

How can we change people's behaviour?

The goal of the ThisHasToStop campaign is to reduce everyday street harassment in Redbridge. This means reducing negative behaviours – sexist harassment – and encouraging positive ones – challenging sexism and being an active bystander.

To achieve this goal, the approach of the campaign is informed by behavioural insights. These allow us to understand why people behave in certain ways and to discover what can be done to influence better choices. They bring together learning from social psychology, neuroscience, economics and marketing and is increasingly used by local authorities and governments to improve communities.

Over the course of the campaign, perpetrators as well as bystanders will be targeted with behaviour change interventions to change social norms in the community. This way, harassment becomes a less attractive behaviour for perpetrators to engage in, while potential bystanders are equipped with the skills and knowledge they need to challenge sexist behaviours.

Will you join us on the journey? Learn about ways to get involved in the campaign here XY.

To learn more about the ways in which local authorities use behavioural insights, visit <https://www.local.gov.uk/our-support/behavioural-insights/what-are-behavioural-insights>. To see examples of other behaviour change interventions, visit <https://www.social-engine.co.uk/whatwedo>.