



CAPACITY BUILDING ON BEHAVIOURAL INSIGHT

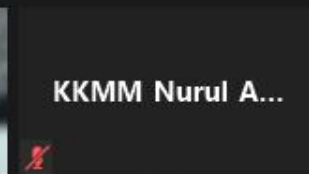
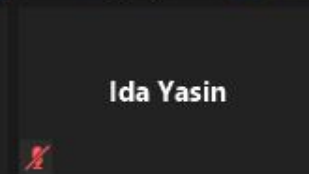
26-28 April 2021
9.00 am - 12.30 pm

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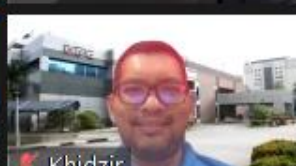
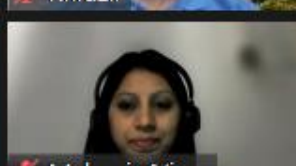
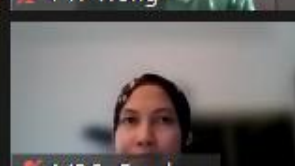
Sawiah Abdul Samad
Penolong Pengarah
Seksyen Daya Saing Nasional

4 Mei 2021



 Serene Koh	 MPC- Hanisah	 AClark (BIT)	 MPC_Shahriza	 KKMM Nurul A...
 Josffa Ismail	 MEDAC amm...	 Nazilah Ahm...	 Nur Syafina /...	 MPC Muhd A...
 Mohd Hisya...	 Ahmad Zairy ...	 MPC Jerry Sh...	 MPC / Ati Dja...	 Khidzir
 PW Wong	 Hafizoh	 MPC: Safura ...	 Harris	 Malaysia/Vim...
 MPC- Faraha...	 Illis Ismail	 Sr Munirah ...	 MPC	 Ida Yasin



 MPC_Shahriza	 KKMM Nurul...	 Josffa Ismail	 MEDAC amm...	 Nazilah Ahm...
 Nur Syafina /...	 MPC Muhd A...	 Mohd Hisya...	 Ahmad Zairy ...	 MPC Jerry Sh...
 MPC / Ati Dja...	 Khidzir	 PW Wong	 Hafizoh	 MPC: Safura ...
 Harris	 Malaysia/Vim...	 MPC- Faraha...	 Illis Ismail	 Sr Munirah ...
MPC	Ida Yasin	Ask to Unmute Hartini Othman	MPC AZLIN	MPC_Mazuin Da...

Post Attendee

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Capacity Buildi...

MPC training wo...

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Zoom Meeting

You are viewing Serene Koh's screen

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Nik A

Mr A

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#277343

What will your target statement be?

Exercise: 1.TARGET - define behaviours

Instructions

1. Individual brainstorming (5 minutes)
- Each group member comes up with a target behaviour that will contribute to the high level goal and fills in the allocated yellow cells in row 1.
2. Group discussion (10 minutes)
- Discuss ideas as a group and agree the target you will focus on.
- Put these 3 ideas in the orange cell in row 2.

High level goal

Step	Definition	Individual Brainstorming
1	Ideals desired behaviours: "If only it would do X"	1. What behaviour are you changing (not an attitude or belief)? 2. Whose behaviour (a specific group or the whole population)? 3. How is this behaviour measured? 4. When do we expect it to happen?
2	Group discussion on target statements	Group target statement

15 minutes

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AClark (BIT)

MPC- Hanisah

Serene Koh

Josffa Ismail

Mohd Hisyam H...

Hartini Othman

KKMM Nurul Adi...

Khidzir

CKAPS HQ KKM

Nur Syafina / MPC

Sr Munirah Maar...

Nazilah Ahmad

Ask to Unmute

...

Unmute

Stop Video

Security

Participants 29

Chat

Share Screen

Record

Reactions

Leave

ENG

10:27 AM

26/4/2021

What will your target statement be?

#277343

Exercise: 1.TARGET - define behaviours

Instructions:

- 1. Individual brainstorming (5 minutes)
Each group member comes up with a target behaviour that will contribute to the high level goal and fills in the allocated yellow cells in row 1.
- 2. Group discussion (10 minutes)
Discuss ideas as a group and agree the target you will focus on.
Put these 3 ideas in the orange cell in row 2.

High level goal

Step	Action	Considerations	Individual brainstorming
1	Ideate desired behaviours: "If only X would do Y"	1. What behaviour are you changing (not an attitude or belief)? 2. Whose behaviour (a specific group or the whole population)? 3. How is this behaviour measured? 4. When do we expect it to happen?	
2	Group discussion on target statements		Group Target statement

15 minutes

AClark (BIT)

MPC- Hanisah

Serene Koh

Josffa Ismail

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Hartini Othm...

KKMM Nurul...

Khidzir

CKAPS HQ K...

Sri Munirah ...

Nazilah Ahm...

Ida Yasin

Nur Syafina / M...

MPC AZLIN

PW Wong-M...

Hafizoh

Illis Ismail

MPC

MPC_Mazuin Da...

MPC Jerry Shah...

Re: Peringatan Mesra Jempu x The riddle of experience vs. x What I learned from "Therion" x MPC training workbook (Group 3) x (18) WhatsApp

docs.google.com/spreadsheets/d/1RXAvYw24wbMsgd5c8ex8MyqOQsRrad4Q-hoKfQwY/edit#gid=1958723523

MPC training workbook (Group 3) ☆ @ Share

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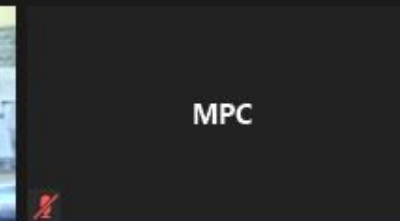
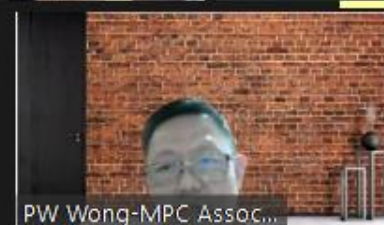
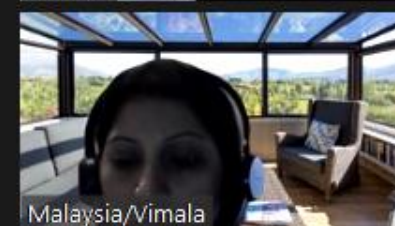
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F14 Send letter and personalise by other Jururawat Desa, Volunteer KKM

	B	C	D	E	F	
8		Idea 1	Simplification	This will prove positive to assist the more senior generation by communicating their consent	Encourage Senior Citizens to confirm their appointments	Rel acc
9		Idea 2	Friction Costs			
10		Idea 3	Checklist			
11						
12		Example	Salience		Send a letter from the Chief Medical Officer. First 10,000 to confirm their appointments will receive incentive -	Lim
13		Idea 1	Framing Effect		Send letter and personalise by other Jururawat Desa, Volunteer KKM	
14		Idea 2	Personalized			
15	ATTRACTIVE	Idea 3	Salience			
16						
17		Example	Descriptive Norm	GPs might use other GPs' prescription rates as a cue for what's acceptable.	Tell GPs they are prescribing more than their peers.	Aw
18		Idea 1	Social norm			
19		Idea 2	Messenger Effect			
20	SOCIAL	Idea 3				

+ 3.1 SOLUTION (EAST) 4.1 Trial (Evaluation Design) EAST cards (Easy) EAST cards (Attractive) EAST

Vince_Chong_Partrn...zip Vince_Chong_Partrn...zip Show all



Recording...

Remaining : 00:13:08

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MPC training workbook (Group 2)

https://docs.google.com/spreadsheets/d/10Alp5YFSplp6qJBES57XVuMz6YiJDUBGNY8k6_BuU/edit#gid=1958723523

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	B	C	D	E	F	G
13	ATTRACTIVE	Idea 1	Personalise	Create personal attention to take action	send notification from DG KKM	Ge
14		Idea 2				
15		Idea 3				
16						
17	SOCIAL	Example	Descriptive Norm	GPs might use other GPs' prescription rates as a cue for what's acceptable.	Tell GPs they are prescribing more than their peers.	Aw
18		Idea 1	Social Norm	Registration data from Johor shows that 95% of 60 years of people have registered for vaccination	Tells elder people in Selangor that their peers in Johor already registered for vaccination	Aw
19		Idea 2	Reciprocity			
20		Idea 3				
21						
22	TIMELY	Example	Prompts	GPs may be more receptive to prompts when they receive a letter from the Chief Medical Officer.	Enclose a care leaflet with the letter that GPs can give instead of antibiotics.	-Be app -Int -En
23		Idea 1				
24		Idea 2				
25		Idea 3				
26						

2.2 EXPLORE (Choose research activities) 3.1 SOLUTION (EAST) EAST cards (Easy) EAST cards (Attractiv



Hartini Othman

MPC



MPC - Josffa Ismail



Mohd Hisyam Hatimtai



Serene Koh

MPC Jerry Shah...

MPC AZLIN

MPC- Farahaton



Unmute



Start Video



Participants



Chat



Share Screen



Pause/Stop Recording



Breakout Rooms



Reactions

Leave Room

docs.google.com/spreadsheets/d/1yXCd0980IK5fmTk6arzeGmHXTXqct66g985bh2uNZ8/edit#gid=1958723523

MPC training workbook (Group 1)

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100% 123 Anul 12 B I A

E10 Adding a way of increasing the number of registrations

14	ATTRACTIVE	Idea 2				
15		Idea 3				
16						
17		Example	Descriptive Norm	GPs might use other GPs' prescription rates as a cue for what's acceptable.	Tell GPs they are prescribing more than their peers.	Awarenes
18		Idea 1	Social norms	Comparison to the elderly in ie Kudat, Sabah that registered for the vaccine	Tell that even at other rural districts has higher percentage than them	
19	SOCIAL	Idea 2	Messenger effects	The influence one elder to another	Tell that their friends and neighbours have registered	
20		Idea 3				
21						
22		Example	Prompts	GPs may be more receptive to prompts when they receive a letter from the Chief Medical Officer.	Enclose a care leaflet with the letter that GPs can give instead of antibiotics.	-Belief tha appointme -Interpers -Emotiona
23		Idea 1	Prompts	The elders may be more receptive to prompts when the on-wheels registration is within their reach		
24	TIMELY	Idea 2				
25		Idea 3				
26						
27						
28						
29						
30						
31						

3.1 SOLUTION (EAST) EAST cards (Easy) EAST cards (Attractive) EAST cards (Timely) EAST cards (Social)



MPC

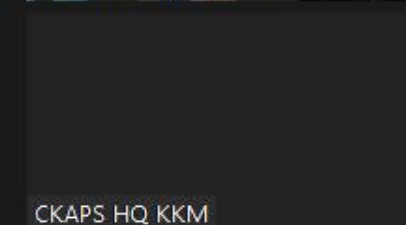


KKMM Nurul Adiah H...

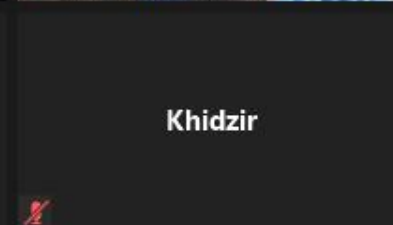


Nur Syafina / MPC

Khidzir



CKAPS HQ KKM



Harris



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Breakout Rooms



Reactions

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