



Education, regulation or marketing?

A guide to defining your problem

If you define the problem incorrectly, it doesn't matter how good your marketing programme is. Use this checklist as a tool to carefully think about the behaviour you propose to introduce and the behaviour you propose to change.

Education Problem

- It is a simple behaviour. Does not require new skills to perform.
- Benefits are immediately visible.
- Behaviour requires no equipment to perform.
- Behaviour not associated with any social stigma.
- Barriers to change are not seen as high.



Design a programme of support that focuses on educating people

Regulation Problem

- Education and motivation have failed to change behaviour.
- Behaviour causes serious damage to individual and society.
- Social consensus is that the behaviour should be regulated.
- Behaviour is observable by others.
- Behaviour is susceptible to effective regulation.



Seek to influence policy at either a local or national level

Marketing Problem

- Complicated behaviour often requires lifestyle change or new skills.
- Visible benefits are delayed.
- Behaviour requires external resources to perform.
- There is an effective behavioural alternative.
- Behaviour is stigmatized, addictive or already illegal.
- There is a preferred competing behaviour.
- Barriers to behaviour are perceived as high.



Invest in marketing