

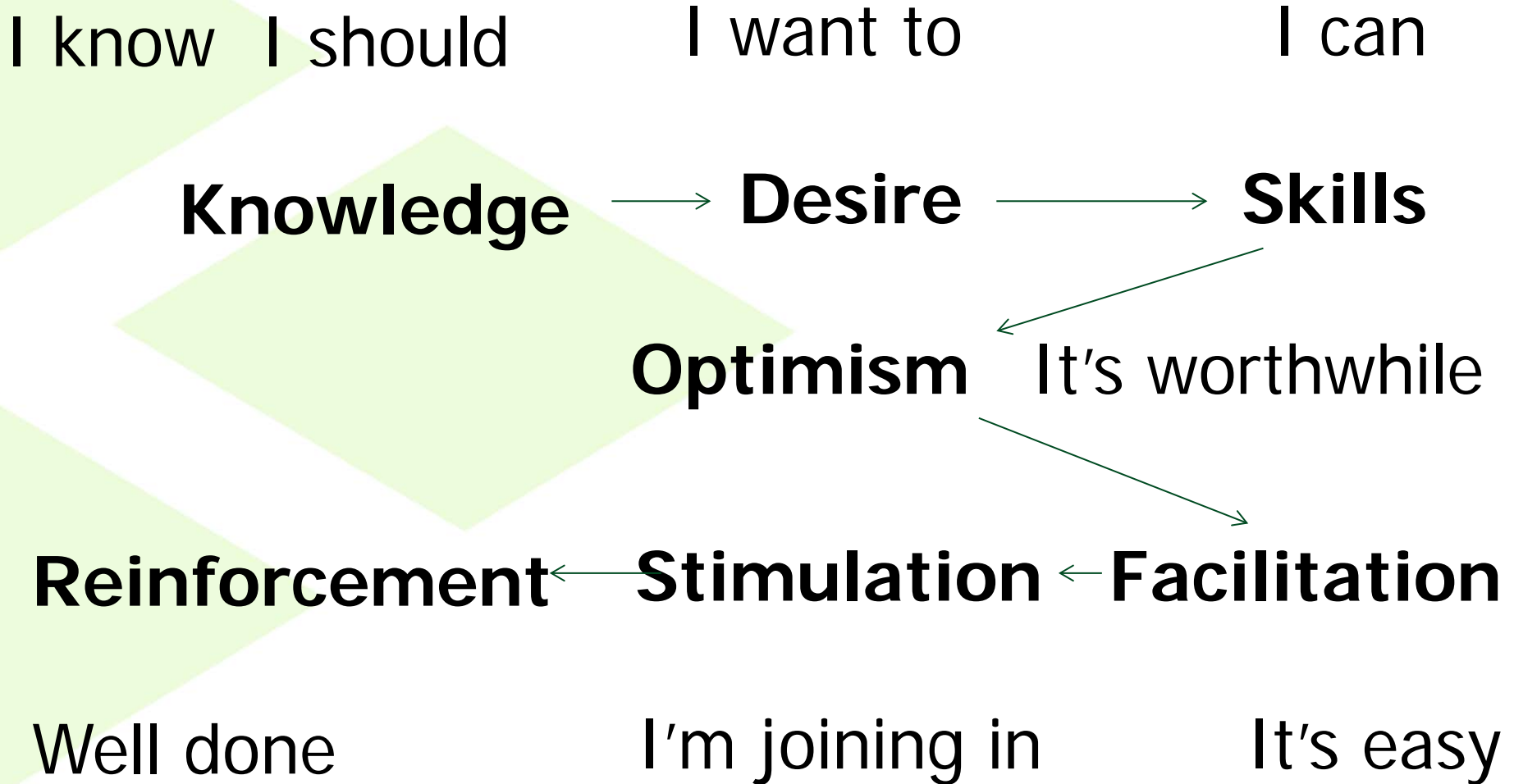
# Delivering behavioural change.

Dave Roberts, KE Director,

# 7 steps to behavioural change



(Robinson 1998)



# Comparison between agricultural research and agricultural research for development

(Adapted from Schuetz et al., 2016.)



Characteristic	Research	Agricultural research for development
Organisation of activity	Research centres with a key scientific focus	Interdisciplinary research programs built around a development challenge and partnership approach
Mandate and performance focus	Outputs	Outcomes
Mechanism for achieving impact	Provision of solid science knowledge and technologies	Strong partnerships incorporated within the research program
Type of communication	One-directional communication	Communications for development (based on research), engagement as part of the research process
Timeframe for achieving outcomes/impact	Traditionally, outcomes/impact often not considered; much research may never achieve these	Achieving outcomes at scale within 5 years and impact within 15 years
Languages of products	International standards	Both international and locally appropriate languages

# Comparison between agricultural research and agricultural research for development

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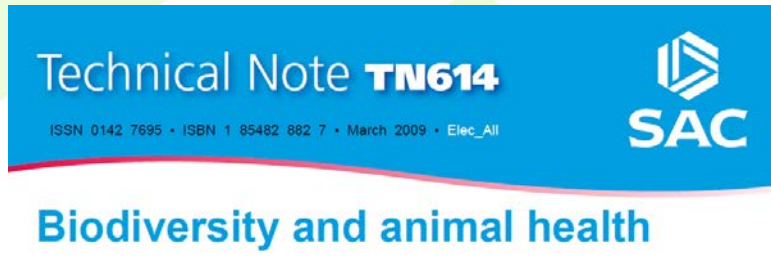


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# History of KE - Naïve belief in:



- **Information fix**



- **Participation fix**



**Technology fix ??**

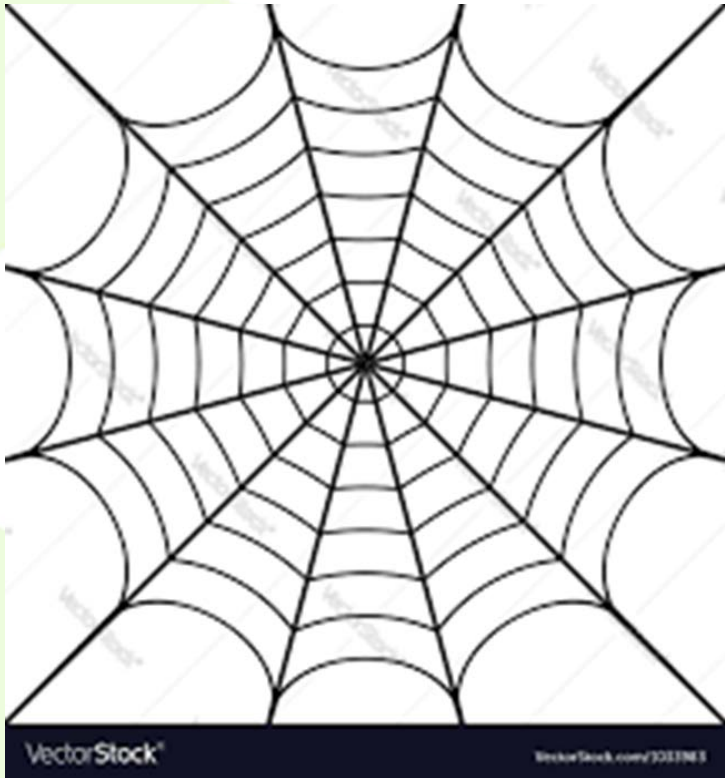
# KE is complex and different for different people

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# Consider a simplistic approach

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# Blockage

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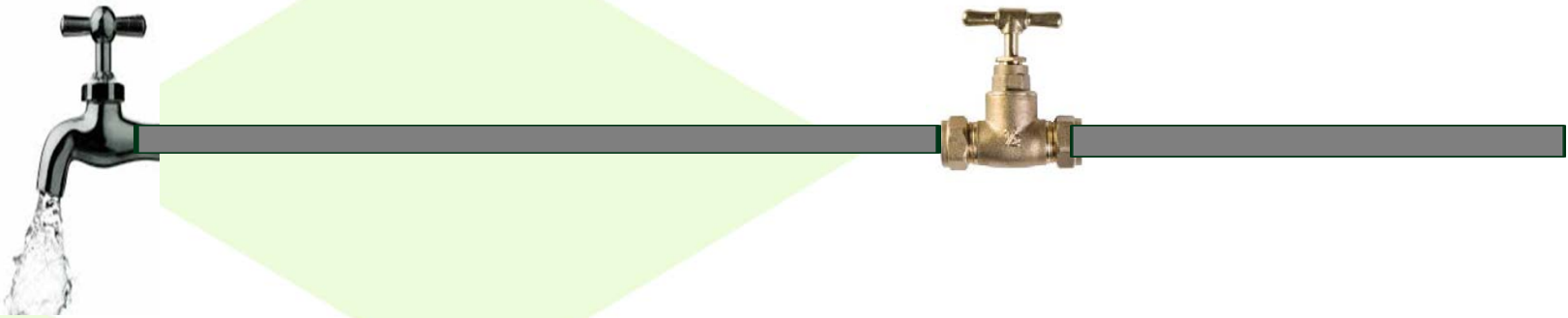


Industry

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Research

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# Blockages

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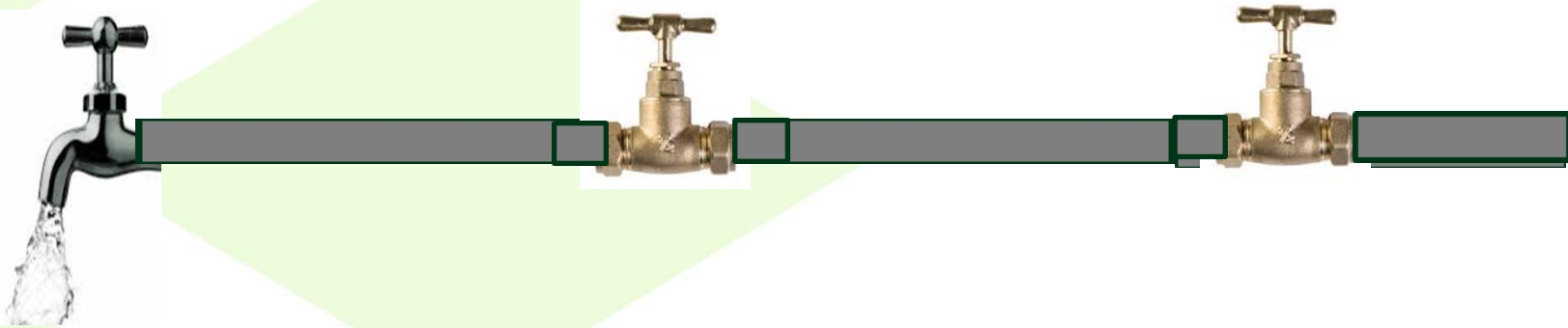


Industry

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Research

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## **Be safe on ATVs**

*Many quad bike fatalities in the UK have been caused by head injuries. Helmets would have prevented most, if not all, of these deaths. You should always wear a suitable helmet when riding a quad bike.*



To help reduce the risks:

- carry out safety checks and maintenance in accordance with the manufacturer's recommendations, eg regularly check tyre pressures, brakes and throttle;
- secure loads on racks and make sure they are not over loaded and evenly balanced;
- always read and follow the owner's manual;
- stick to planned routes, where possible, and walk new routes if necessary to check for hidden obstructions, hollows or other hazards;
- take extra care with trailed or mounted equipment and understand how they affect stability;
- make sure all riders receive adequate training.

**ATV safety training courses are available from SRUC contact:**  
**baronytrainingservices@sruc.ac.uk**  
**01387 242918**  
**www.sruc.ac.uk/training**

# Consider language and presentation

# How do we turn the tap on

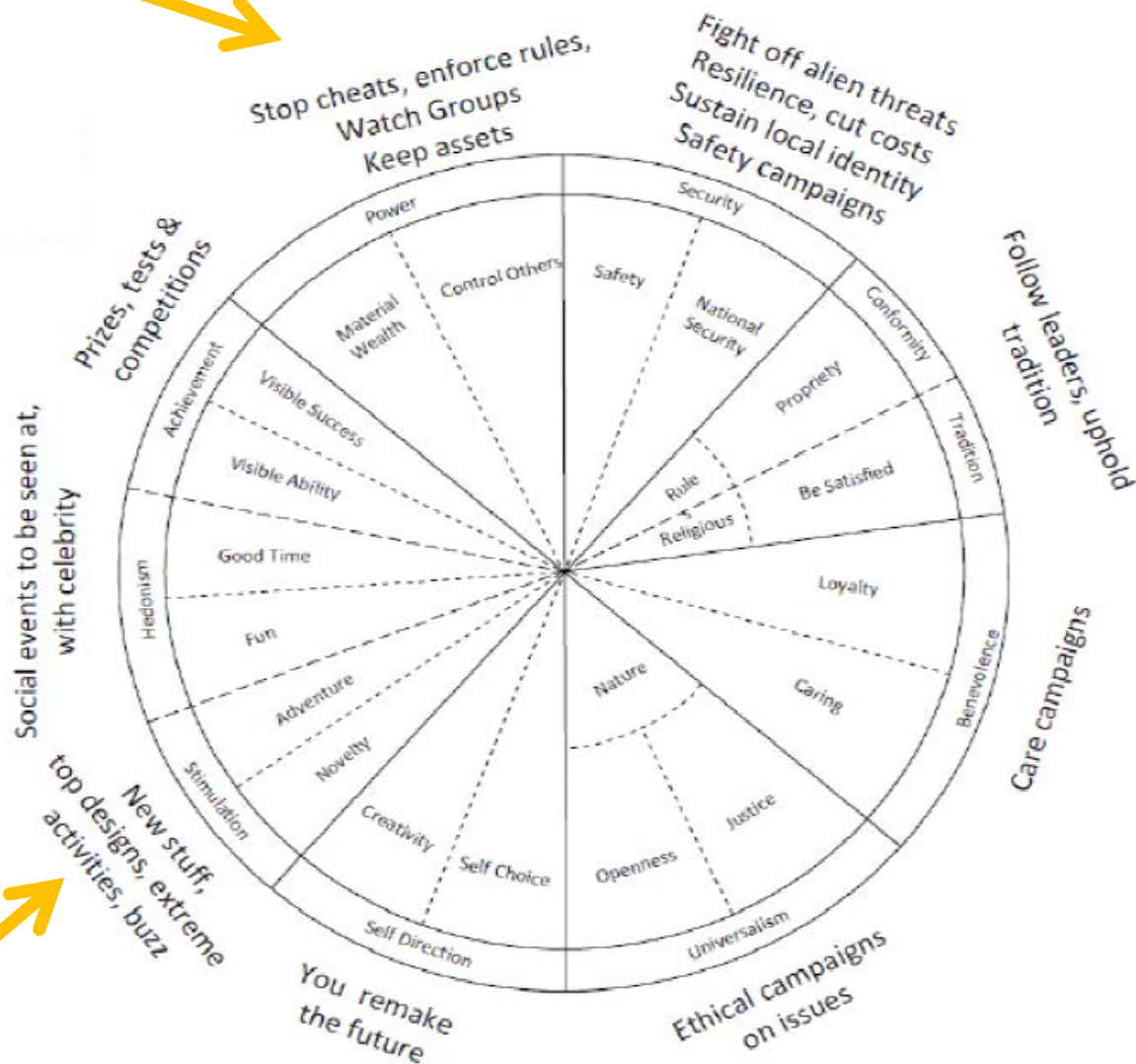
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# Values underpin the messages people respond well to



SRUC



# Same project different messages

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- Forefront of modern technology
- Improved animal health
- Improved environmental impact
- Save money
- More free time to go to rugby

# Challenge

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How do we use innovative technologies and data to help overcome barriers to change

# What data do we have ?

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# Example from Malawi

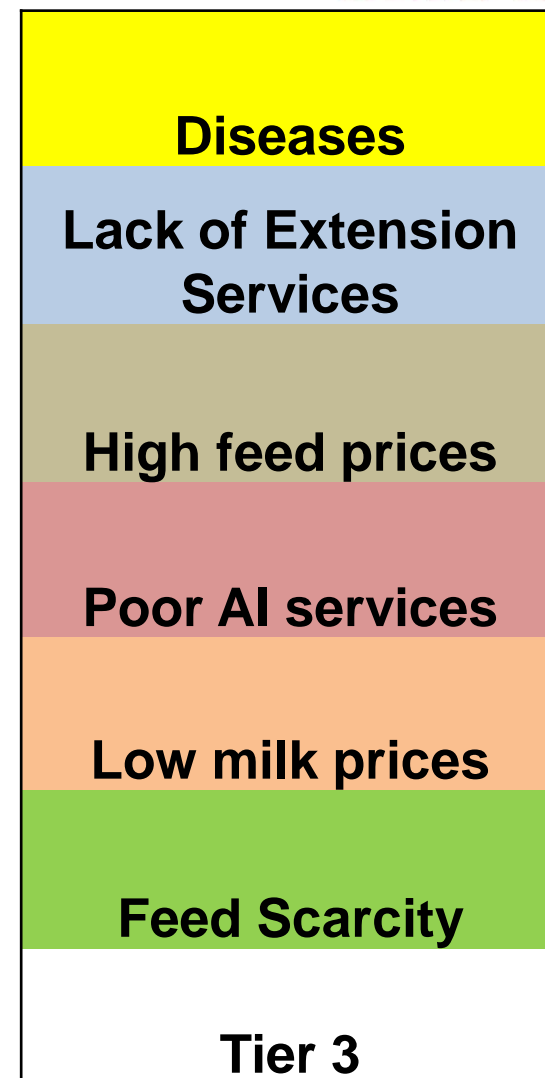
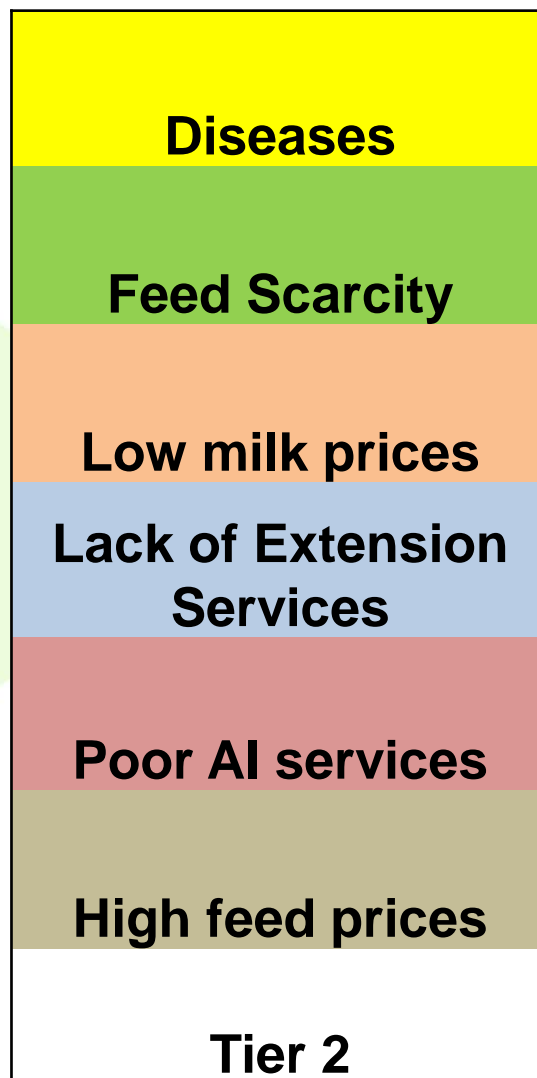


Characterisation of smallholder dairy production systems using animal welfare and milk quality

Kawonga et al. Trop Anim Health Prod (2012) 44: 1429



# Farmer priorities



# Behavioural change

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Behavioural change in others

What about behavioural change in ourselves ?

Oh would some Power the gift give  
us, to see ourselves as others see  
us



Thanks for your attention