transformational ideas
sustainable outcomes

Very Small Changes
+
Large-Scale Project Delivery

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How do we address large problems?
two variables...

Scale

Nature of intervention

- technique
- change request
If we don’t stop global warming, nature will.
New Year Resolutions 2011

1. Exercise 30 to 5 minutes a day, week, month

2. Lose 20 pounds ounces by Christmas

3. Eat more vegetables and BLT’s

4. Watch less TV. Movies, YouTube, videos, morning/eve.

5. 30 minutes on Facebook a day/ewe.

6. Cut back fast food lunches

7. Go to Vespers and Feast days more.

8. Keep the resolutions this year until Epiphany
A few influences

Small Wins
Redefining the Scale of Social Problems

Karl E. Weick Cornell University

ABSTRACT: The massive scale on which social problems are conceived precludes innovative action because bounded rationality is exceeded and dysfunctional levels of arousal are induced. Reformulation of social issues as mere problems allows for a strategy of small wins wherein a series of concrete, complete outcomes of moderate importance build a pattern that attracts allies and deters opponents. The strategy of small wins incorporates sound psychology and is sensitive to the pragmatics of policymaking.
1. Very **small steps** to get everyone started
2. Self-selected through **coaching** dialogue
3. Delivered at a **large-scale**
Do attitudes drive behaviour?

Almost 90% of WA households think it’s important to reduce water use.

But in those same households:
• Only 15% take short showers
• 12% have a ‘waterwise’ garden
When I face the desolate impossibility of writing 500 pages, a sick sense of failure falls on me, and I know I can never do it. Then gradually, I write one page and then another. One day’s work is all that I can permit myself to contemplate.

John Steinbeck
Very Small Steps to Get Everyone Started

- So small you would laugh at it
- Specific and actionable

Taking small steps (behavior)...
- Changes how you feel
- Changes the environment around you
- Success builds confidence / self-efficacy
- Builds momentum – excitement for more
Self-Selected Through Coaching Dialogue

✓ Segmentation
✓ Self-framing of issue relevance
✓ Ownership of small step actions chosen
✓ Commitment through social contract
✓ Social links...
  • Our description of social norms
  • Planning actions with friends
Delivered at a Large Scale
TravelSmart Sunshine Coast

Queensland Dept. Transport

Travel behavior change
74,000 households
One year (2010)
Queensland TravelSmart

Announcement letter
Telephone recruitment / segmentation
Dialogue / order form / commitment
Deliver tailored pack
(+ dialogue)

TravelSmart Plus

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Transport and Main Roads

Bus routes near your home

The Sunshine Coast and Caboolture TravelSmart team have created a personalised map for you and your household showing all the local bus stops and bus routes close to your home. Walk to the bus stop as part of an active lifestyle, or if someone is driving the way they might drop you there.

1. Review the map, remembering to check the distance (see the scale) to find your nearest bus stop.
2. Review the bus route descriptions below the map to see where the bus can take you.
3. Give it a go. Make a plan today to try using the bus just once over the next week.

Tips for travelling by bus

Boarding the bus
Wait at the bus stop where the driver can see you and raise your hand to signal the driver to stop.

Enter at the front of the bus:
- show your ticket
- buy our ticket from the driver, or
- touch on with your go card

If you have a concession ticket please have your concession ID ready when you board.
(see www.translink.com.au/concessions.php for a list of categories and conditions)

Getting off the bus
Press the bell when the bus is approaching your stop. If you are unsure when your stop is approaching you could ask the driver for help.

If you are using a go card, you will need to touch off as you leave the bus.

Locating bus stops
Most bus stops are marked by a sign post and sign near the side of the road and some have shelters.

Fares and tickets
Just one ticket or go card takes you wherever you want to go on all TransLink buses, trains and ferries.

The bus route(s) closest to your home are:

**Option A**
Bus route 62B stops here. It travels between Bli Bli and Tewantin via Coolum, Maroochydore, Noosa Heads, Point Perry Beach and Sunshine Beach.

**Option B**
Bus route 62B stops here. It travels between Noosa Heads and Tewantin via Noosa Fair, Noosa Heads, Noosa Hospital, Noosa National Park, Noosa Heads and Parklands.

**Option C**
Bus route 64B stops here. It travels between Nambour to Caboolture via Kooymby, Montville, Landscroft, Australia Zoo, Beaudesert, and Elimbah Historical Society to Beaudesert via Landsborough.

For comments on this leaflet or the TravelSmart project please phone 3360 3240 or email contact@translink.com.au

For public transport information visit www.translink.com.au or call TransLink on 13 12 30, anytime.

Plan your next and ongoing stops with TransLink's journey planner: http://j.translink.com.au

Tomorrow's Queensland: strong, green, smart, healthy and fair.
Queensland TravelSmart

57% engagement rate
23,600 pack deliveries
100+ events
w/ 10,200 packs

Third-party evaluation with control groups
(March 2012)

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Households in the West

22,103 households

18% reduction in VKT (10.4 km/day)
6% increase in VKT of control group

Third party evaluation
GPS + odometer evaluation
ActiveSmart Geraldton

WA Dept. Sport & Recreation

Increasing physical activity
10,000 households
One year (2011)
ActiveSmart Geraldton

Announcement letter with order form (10,000)

Phone recruitment:
  • Segmentation / order form
  • Small step action commitment
  • Pedometer / coaching program

Delivery of packs + dialogue (4,000)

Up to five coaching calls (2,400)

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Disconnect between awareness and action
Conversations built around questions
Participants frame motivations and actions
  Role of dialogue ‘pauses’
Social contracts of follow-up coaching calls
Explicit focus on small actions
Social elements to activity plans
Would you like to enjoy a more healthy, active lifestyle? Yes [ ] No [ ]

What interests you? Tick as many of the boxes below as you like to order your personalised collection of free resources.

After you return this form (see details at the bottom of the page), we will deliver your selections to your door. You will not need to be home at the time of delivery.

**LIFESTYLE**
- How to Find 30 Every Day
- It's Never Too Late to Find 30 (older adults)
- Keeping Physically Active for Health and Happiness
- Active Parent Education Kit

**ACTIVITIES & CLUBS**
- Geraldton-Greenough Sport and Recreation Directory
- Local Events Listing
- Local Activities Guide
- Seniors in Action

**WALKING & CYCLING**
- Local Walking Opportunities
- Local Cycling Opportunities
- Guide to cycling for Health, Pleasure and to Work
- Buying and Maintaining a Bicycle

**OUTDOORS**
- Nature Play WA
- Beautiful Beaches

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To ensure fast delivery of your Activesmart materials, please fill in your contact details below:

Name: _______________________
Address (Including unit number): _______________________
Email Address: _______________________
Preferred contact number: _______________________

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SHOW YOUR COMMITMENT

[ ] Yes, after receiving my selections, I will take at least one small step toward being more active.

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STEP UP!

Receive a free pedometer, Aquarena Value Pass, and phone consultation to help you get started and stay motivated.

[ ] Yes, I am interested in receiving these additional incentives along with my personalised collection of free resources. (Please ensure your contact details are fully complete.)

RETURN THIS FORM: Complete and return this form now and you will also receive 10 discount vouchers for local traders and a full-colour Geraldton-Greenough walking and cycling map. Send your completed form to: PO Box 2873, Geraldton, WA 6531.
Or, you can complete this form online: www.activesmartgeraldton.org
Imagine a goal
Can you visualise an inspiring six month goal?

What would I like to be able to do in 6 months’ time?
e.g. I’ll be able to swim 20 laps of the pool without stopping.

Who will keep me motivated?
e.g. I’ll ask Jane to check I’ve been for a swim each week.

GOAL SETTING TIPS

Inspiring
Your goal should mean something to you personally.

Vivid
Can you clearly picture what it would be like to achieve your goal?

Positive
Reinforce good habits, rather than worrying about bad habits.
Let's make Geraldton-Greenough the most active city in Australia

Activity Planner

STEP 3 Identify your first action

What is one very small first action I can take to get started?
e.g. Call the Aquarena and find out when they are open

When can I schedule a concrete and easy first time to try this activity?
e.g. The pool is open until 7pm on weekdays, so I will go there directly from work next Tuesday

1. 
2. 
3. 

What can I do to set a 'trigger' to remember?

e.g. Place a bag with my bathers by the front door so I see it as I leave for work Tuesday morning

What else can I do??
☐ Tell a friend about my plan
☐ Schedule my first step in my diary
ActiveSmart Geraldton

87% recruitment rate

61% set activity plans with friends

52% using Activity Planner

33% using pedometer and tracking steps

95% retention through coaching calls
1. Very small steps to get everyone started
2. Self-selected through coaching dialogue
3. Delivered at a large-scale
4. Refined through social network analysis