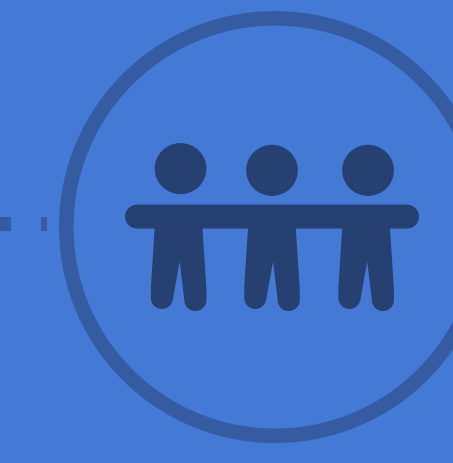




# behavioural determinants of climate change action & collective change

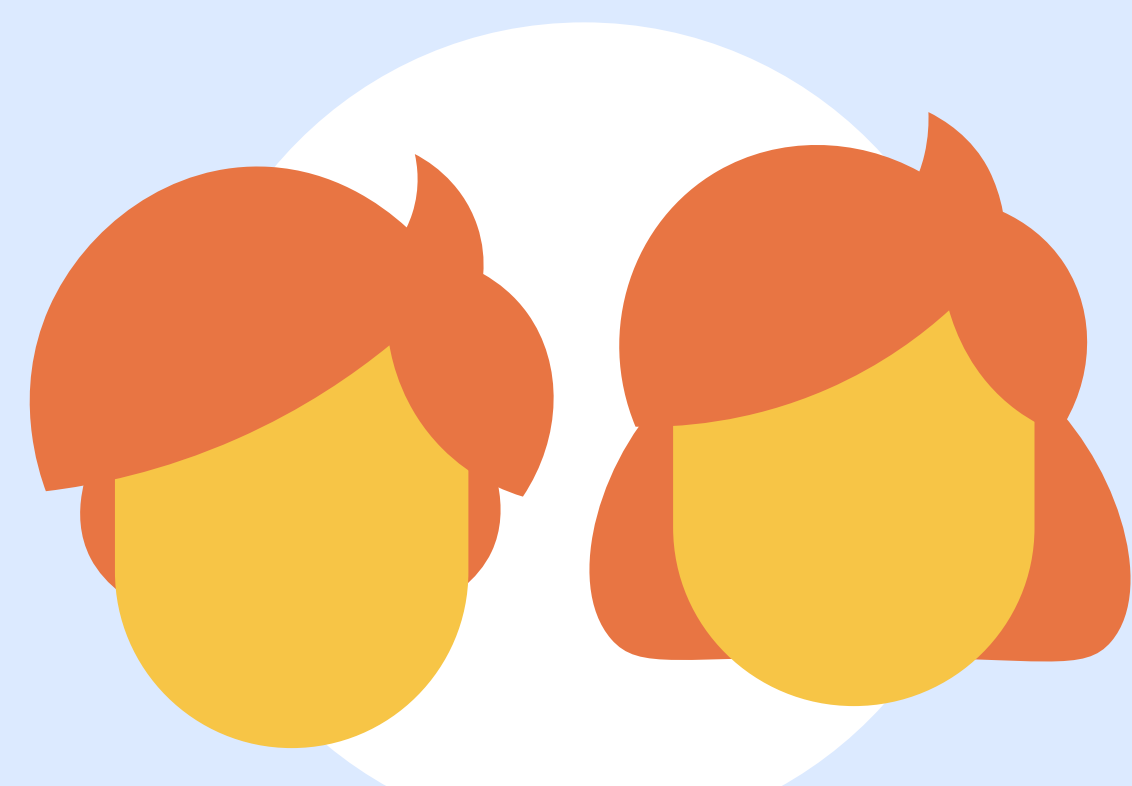
Rural Health Services Research Network of BC



The RHSRNbc's fifth chapter seeks to understand how organized behavioural change at the individual level will generate positive climate outcomes on a broader scale through collective action.

**behavioural determinants** are the perceptions, feelings or beliefs shaped by socioeconomic, political, and cultural factors that can support or prevent the adoption of a specific behaviour

## why is there a dissonance between environmental intention and climate change action?



### social cognitive theory

**self efficacy** determines whether actions will be initiated, the amount of effort required, and the extent to which actions will be sustained in the face of challenges

**outcome expectancy** is defined as an individual's confidence in the extent to which their actions will effectively protect against climate change



### theory of planned behaviour

postulates that any behaviour (i.e., climate action) is directly influenced by an individual's psychological intention to engage in that behaviour.

**3 key factors include** the individual's attitude towards the behaviour, the perceived social norms surrounding the behaviour, and the degree of perceived control or self-efficacy one has over the behaviour

## cultural values influence pro-environmental behaviour

RURAL VALUES ← → URBAN VALUES



## the green gap: why do pro-environmental attitudes not lead to consistent green behaviour?



### prioritization of immediate risks

climate change is commonly perceived as a distant and abstract threat in both the temporal and spatial sense

### lack of perceived control and helplessness over outcomes

little action is taken when an individual does not believe in its effectiveness



### ignorance and unawareness

there is a lack of knowledge surrounding the realities and severity of climate change

### denial of personal responsibility shifting blame

it can be easier for individuals to deny responsibility over climate change, often blaming large corporations for the state of the world



### impracticality

there is significant reluctance to make lifestyle changes and expend time, finances, and resources

## reframing action statements: modifying climate change messaging

### static norms

traditional norms where the norm in question is seen as established but stagnant

"Today, people eat 17% less meat than 10 years ago" [1]

### personal outcome expectancy

a measure of individual judgement about the likely consequences the individual will experience as a result of the individual performance.

"Decreasing the food waste I generate will improve the air quality we breathe in" [2]

Goal

### dynamic norms

imply the ongoing and progressive establishment of a new norm

"Meat consumption is projected to decrease by 30% in the next 10 years" [1]

### collective outcome expectancy

perceptions of how well the outcomes of collective actions will help to meet collective goals.

"If Canadians decrease their food waste by 50%, we can reduce CO2 emissions by 36 gigatons, diminishing climate emergencies" [3]

Read the full chapter here: <https://tinyurl.com/RHSRNbcChapters>



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[1] A. Gill, "UK public now eating significantly less meat," *BBC News*, Oct. 07, 2021. Accessed: Apr. 26, 2022. [Online]. Available: <https://www.bbc.com/news/science-environment-58831636>  
 [2] C. Nunez, "Carbon dioxide in the atmosphere is at a record high. Here's what you need to know," *Environment*, May 13, 2019. <https://www.nationalgeographic.com/environment/article/greenhouse-gases> (accessed Apr. 26, 2022).  
 [3] S. Kaplan, "A third of all food in the U.S. gets wasted. Fixing that could help fight climate change," *Washington Post*, Feb. 25, 2021. Accessed: Apr. 26, 2022. [Online]. Available: <https://www.washingtonpost.com/climate-solutions/2021/02/25/climate-curious-food-waste/>