



Controlling Human Behaviour

Don't tell me what to do!



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Behaviour Change

- We think we understand how to do this
- We think it is common sense
- So – how can we make people behave securely? [Assignment Project Exam Help
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Report Back

- Time to report back on research from this week

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Simple Question

How do we keep people from walking on the grass (or doing something else we want them to do/not to do)?

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Appeals (Emotion)



Fun/Humour? (Emotion)

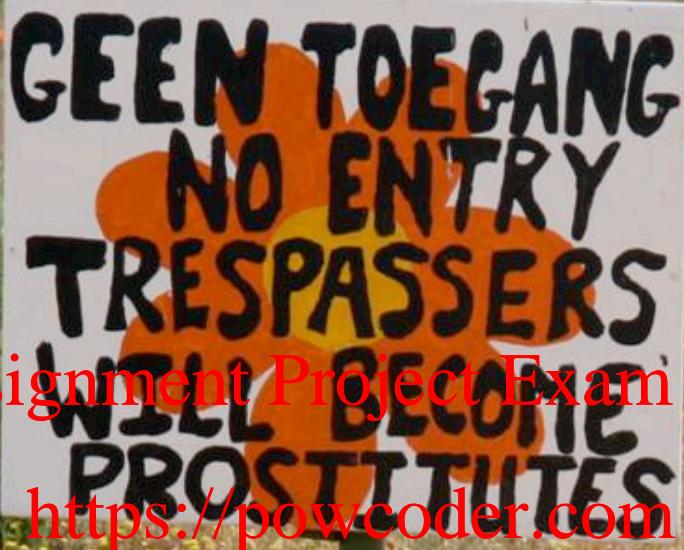


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GEEN TOEGANG
NO ENTRY
TRESPASSERS
WILL BECOME
PROSTITUTES

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RATTLESNAKES
HAVE BEEN OBSERVED

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PLEASE
STAY ON SIDEWALKS

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Smoking



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Smoking

- Wilhelm Kieft tried to outlaw smoking in New Amsterdam in the 1630s
- A mob of citizens had assembled before the governor's house.
- They began to smoke.
- William remonstrated
- The rioters made no reply but continued to smoke

Smoking

- Wilhelm finally gave in
- People could smoke, but they had to give up long pipes.
- Thus ended this insurrection, *the pipe plot*
- It ended, in mere smoke

Other Techniques

- Nagware:
 - Cars that beep when drivers don't fasten their seatbelts
Assignment Project Exam Help
 - Windows pops up reminders until you install security updates
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- Forcing
 - Systems that force you to change your password at regular intervals

Usual Considerations

1. Users just need to be educated
2. Get people's attitudes sorted out
Assignment Project Exam Help
3. People need to think about the
consequences of their actions
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4. People are lazy

I am borrowing heavily from TED talks, specifically Jenni Cross's talk

Which Will Reduce Littering?

A

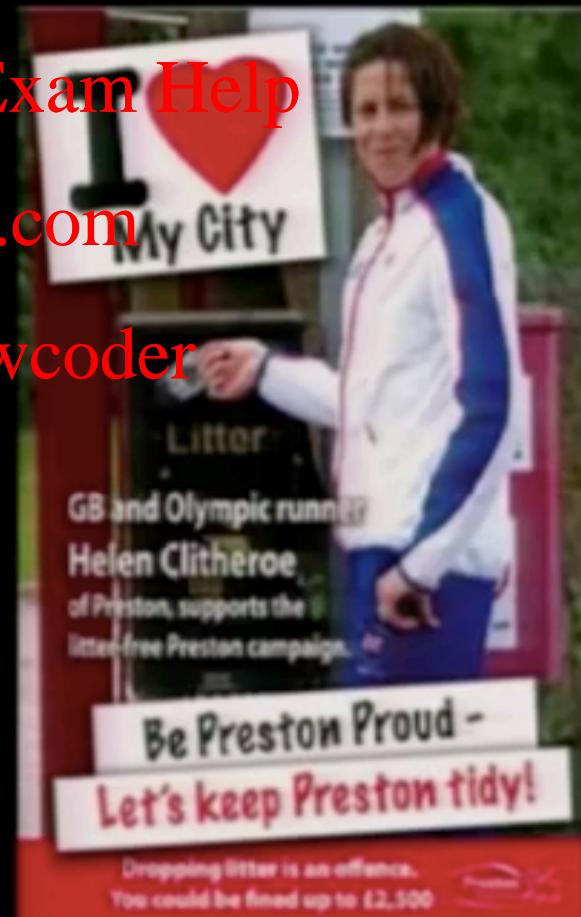


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B



EDUCATION Myth

Knowledge

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Reliably

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Changes

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Behaviour

Information is not Enough



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Information is not Enough

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It Depends How you Present it



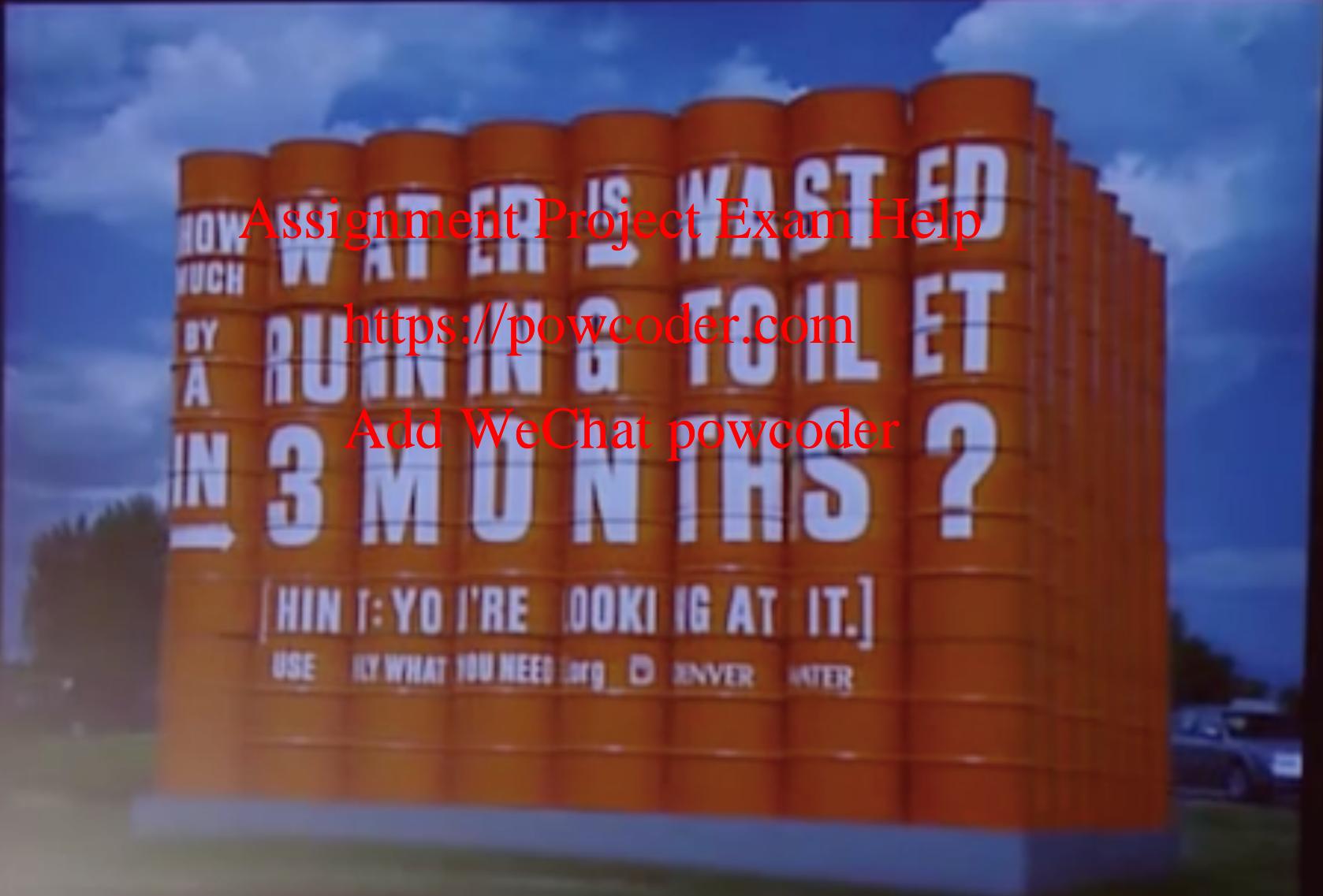
Tangible

Personalized

Interaction

60%

Frame LOSS, not Gain



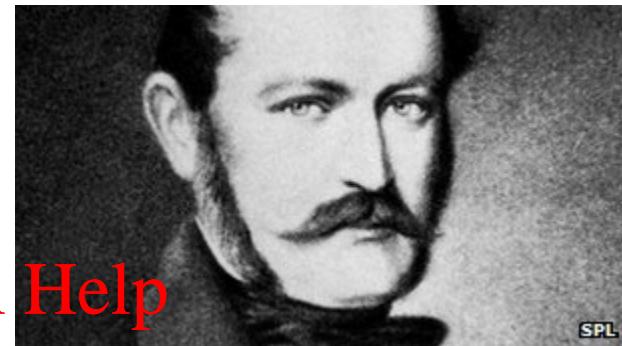
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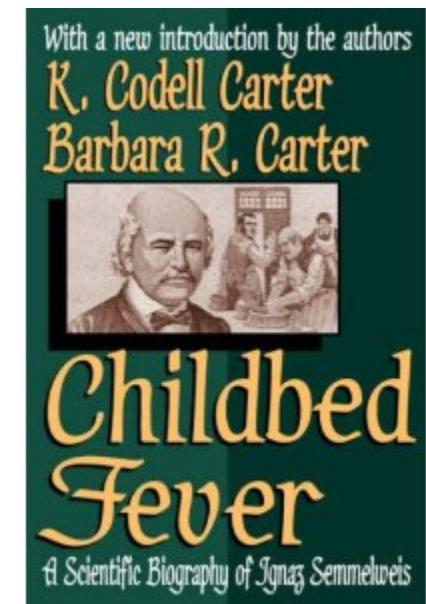
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Just Educate...

- Ignaz Semmelweis
- Discovered the role of hand washing in preventing cross-infection in 1847
- He didn't live long after he was accepted, dying in a mental asylum after a breakdown in 1865



SPL





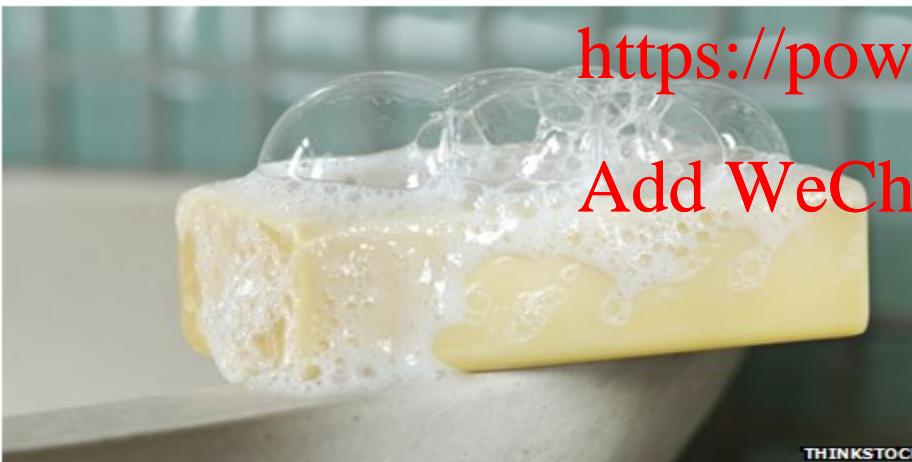
15 October 2012 Last updated at 10:55

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Handwashing: Why are the British so bad at washing their hands?

By Denise Winterman
BBC News Magazine

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In a recent UK-wide study, 99% of people interviewed at motorway service stations toilets claimed they had washed their hands after going to the toilet. Electronic recording devices revealed only 32% of men and 64% of women actually did.

Faecal matter can be found on just over a quarter of our hands, new research suggests. In some cases the quantity of germs is equivalent to the number in a dirty toilet bowl. So why are the British so bad at washing their hands?

Poo, it's getting everywhere. Faecal bacteria are present on 26% of hands in the UK, 14% of banknotes and 10% of credit cards, according to new research carried out by hygiene experts from Queen Mary, University of London (QMUL) and the London School of Hygiene & Tropical Medicine. In QMUL's findings, 14% of banknotes and 10% of credit cards contained faecal bacteria.



Nursing Times.net

EDITOR'S COMMENT

“It's time to change the culture of the NHS

[HOME](#)[NURSING PRACTICE](#)[NURSING TIMES LEARNING](#)[OPINION](#)[STUDENT NUR](#)

Hand hygiene compliance: exploring variations in practice between hospitals

<https://powcoder.com>

8 December, 2008

This observational study examined differences in hand hygiene practice between four acute hospitals

Authors

Sile A. Creedon, MSc, BNS,DipIT (teachers), DipHP, RNT, RGN, RM, CC, is lecturer, School of Nursing and Midwifery, University College Cork, Ireland; **Barbara Slevin, MSc, HDip Infection Control, PG Perioperative Theatre Nursing, RGN**, is infection control nurse; **Valerie De Souza** is research officer; **Mai Mannix, MB, MRCGP, MPH, MFPHMI**, is specialist in public health medicine; **Gemma Quinn, BN, SPQ Infection Control, RGN**, is infection control nurse; **Liz Boyle, HDip Infection Control, RGN**, is infection control nurse; all at Health Service Executive, Ireland; **Aoife Doyle** is medical student, University College Dublin; **Breda O'Brien, HDip Infection Control, RNID, RGN**, is infection control nurse; **Nuala O'Connell, MB, MSc, MD, FRCPPath, FFPPath**, is consultant microbiologist; **Louise Ryan, HDip Infection Control, Dip Nurs Mgt, RM, RGN**, is infection control nurse; all at Health Service Executive, Ireland.

Hand hygiene compliance up at Vanderbilt University Medical Center due to new app

Jun 22, 2012 by Cory Schultz

 Tweet 32

 Like 8

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Featured

News



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Hand hygiene is one of the most important steps that can be taken to avoid getting sick and spreading germs to others.

Especially in a healthcare setting, it is the first line of defense when interacting with patients.

Vanderbilt University Medical Center (VUMC) physicians, nurses and IT specialists understand this all too well, having recently collaborated on

an iOS app that more efficiently documents and reports hand-hygiene compliance.

Individuals monitoring clinical areas can now send electronically recorded observations directly to a database for immediate processing.

In 2003, VUMC started a campaign to encourage and increase hand washing. At the time, compliance was only at 58%. Leaders in the organization wanted to find ways to increase compliance. This resulted in the VUMC Hand Hygiene Committee, a team of physicians and nurses working together to tackle the issue. They began exploring alternatives for data collection and began a collaboration with the Department of Anesthesiology's Perioperative Informatics group.

Police to crack down on mobile-using drivers this week

Anti-distraction campaign calls for hand-free ban too

by **John Stevenson** November 18, 2013

The distraction of talking and texting while driving has been implicated in many recent cyclist casualties. Road safety charity Brake is this week calling on drivers to turn off their phones as police launch a week-long crackdown.

Brake says that 575,000 drivers have points for using a mobile while driving or being otherwise distracted. Almost a quarter of road deaths were caused by motorists who were distracted while driving, including 17 deaths directly attributable to drivers talking on the phone while driving and 548 casualties.

Tragic examples include [the death of Anthony Hilson](#), who was hit from behind on September 9th 2012 when he was by Victoria McClure on the A4 Bath Road in Twyford, Berkshire.

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Driver using mobile (CC licensed image by lukys1:Flickr)

Related stories

[Illegal texting at wheel doubles in past year, says new research from Halfords](#)

Attitudes Myth

Change the

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Attitude to

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Change the

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Behaviour

It's the Other Way Around Behaviour Changes Attitudes



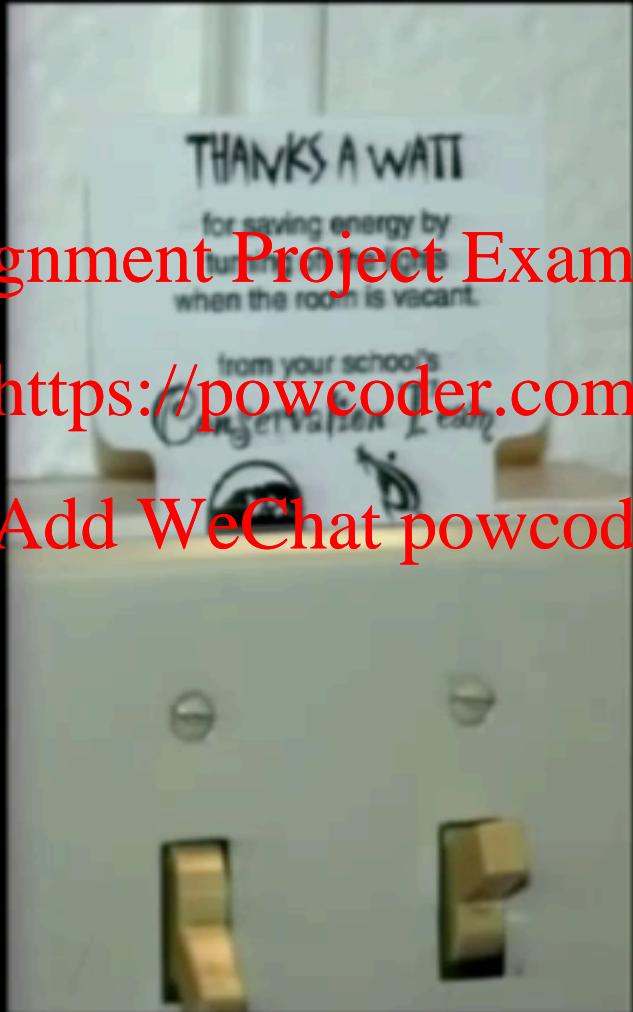
Set Behavioural Expectations

NORMS!

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Attitudes!

- Video

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We Understand Ourselves

Myth

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People Know

<https://powcoder.com>

What Motivates
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their Behaviours



JW MARRIOTT.
HOTELS & RESORTS

Save Our Planet Assignment Project Exam Help

Dear Guest,

Every day millions of gallons of water are used to wash towels that have only been used once.

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You Make The Difference:

- A towel hanging up means “I will use again.”
- A towel on the floor means “Please exchange.”

**Thank You For Helping Us Conserve
The Earth’s Vital Resources.**

What Will Motivate You?

What people said:

What changed behavior:

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1. Protect the environment <https://powcoder.com> 38%
2. Benefit society Add WeChat powcoder
3. Save money
4. Other people are doing it 58%

Join the Crowd

Studies show people decide what to do - and where to look - in part by following others.

Telling hotel guests that others choose to reuse towels is an effective marketing tactic.

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Message to guest

Help the hotel save energy

<https://powcoder.com>

Partner with us to help the environment

31

Almost 75% of guests reuse towels

44

75% of the guests who stayed in this room reuse towels

49

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Sources: Study by Noah J. Goldstein, Vladas Griskevicius, Robert B. Cialdini of Arizona State University; AOL

NORMS



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Social Norms:

Descriptive –
what people
currently do

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Injunctive – it is expected that
people do this...



Descriptive



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Brightside
www.brightside.com.au



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Injunctive

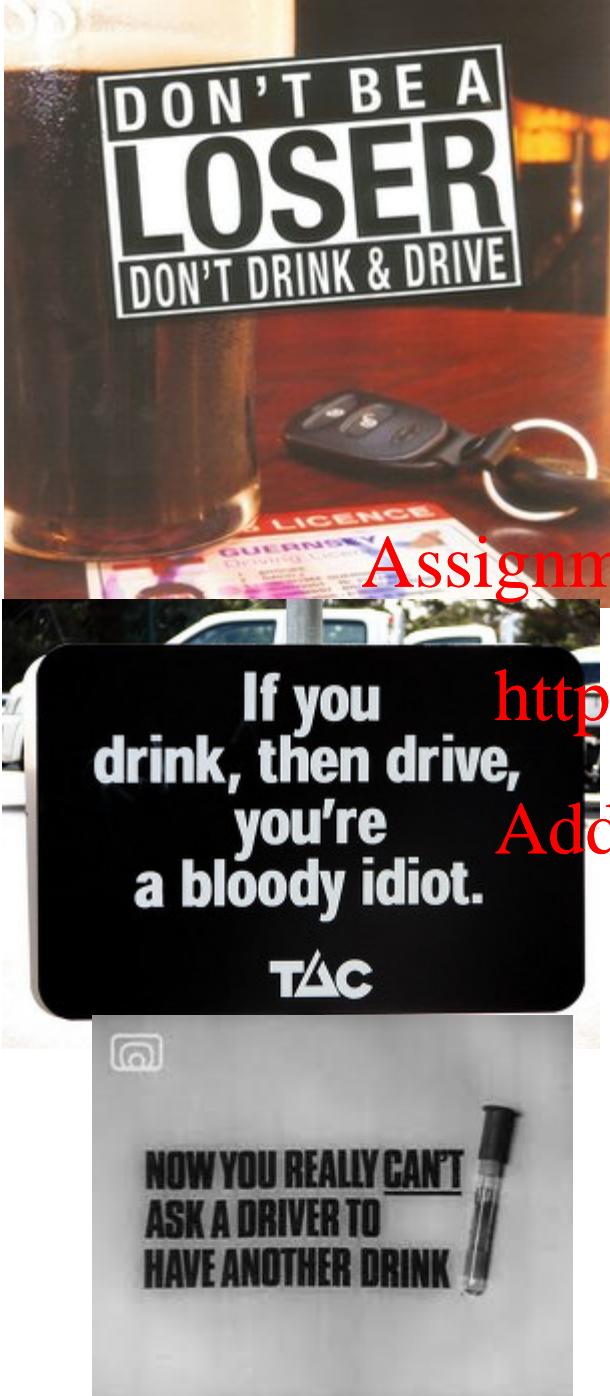


- The campaign is credited with reducing litter on Texas highways roughly 72% between 1985 and 1990.

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Social Norms/ Identity

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Your body works off alcohol at a rate of roughly one unit per hour. So, if you've had a big weekend, you may still be over the limit on your way home, even if you leave it until Sunday afternoon.

YOU DON'T HAVE TO BE DRUNK
TO BE A DRINK DRIVER...
For more information visit
www.over-the-limit.co.uk

Which Will Reduce Littering?

A

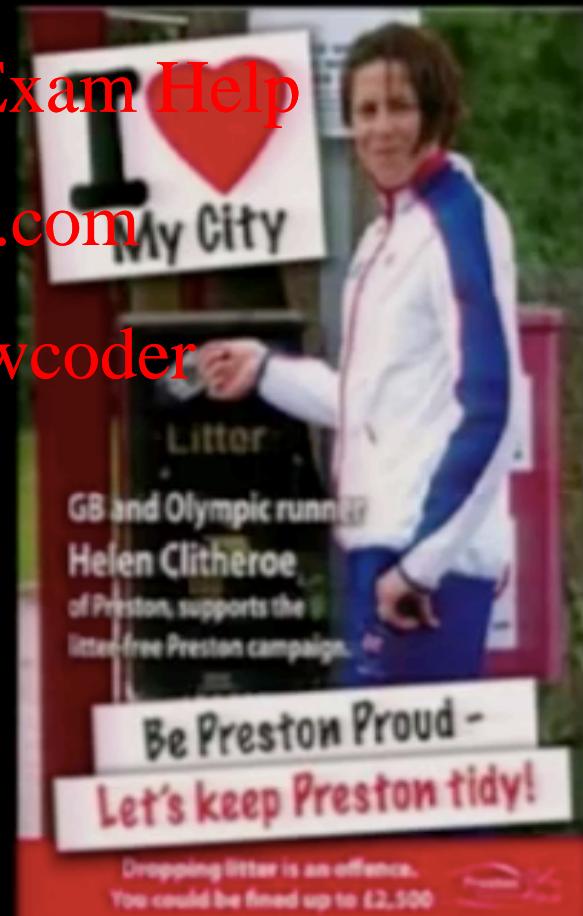


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B



Consequences

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It is just not that
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simple!

The Impact of Norms and Assumed Consequences on Recycling Behavior



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This Article

doi: 10.1177/0013
Environment and Behavior
1999 vol. 31 no. 5

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Christopher Bratt

Norwegian Institute for Urban and Regional Research

Abstract

Given the aim to motivate consumers to behave in a more environmentally friendly manner, there is a need to understand how consumers' environmental behavior can be influenced and what variables predict environmental behavior. This article applies structural equation models (path analyses) to investigate these issues, with experienced social norm, assumed consequences of behavior and personal norm as independent variables of recycling behavior. The study is based on a Norwegian survey. As predicted, the social norm revealed no direct link to behavior. Rather, the effect of the social norm seemed to depend on an intervening personal norm. The possible social pressure exercised by family members was investigated. Assumed environmental consequences of behavior and reported behavior were found to be only loosely connected. Furthermore, assumed consequences of behavior revealed no mediating effect on the link between personal norm and behavior, which is contrary to what Schwartz's theory on altruistic behavior would imply.

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Smoking

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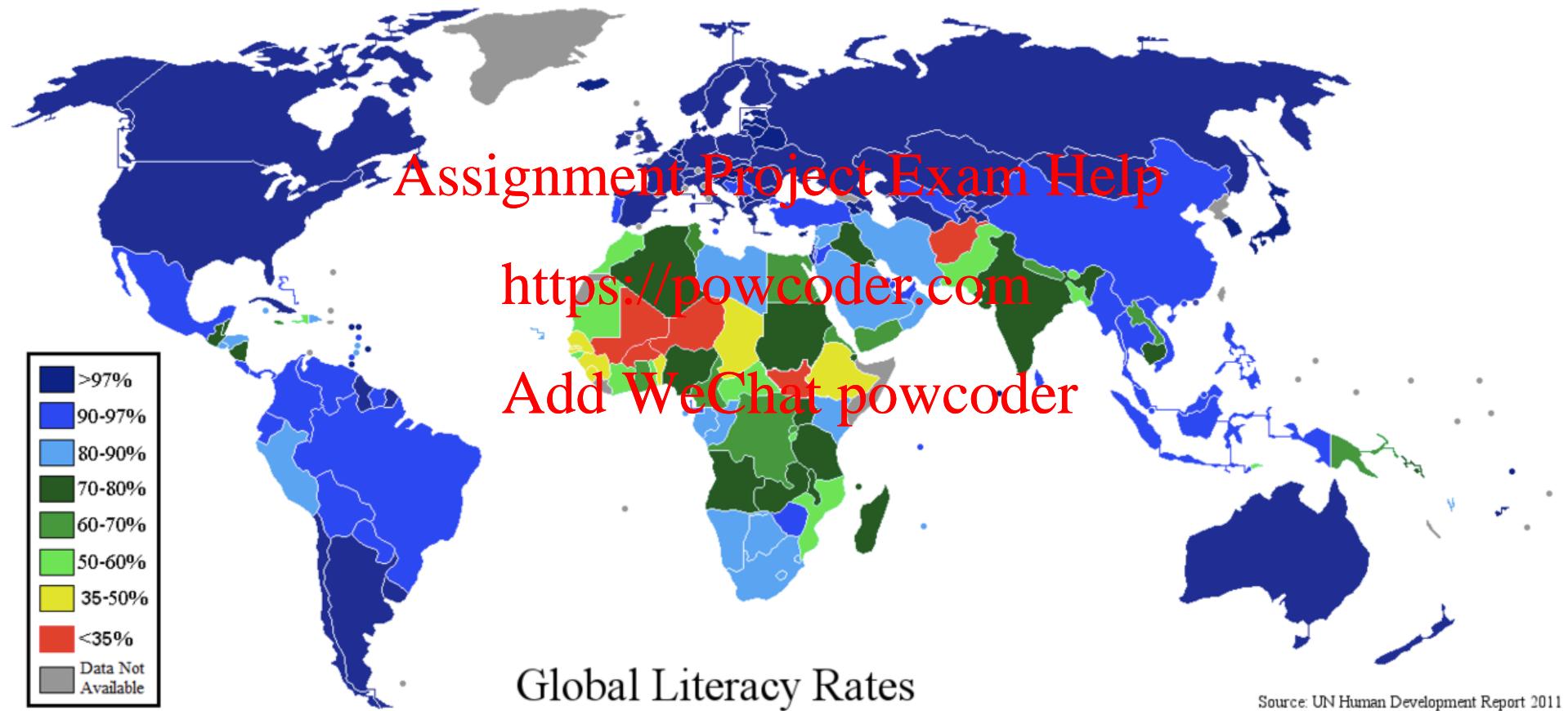
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x = annual cigarette consumption per capita

- $3000 \leq x < 3300$
- $2700 \leq x < 3000$
- $2400 \leq x < 2700$
- $2100 \leq x < 2400$
- $1800 \leq x < 2100$
- $1500 \leq x < 1800$
- $1200 \leq x < 1500$
- $900 \leq x < 1200$
- $600 \leq x < 900$
- $300 \leq x < 600$
- $0 \leq x < 300$
- No data

Literacy Levels



Safety Procedures

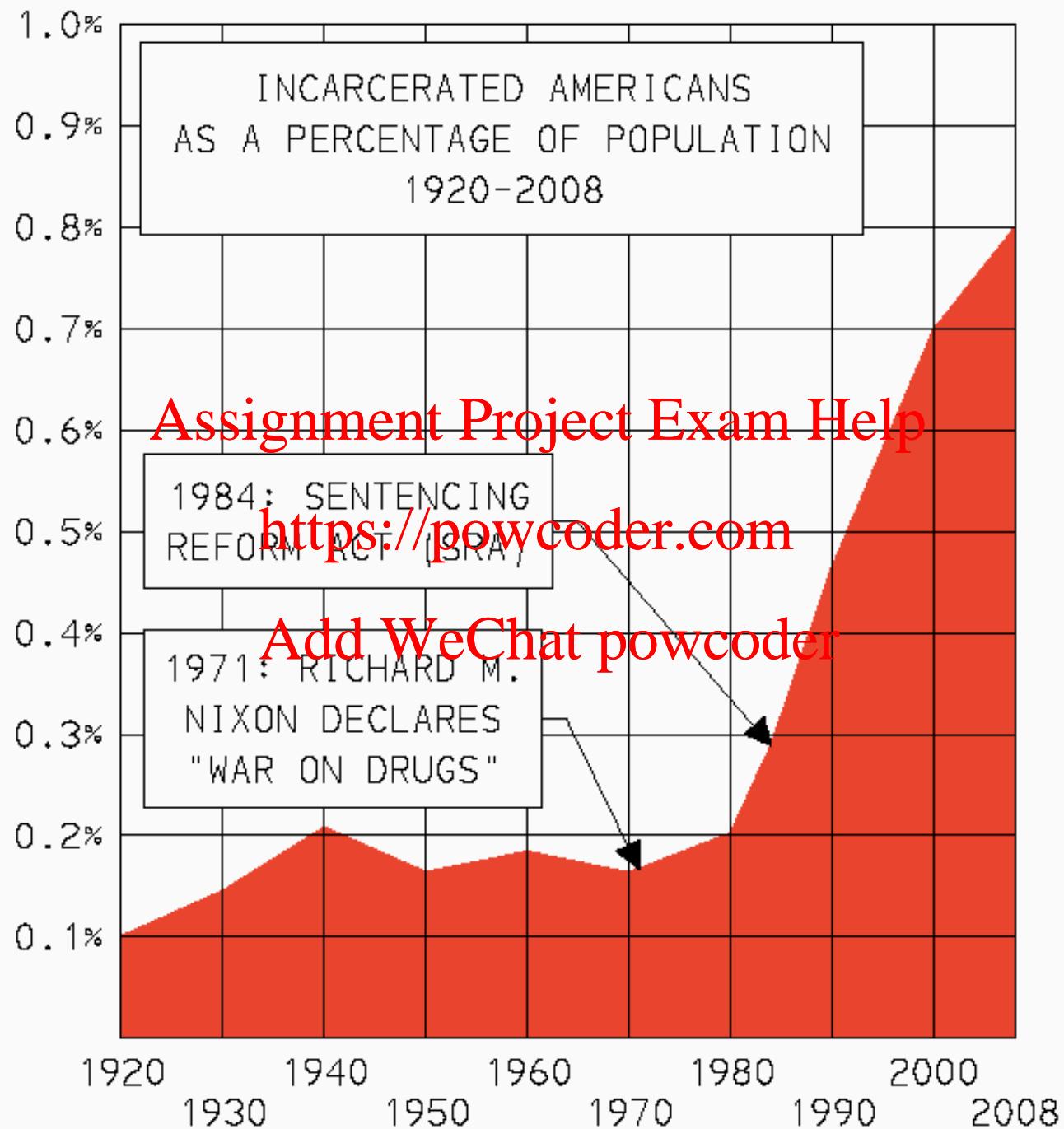


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Journal of Applied Social Psychology

The Relationship Between the Consequences Adolescents Expect from Smoking and Their Behavior: A Factor Analysis with Panel Data¹

Karl E Bauman* and Roger L Chenoweth

Issue

Article first published online: 31 JUL 2006

DOI: 10.1111/j.1559-1816.1984.tb02218.x

JOURNAL OF APPLIED
SOCIAL PSYCHOLOGY

Journal of Applied Social
Psychology

Volume 14, Issue 1, pages
28–41, February 1984

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The expected consequences of behavior are basic to many modern theories of behavior and to programs designed to influence behavior. In this research, 52 consequences expected from smoking cigarettes were measured in a panel study of 1,406 adolescents. Six factors were identified through factor analysis of these consequences. Multivariate analyses generally indicated that the negative physical/social factor predicted the initiation of smoking and the pleasure factor predicted smoking initiation and increased smoking among those who were smokers at the beginning of study. The other factors-positive peer relationships, negative peer relationships, habit, and health-were either unrelated to subsequent smoking behavior or inconsistently related across the multiple measures of behavior. The research is considered in the context of theory, methods, and programs related to adolescent cigarette smoking.

No link between tough penalties and drug use - report



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Drug abuse should be treated as a health issue, says Norman Baker MP

There is "no obvious" link between tough laws and levels of illegal drug use, a government report has found.

Liberal Democrat Home Office minister Norman Baker said the report, comparing the UK with other countries, should end "mindless rhetoric" on drugs policy.

He accused the Conservatives of "suppressing" the findings for months.

Contrasting approaches

The Home Office looked at methods used to control drug use in various countries

9 have sanctioned "drug consumption rooms"
including Canada, Denmark and Switzerland

8 are trialling the treatment of addicts with pure
heroin rather than methadone, including
Switzerland, the Netherlands and the UK

4 have special "drug courts", where people
pleading guilty to drug offences can opt for
treatment rather than prison, including the US

1 has set up "dissuasion commissions" - Portugal

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Lazy?

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I wonder...

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Science, 27 February 1970

Vol. 167 no. 3922 pp. 1273-1274

DOI: 10.1126/science.167.3922.1273

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Rats' Preference for Enriched Environment in Comparison with Free Food

Brooks Carder, Kenneth Berkowitz

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+ Author Affiliations

ABSTRACT

Rats were trained to eat free food from a dish, then trained to press a lever for similar food. The free food was then presented while subjects were pressing on several reinforcement schedules. Subjects continued to press for reinforcement when one or two presses were required for reinforcement, and ate little free food. When ten presses were required for reinforcement, rats preferred free food and pressed little or not at all. It was concluded that, when work demands are not too high, rats prefer earned food to free food.



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Spot-necked otter foraging from Kong toy feeder

Photo by Hilda Tresz

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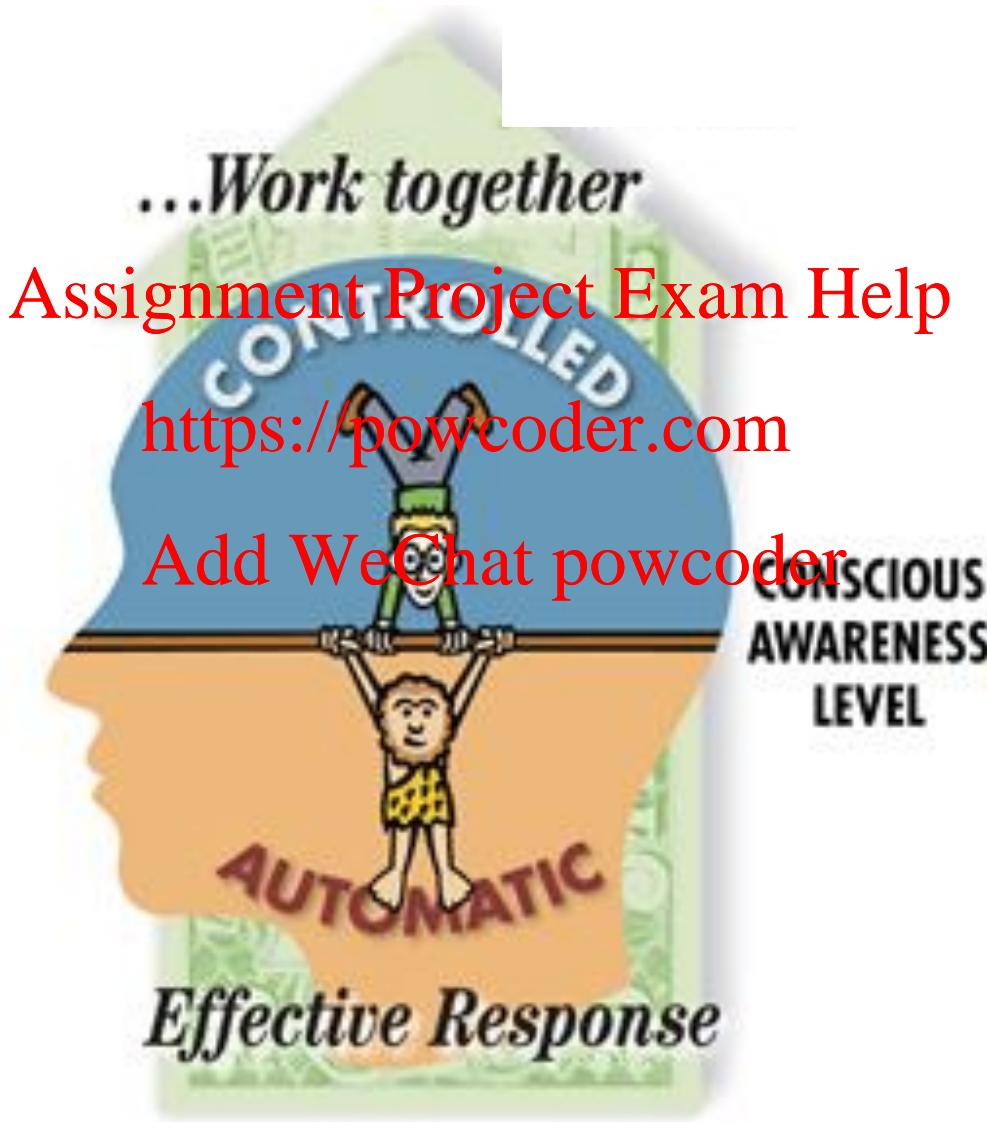


Asian elephant (...) retrieving pellets form barrel/ball feeder
Photo by Hilda Tresz



Fennec foxes(..) using meat feeder
Photo by Steve OK

Cognitive Misers



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Thinking,
fast

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DANIEL
KAHNEMAN

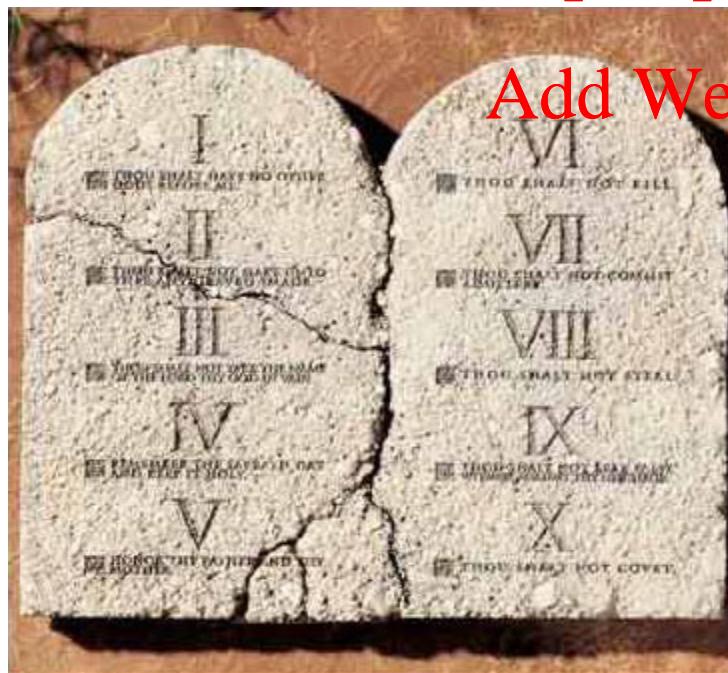
THE MOST INFLUENTIAL BOOK YOU'LL READ THIS YEAR

NOW A MAJOR BESTSELLER

Security Policies look like this:

- You should NOT do these things
- You SHOULD do these things
- Here are the Assignment Project Exam Help consequences if you don't

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Why do folks drink and drive?

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Why do folks drink and drive?

- They think they are unlucky to be caught (**no consequences**)
- Confusion about safe levels (**no knowledge**)
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- Poor judges of their own level of inebriation
<https://powcoder.com>
(skills) Add WeChat powcoder
- Publicise breathalising levels - Consequences
- Report numbers caught - Knowledge
- Random testing – luck out of the equation
- Reduce confusion – simple & clear

Education





Drink Driving



- First anti-drink drive campaign in 1967
- Breath testing
- Tougher laws and better enforcement

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	Car driver drink drive accidents		Drink drive accidents per 100 thousand licence holders		Drink drive accidents per 100 million miles driven		Number
	1996	2006	1996 ¹	2006	1996 ¹	2006	
Under 17	70	50	—	—	—	—	
17 - 19 ²	930	1,000	64	65	22	24	
20 - 24	2,070	1,900	68	63	13	14	
25 - 29	1,710	1,340	45	43	7	7	
30 - 34	1,330	990	33	29	4	4	
35 - 39	990	890	28	22	4	3	
40 - 49	1,280	1,180	20	16	2	2	
50 - 59	610	580	12	9	2	1	
60 or over	340	250	6	3	1	1	
All ages ³	9,450	8,330	29	22	4	3	

Sources: National Travel Survey and STATS19

¹ Based on NTS 1995-1997 average

Drink Driving (UK)

DRINK DRIVE DEATHS, 1979-2007

Fatalities

2,000

1,500

1,000

500

0



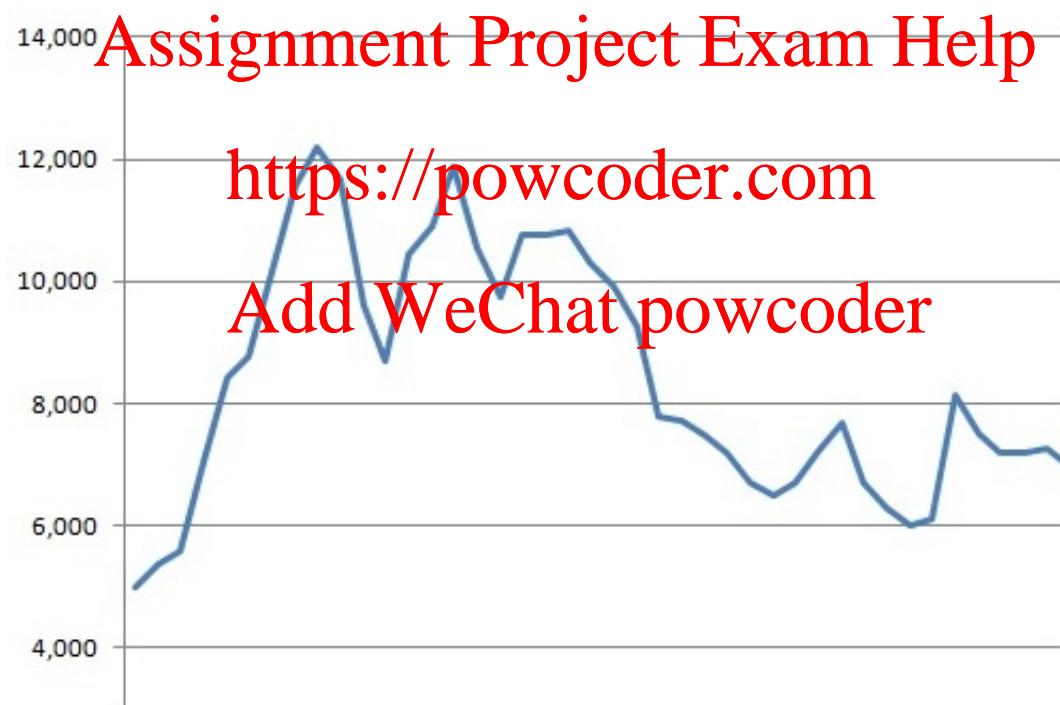
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SOURCE: Department for Transport

The number of drink driving convictions in Scotland, 1966-2007



Number of people testing positive to drink driving at Christmas



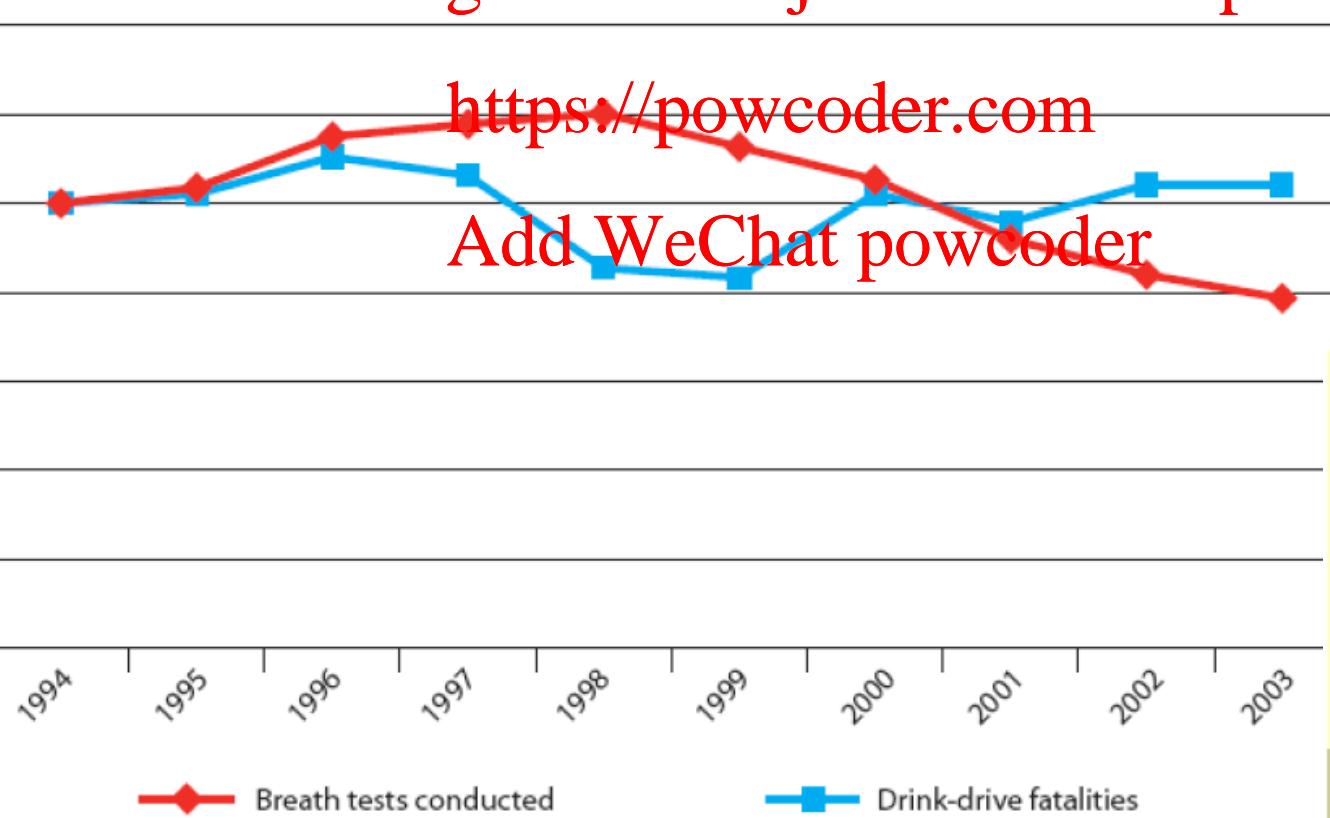
Number of breath tests carried out and number of drink-drive fatalities

Index 1994 : 100¹⁹

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“

The government needs to reverse this carnage by investing in high-profile, year-round enforcement and more campaigns

”

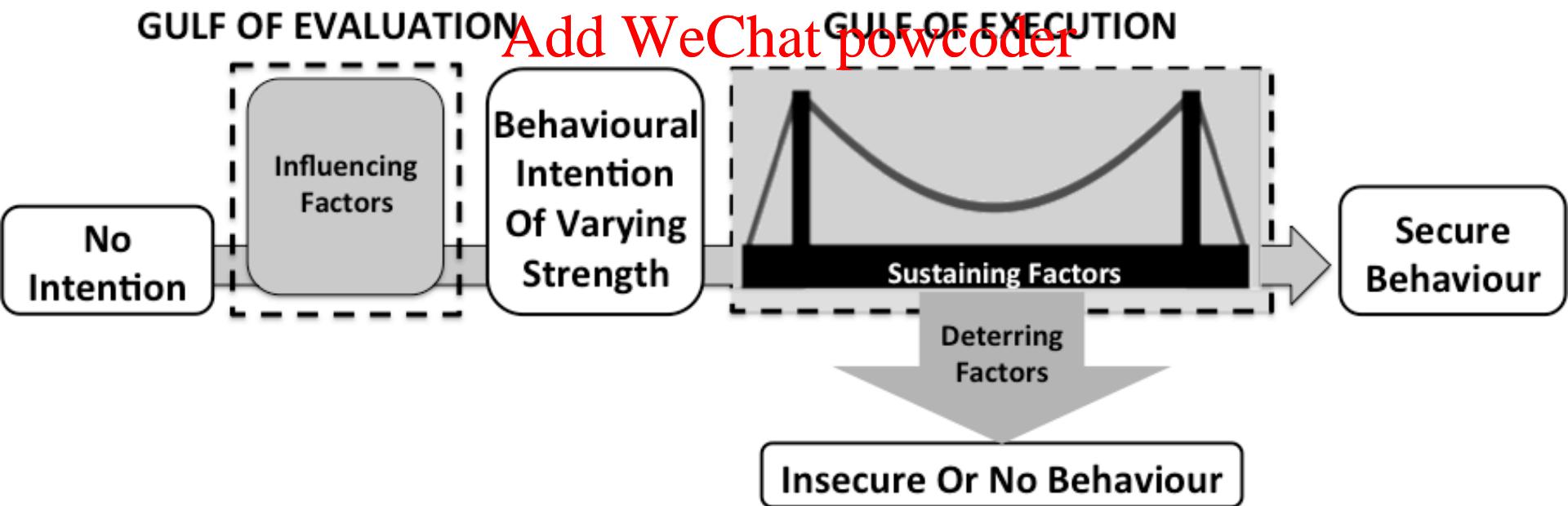
Mary Williams Brake

Usual Approaches

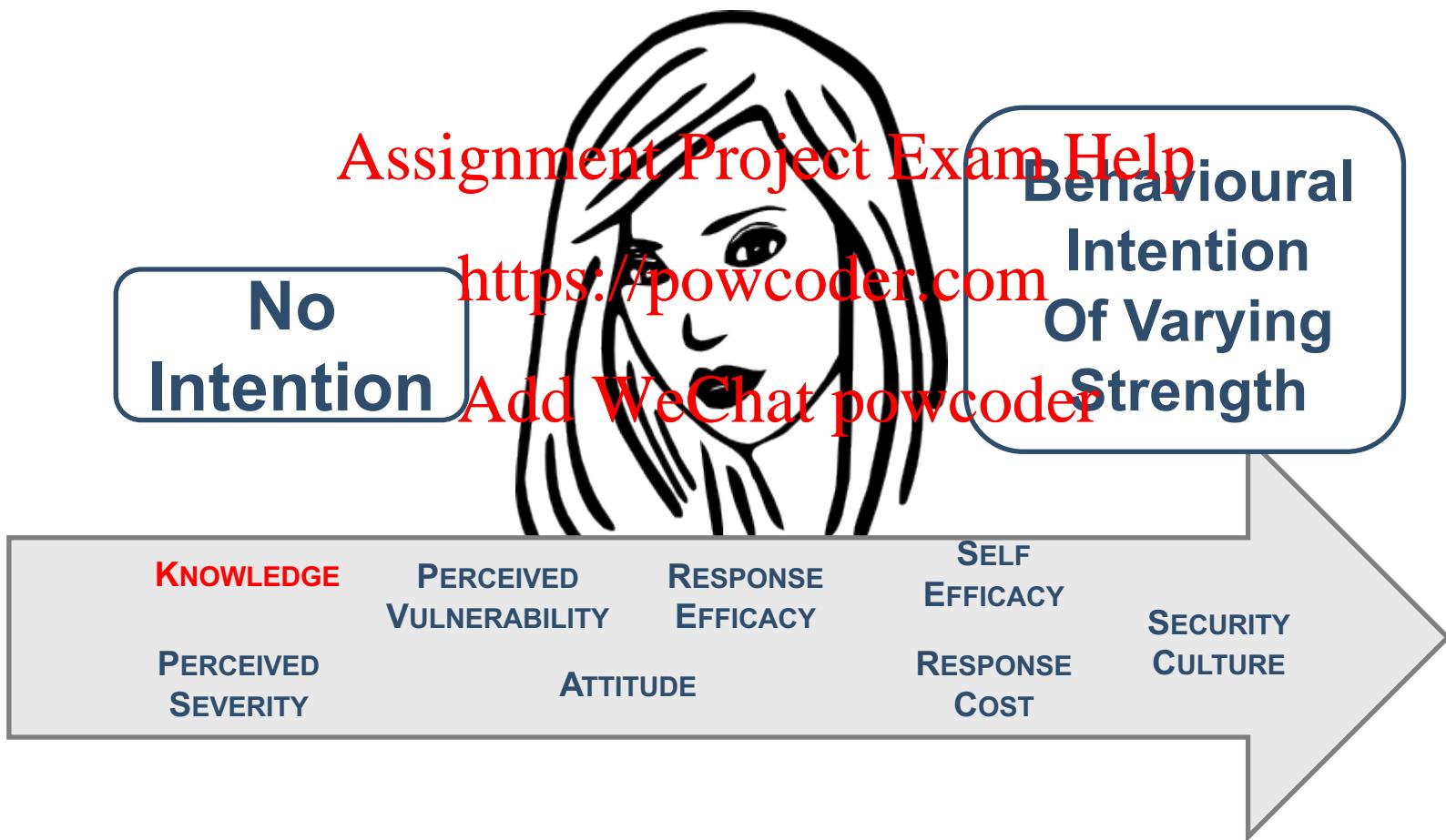
1. Users just need to be educated
(necessary, not sufficient)
2. People need to think about the
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consequences of their actions
(necessary, not sufficient)
3. Get people's attitudes sorted out
(myth)
4. People are lazy **(myth)**

People are Complicated!

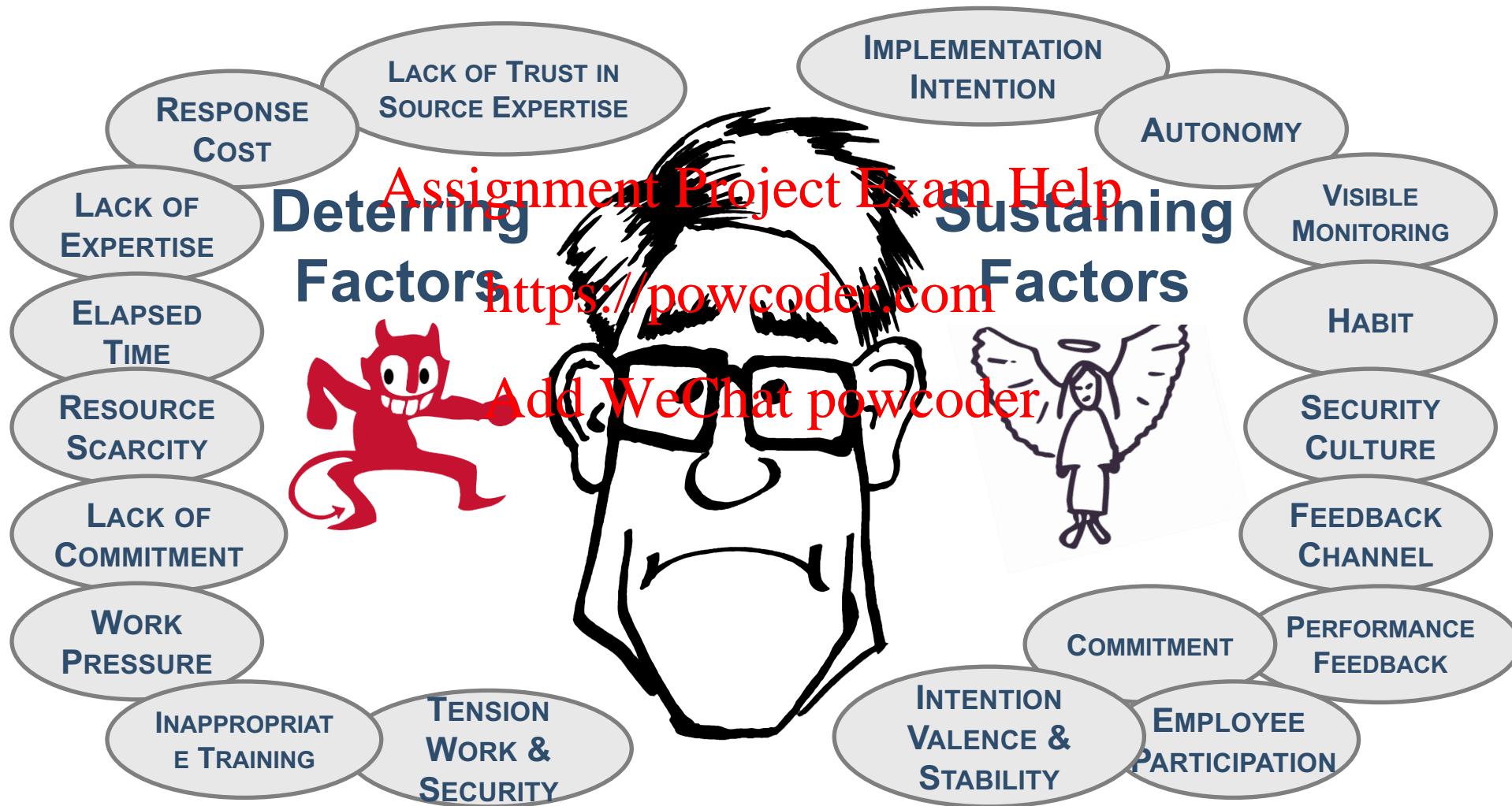
We need to think of other motivators



Gulf of Evaluation



Gulf of Execution



Motivations

It's all about
self esteem

- Quiz Question. A company wants to motivate you with a bonus. Which motivation works for you? Assignment Project Exam Help
 1. Think of what £1000 would mean as a down payment on a car or that home improvement you want? Add WeChat powcoder
 2. Think of the security you would have with that £1000 in your bank account
 3. Think of what £1000 means in terms of how much the company values your contribution

Motivations

- Which of these motivations would work best for other people?

1. Think of the security Assignment Project Exam Help this job provides
2. Think about https://powcoder.com visibility this job provides. Lots of people will be watching your performance Add WeChat powcoder
3. Think about how rewarding it would be to do this job. It offers a unique learning opportunity



Social Comparison

Company had two schemes

- Salesmen who sold more software than 90% of other salesmen got into the president's club
 - chosen at end of year
 - Gold star on card
<https://powcoder.com>
 - Companywide recognition
 - Email from CEO
Add WeChat powcoder
 - Weekend trip
- Commission accelerator – a high volume sale at the beginning of a quarter gets higher commission on next sales

How do they decide?

- Negotiating sale in December
 - Do it now, get into the club
 - Do it in January, get higher commission
- What do they do?
 - They “pay” \$30 000 to get into the club
- Workers respond to schemes which allow them to compare themselves socially to their peers



Performance

Behaviour

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Feel

Raw Emotion

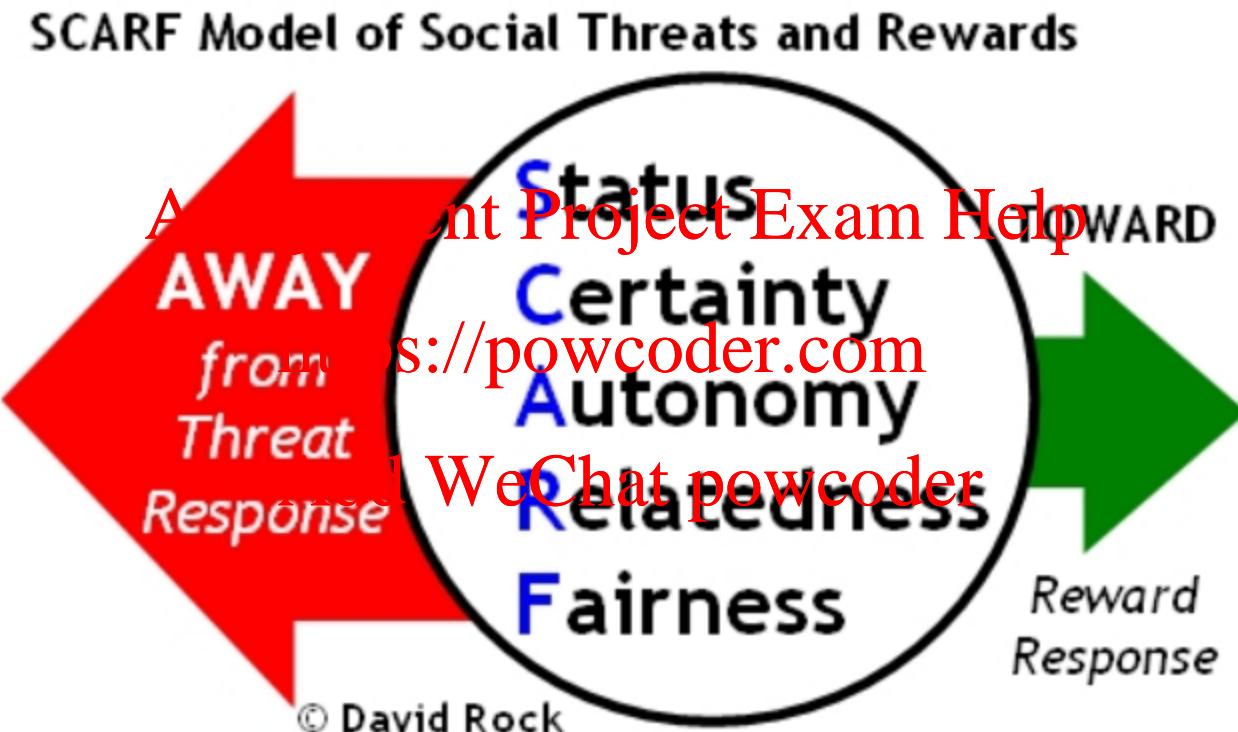


Physiology

What Motivates People?

- Emotional needs are on the same level as food and water
- SCARF Model
 - Status – importance to others
 - Certainty concerns being able to predict the future.
 - Autonomy provides a sense of control over events.
 - Relatedness is a sense of safety with others, of friend rather than foe.
 - Fairness is a perception of fair exchanges between people.

David Rock SCARF Model



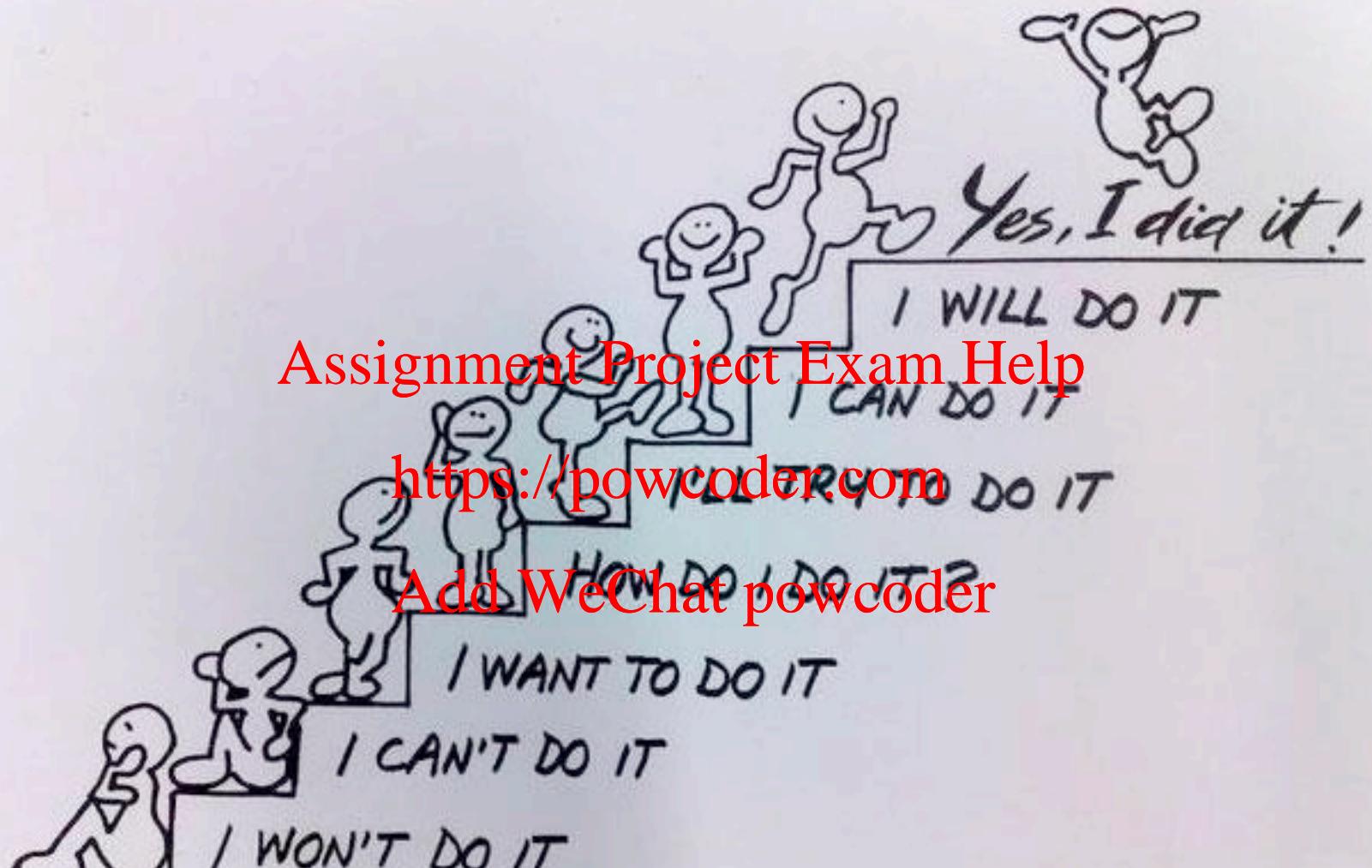
Change our Perspective

- Stop asking why they won't do things
- Ask yourself why they CAN'T do things

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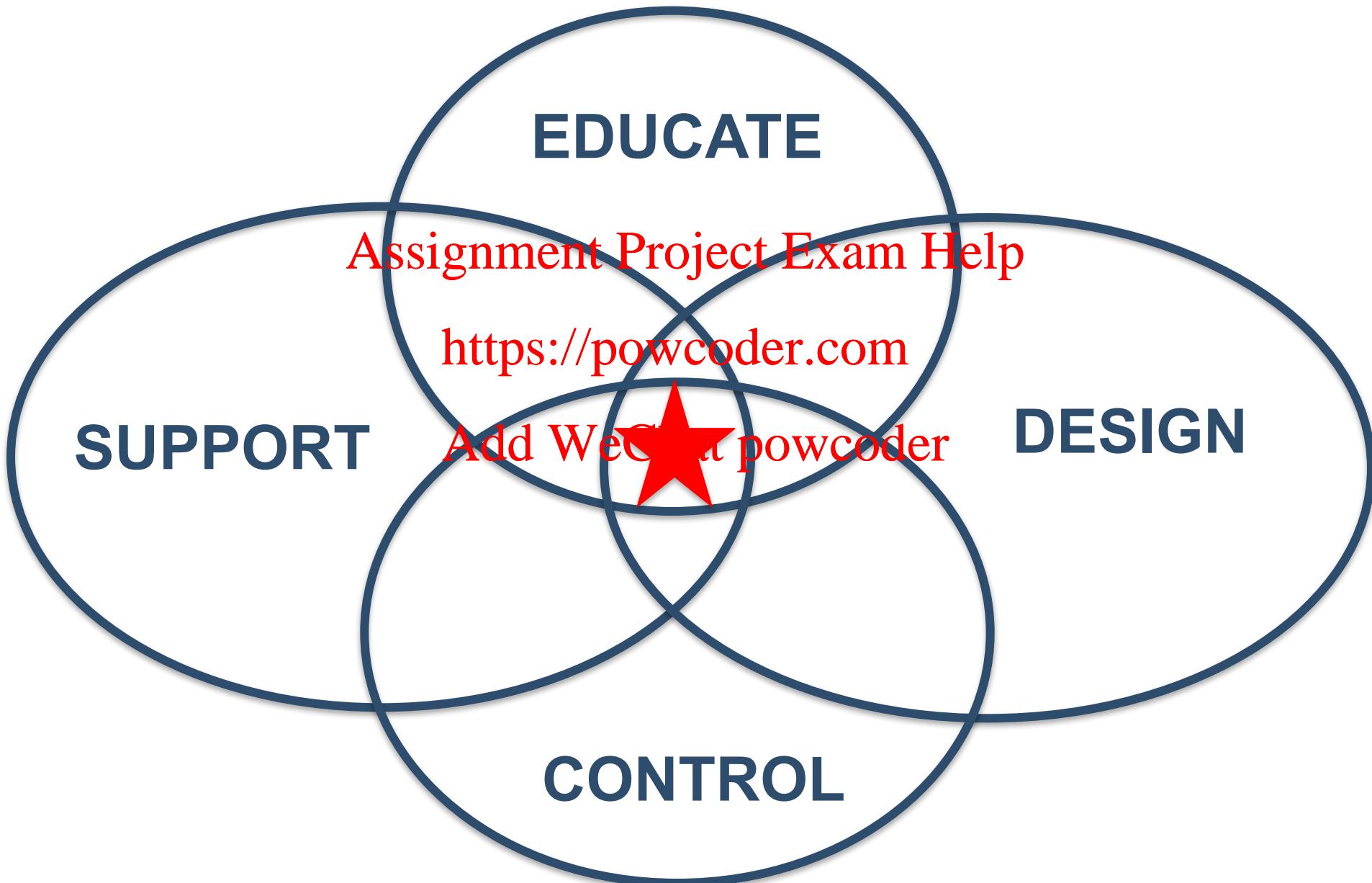


WHICH STEP HAVE YOU REACHED TODAY?

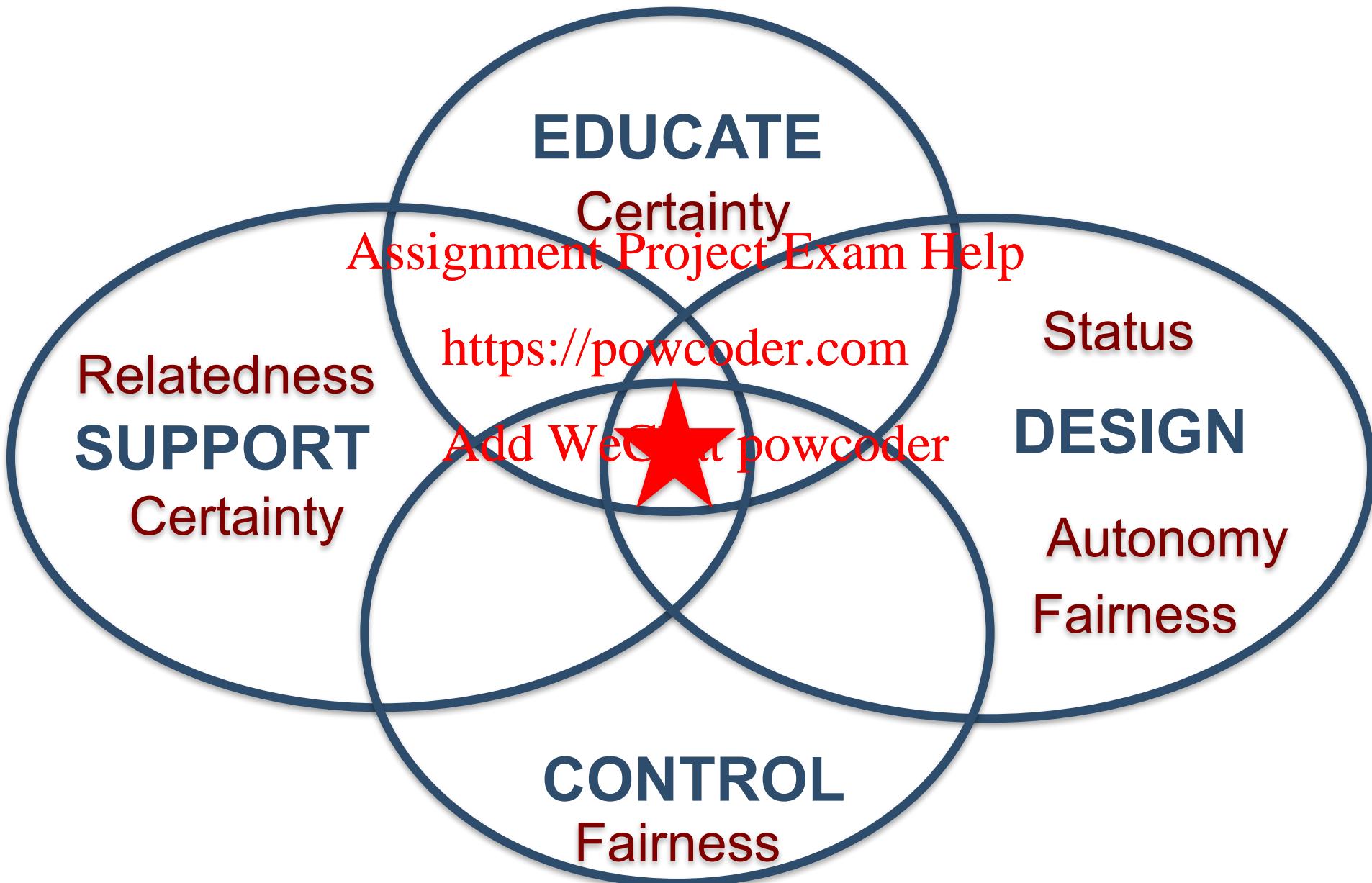
Atul Gawande

- Went to India and explained about hand washing to rural midwives
- Still, they did not wash their hands
- They had the knowledge, and the competence, and understood the risks
- They still did not wash!
- They COULDN'T wash. Soap was too expensive
- When they handed out soap, everyone washed!

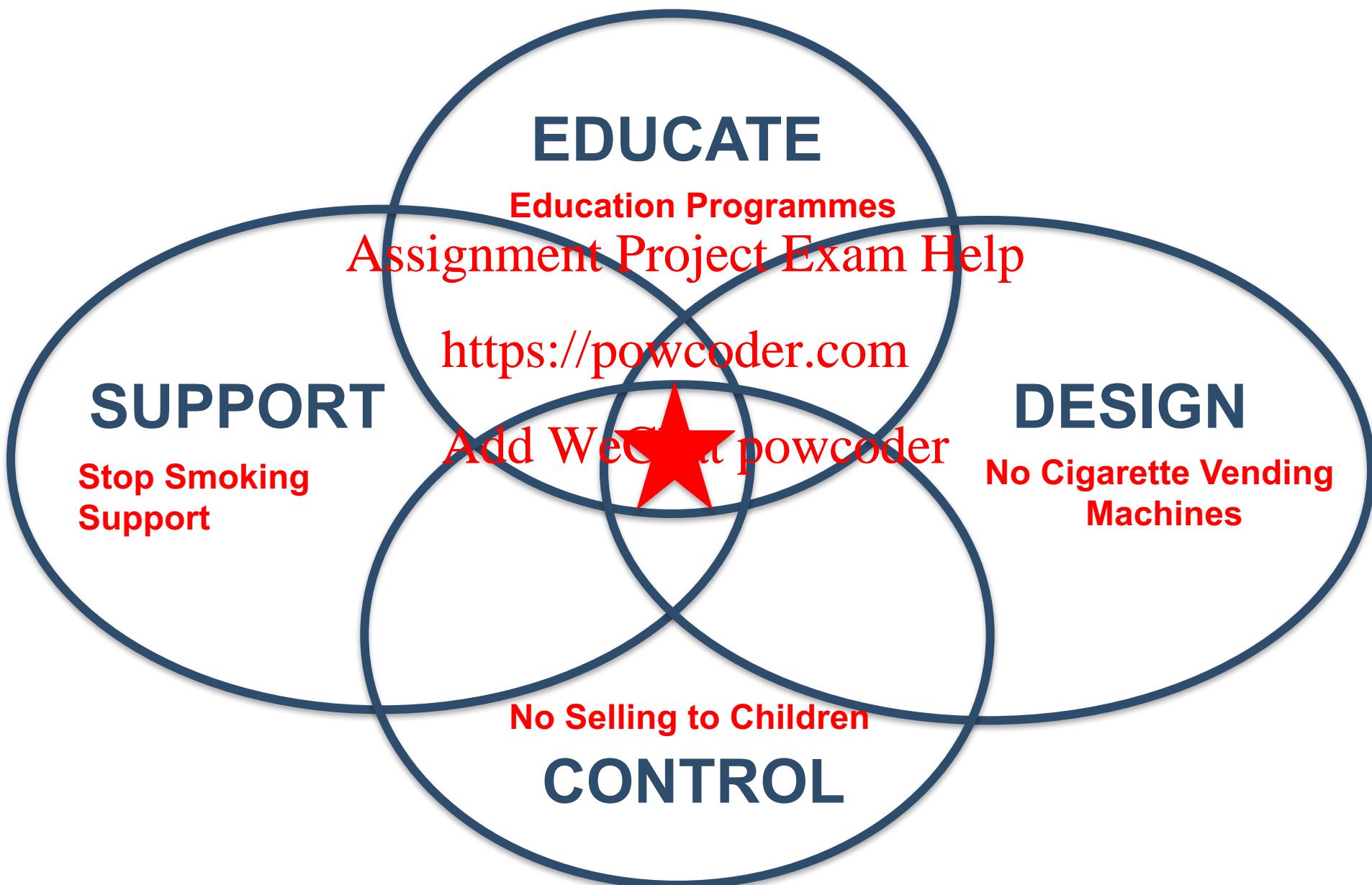
Influencing Behaviour



Influencing Behaviour – Social Marketing



Influencing Behaviour - Smoking

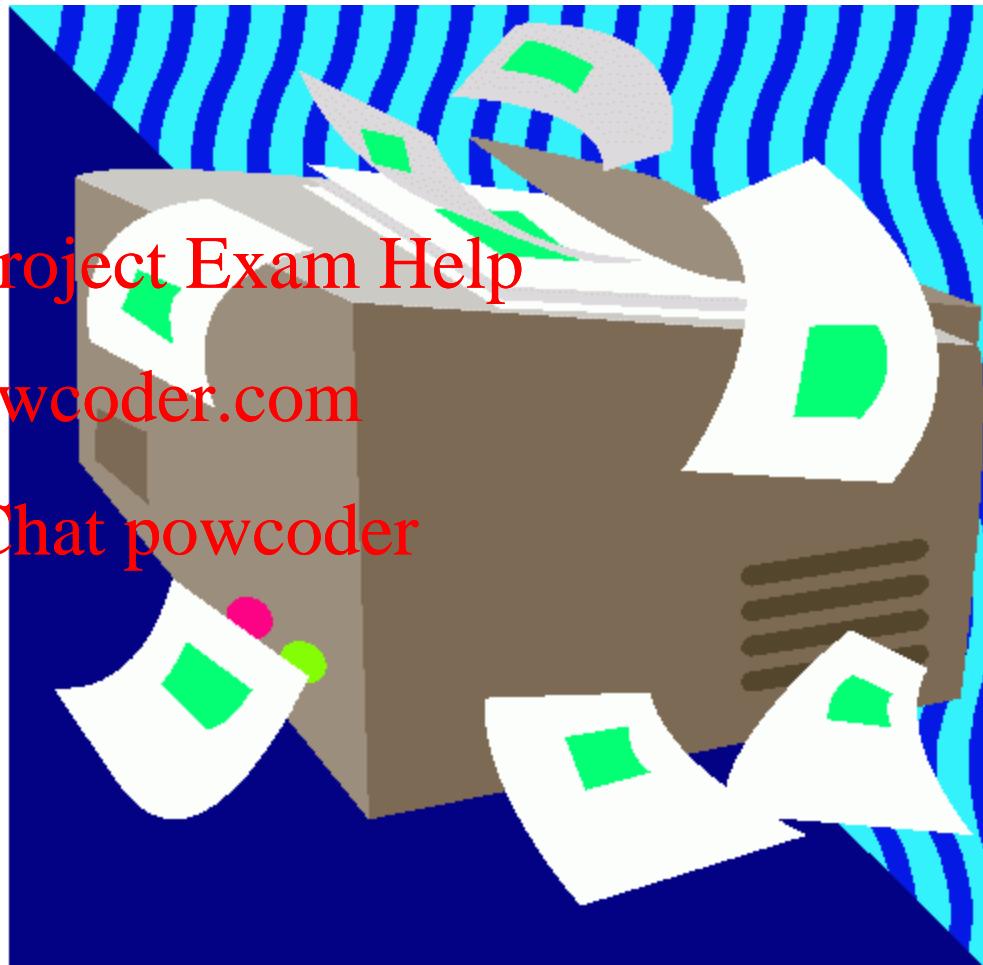


Problem Scenario

- People leave confidential info in printers at night

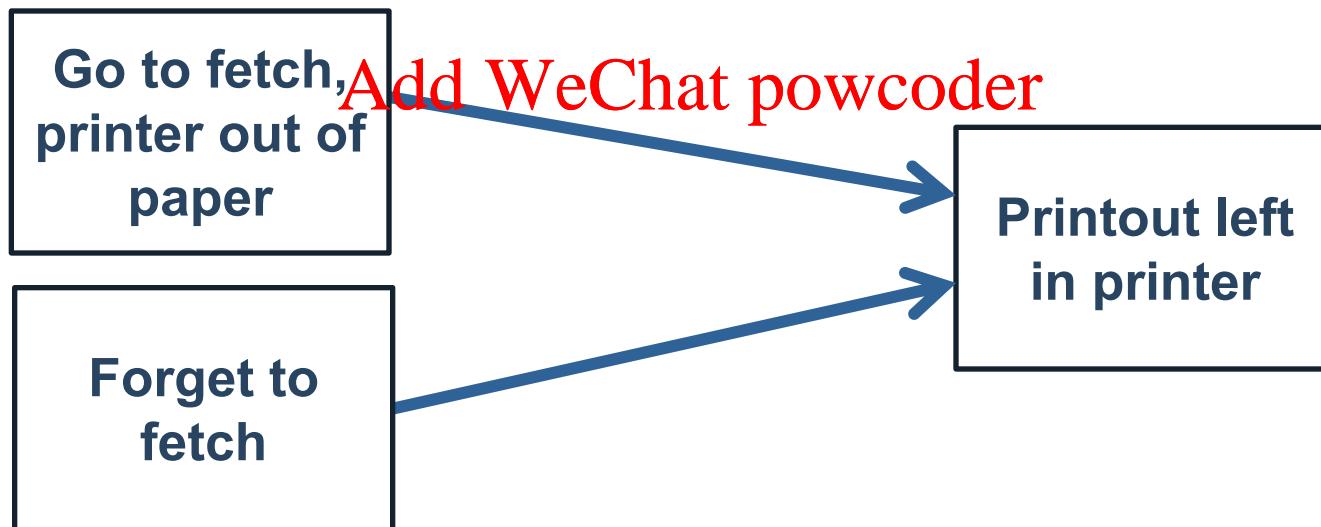
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- How do we solve this?



Think about it

- Why are they leaving the paper in the printer?
 - Address the causative and you will address the consequence!
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Design for Security

- Require people to enter a code at printer
- No more paper left in the printer!

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They purposely did not put in any sidewalks. Within a year, well-worn paths in the grass showed clearly where the students wanted to walk. The following year, the sidewalks were installed in those exact locations. Wow, the users became site architects and designed a more effective campus.



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Another Example (Empty Boxes)

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Company Approach

- hire an external engineering company to solve their empty boxes problem.
- The project followed the usual process: budget and <https://powcoder.com> allocated, RFP, and third-parties selected
- Six months (and \$8 million) later they had a fantastic solution - on time, on budget, and high quality. Everyone in the project was pleased

Solution

- They solved the problem by using a high-tech precision scale that would sound a bell and flash lights whenever a toothpaste box weighed less than it should.
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- The line would stop, someone would walk over, remove the defective box, and then press another button to re-start the line.
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- As a result of the new package monitoring process, no empty boxes were being shipped out of the factory.

Monitoring

- 1st week the scale picked up x boxes per day
- Next 3 weeks no boxes picked up!
- ???

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Example from NHS

Hospital in Glasgow has a phone room so patients can make calls



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Patients

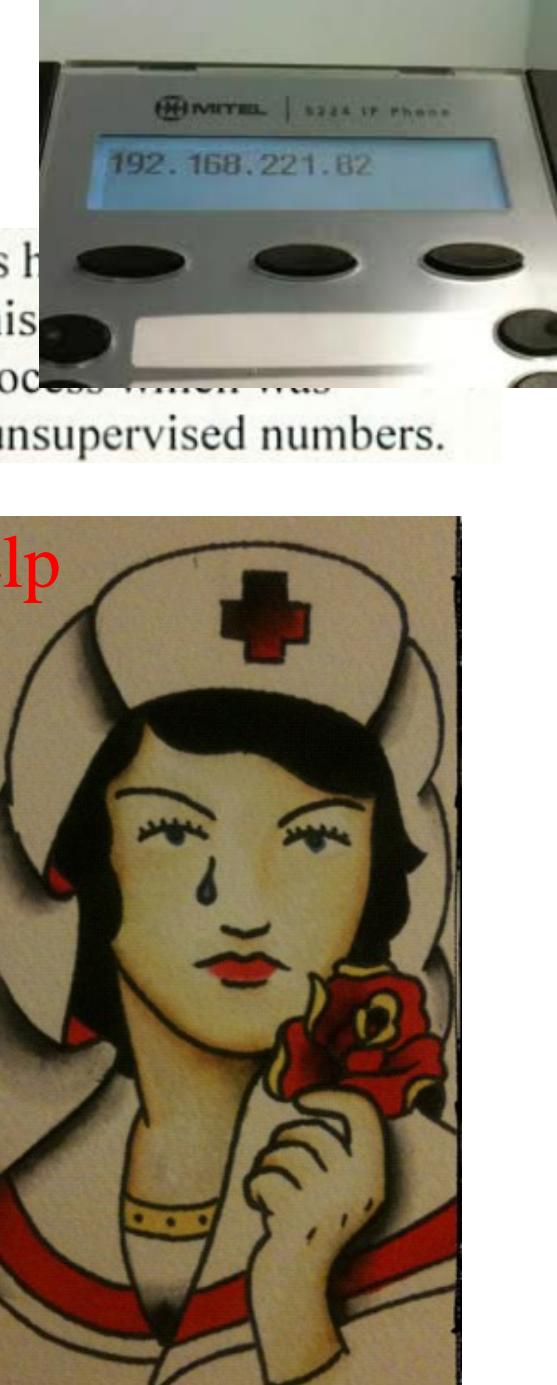


- Patients can make 2 kinds of calls
 - Unsupervised
 - Supervised
- 2 different PINs
- Problem – patient made call to supervised number without supervision
- Design is the key!

Design Problems

Some patients had their supervised numbers set up and staff attempted to manage this secret from the patient. This was an increasingly cumbersome process which was exacerbated when the patient had another PIN account for their unsupervised numbers.

- The PIN was displayed during the call [Assignment Project Exam Help](https://powcoder.com) <https://powcoder.com>
- PINs were issued sequentially [Add WeChat powcoder](#)
- Nurses being required to memorise pins?
- Staff being required to hang around when phone calls are made?



Sigh

Other - a patient used another patient's account to make a call which s/he should not have been able to do unsupervised.

Learning Points - patient's pin numbers should no longer be issued sequentially.

- **Learning point** Assignment Project Exam Help
 - Issue PINs randomly <https://powcoder.com>
- **Should be** Add WeChat powcoder
 - Design the system properly!

What Else is Needed?

- Education – first step
 - Work to change and use norms of behaviour –
social influence
- Support: Training – to give skills, competencies
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- Control – policy and audits
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- Design – VERY powerful – bear emotional needs in mind
- Sufficiency is probably infeasible, but we can get closer

Atul Gawande: Childbirth Rural India

- Only four per cent of birth attendants washed their hands
- In an average ^{Assignment Project Exam Help} childbirth, clinicians followed only about ^{<https://powcoder.com>} twenty-nine basic recommended practices ^{Add WeChat powcoder}
- BetterBirth project gives childcare nurses and attendants “mentors” to provide personalized critiques and instruction

- After going through one of the classes, not much had been absorbed
- Rooms not disinfected, vital signs not checked, no hand washing etc.
- Midwives were defensive when mentors tried to give them feedback
- After a few months things started to change. The mentor and the midwife started to form a relationship. Barriers were broken down

***“Policymakers should learn from this.
In order to change the way physicians
practice, neither top-down penalties
or incentives will work”***

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- To change doctors' behavior, partner with them. Listen to and acknowledge what physicians are concerned about.
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- “It wasn’t like talking to someone who was trying to find mistakes ... It was like talking to a friend.”