



Mind the gap – why we need to understand human behaviour in the field of animal welfare

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UNIVERSITY OF
LIVERPOOL

The
Horse Trust

Advancing Excellence
in Equine Care



Why should we understand human behaviour?

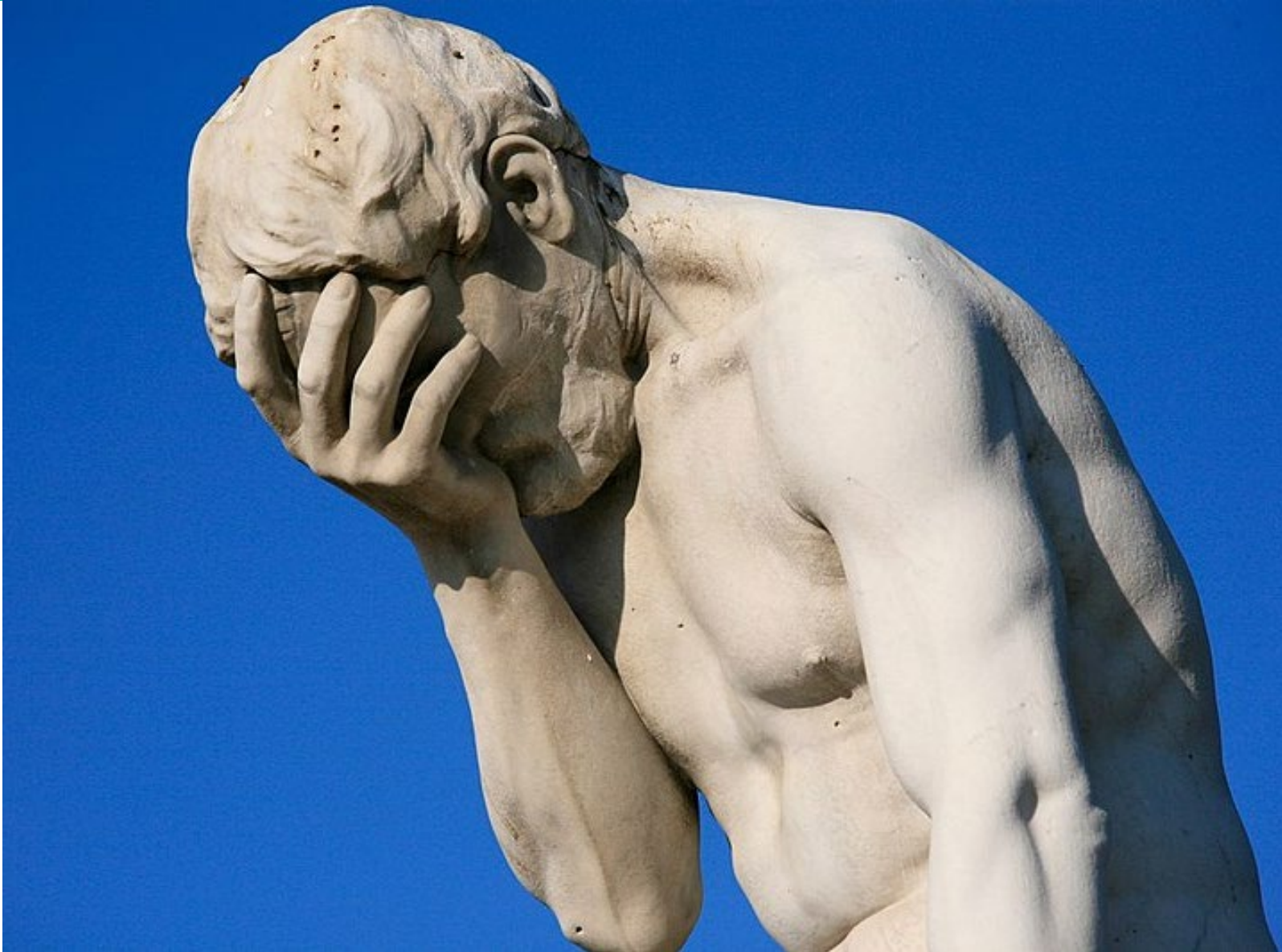
In order to change wellbeing of animals, we first have to change people.....



**... so we tell people what to do.
BUT.....**



Why should we understand human behaviour?



<https://www.flickr.com/photos/proimos/4199675334/>

To understand how to change a welfare problem we need to first understand people

- **Knowing something does not mean you will do it... awareness, knowledge and intention don't always result in behaviour change.**
- **Intention >> Action Gap**

Azjen (1991) The Theory of Planned Behaviour. *Organizational Behavior and Human Decision Processes*. 50:2 (179-211)

Michie and West (2013) Behaviour change theory and evidence: a presentation to Government. *Health Psychology review*. 7:1 p1-22

Papies, 2017 Situating interventions to bridge the intention-behaviour gap: a framework for recruiting non-conscious processes for behaviour change

That's because no man is an island
(we're all part of a system.... An environment, culture, community....



Dahlgren, G. and Whitehead, M., European strategies for tackling social inequities in health; published by WHO, 2006.

The social environment.....

We are WAY more influenced by those around us than we'd like to think

- Conformity
- Social Persuasion
- Observational Learning
- This mainly starts when we're about 12

Social Influence: Compliance and Conformity

Annual Review of Psychology

Vol. 55:591-621 (Volume publication date 4 February 2004)

First posted online on July 11, 2003

<https://doi.org/10.1146/annurev.psych.55.090902.142015>



The physical environment.....

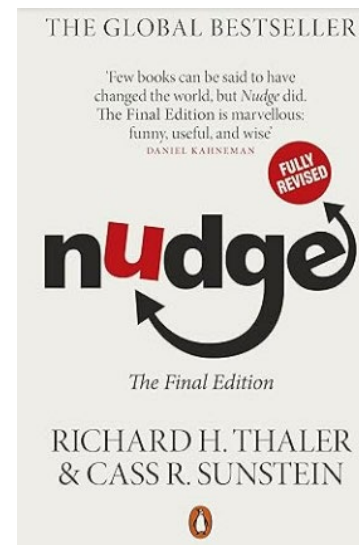
We are WAY more influenced by the physical environment than we'd like to think

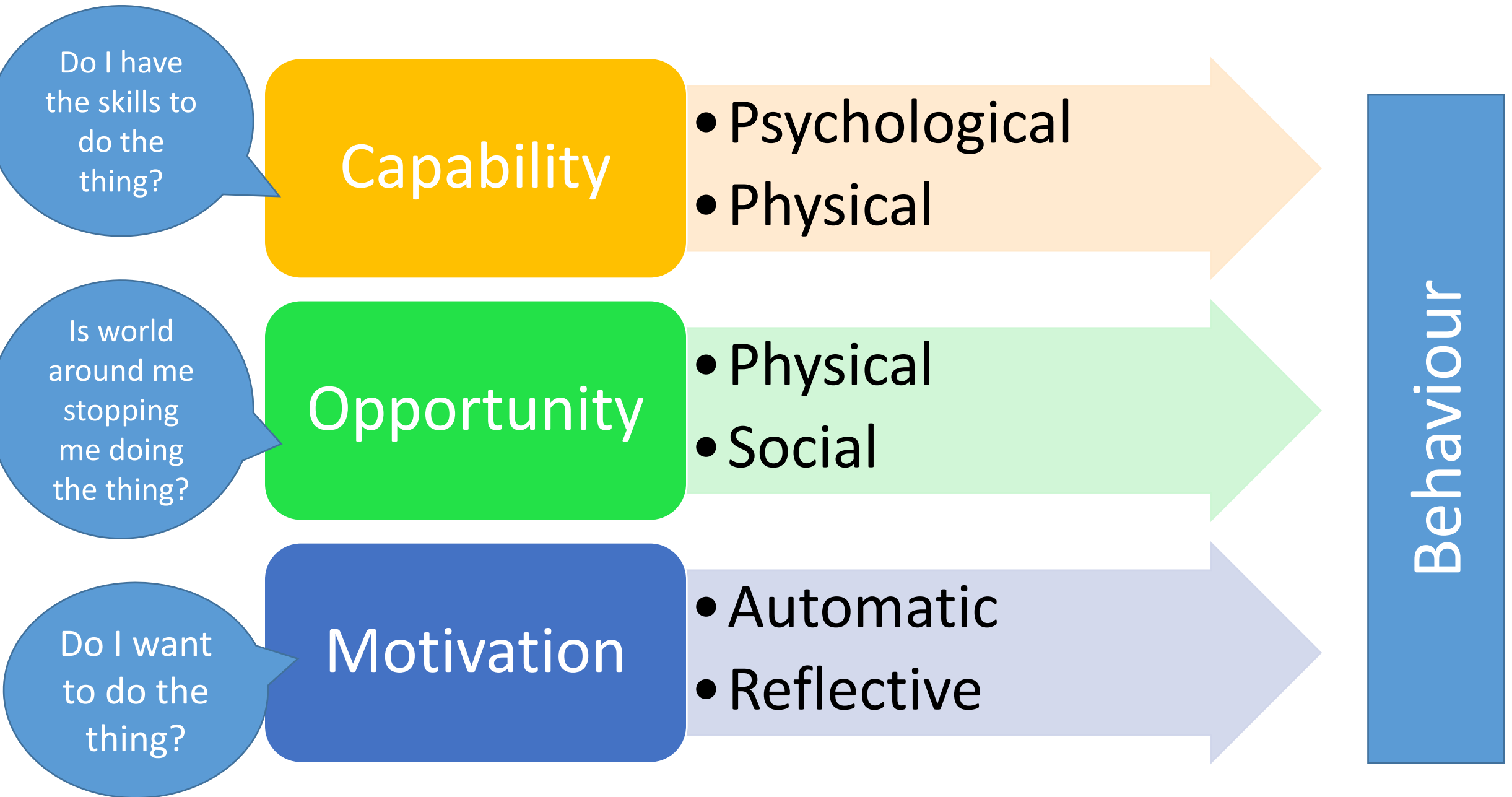


supermarkets

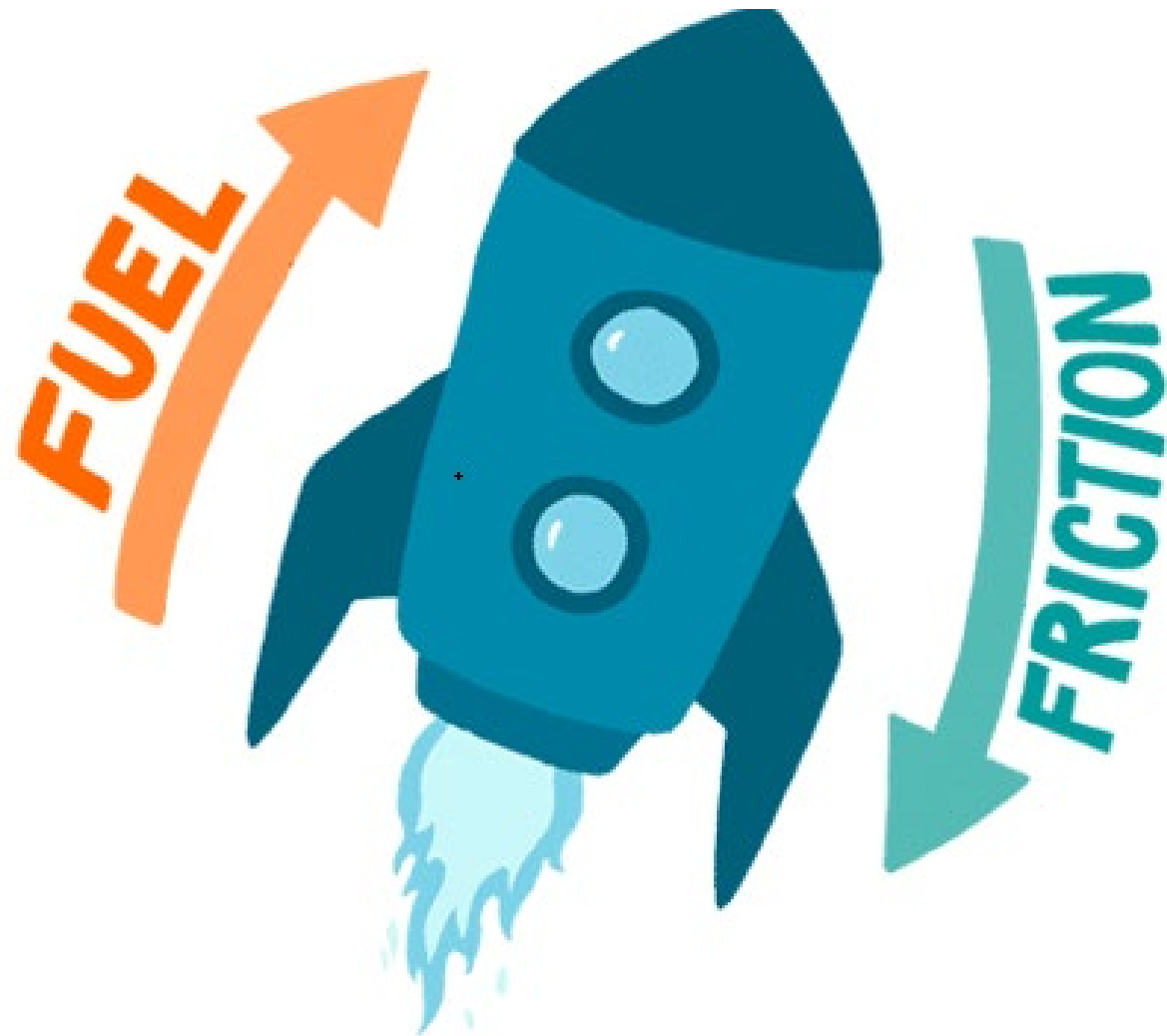
descriptions

<https://www.urinal.net/schiphol/>

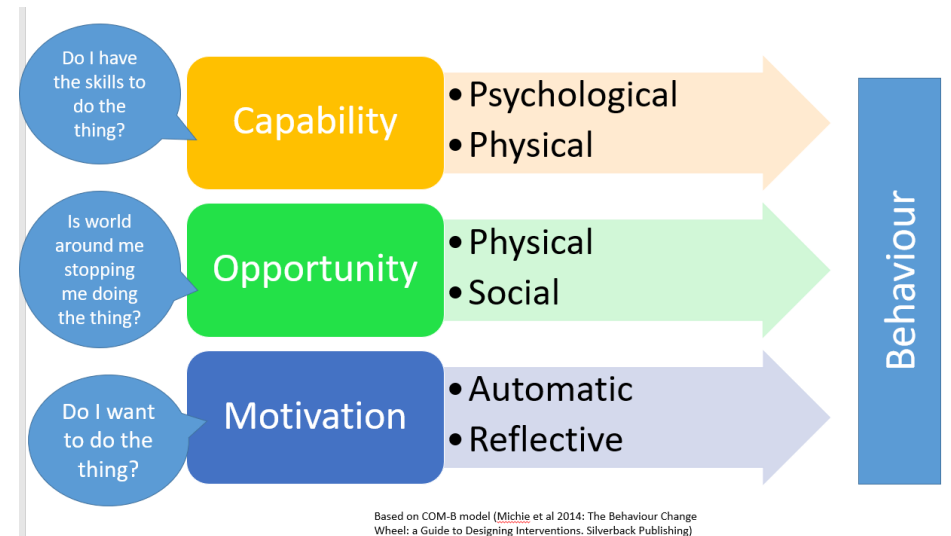




How can we change behaviour?



← In any of the areas – skills, social, physical, emotional etc



How can we change behaviour?

Intervention Types									
COM-B	Education	Persuasion	Incentivisation	Coercion	Training	Restriction	Environmental restructuring	Modelling	Enablement
Physical Capability									
Psychological Capability									
Physical Opportunity									
Social Opportunity									
Automatic motivation									
Reflective motivation									





"We are delighted to be involved in anything that helps re-educate people about healthy body condition in horses and think we should encourage the improvement in welfare standards generally. The Great Yorkshire Show has been supporting The Horse Trust Overweight Horse Project since 2019 and look forward to continuing to do so in 2022"

Thank you for listening!!
Questions?

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