**Compelled to Change. (Why we’re not).**

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| Over the last 20 years Rachel Smith has developed and delivered travel, transport, cycling, tourism, financial, consumer, environmental, waste, health and lifestyle behaviour change programs, including:* 300+ school travel behaviour change programs
* 100+ workplaces and tourism sustainability behaviour change programs
* 10,000+ Australian men and women participating in financial behaviour change programs
* 800+ Australians participating in consumerism behaviour change workshops

From this, and other work, Rachel has been able to identify:* What works and creates change in transport
* What leads to, or results, in transport failure
* How, when and why people change their car dependency attitudes, habits and behaviours

Two of the key issues – or barriers to change - are time and fear.Rachel has used this understanding plus:* 145 interviews with transport professionals on congestion perceptions, public transport attributes and travel behaviour change
* 8 interviews with Australian Councils delivering active transport and waste behaviour change programs
* 60 in-depth one-to-one insight interviews on what lead to significant lifestyle, health, wealth and waste behaviour change

From this work Rachel identified that 11 factors need to be present or met for someone to change their attitudes and behaviours. Three of the 11 factors are: a compelling reason, stability and timeRachel’s new book (working title ‘Changed’) explains how, when and why people are compelled to change their behaviours. The book is set to be published in April 2020. Rachel will share:1. Understanding – why people do what they do
2. Conclusions – what are people telling us that we often refuse to really hear
3. The 11 factor Behaviour Change framework
4. What to do and how to do it
5. How to monitor and evaluate success
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