

## Social norms that won't budge: How to nudge them?

*A two-hour seminar on promoting behavior change with a simple nudge and at low cost*

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Are you frustrated that the change you would like to see in the groups you work with is so far from being realized?

Then this two-hour seminar is for you and your staff.

Whatever your area of concern – from health or education or immigrant rights to reducing domestic violence or increasing voter turnout – you want to get positive results. This participatory seminar presents how the nudge theory from behavioral economics can be used to influence positive social change.

The main idea in nudging is to disrupt the familiar context with a relatively small action. For example, placing fresh fruits in an attractive display at the beginning of the lunch line increases the number of students who take and eat them. Or changing police recruitment posters to promote the job's benefits has increased the diversity of urban police forces.

In this seminar, we will:

- Look at social norms and how they differ from individually held attitudes, beliefs and practices;
- Discuss the use of nudges to promote individual and group change in different settings; and
- Brainstorm the one or two nudges you can introduce to your organization to support the change you want to see.

Our expert facilitator combines interactive presentations, small group work and readings. They use a solutions-based approach, providing scenarios from real life to illustrate key learning points. This participatory seminar will help you and your team make better and more sustainable choices and achieve greater social impact.

### **Our faculty**

Based on your location and other factors, we have specialists in social development communication in nearly every region of the world. One expert will be identified to work with your team to adapt the session to meet your specific needs.

The seminar was developed by Paula Claycomb, a Director at Rain Barrel Communications, and Guy Scandlen, a behavior and social change communication specialist based in Thailand.

Paula has worked at global and community levels for positive social change, including as a journalist

followed by three years with Amnesty International USA and 23 years with UNICEF. She provides informed insights into how the use of social and behavior change communication approaches enhance the achievement of lasting change.

Guy is a consultant, advisor and trainer with extensive experience in communication for development (C4D) and behaviour change communication. He has developed innumerable comprehensive communication strategies and is a lifelong proponent of participatory processes at community, state and national levels.

We have other excellent facilitators and offer the seminar in English, French, Spanish, Arabic, Tagalog, Portuguese and Thai.

### **Cost**

\$1,000 for one 2-hour seminar includes the preparatory conversations, adaptation of the module and supplies used during the seminar. In addition to this fee, the client will pay air fare (or ground travel) and accommodation if needed, for one facilitator.

### **Contact us to schedule your seminar**

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