

# Stages of Behaviour Change



**USAID**  
FROM THE AMERICAN PEOPLE

**Breakthrough**  
**ACTION**  
FOR SOCIAL & BEHAVIOR CHANGE



A silhouette of a person with their arms raised in a 'V' shape, standing against a sunset sky. The person is facing away from the camera. The sky transitions from a deep blue at the top to a bright orange and yellow near the horizon. The overall mood is one of freedom, hope, and achievement.

*Human beings,*

BY CHANGING THE INNER ATTITUDES  
*of their minds,*  
CAN CHANGE THE OUTER ASPECTS  
*of their lives.*

*-William James, US philosopher & psychologist*

# What is Change?

**Alter:** To make different in some particular way

**Transform:** To make radically different

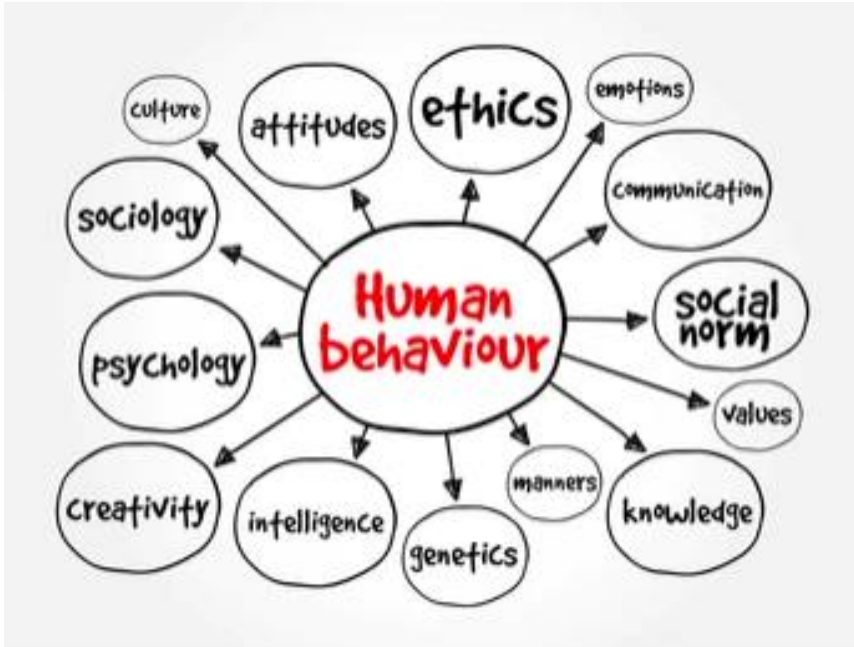
**Switch:** To make a shift from one to another

Merriam Webster Dictionary

# Change is Constant



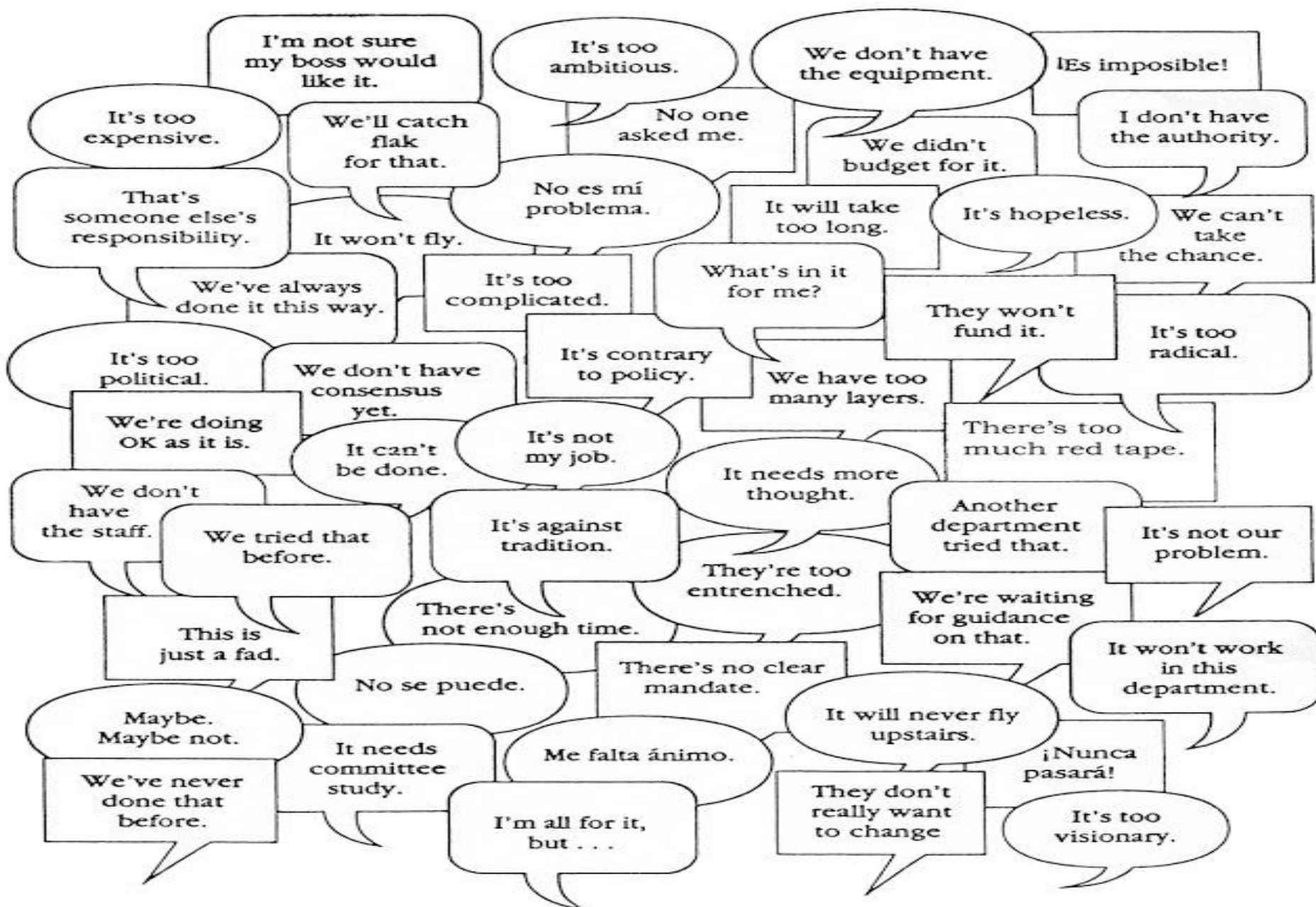
# Human Behaviour is Complex



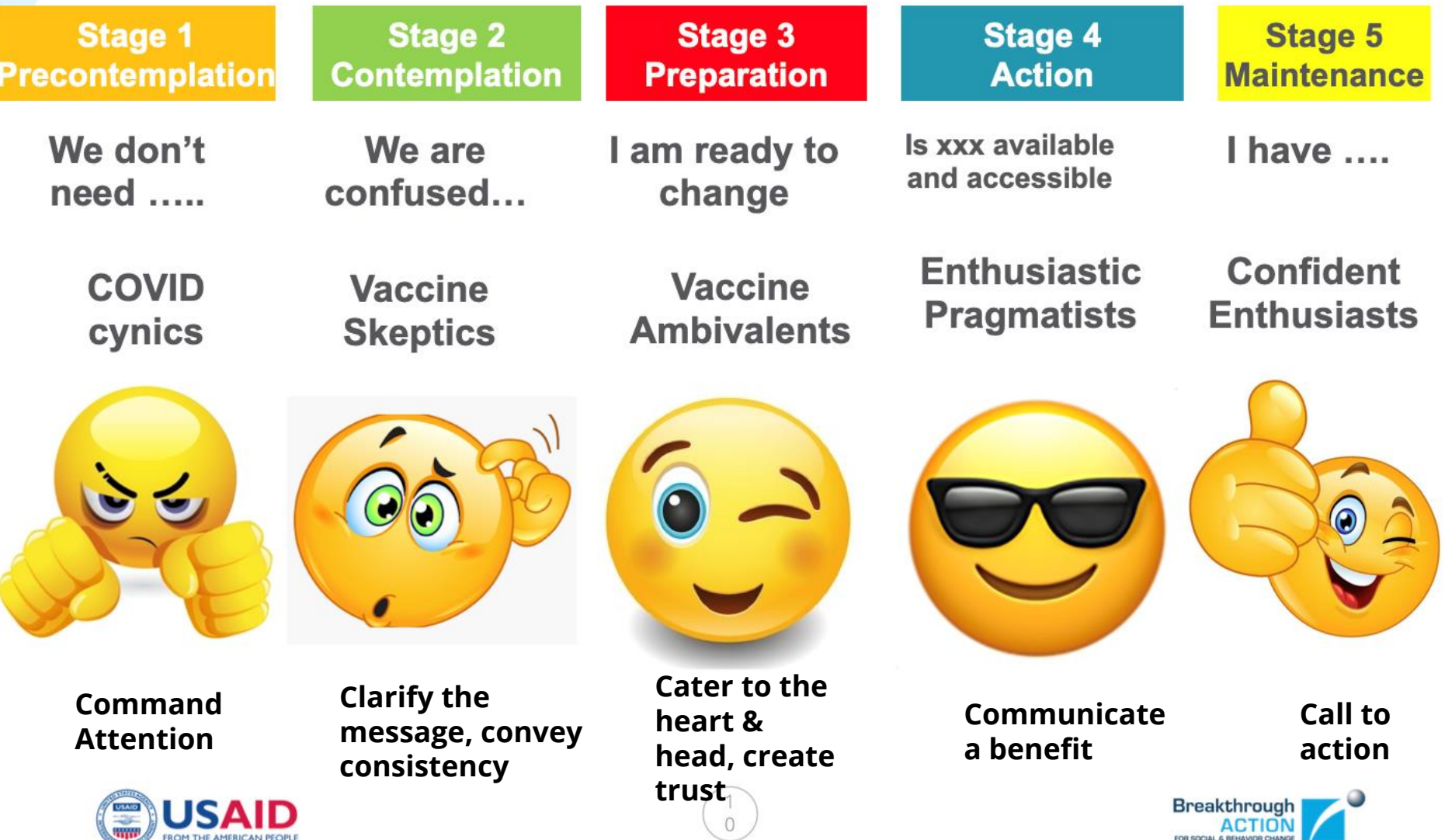
- Behavior is LEARNED
- Behavior is a function of the environment
- Old behaviors can be unlearned
- New behaviors can be taught
- KNOWLEDGE bring about CHANGE
- Changed behavior will change the ENVIRONMENT



# 50 Reasons Not To Change



# Stages of Behaviour Change



# Story Telling

- Share your experience engaging with people to discuss COVID prevention or testing.
- Identify which behaviour stage the person was.
- Discuss what type of actions you would take to move the person to the next stage.



# Change is a journey

- One person at a time
- Don't assume others will respond the same or that you will, under different circumstances
- Change affects everyone differently
- We may lack the power to change people
- But the information and power to convince are at our disposal



Change begins with me!

**To change others we may have  
TO CHANGE OURSELVES**

**first**

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