

Psychology Research Seminar Programme

21st September

Jo White

Human Behaviour Change for Animals

Supported by the Universities Federation for Animal Welfare

Host: Prof Hannah Buchannan-Smith



Sustainable Animal Welfare Through Human Behaviour Change

The root cause of animal welfare problems is human behaviour; people doing, or not doing certain care or management practices. However, traditional approaches to improving animal welfare have focussed on providing a service, such as accessible veterinary treatment, running educational projects, or campaigning for people to change their habits. The animal welfare sector has recently started to turn to social sciences to better understand human behaviour, and how to apply that understanding in the planning and implementation of projects and campaigns. Through the use and development of established evidence-based models and interventions that drive human behaviour change (HBC), sustainable improvements to animal welfare can be delivered. We consider HBC in four pillars: the process of change (e.g. models of change including the trans-theoretical model outlining stages of change in individuals, the theory of change planning tool, and the Behaviour Change Wheel); the psychology of change (exploring motivation, external and internal influences, barriers, habits/routines, beliefs, attitude and group psychology); the environment for change (e.g. social marketing); and ownership of change (e.g. using participatory methods to facilitate change).

Without better application of the science of why humans do and don't do behaviours that impact on animals, we will struggle to be effective at sustainably improving their welfare. A lack of understanding of HBC is a barrier, the opportunity lies in developing knowledge, expertise and new research, to enable the application of an evidence-based approach to HBC in animal welfare.

Seminars are free of charge and are held on Thursdays at 4pm Room 3A94

All are welcome!

BE THE DIFFERENCE