

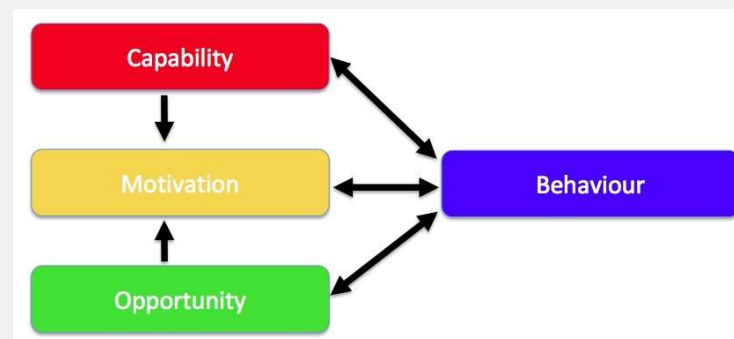
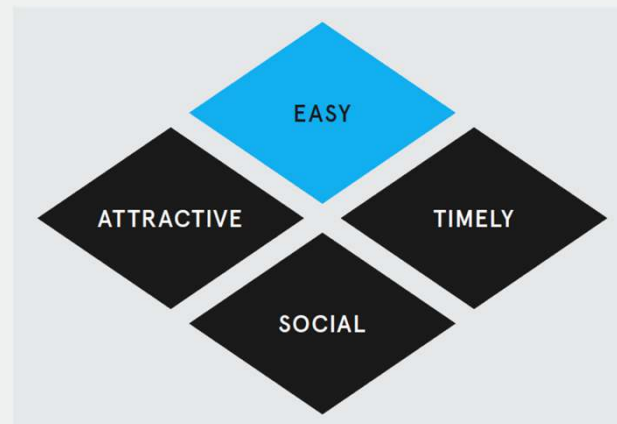
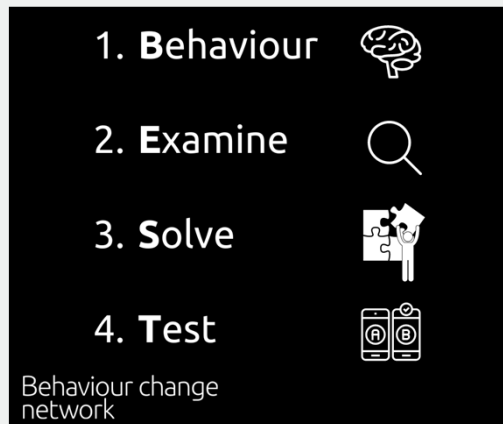


Behaviour change network



Foster care recruitment
Dominic Ridley-Moy

Behaviour change frameworks



Think about the message



Think about the message and visuals.

NOT always obvious.

- Emphasise social benefits = fewer applicants
- Emphasise challenges = more applicants
- Programmatic: test, test, test

Messenger effect



Can be as important, or often more important than the message itself

Decision making context



Lots of decision-making points,


- Interesting in finding out more
- Sign-up to an event
- Committing to becoming a foster carer
- **Make it easy.** Don't skip this part, spend a LOT OF TIME ON THIS
- Design the application process to reduce attrition
- **Chunk things up.** Again make this easy



Personalise call to action

Dear Dominic,

- Email
- Text messages
- Handwritten messages
- Handwritten envelopes
(so many generic mailings get ignored)
- Obviously more difficult on social media, but more segmentation



Get in touch for a chat and a virtual coffee

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