AMR and behaviour change

When knowledge is not enough

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Antimicrobials in Livestock: from scrutiny to action in low-income countries
17 November 2020
Does knowledge drive behaviour?
Why can’t these officials follow their own advice?

Much of our physical behaviour is *AUTOMATIC*
Quick experiment

- Barbara has loved listening to classical music since she was a young child.
- She is an opera fan who enjoys touring art museums when on holiday.
- Growing up, she also enjoyed playing chess with family members and friends.

Which situation is more likely?
A. Barbara plays the French horn in a major symphony orchestra
B. Barbara is a farmer

Adapted from behaviouraleconomics.com
Check the data!

- More than 570 million farms in the world
- Less than 2,000 major symphony orchestras

- Barbara is most likely a FARMER (14% chance)
- 0.0001% chance she’s in an orchestra

Much of our mental accounting is **AUTOMATIC**
What about in relation to AMR?
FAO knowledge attitudes practices studies
## Results

<table>
<thead>
<tr>
<th>Country</th>
<th>Knowledge</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ghana</td>
<td>Practices</td>
<td>0.03</td>
</tr>
<tr>
<td>Kenya</td>
<td>Practices</td>
<td>0.19</td>
</tr>
<tr>
<td>Tanzania</td>
<td>Practices</td>
<td>0.10</td>
</tr>
<tr>
<td>Zambia</td>
<td>Practices</td>
<td>0.21**</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>Practices</td>
<td>0.10</td>
</tr>
</tbody>
</table>

Study lead: M. Caudell
Knowledge ≠ Behaviour
So how do we influence behaviour... ...when knowledge is not sufficient?
So... what’s going on?
Collecting insights during a pandemic...
E-LEVEL SHOPPING BULL’S-EYE

* 60 percent of what shoppers buy is within 12 inches of eye height.

12 INCHES

Make it EASY
Make it HARD
Next steps

- Innovation Webinar 23 November 10:00 GMT (*please attend*)
- Online discussion and development via UNDP’s SparkBlue
- Pilot finalization

Goals for next year:
- Rigorous TESTING of pilots in the field (*a key part of behavioural science*)
- Expansion of the Community of Practice to other regions and sectors
- Sharing via global, open-access repository
Thank you

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#ChangeAMR