

# Cost of Living Crisis in Wales

## APPLYING BEHAVIOURAL SCIENCE

Public Health Wales has published a report: 'Cost of living crisis in Wales – A public health lens'. The report identifies those most likely to be affected and evidence-based options for short, medium, and long-term responses.

[Click here](#) to see the full report

**Understanding and shaping behaviours**, including accessing support services, is critical in responding to the cost of living crisis. If you are a **practitioner or policy maker** trying to support the public, the simple steps below will help ensure you 'get what you aim for' more often.

### CAPABILITY

#### Increase knowledge of support services

- Develop **clear, understandable communications**
- Provide **evidence-based communications** for target groups



### OPPORTUNITY

#### Make services and processes easy, accessible and inclusive

- Reduce **steps** needed to access a service, or **break down the process** into smaller and easier tasks
- Engage with **target groups** to understand how easy services are to use
- Consider **groups who may not have the resources** required to access support (e.g., laptop, smart phone or internet connection)
- Ensure services are grounded and **well connected to local communities**



### MOTIVATION

#### Reduce stigma and shame whilst building confidence to access support services

- Use language that is **free from judgement**
- Normalise** needing and seeking help
- Information and services should be **person-centred**



### BEHAVIOUR

People are **more likely to access services** if they have the **capability, opportunity and motivation to do so**

(Michie et al 2011).

#### References:

Hertfordshire Behaviour Change Unit (2022) Supporting residents with the increased cost-of-living: Behavioural science recommendations for local authorities  
Susan Michie, Lou Atkins, and Robert West (2014) "The behaviour change wheel." A guide to designing interventions. 1st ed. Great Britain: Silverback Publishing



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