

Selecting behaviour change techniques using the APEASE criteria: A worksheet

This worksheet is designed to be completed alongside the **Toolkit for applying behavioural science to barriers in reproductive health**.

- Work through the toolkit and shortlist behaviour change techniques (BCTs) that could address the barriers you have highlighted.
- Copy and paste your BCTs in the table below to assist you in rating them according to the APEASE criteria.
- This will help you select which BCTs you will focus on implementing.
- You will likely identify many BCTs for consideration; add more rows to the table as needed.

The table below gives an example of a commissioner looking to address poor uptake of contraception among non-English speaking women.

	A	P	E	A	S	E
BCT	Acceptability of implementing it (high/med/low)	Practicability of implementing it (high/med/low)	Effectiveness (priority vs. secondary)	Is it affordable? (yes or no)	Is there the potential for spill over effects? (positive/negative/none)	Will it increase or decrease equity? (increase/none/decrease)
Adding objects to the environment – e.g. <i>Translate contraception leaflets and make widely available</i>	High (Something I can make happen and won't be objectionable)	High (Producing leaflets is relatively easy and there are many places within services they can be offered)	Priority (The barrier of interest sits within the category of Environmental Context & Resources, for which this BCT is a priority technique)	Yes (I can secure funding)	Positive (Will consider how to manage potential demand to translate into additional)	Positive (Each additional translation will increase equity of access)