

Neuroscience for Behavioural Change | Online Training

Background

The Regional Water Establishments (RWEs) have always suffered a hindering lack of resources. In addition to institutional factors, the RWEs struggle to obtain revenue from end users, particularly in North Lebanon and in the Bekaa Valley. To ensure the reliability of the water service holistically, MiyahCon believes that the improvement of infrastructure should be accompanied by a strong social component. One of our strategic pillars is the development of social interventions to encourage responsible use of water services; from water conservation to water accountability through regular subscription and payment. In the past few years, we developed a manual illustrating the methodology driving its *Social Communication Approach* with the objective of sharing the experience gained from the implementation of activities over five years across Lebanon. The *Social Communication Approach Manual* has been recently revised, integrating notions from the 'neuroscience of behavioural change' for a stronger evidence-based approach to creating lasting positive change.

Objectives of the Training

The training's primary purpose is to:

1. Present the F.E.R.I.P.A.S approach adopted in the MiyahCon *Social Communication Approach Manual* that identifies how to plan, implement, and evaluate effective behaviour change strategies.
2. Train participants on tools that equip organizations and individuals with the tools to work towards changing their behaviour and communities to meet new social norms.

The anticipated outcome is for participants to be able to understand and practice how to establish new behaviour patterns through:

- Acknowledging the emotional threats generated by change and creating coping mechanisms.
- Creating environments that support change.
- Tackling cognitive biases by learning strategies for neutralising or minimising the negative effects of biases that undermine critical thinking by making us vulnerable to faulty beliefs and bad decisions.

Training Agenda

Day 1 – Monday 25th January 2021, 10:00 – 13:00

Introduction to the F.E.R.I.P.A.S Methodology

The F.E.R.I.P.A.S methodology is presented to integrate key findings from behavioural science, design thinking, and social and affective neuroscience into a structured framework to be used by the social communication team while designing their approach.

Day 2 – Wednesday 27th January 2021, 10:00 – 12:30

Designing Incentives

The questions that are raised during this session will determine the strategies that allow us to make this change happen and the obstacles that make us naturally resistant to change. The participants will explore how to master the motivational states by:

- Harnessing the right emotions;
- Harnessing cognitive biases;
- Learning to frame messages with a cognitive science-informed strategy.

Day 3 – Friday 29th January 2021, 10:00 – 12:30

Enabling the Change

As making or breaking a habit involves neuro-plastic changes in your brain, it is often critical that we make the desirable behaviours as easy as possible. In this session, we will explore the various ways of achieving this, by shaping the environment around individuals to ease the change. Participants will learn how to use neurocognitive science to help their target audience develop plans and strategies and identify the right moments to intervene to encourage behavioural change. The key outcomes of this session are learning how to:

- Remove frictions;
- Plan and implement intentions;
- Use timely moments, prompts and reminders.

Day 4 – Monday 1st February 2021, 10:00 – 12:30

Assessing and Challenging Normative Beliefs

Norms can be measured by evaluating consensus and compliance. This is implemented through measuring normative expectations, empirical expectations, personal normative beliefs, and actual behaviour. In order to analyse how the design and implementation of change programs shifts norms and beliefs, it is necessary to address key metrics about the target behaviour. We will explore how to promote change in communities by:

- Promoting the desirable norm;
- Increasing reciprocity and accountability;
- Encouraging peer-to-peer commitments;
- Choosing the right messenger.

Day 5 – Wednesday 3rd February 2021, 10:00 – 12:30

Putting Knowledge into Practice

Participants are called to apply all the knowledge and skills acquired during the preceding sessions to a set of practical exercises for behavioural change strategies for the water sector. Simulations will be based on MiyahCon field experience.

Instructor

After 10 years of research in the field of learning and stress-related behaviours, Dr. Samah Karaki co-founded in 2014 the Social Brain Institute translating knowledge from many different disciplines into innovative approaches. Using simple strategies that align with how people's brains learn and remember information, SBI generates interactive, learner-centered learning methods using action-oriented and transformative pedagogy. Today, SBI is developing programs using our understanding of the human brain to improve organizational culture and performance, leadership and eco-citizenship thriving to contribute in the achievement of the United Nations Sustainable Development Goals (SDGs).

