working on social and environmental causes.
- (c) You may participate in the programme as an individual, but we would encourage you to participate as a team, as you can share the work with and motivate each other, and because collaboration and discussion may help the team develop more ideas.
- (d) We estimate that you will spend several weeks to months to complete the programme, depending on how much time you spend on it every week. If you do join, we ask that you commit to doing your best to complete the programme, as WISE and our mentors are also committing their efforts to help you.
- (e) As the Self-directed Lab requires you to go through the missions on your own and at your own pace, you will need a lot of self-motivation. Do not hesitate to share your challenges with your mentor, and discuss ideas and questions with our [Designing for Behaviour Change community](#).

## 7 Are there any costs to participate?

- (a) At this prototyping stage, we are not charging anything to participate in the Self-Directed Behaviour Change Lab, although a [donation](#) to cover the costs of running this programme as well as our other activities would be very much appreciated.
- (b) Collecting data through interviews and/or focus groups discussions may incur some printing and travel costs. Some of you might need to consider providing incentives to your target group to participate in data collection. WISE does not currently have provisions to cover these costs, but we can work with you to strategize how to minimise the costs.

## 8 Will there be funding to implement the project?

- (a) WISE does not provide funding to implement your project. However, we can connect you to potential grants, and/or work with you on a crowdfunding campaign.

## 9 I'm in! How do I apply?

- (a) Submit an expression of interest [here](#).
- (b) WISE will review the application to check whether the problem you proposed can be effectively addressed through our Behaviour Change Accelerator, and to match you with a suitable mentor.

## 10 Version notes

- (a) This is a very early pilot of the Self-directed Lab. Kinks and hiccups along the way are expected, and we would greatly appreciate any inputs to help us improve this programme! Please email any feedback to [bclab@washinseasia.org](mailto:bclab@washinseasia.org).

