WELCOME

Stacking the Deck for Highly-Effective Behavioral Policies and Programs

Karen Ehrhardt-Martinez, Ph.D., Human Dimensions Research

Kat Donnelly, Ph.D., Empower Efficiency

Jane Peters, M.A., Research Into Action

BECC Workshop December 7, 2014

Agenda

12:30 –1:00	Welcome, Introductions, and Overview
1:00 – 2:00	Strategies to Identify Relevant Behavioral Targets
2:00 – 2:30	Behavioral Levers, Selection Guidelines, and Multi-modal Approaches
2:30 – 2:45	Break (15 min)
2:45 – 3:45	Behavioral Levers, continued
3:45 – 3:55	Break (10 min)
3:55 – 5:15	Experimental Design and Logic Models
5:15 – 5:30	Wrap Up

What to expect from the next 5 hours

Review the basics of:

- *Targeting behaviors*

- *Behavioral levers*

- *Experimental design and logic models*

At the end you should understand:

- *Options for targeting behaviors for efficiency programs*

- *How to apply behavioral levers to program design*

- *The importance and components of experimental design and logic models in behavioral programs*

I came to this workshop because. . .