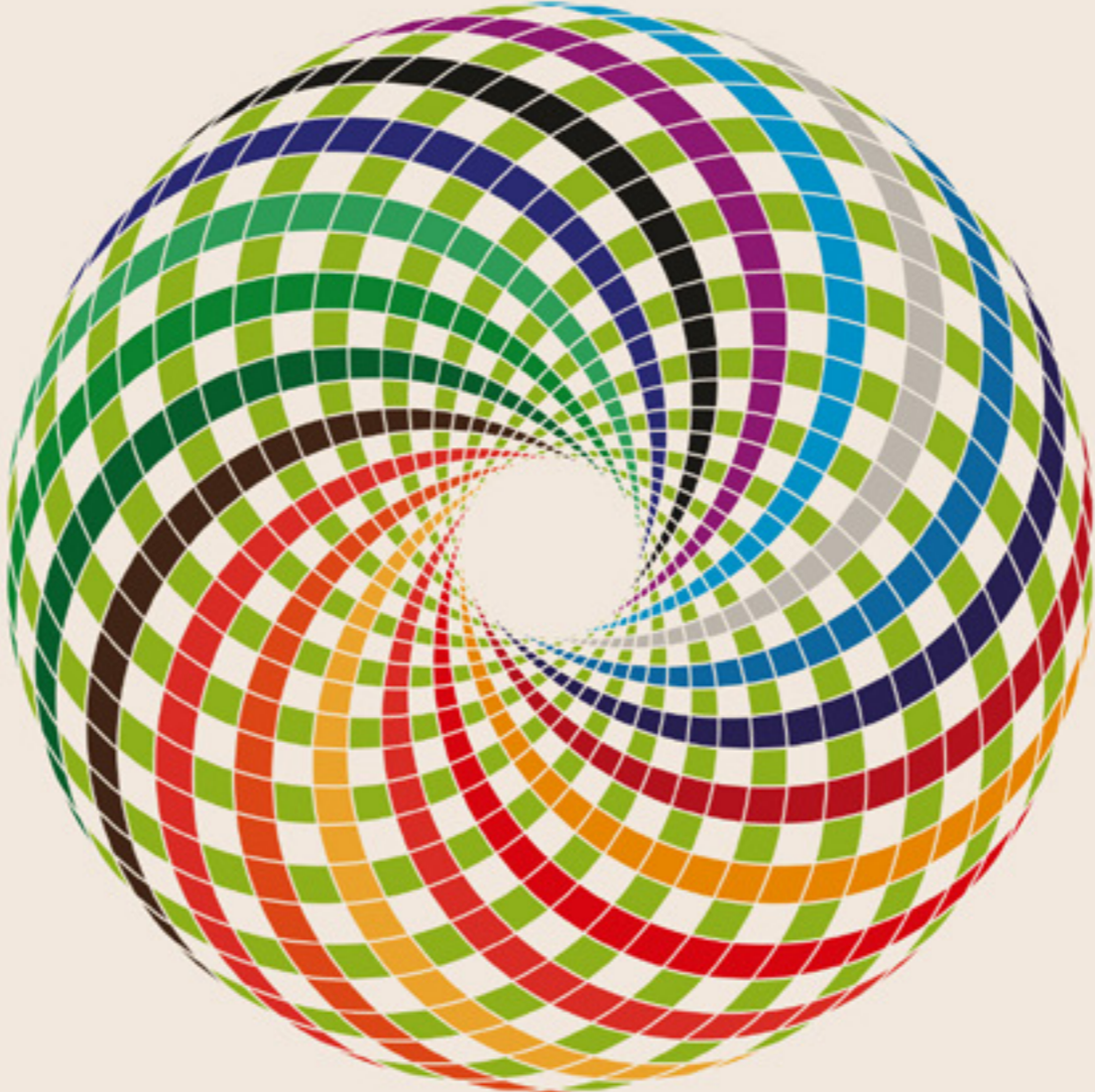


# BEHAVIOUR CHANGE DARE TO CARE

May 2026 | Private and confidential



Introduction

# EXPERIENCE AND EXPERTISE IN BEHAVIOUR CHANGE

**This quick case study details our approach to behaviour change highlighting our track record in social and environmental communications.**

Having worked on behaviour change and social marketing projects for at least two decades – across civic engagement, sustainability, environment, health and wellbeing, utilities and energy – our team members have strong insight into Behavioural Science (BeSci) and its practical application for diverse audiences.



Always Be Content

## EFFECTIVE BEHAVIOUR CHANGE

### DECADES OF EXPERIENCE

We first began working with social marketing models in the early 2000s with the development of the grass-roots mental health anti-stigma movement, **See Me**. Based on the insight from Stirling University's renowned Centre for Social Marketing, the campaign was quoted by the World Health Organisation as an exemplar of innovation and effectiveness.

Since then, our understanding of behaviour change models has evolved. The basics of Maslow's 'Hierarchy of Needs' and Roger's 'Change Adoption Curve' (with Moore's 1990s update 'Crossing the Chasm') and Prochaska's cyclical model are still useful ways to think about individual and societal change.

The Individual-Social-Material model (ISM) developed in association with the Scottish Government offers an 'in-the-round' view of Behaviour Change for policy initiatives. Having worked with Scottish public sector organisations for almost 10 years, our team has extensive experience of the model in action.

ISM recognises the forces over and above the individual which shape our everyday actions.

A person's inner world (and their outward actions and self-presentation) are impacted

by the 'causal web' of external social influence and structural realities.

By building initiatives around this simple understanding, ISM can have a deep effect on complex policy issues.



# EFFECTIVE BEHAVIOUR CHANGE

## CAPABILITY, OPPORTUNITY, MOTIVATION

Some of our other clients, such as the NHS, prefer to use other models. For example, the well-known COM-B Model (by Michie et al) is useful in the planning and development of communications.

Basically, Behaviour (B) is determined by Capability, Opportunity and Motivation (COM). You need all three for effective change.

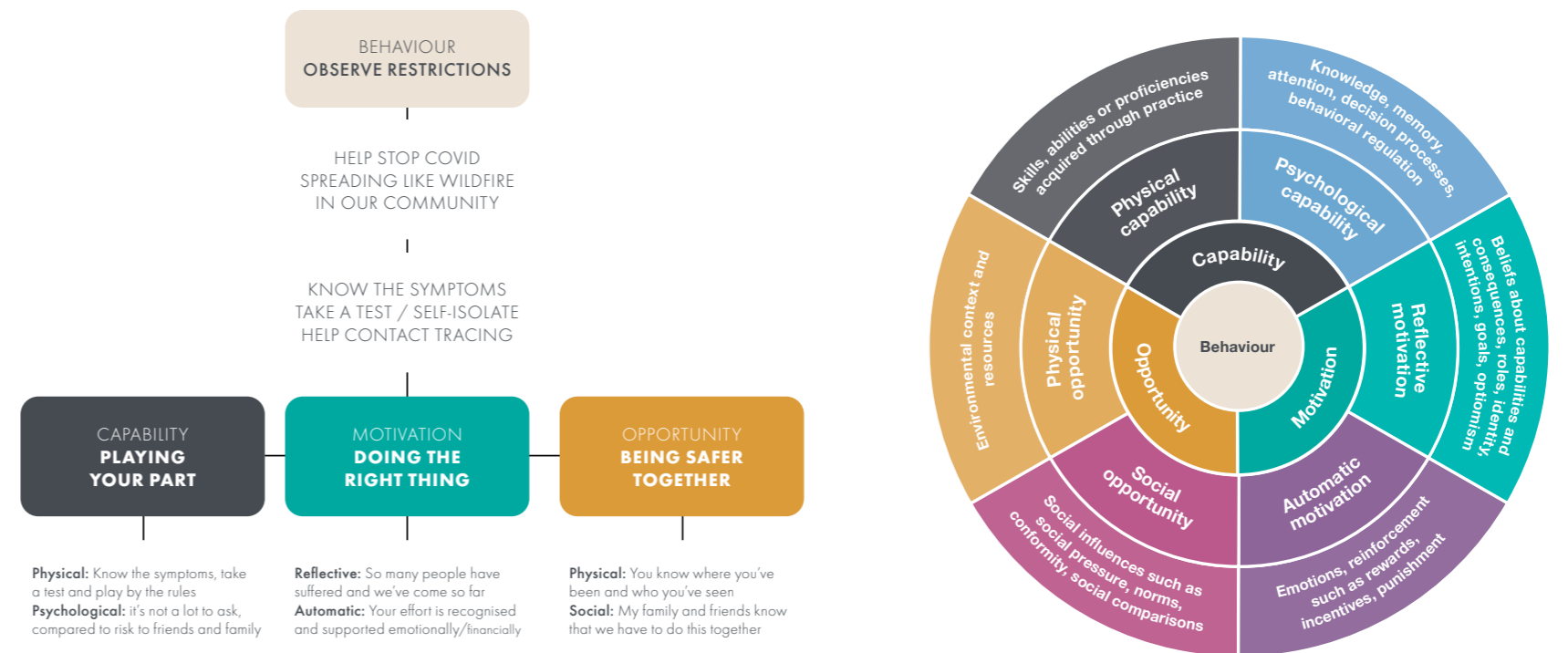
COM-B also provides a good framework for understanding the current 'resting state' of different audiences and in testing different kind of messages and the drivers required to invoke positive action.

COM-B can also be usefully combined with ethnographic observation and other data to give consistency and useful insights into segmented audiences.

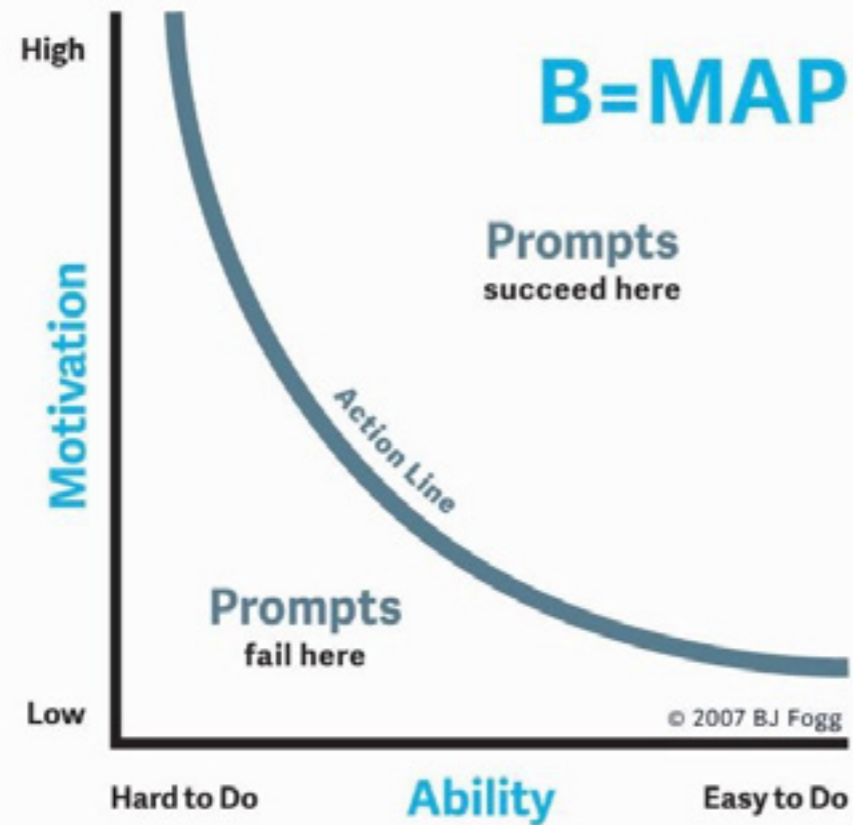
For example, in our work for the NHS in North West England, the COM-B model proved vital in giving clarity to the complex, sensitive issue of contact tracing.

The COM-B model provides a clear way to look at desired behaviour change and the key drivers (and barriers) to effective action.

This is particularly useful for an audience which has genuine barriers (practical, financial and emotional) to participation but also for groups which include clever risk-takers. Ultimately, the drive to change behaviour has to come from within – connecting and caring for other people; social pressure – being seen to do the right thing; understanding – seeing how your actions matter.



# Fogg Behavior Model



## BMAP MODEL

The BMAP model developed by BJ Fogg is broadly similar to COM-B but offers a clear benefit in campaign execution by highlighting the importance of a 'trigger' or 'prompt' to incite change. This can be related to the ISM model's inclusion of social impacts and structural frameworks in society to encourage or facilitate change.

For example, our 'Top Up From the Tap' campaign for Scottish Water was designed to reduce single use plastic water bottles.

As soon as you leave home, you need to take a refillable water bottle with you. That's the external reality. So, our early morning radio commercials gave commuters an easy 'prompt' which was necessary for action. Simply take a refillable water bottle with you as part of your daily routine when you go out:

### Behaviour Change Radio Commercial:

When you gotta get up and get yourself out

Remember what not to leave home without.  
Phone, watch, wallet, keys...

Plus a re-fillable bottle for your Scottish Water, please.

Cool clear fresh from the tap - it's vital that you drink.

That's what your brain's made of mostly, don't you think?

If you want your wits about you, working at full throttle

Take Scottish Water with you - in a refillable bottle.

It's your water, your life.

Scottish Water:

Cool fresh clear - and only available right here.



Case Study

# LIVERPOOL MENTAL WELLBEING



Shining a light on Mental Health

## CHALLENGE

The Covid-19 pandemic had a huge impact on mental health. In a Public Health England survey, half of respondents said the Covid era made their mental wellbeing worse.

In a large UK study, 26% of adults said they considered self-harm during the pandemic; 8% reported self-harm behaviours.

Liverpool is not the healthiest place in England. The city has high rates of anxiety and depression. Over 66,000 people in Liverpool experience a mental health issue.

Now, just like physical health, everyone has mental health. But they are looked at differently. There is still a real stigma around mental health. People often feel ashamed. They find it hard to open up about their lived experience.

This campaign aimed to reach these people. We wanted to make it clear that it is 'ok not to be ok'. You are not alone. We recognise exactly how you feel - and there are supportive services that are just right for your needs.

Liverpool City Council

# IT'S OK TO TELL SOMEONE HOW YOU FEEL

Feeling overwhelmed and struggling to cope?

Free, confidential support to help you feel like you again. Visit: [KindToYourMindLiverpool.co.uk](http://KindToYourMindLiverpool.co.uk)

**KIND TO YOUR MIND LIVERPOOL**

Look after you

S. Johns NHS

Liverpool City Council

# IT'S OK TO ASK FOR HELP

Feeling down or don't enjoy the things you used to?

Talking to someone or getting support can help. Visit: [KindToYourMindLiverpool.co.uk](http://KindToYourMindLiverpool.co.uk)

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# DON'T STRUGGLE ALONE

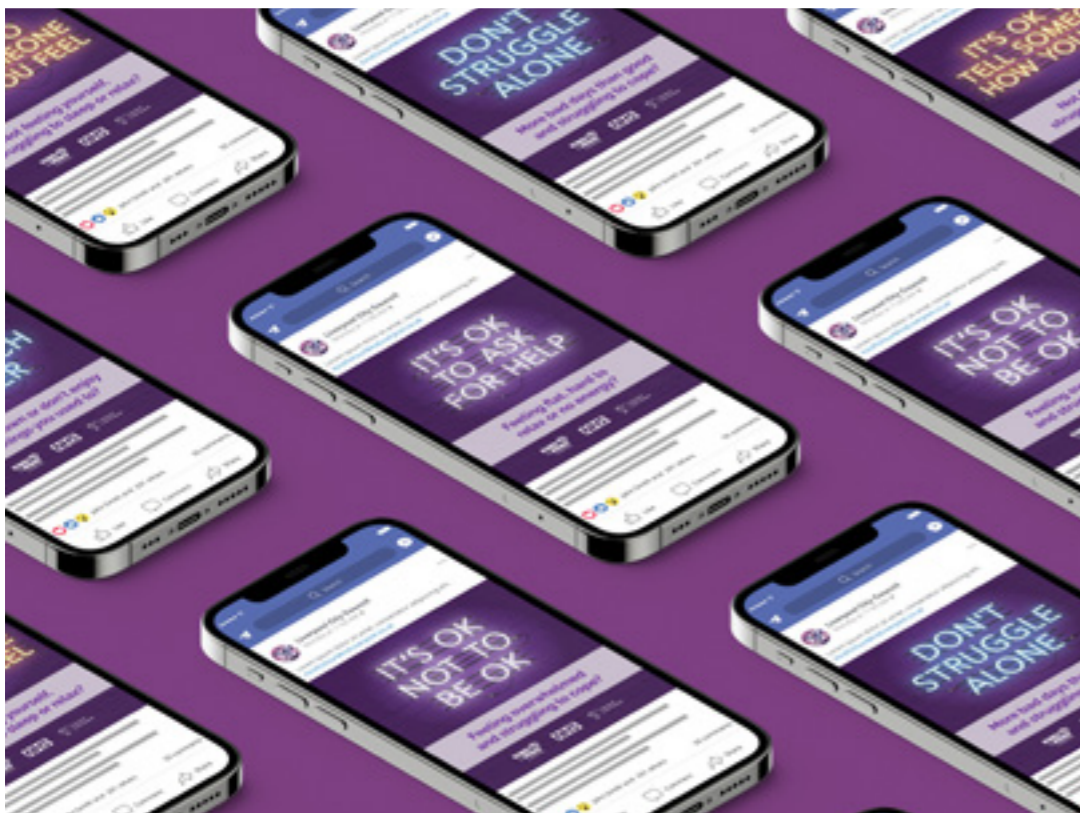
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NHS



## Shining a light on Mental Health

# OUTCOMES

**With 6.5 million unique impressions, the campaign succeeded in reaching out to Liverpool's population.**

**A key objective was to engage the community. Campaign posts gained over 3,200 reactions, and were shared over 500 times.**

More critically, along with raising awareness, the initiative also provided effective signposting to vital wellbeing services and resources for those in need.

- Over 20,000 clicks to the Kind To Your Mind Liverpool website – about 30% of people with mental health challenges in Liverpool.
- A further 9,000 clicks direct to support services such as CAMHS, Life Rooms, Night Café, and so on – representing around 14% of the initial audience.

The campaign attracted significant attention and created engagement. Most important of all, it helped thousands of people take steps to deal with their mental health challenges and change their lives.

Case Study

# PLAY TALK READ





Scottish Government

## PLAY TALK READ

By the time they start school, children from poorer backgrounds can be 18 months behind their better off peers. Yet, the research pointed towards one surprising simple conclusion. When you account for all the socioeconomic factors, one thing helps bridge the gap in educational attainment between the rich and poor.

And that's enjoying simple daily activities with your child: just playing, talking, reading.

We used innovative digital communications to encourage ordinary parents and carers to do more with their kids.

And, slowly but surely, the evidence is that the culture of PlayTalkRead is catching on.

As well as impressive online stats, the campaign has shown real world changes in parental behaviour.

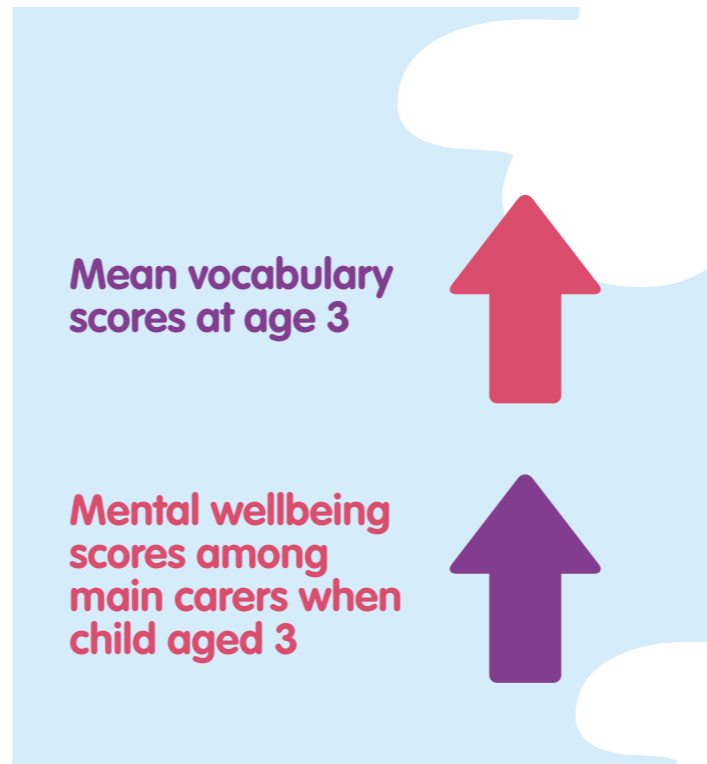
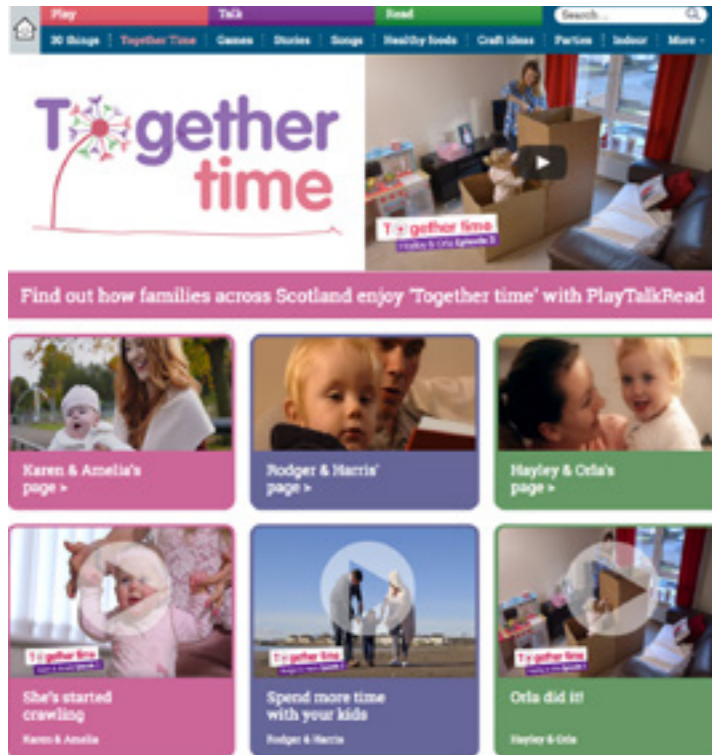
**The campaign won the Marketing Society's Star Award for Digital Communication and the Scottish Creative Awards for Best Integrated Strategy.**



## INSIGHT

There 'Growing Up In Scotland' longitudinal study offers a stark insight into the unequal life chances of children.

- The facts show that some babies are dealt a losing hand even before they are born. Poverty, poor health and low educational attainment are passed down generations.
- But love and care are not the issues. Some parents just don't know what interacting well with a child looks like. (It's not something they had in their own childhood or see in their family circle.)
- But they need to see that it works - there's a visible impact on the child and a fairly quick payback for the parent.
- 'Together time' was the solution.



## RESULTS

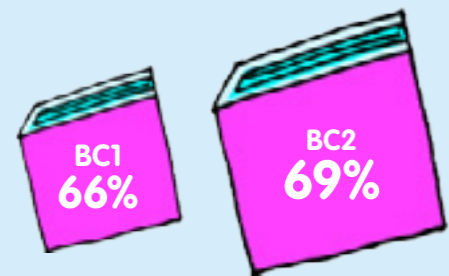
The effects of PlayTalkRead are tracked in the longitudinal study 'Growing Up in Scotland'. In addition to strong digital performance, the data showed that the campaign has had significant real world effects.

We achieved **680% increase** in web traffic, a **1,363% increase** in the number of mobile users, a **135% increase** in Facebook fans (to around 35,000), and a **5% increase** in regular reading.

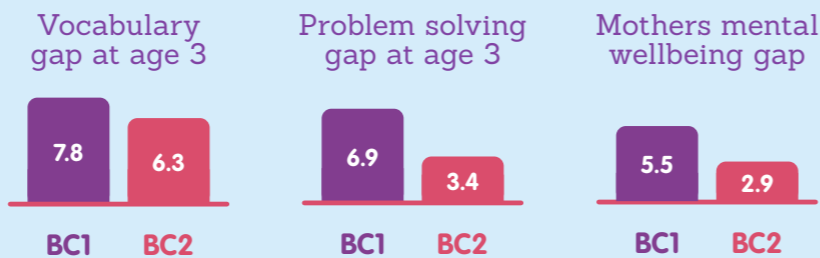
Over **2 million extra stories** were read to children as a result. The 'attainment gap' was notably reduced between rich and poor, and parental wellbeing improved as well.

The campaign has won the Marketing Society's Star Award for Digital Communication and the Scottish Creative Awards for Best Integrated Strategy.

Parents now read more regularly to their children.



The gap between rich and poor is getting smaller

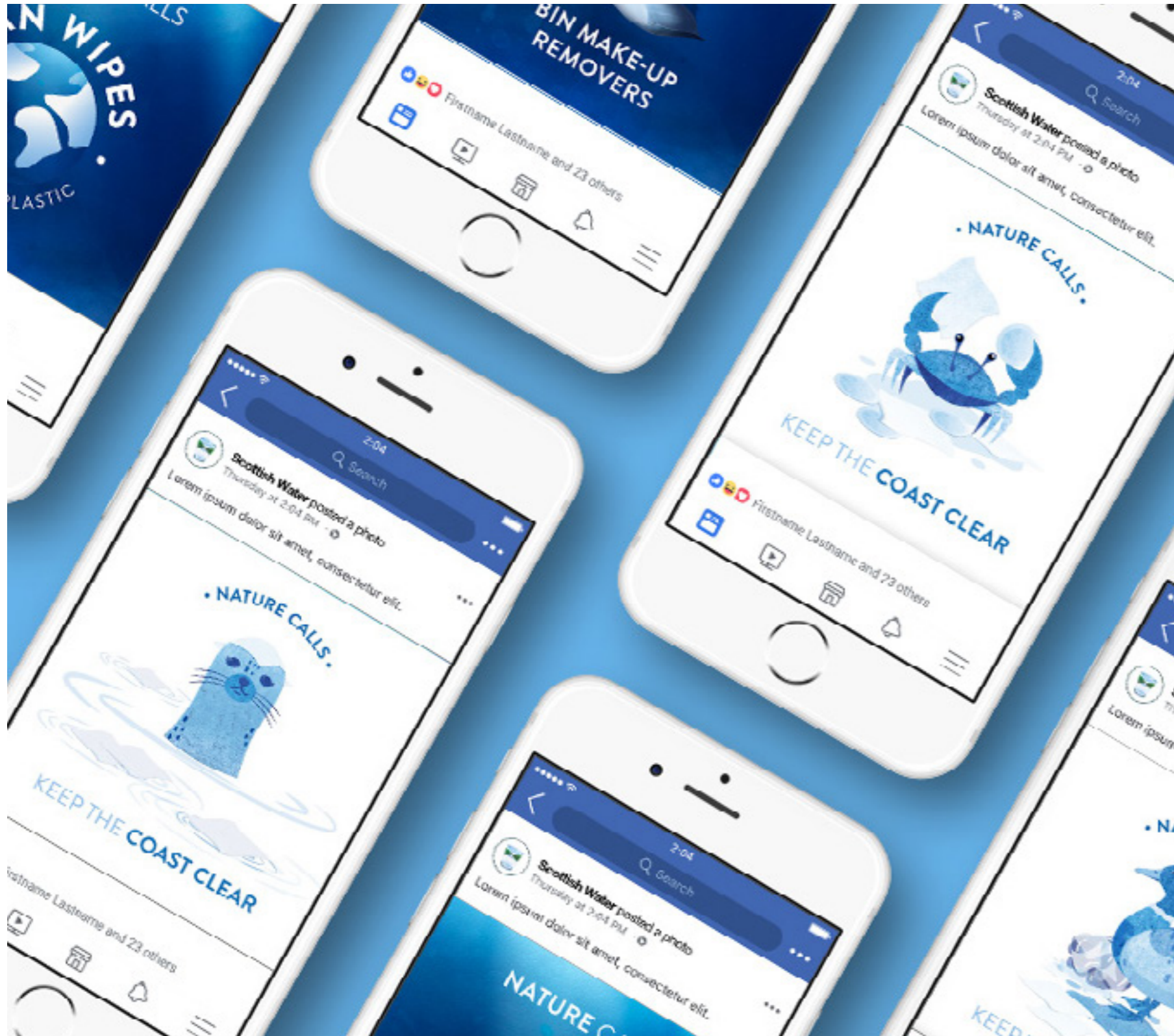


1. BC1 (Birth Cohort 1) is a group of children tracked since birth. BC2 is a comparable group born 6 years ago.

Case Study

# NATURE CALLS

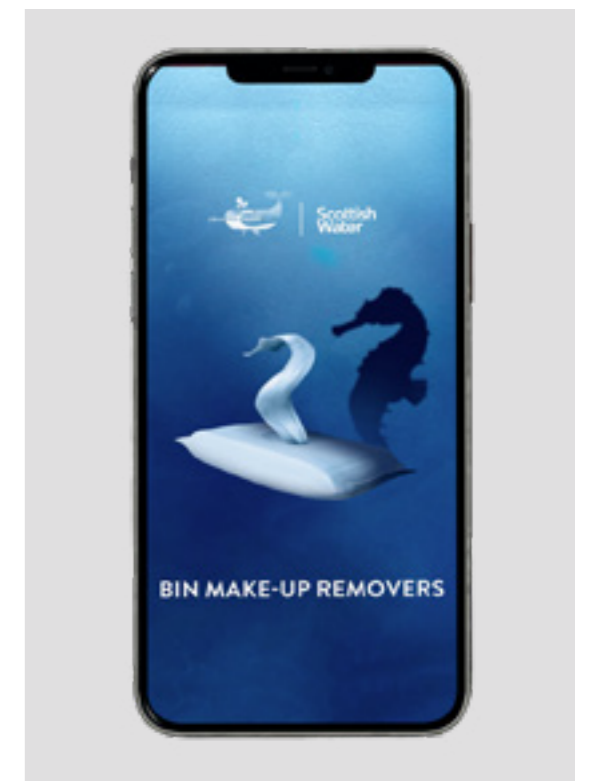




## CHALLENGE

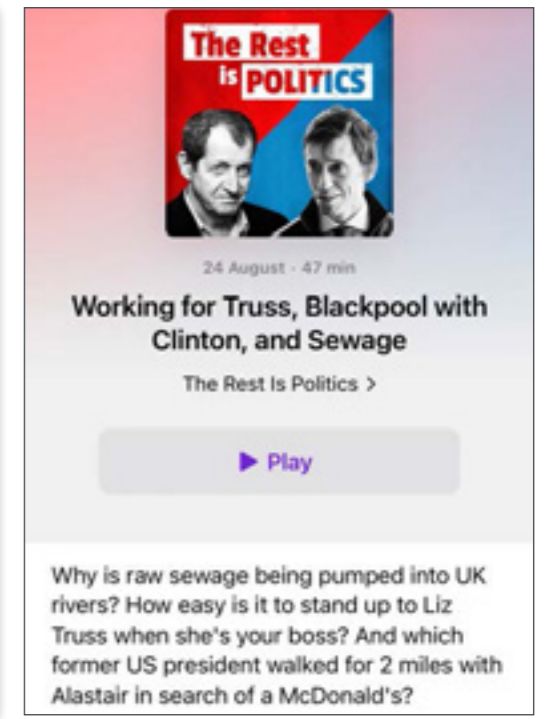
There are 36,000 sewer blocks a year in Scotland. 100 a day, every day.

- That number hadn't changed since 2012.
- Scottish Water's teams are called out 100 times a day to clear sewers - at an annual cost of **£7 million**.
- The blockages are usually caused by wet wipes - many made with plastics - which don't break down in sewers.
- The risk of raw sewage flooding your home is bad enough. But that's just the start of the environmental problems created by wet wipes.
- It's a bit of a 'yucky' subject so Scottish Water needed a sensitive campaign to encourage people not to flush 'unflushables' - and to support a ban on wipes made with plastic.



## PR coverage:

The campaign was picked up on TV and radio by BBC News and STV News and featured widely on Scotland's print and online news media. Scotland's best-selling Sunday newspaper also launched a campaign to support the call for a ban on wipes made with plastic. The campaign was called out by name and discussed on two episodes of the influential podcast by Alastair Campbell and Rory Stewart, 'The Rest Is Politics'.





## RESULTS

Changing attitudes and behaviours, the campaign helped reduce sewer blockages by 14%. Saving £700k in just 6 months. (Feb-Aug 2022)

- **69%** of people who are aware of campaign say they will think more carefully about what they flush down the toilet.
- **72%** now agree that wipes are often made with micro plastics.
- **86%** would support a call for wipes containing plastic to be banned.
- These results were achieved in part thanks to the strong overall reach of the campaign.
  - **56%** of adults who saw the ad watched it on TV.
  - **73%** of those who had seen the ad recalled the key message: **'you shouldn't flush wipes'**.

## AD RECALL



Source: YouGov Omnibus base = all those who have seen any advertising for Scottish Water

Case Study

YOUR WATER YOUR LIFE



## CHALLENGE

Could a sustainability-driven campaign help reduce single-use plastic consumption among young people and reduce litter?

- Scotland's tap water is recognised as among the world's best.
- Yet Scotland used over **64 million** plastic water bottles a year - with younger people being the biggest culprits.
- Around **25% of bottles** end up littering the countryside, rivers and seascapes.
- Could we persuade younger people to appreciate their water and 'top up from the tap' - helping saving money and the planet?

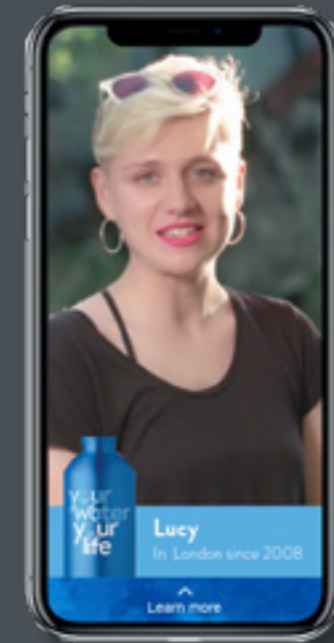




PUBLIC EVENTS  
DIGITAL OUTDOOR



TV / CINEMA / ONLINE FILM / SOCIAL



INSTAGRAM STORIES

# 10m bottles saved

estimated annual single use plastic bottles saved

87%



of all respondents agree:  
'Scottish water is world class'



91%

record levels of trust in  
Scottish Water as a body.



65%

of people now carrying  
re-usable water bottles

87%



recognise Scottish Water  
'protects the environment'

## RESULTS

Immediate impact on public behaviour by young people. (Tracked by YouGov.) Trust in Scottish Water rose to 91% – a record.

- **89% of people** 'pro-tap water' as better for the environment.
- **87%** agree Scottish Water is 'world class'.
- **65%** of people now carry a water bottle.
- Significant improvements in brand metrics in pre-and-post quantitative surveys.
- Record levels of trust in Scottish Water.
- Winner: Marketing Society 'Star' Awards UK Marketing Awards, UK Content Awards, and Marketing Week Awards.

# EFFECTIVE BEHAVIOUR CHANGE

## ENVIRONMENTAL BEHAVIOUR CHANGE

In our own publication 'Dare to Care', we also unpack some of our key learnings into advice to help clients on their ESG journey including:

- Getting started
- Five simple principles for effective communication
- Avoiding PR disasters and greenwashing

See <https://d2c.alwaysbecontent.com/> to find out more.



## PETE MARTIN (UK)

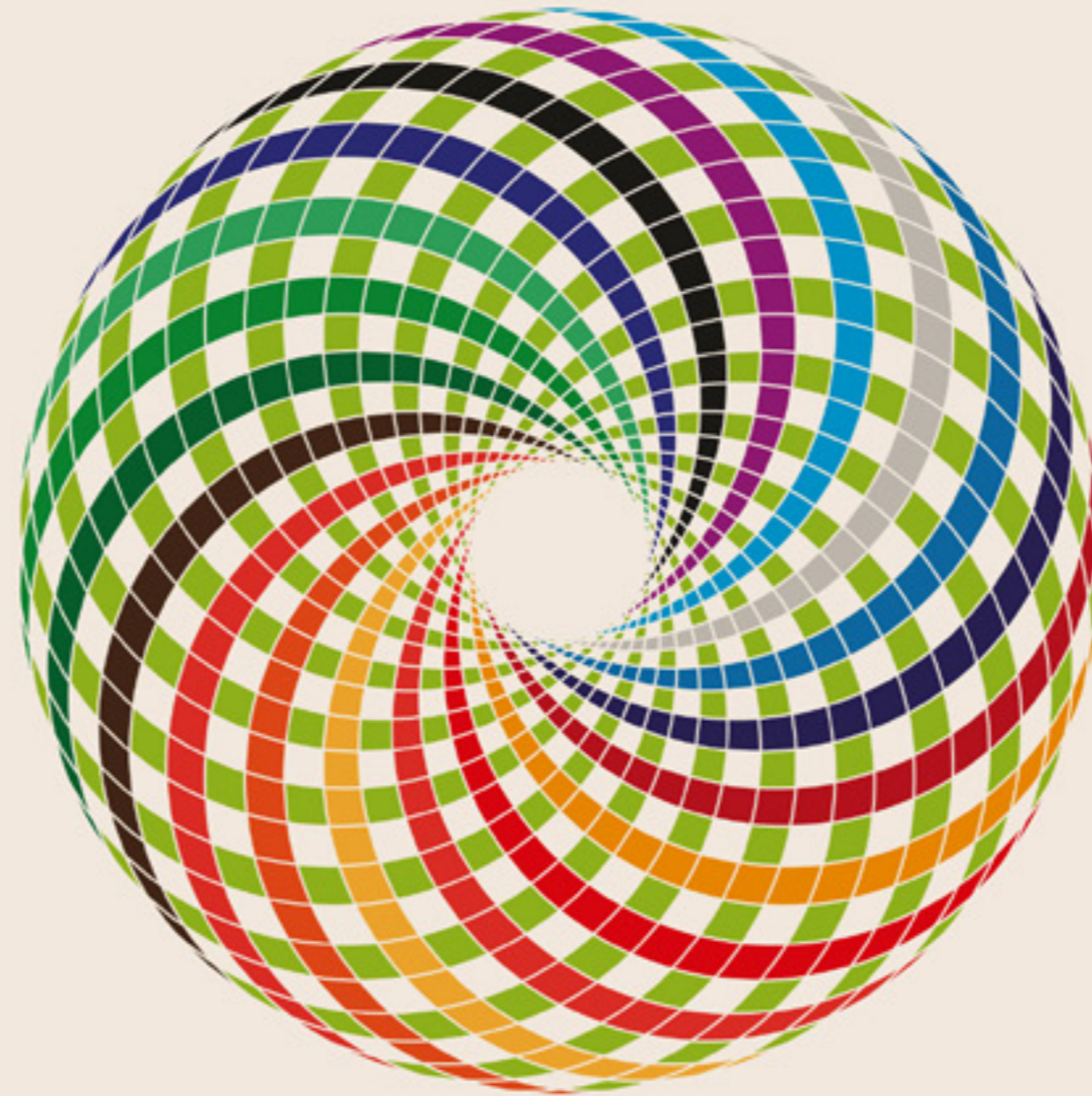
M 0798 466 8281

E [pete.martin@alwaysbecontent.com](mailto:pete.martin@alwaysbecontent.com)

## PIPPA CHAN

M 07746 737 506

E [pippa.chan@alwaysbecontent.com](mailto:pippa.chan@alwaysbecontent.com)



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