



## MAP for Sustainability and Climate Change

Using behavioural science and NHS Education for Scotland MAP of behaviour change approach (Motivation, Action, Prompts and Cues) to support individuals, communities, organisations to make and sustain changes.

### Situation and background

Addressing climate change requires profound change from individuals, communities, organisations, policies and systems. Behavioural science has a lot to offer in terms of understanding and meeting these needs.

We are all being asked to change what we do and how we live to reduce the impact of climate change and to engage in more sustainable behaviours. These can at times leave people feeling overwhelmed, anxious or worried about what they need to do.

Making the changes suggested by policies, guidance and awareness raising resources can be difficult. Research shows that being informed in a way that **Motivates** us, making a detailed tailored **Action** plan and thinking about barriers and **Prompts** in our life that can trigger certain behaviours and how to overcome them can help make changes easier and longer lasting.

This approach is called MAP (Motivation, Action, Prompts and cues). MAP is a national behaviour change training programme developed by NHS Education for Scotland and used in NHS Scotland for a wide variety of different behaviours/services/supports and utilises evidence based behavioural science approaches and techniques. More information can be found here: [Behaviour change for health | NHS Education for Scotland](#)

Examples of MAP around sustainability and climate change behaviours could include:

**Motivation** to learn more about the impacts of climate change (ie read leaflets, review awareness raising resources.)

**Action** plan to reduce use of plastics, increase bike use, increase recycling behaviours - clear detailed plan on what need to do and when

**Prompts** - include leaving reminders on the bin to remind to recycle any plastic, signage or support in the community around behaviours people can do, leaving a bag for life in the hall on the shopping day.

These often simple strategies can play a powerful part in supporting individuals, communities and organisations to support and maintain sustainability behaviours.

### **Putting behaviours into action**

Thinking about the key elements of behaviour change i.e. our motivation, the impact of the environment and our emotions, and regular planning can help us to cope and to keep us on track with these necessary changes.

#### **MOTIVATION**

Remind yourself of what you would like to achieve. What is the overall aim and why is this important to you and to others?

#### **ACTION**

Identify the specific behaviour(s) you need to do to achieve this aim and make a clear action plan.

#### **PROMPTS & CUES**

Anticipate potential barriers and solutions to overcome them in advance by making 'if-then' plans?

The MAP Planner can be a useful quick planning toolkit for individuals, communities, organisations and systems to consider the 3 routes to change and what actions need to be done for change to happen and be maintained. The MAP Planner with some associated examples can be found at the end of this resource.