



Society vs the Individual

**UWE
Bristol** | University
of the
West of
England

How can we work together to enable behaviour change?

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**Community
Psychology 2017**

www.claircity.eu

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 689289.

Why is air pollution a problem?



IT'S YOUR HEALTH

BREATHING POLLUTED AIR RAISES THE CHANCES OF HEART ATTACKS, STROKES, AND LUNG CANCER. IT MAKES RESPIRATORY CONDITIONS LIKE ASTHMA OR BRONCHITIS WORSE.



DIESEL VS PETROL

DIESEL CARS CAUSE MORE AIR POLLUTION THAN PETROL CARS, BUT HAVE LOWER CARBON EMISSIONS.



1 IN 8 DEATHS

Air pollution is linked to one in every eight premature deaths worldwide.



5 DEATHS A WEEK IN BRISTOL

MORE THAN 5 DEATHS A WEEK IN BRISTOL ARE LINKED TO AIR POLLUTION

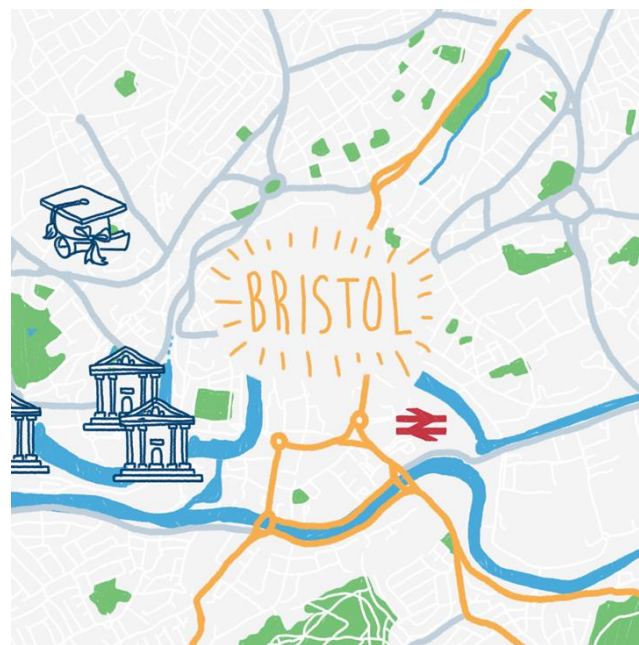
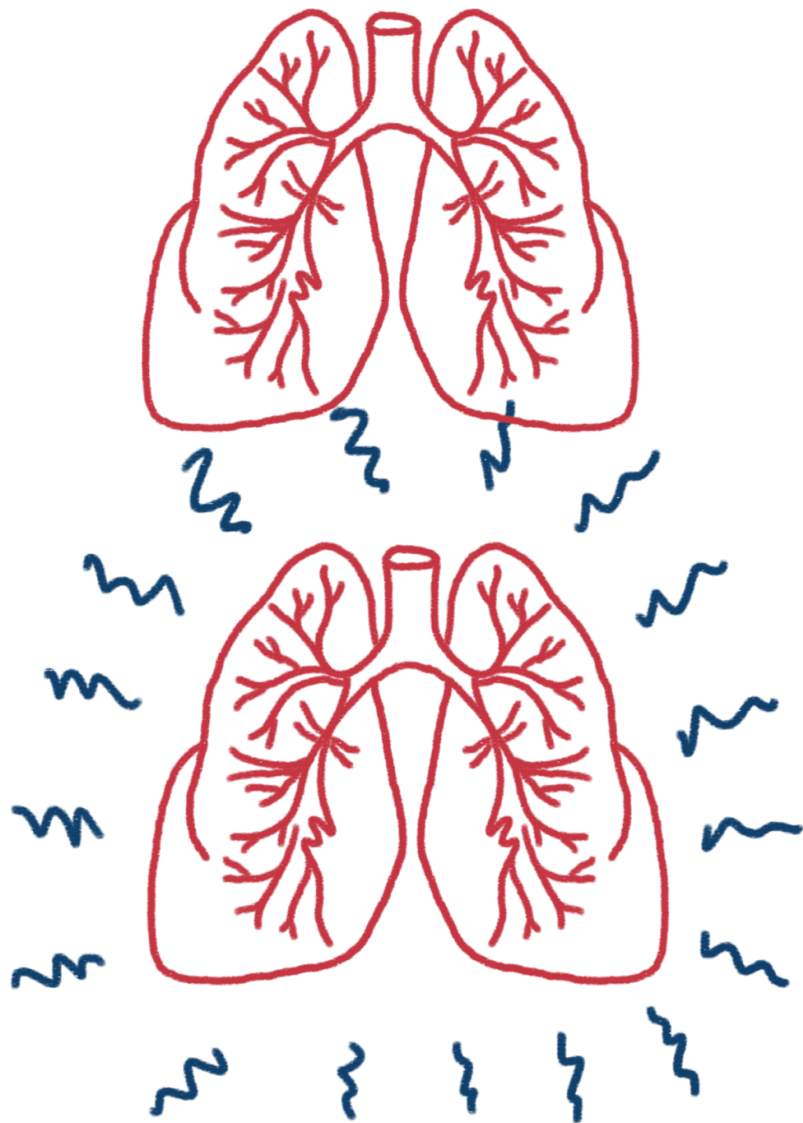


Why haven't we fixed this already?

- Air pollution often dealt with as a *separate* problem
- Not adequately linked with other issues such as climate change, transport, health, energy consumption, home heating etc.
- A lot of policy has emphasised risks of climate change and tackled these using technological solutions *at the expense of air pollution*
- But air pollution is killing people *here and now* - where 'behaviour change' has been tried this mainly focusses on people as 'individuals'



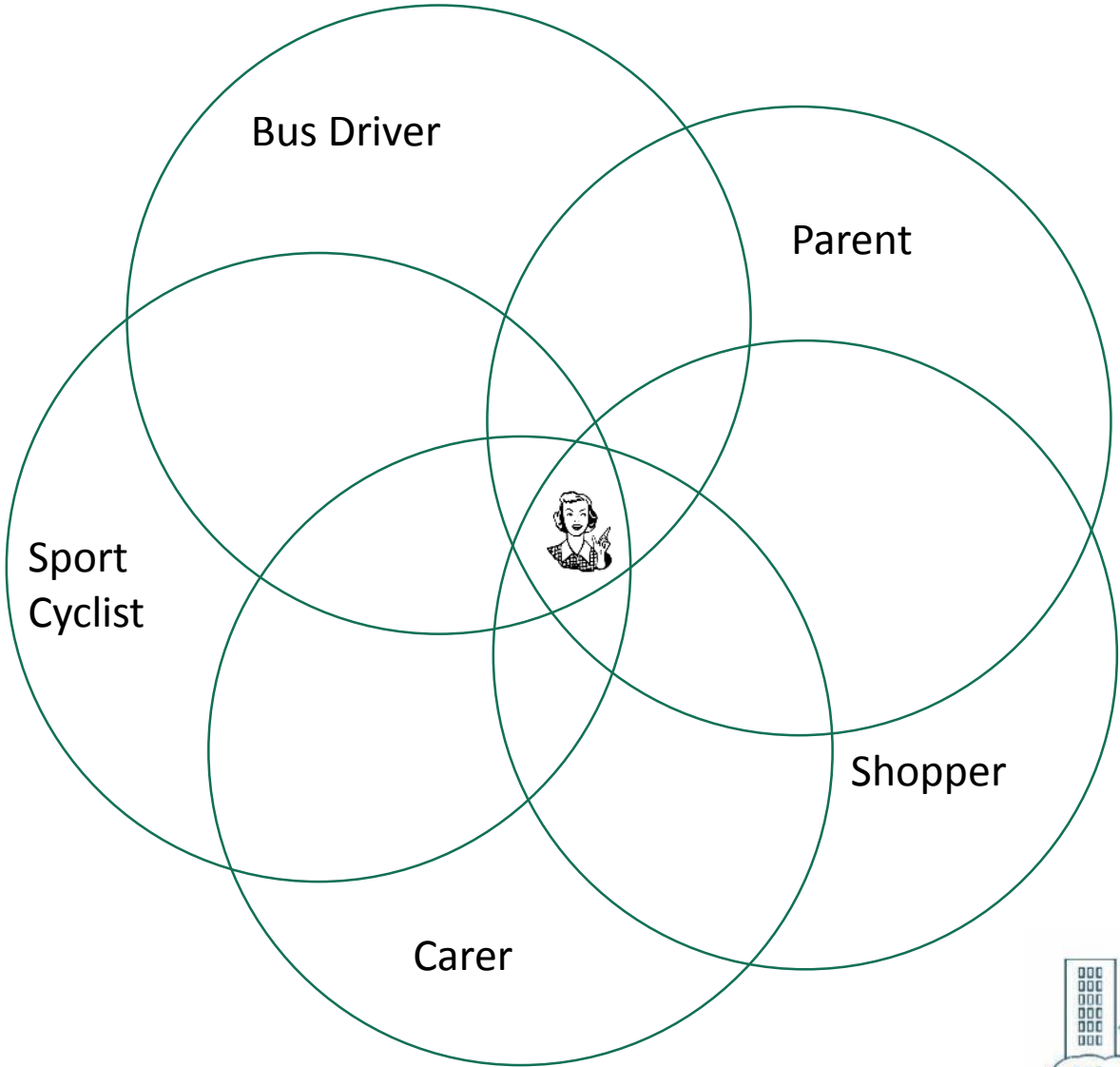
Differences between health and environment behaviour change



What does an 'Individual' look like?



Who are people?



~~Individuals~~

People/Citizens



Citizen Led Air pollution Reduction in Cities

Oxford English Dictionary

Individual = A single human being, *as distinct from a particular group*, or from society in general.

Citizen = *An inhabitant of a city or town*; esp. one possessing civic rights and privileges and responsibilities



4 Dimensions of Behaviour



Actor	Individual	Inter-Personal Network	Community	Segment/Group	Population
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Who, or what is enacting the behaviour?

Domain	Psychological	Bodily	Technological	Institutional/Social	Infrastructural/Environmental
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What are the influences on the behaviour?

Durability	One-off	Repeated	Dependent	Enduring	Norm-Setting
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What relationship does time have with the behaviour?

Scope	Discrete	Inter-Related	Bundled	Structuring	Pervasive
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How does the behaviour relate to other behaviours?



Change the behaviour of the behaviour changers!



ClairCity meeting of regional Mayors, Aveiro

Working with decision-makers.

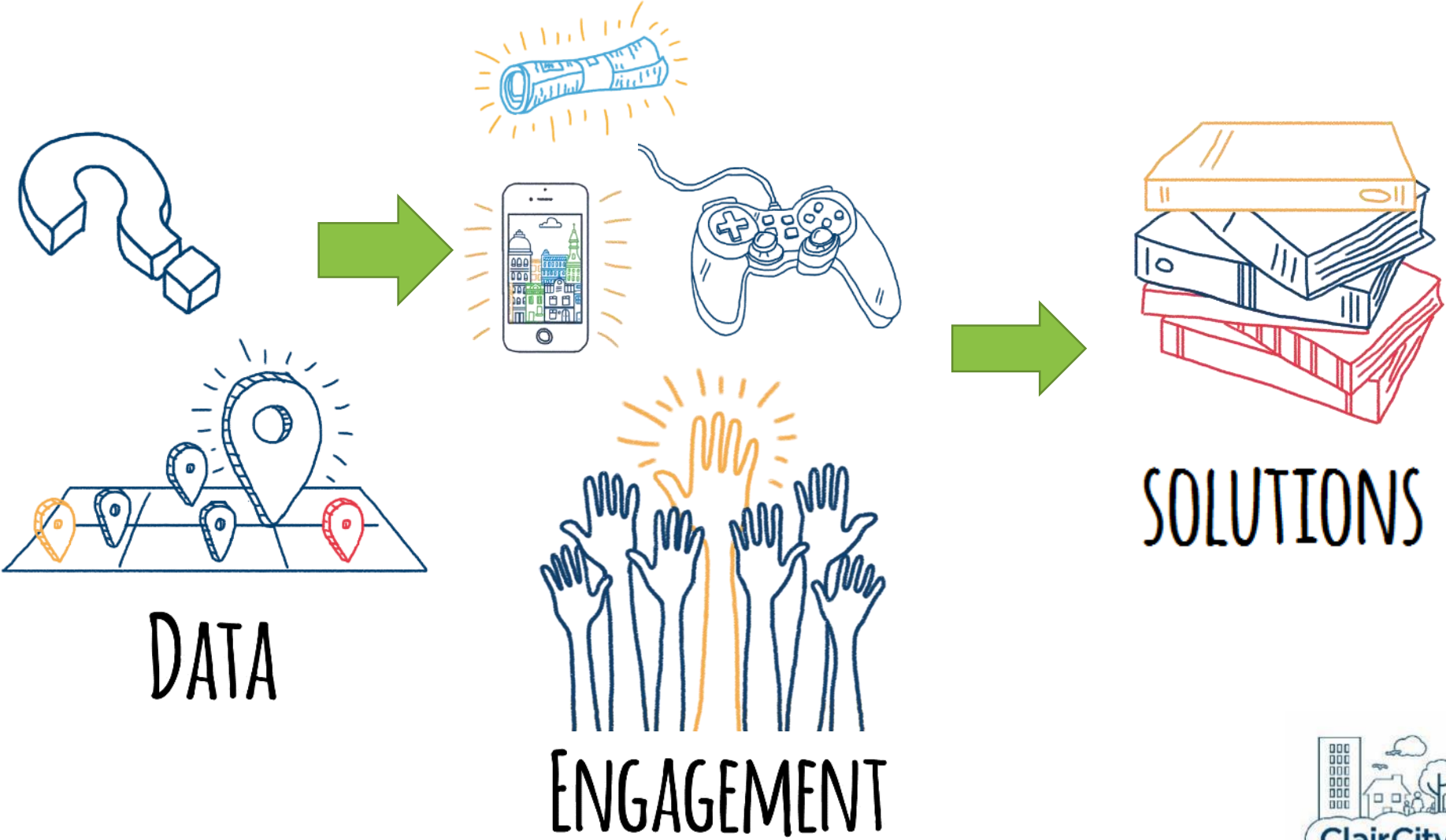
Involving citizens, but not (directly) asking them to change.



Public engagement in Bristol



ClairCity process



What would help people to cycle in my city?



Individuals-People

- Buy a bike
- Learn to ride or feel confident
- Find a route and cycle to work
- Encourage others to cycle



Organisations

- Provide showers & changing rooms
- Cycle storage in accessible places
- Casual dress codes
- Senior leaders promote cycling
- Improve virtual meeting tech to avoid journeys
- Pay double mileage for people who cycle to meetings
- Give directions for cyclists as well as drivers for visitors to the site
- Reduce car parking/ increase charges



Council

- Build and maintain good cycle paths
- Provide training and advice for cycling
- Cycle signposts
- Limit cars to routes
- Subsidise purchase of bikes/ cycle equipment (e.g. helmets, lights)
- Allow bikes to access areas e.g. to take on public transport
- Cycle lanes in pedestrianised areas
- City bike schemes



Government

- Fund cycle routes and networks
- Tax incentives to support people buying bikes; organisations to build infrastructure
- Invest in research looking at new technologies (eg electric bikes/cars)
- National targets for car use reduction



Events and news



- Community groups – not just environmental ones (e.g. community parents groups, health groups, WI)
- Street surveys in 4 different neighbourhoods
- Festivals and community events in suburban areas as well as city centre
- Local newspaper and radio
- Social media





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