



Cabinet Office



Government
Communication
Service

Changing behaviour for the public good

The GCS approach

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Prime Minister's Office
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UK Government



Cabinet Office



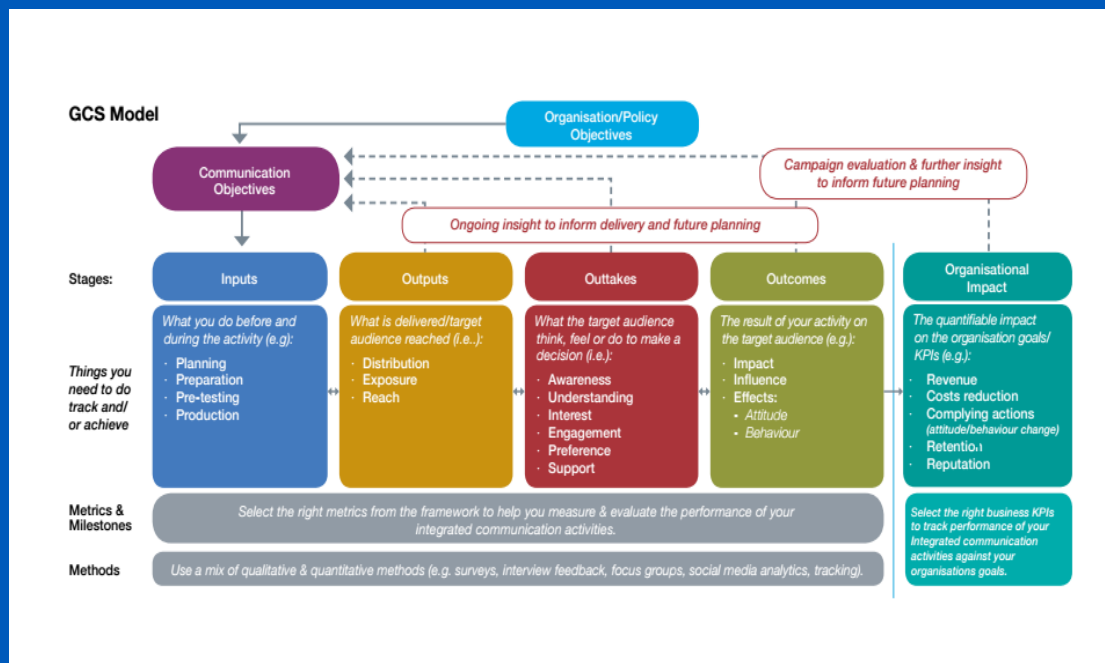
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Changing behaviour can be difficult





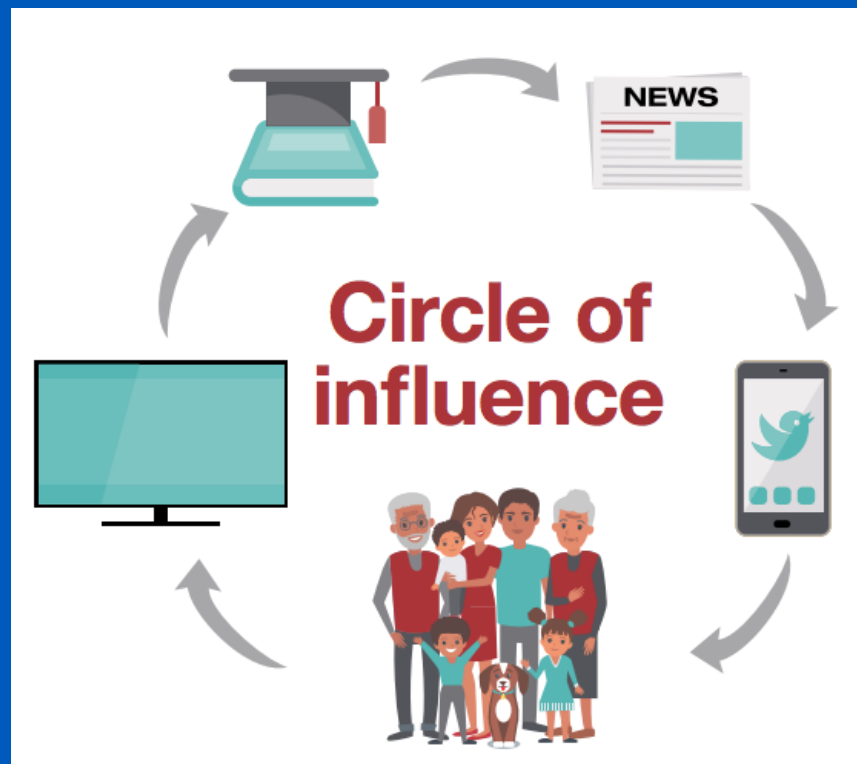
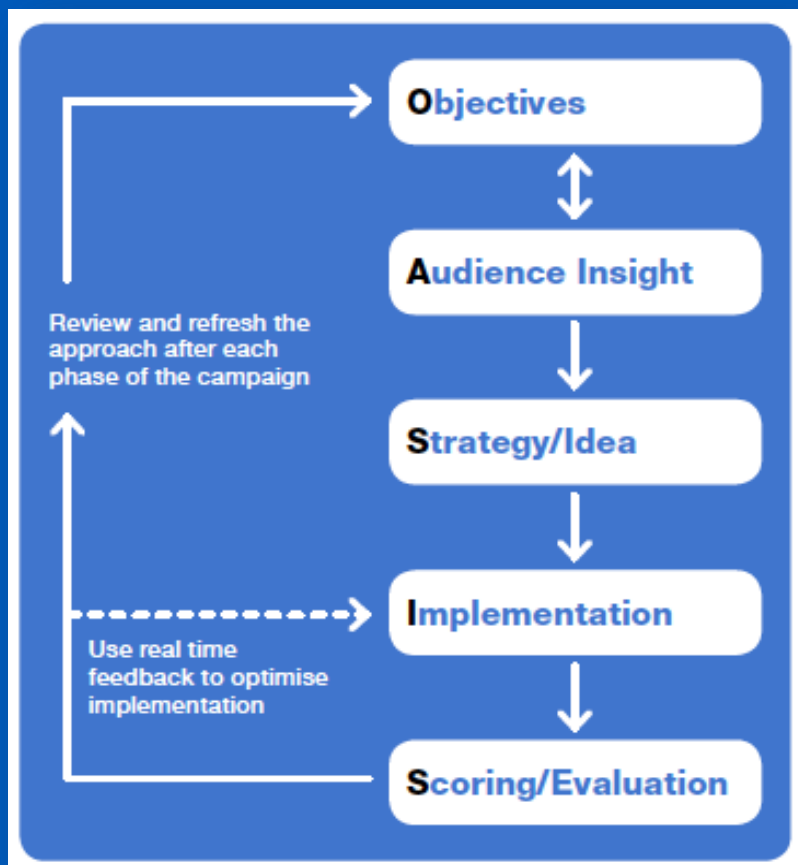
Communications at the GCS





Communications at the GCS

Three 3Cs





The problem



‘Globally, trust in the institutions of business, media, government and NGOs dropped three points in 2017. Media is at all-time lows, government trust continues to erode, and two-thirds of survey countries are now “distrusters”, with under 50% trust.’

Edelman Trust Barometer 2017





Behaviour Change - MINDSPACE

Messenger	we are heavily influenced by who communicates information
Incentives	our responses to incentives are shaped by predictable mental shortcuts such as strongly avoiding losses
Norms	we are strongly influenced by what others do
Defaults	we 'go with the flow' of pre-set options
Saliency	our attention is drawn to what is novel and seems relevant to us
Priming	our acts are often influenced by sub-conscious cues
Affect	our emotional associations can powerfully shape our actions
Commitments	we seek to be consistent with our public promises, and reciprocate acts
Ego	we act in ways that make us feel better about ourselves



Meaning of Reputation

Dimensions of Reputation

Products & Services

Innovation

Workplace

Governance

Citizenship

Leadership

Performance



RepTrak® Pulse



Supportive Behavior

Purchase

Recommend

Crisis proof

Verbal support

Invest

Work





Building trust in government

Competence + Character
+ Connectedness
= Trust



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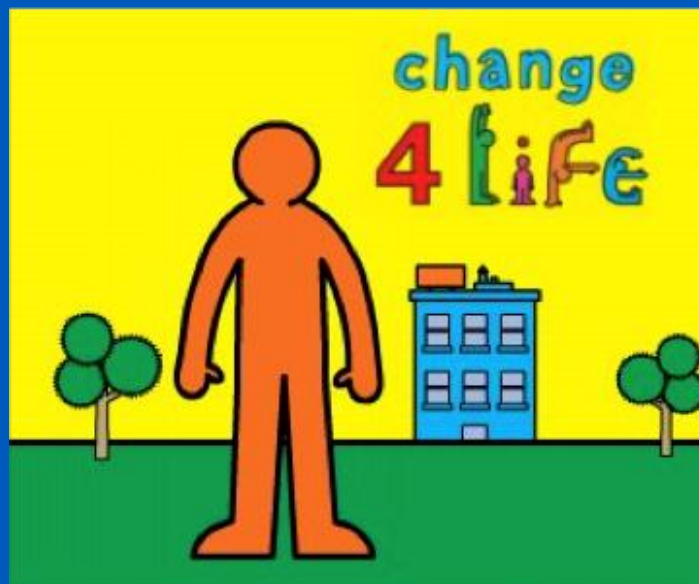
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and found inner peace.**

31st January is the deadline for your online Self Assessment Tax Return. If you miss it you will get a £100 penalty. So why not do it today, pay what you owe and take a load off your mind?

Self Assessment | hmrc.gov.uk



**BUSINESS
IS
GREAT
BRITAIN**



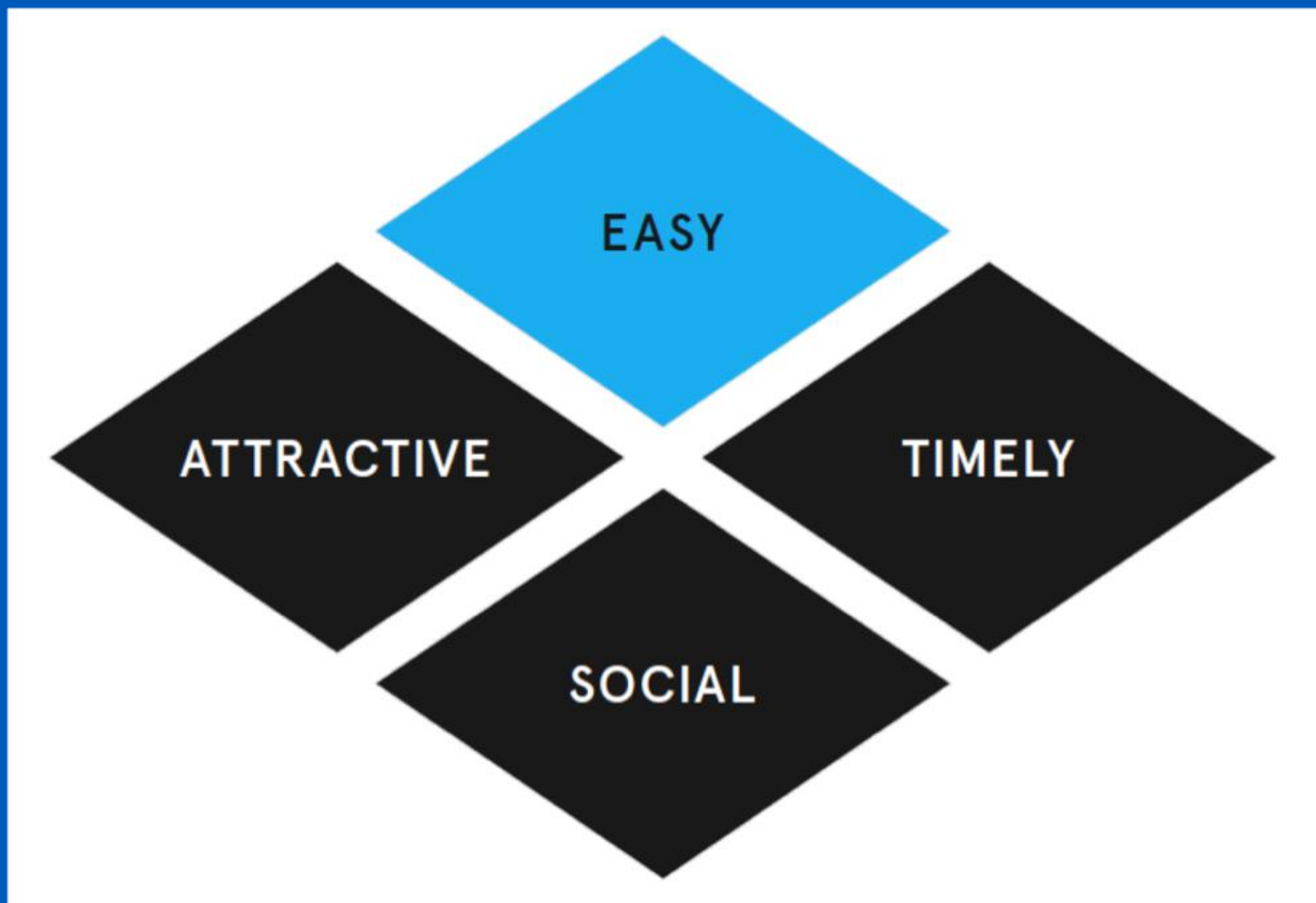
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EAST





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STAY WELL THIS WINTER



Do you have:

- A lung disease
- Kidney or heart disease
- Diabetes
- Another long term condition
- Or do you suffer from breathlessness?



Cold weather can make you more likely to catch a winter illness that could become very serious. So even if it's just a cough or cold, seek advice from your pharmacist before it gets more serious.



STAY WELL THIS WINTER


nhs.uk/staywell

Leyla Hannbeck, Pharmacist



All about flu and how to stop getting it

EasyRead version for children with learning disabilities



STAY WELL THIS WINTER

Flu Immunisation
Helping to protect everyone, every winter

EAST

Easy - straight forward

Atractive - fast service

Social - helping community

Timely - when people get ill



Conclusion

1. Purpose of public comms is changing behavior for public good
1. Communication is a professional discipline based on theory, case studies and practise
1. Application of MINDSPACE and EAST will improve your communications



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