

Behaviour change research

DOC hygiene stations

Kauri Dieback Recreation Project

July 2019



New Zealand Government

Behaviour Change



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Behaviour change is not...



Information

‘if only they knew’



Economic impact

‘its about the dollars’

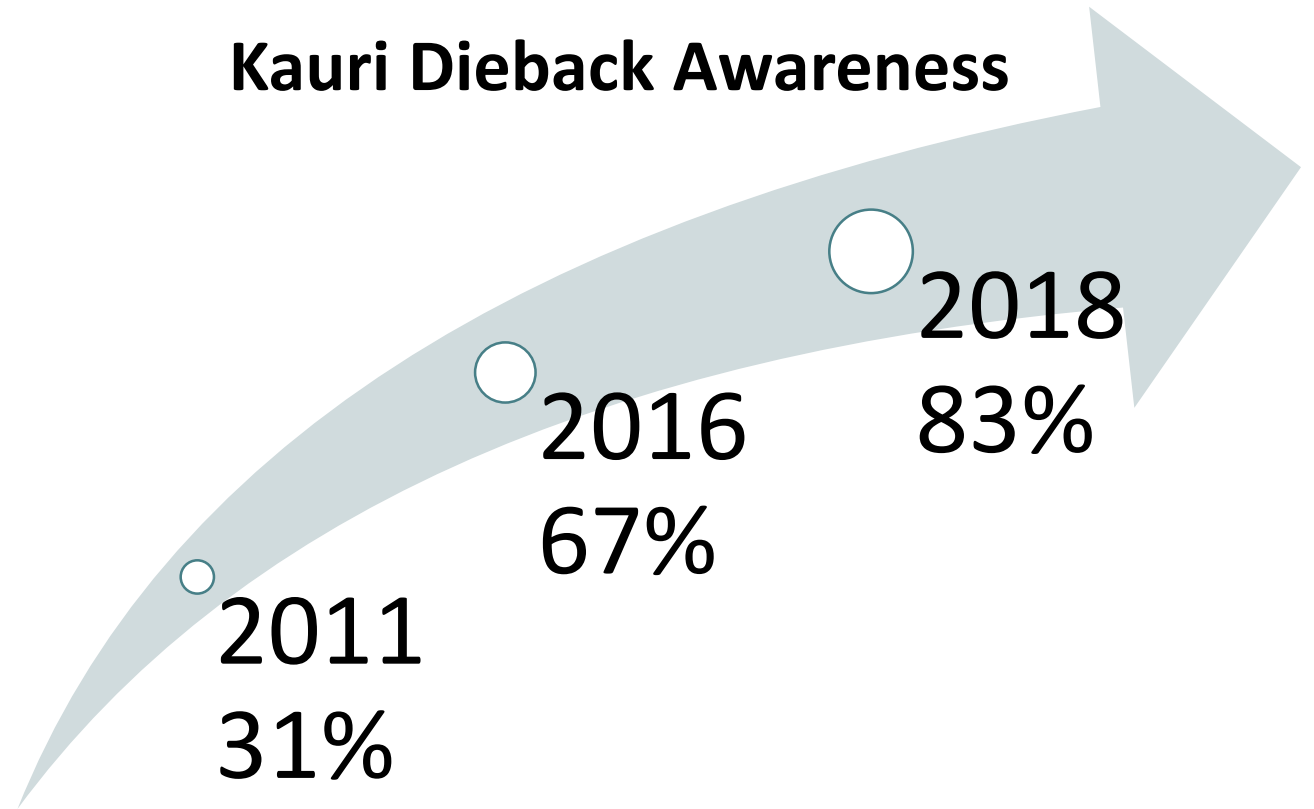


Emotions

‘we are stewards of the earth’

'If only they know'
Knowledge

Kauri Dieback Awareness



2011 – 2016

- no significant difference on 5 out of 6 compliance behaviours

2018

- 9 out of 10 should do all can BUT ONLY 4 out of 10 always scrub & spray

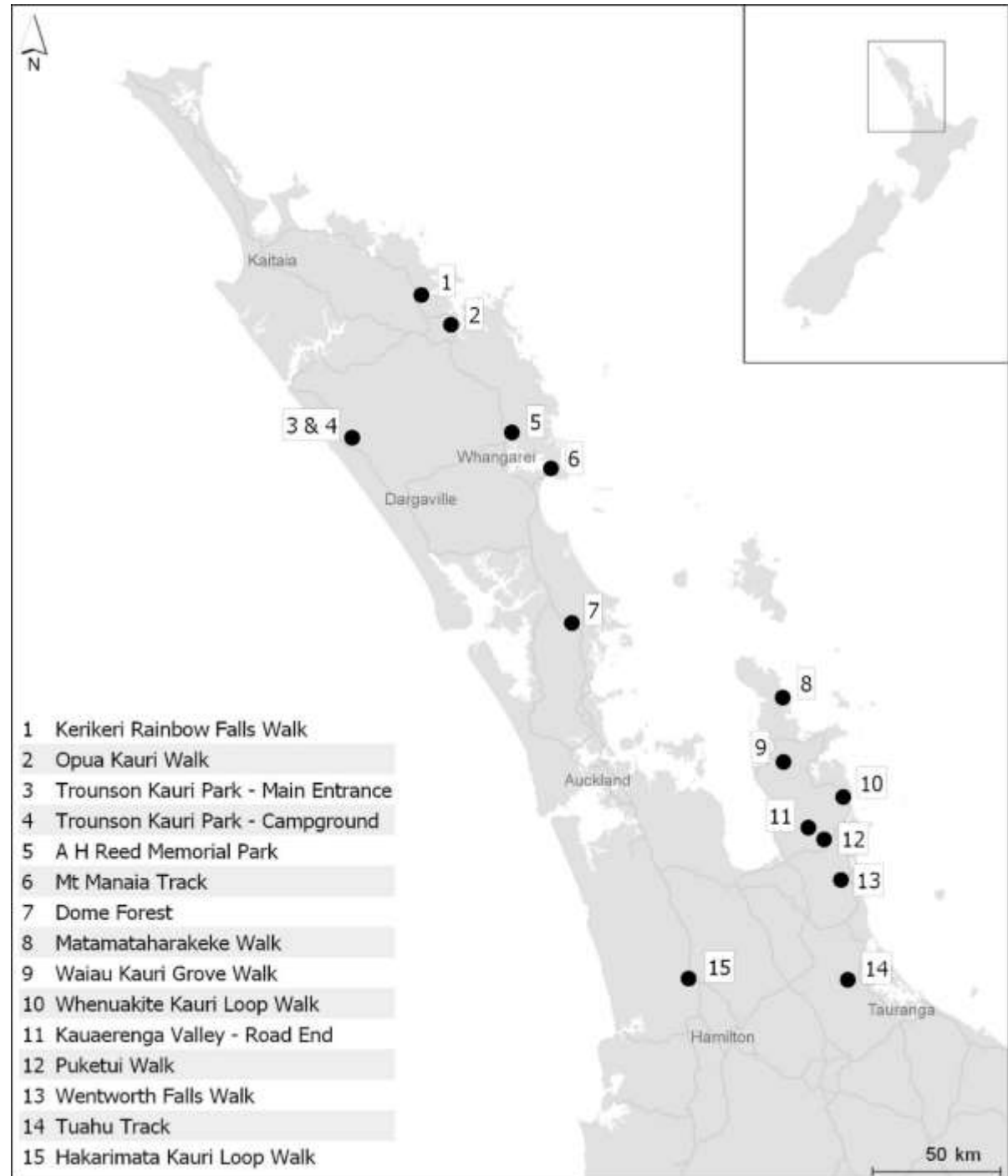
Research Aim

Increase compliance of track users
at DOC hygiene stations



Locations

- 5 x behavioural treatments
- Each treatment tested at 3 locations
- Total 15 locations



Hygiene Station

- Foot brush
- Treadle – hydraulic system for disinfectant spray
- Hand brush
- Water Spray
- Foot scraper
- Seat
- Mirror



What = compliance



3

- **Correct compliance**
- Brush + inspect + disinfect

2

- **Partial compliance**
- Brush + disinfect

1

- **Less than partial compliance**
- Does not = 3 or 2

0

- **Non-compliance**
- Did nothing

Normative messaging



90% of people
are brushing
their shoes.



Brush



Inspect



Disinfect





Results

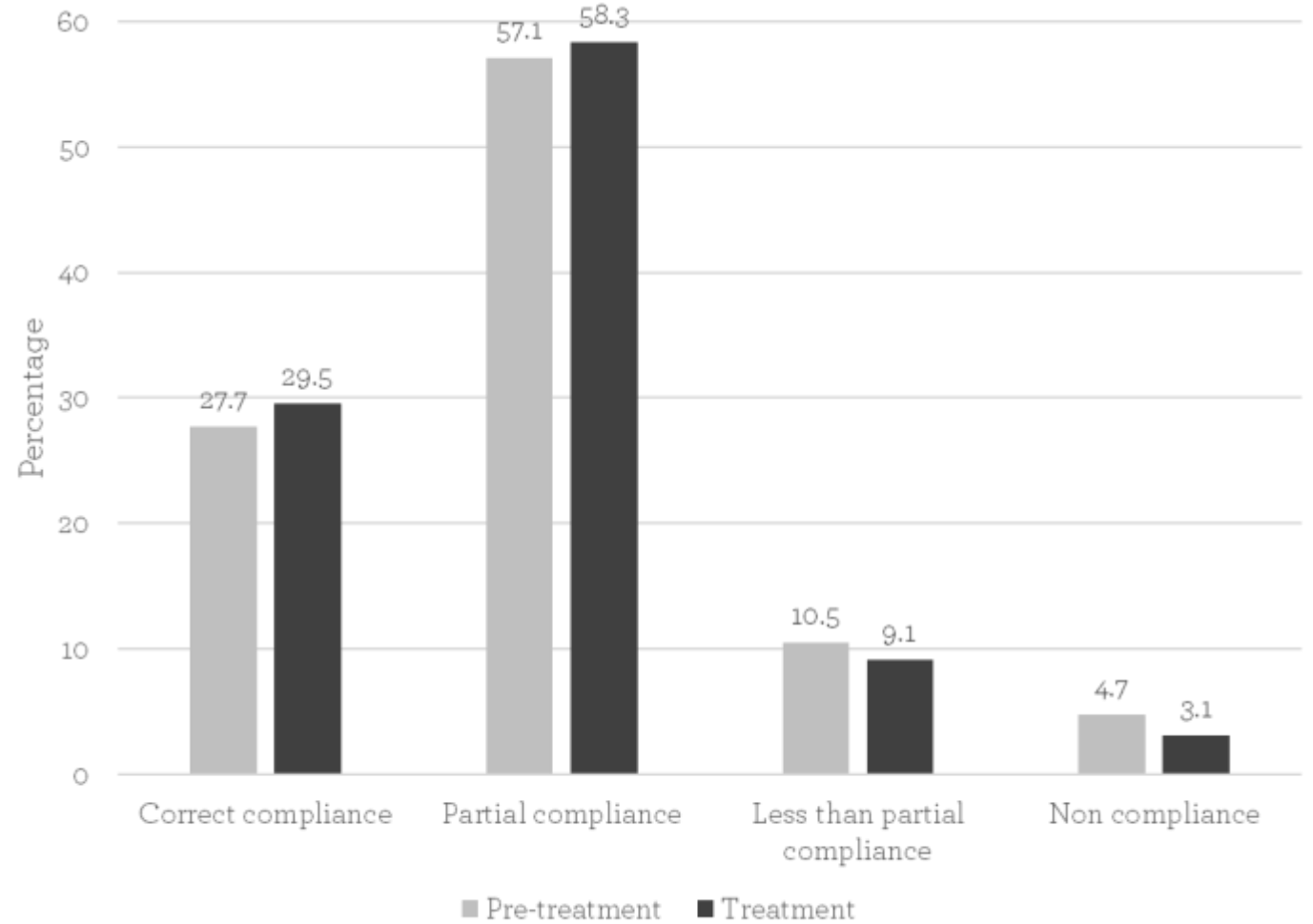
Normative

90% of people are brushing their shoes.

- Brush
- Inspect
- Disinfect

Facebook logo and logo for the Ministry of Health, Government of Kenya.

No significant effect ($p = 0.136$)



Watching eye

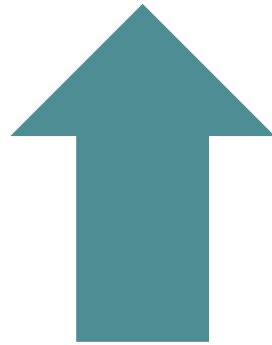




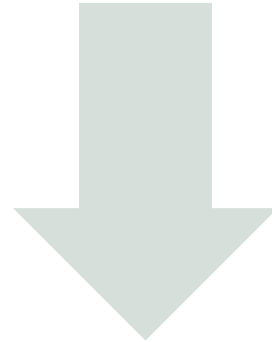
Strong evidence that people changed their behavior
More non compliance ($p < 0.001$)

Results

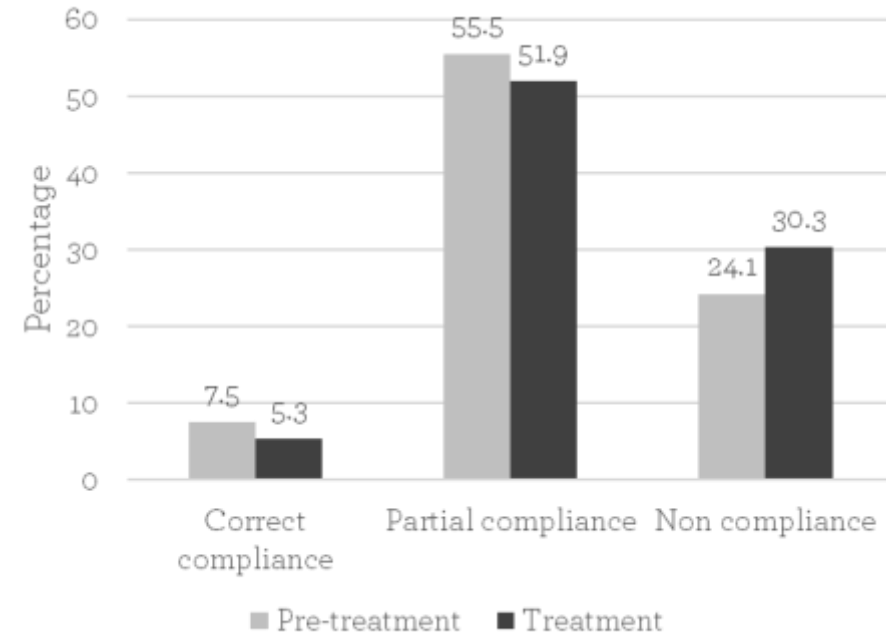
Watching eye



Non compliance



Correct & partial compliance



Biosecurity



You are entering a

KAURI PROTECTION

AREA

New Zealand Government

KEEP KAURI STANDING





Results

Biosecurity

Visitor use track

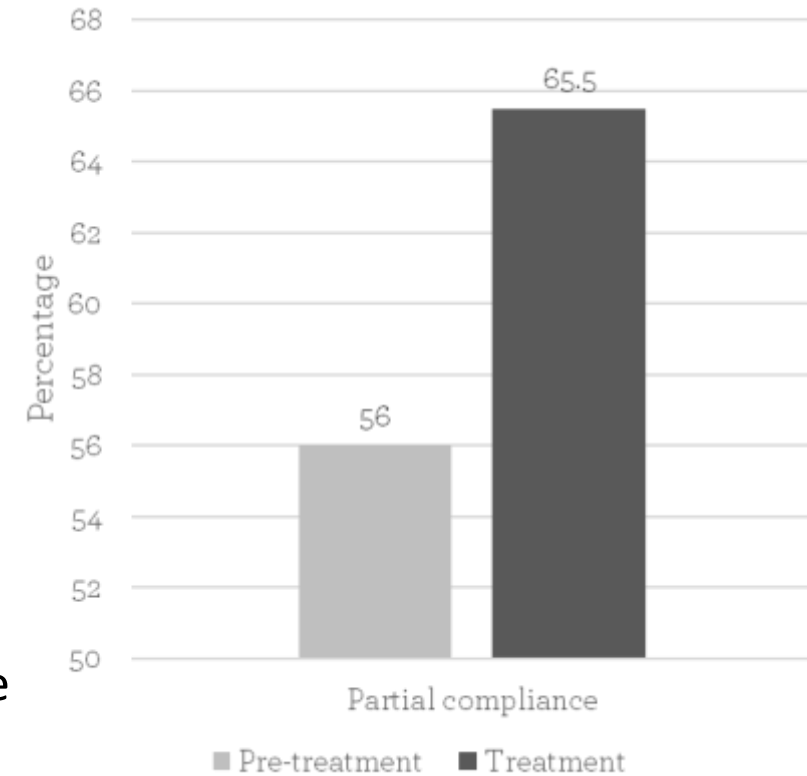
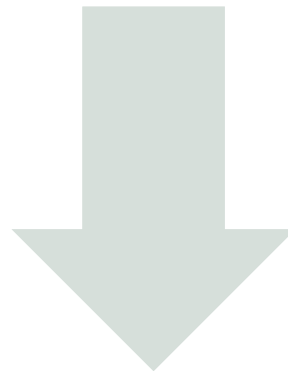


Evidence that people changed their behaviour More partial compliance (p = 0.008)




Partial compliance

Correct, less than partial and non compliance all decreased but there was no statistical significance in the change for all three compliance levels



Pledge/Commitment Wall



**I KEEP KAURI STANDING BY CLEANING MY SHOES
WHEN I ENTER AND EXIT THE NGAHERE (FOREST)**





Strong evidence that people changed their behaviour
More correct compliance & less non compliance
($p < 0.001$)

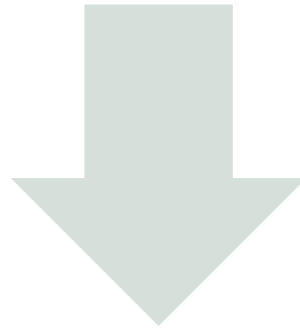
Results

Pledgwall

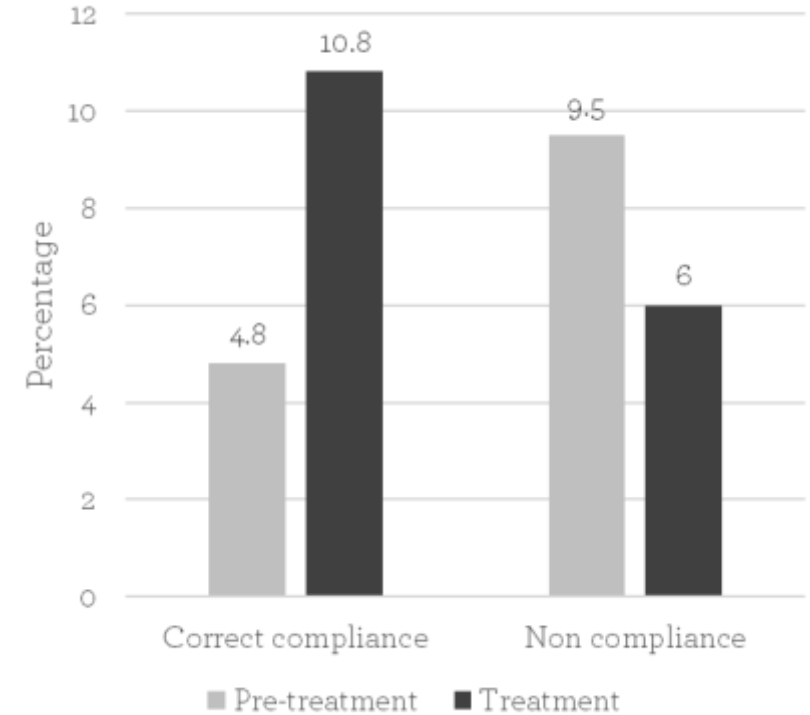
Local use track



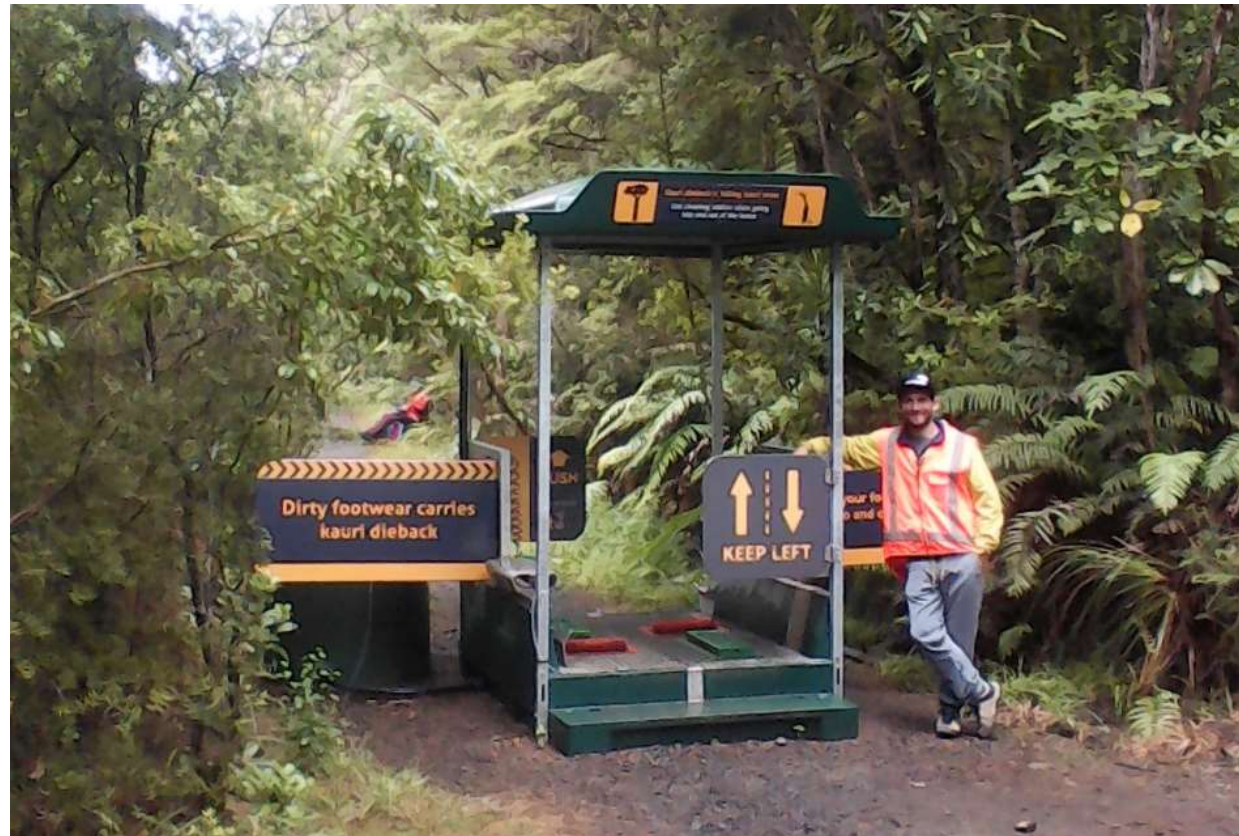
Correct compliance



Non compliance



Ambassador





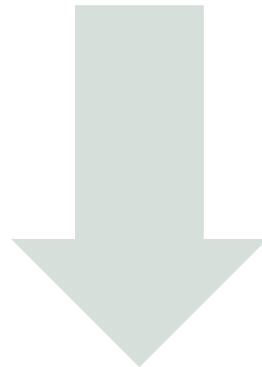
Strong evidence that people changed their behaviour
More correct compliance & less non compliance ($p < 0.001$)

Results

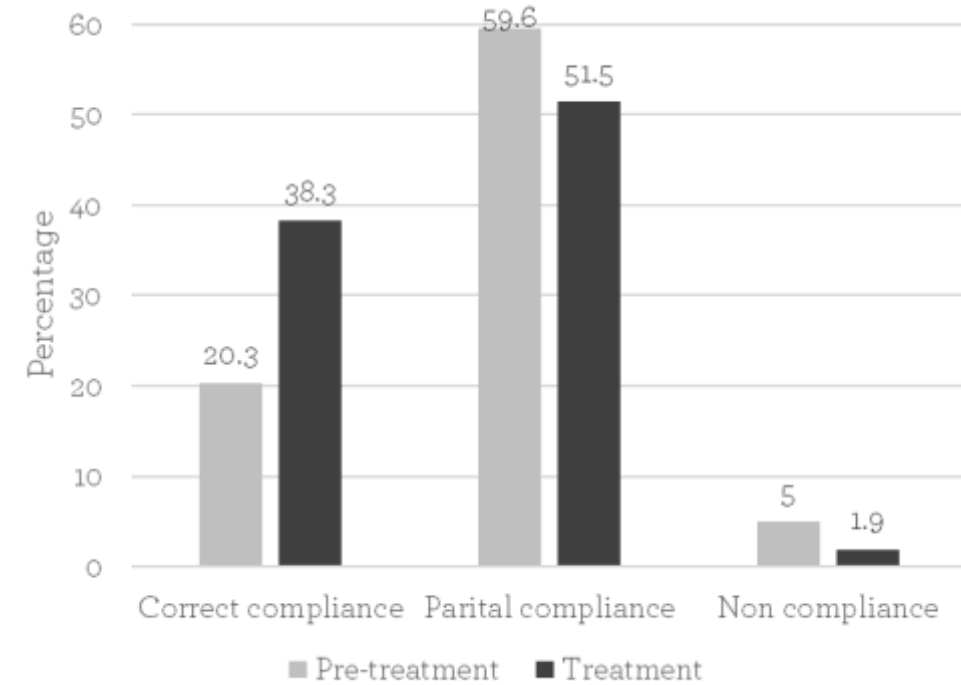
Ambassador



Correct compliance



Partial & non compliance



Thanks to

- ▶ MPI Keep Kauri Standing Programme
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- ▶ Kauri Dieback Recreational Team
- ▶ Te Roroa
- ▶ Ngati Rehia
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- ▶ Research assistants