




Harnessing the Power of Peers for Behavior Change

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Transform the World*



Why Do People Change Their Behavior?

- Seldom through appeals to fear
 - Seldom because they receive information
 - The most successful strategy is identification
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Identification

- The most effective way to help people change is through messages from people just like them— but who have already made the change.
 - Information or appeals fear only work if they come from a credible source. The most credible source is “someone just like me.”
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Crafting Effective Behavior Change Messages

- Don't aim to provide information
 - Don't appeal to fear
 - Abandon your expertise
 - Don't show how widespread the problem is
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Credible Sources


- The most effective sources for messages are people just like your listeners
 - Recruit them to design and deliver the message
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**Don't normalize
unhealthy behavior—
Marginalize it.**



Focus on Motivation, not Information



Why Do People Join a Cause?

It makes them feel

- Important
- Effective
- Part of a group they admire





How Otpor created activists

- Be the starfish, not the spider
 - Motivate with small wins
 - Keep it light
 - Tap young people
 - Create a party, not a Party
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