

Increase rates of Behaviour Change: Tools and Techniques



Workshop overview

Learn how to improve your programs and evaluations to achieve increased rates of behaviour change. Scientific studies have linked eight core social marketing principles to higher rates of behaviour change. In this workshop we will take a deep dive into three of the foundational social marketing principles - theory, stakeholder orientation and insight.

In this hands on one-day workshop, we will show you how to put theory into practice. You will experience a range of different theories, and you will be equipped with the tools to embed theory into your evaluations and programs.

Theories tell us the factors that explain why people do what they do. In this workshop, you will learn about different behaviour change theories. You will learn to apply tools to understand how you can diagnose your own program using a theory to find areas for improvement.

You will be given a range of tools and approaches. We will explain how you can apply tools to check if you have the right measures for your evaluation and we will help you to make sure you've got all your theory bases covered when you are planning your invention or program.

What is included in workshop?

- Why theory is important
- How to apply theory to gain insights during your research
- Theory mapping tools
- About different theories you can apply to improve program outcomes

Why attend this workshop?

By the end of this workshop, you'll be able to:

- Build programs using insights
- Understand the benefits of theory application
- See results from theory informed campaigns
- Introduce theory into your work

Meet your facilitator - Dr Jess Harris

Dr Jess Harris is a Darkinjung woman who uses social marketing and behavioural science to change eating practices, conservation, and Indigenous health. Her current work focuses on the design, implementation and evaluation of behaviour change programs that focus on improving people and the planet through theory development.



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