

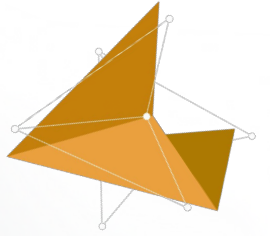


**for Civic Leadership
& Engagement**

Behavioral Design[®] can incite different groups of people to be more involved—and even active—in various social causes and initiatives.

Taking on a behaviorally informed, evidence-based, and culturally appropriate approach to civic leadership and engagement can be more effective in equipping citizens to create positive changes in their communities.

Here is how **Behavioral Design**[®] is being maximized in other countries:



Combating Misinformation

An evidence-based guide on communicating with voters implemented a switch in messaging to "focus on the facts" instead of repeating false information.

[Source](#)

Encouraging Voting

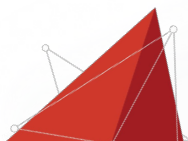
The state of Minnesota used behaviorally-informed postcards that applied positive social pressure to increase voter turnout, turning occasional voters into consistent ones.

[Source](#)

Reducing Street Riots

Local stores in London that decorated their storefront shutters with images of babies, believed to evoke caring behaviors, saw a reduction in antisocial behavior, with the images still intact even years later.

[Source](#)



In the Philippines, AHA! BD
has been applying **Behavioral Design**®
to nudge Filipinos to be more responsible
citizens and engage in civic causes
to create change.

Designing Behavioral Nudges to Encourage Donating & Volunteering to Human Rights Causes Among the Youth

Challenge: How to encourage active participation in donation and volunteering initiatives among Filipino Gen Z and Net Users towards human rights causes.

Solutions: Behaviorally informed, evidence-based, and culturally appropriate nudges for the youth towards specific donation behaviors (initial and habitual donations and sharing of initiatives) and volunteering behaviors (signing up and sharing of initiatives) by applying insights, especially on:

- Showing the impact of these actions on the beneficiaries;
- Increasing self-efficacy towards donation and volunteering; and,
- Utilizing the right emotional approaches to compel the segment to do so.

Donation Prototypes

PISO PARA SA PUSO



Add to Heart



Volunteering Prototypes



Designing Behavioral Nudges to Encourage Donating & Volunteering to Human Rights Causes Among the Youth

AHA! BD measured the statistically significant change in the behavior and determined if there are other relevant, latent variables (i.e., attitudes, norms, perceived control, and intention) coming into play in affecting the target behaviors.

Aside from increasing actual volunteer sign-ups and donations, the prototype use also lead to an increase in the following (at various levels) among the audience:

- Knowledge of human rights
- Perceived importance of human rights
- Talking to family and friends about human rights
- Knowledge of different types of humans rights organizations
- Knowledge on human rights causes you can donate to
- Knowledge of different communities and beneficiaries you can donate to
- Perceived risks when donating to human rights causes
- Empathy (pakikiramay) towards human rights causes and beneficiaries

These interventions are already helping various human rights organizations in the country to get more volunteers and donations for their initiatives.



Detoxifying the Digital Environment of Senior High School and College Students from Lower-Income Households

Behavioral Challenge: How might we help SHS and university students detoxify their digital environment through behaviors around pausing and reflecting on the risks and harm of political content in this time of overwhelming disinformation?

* AHA! BD's Sandbox projects are highly experimental research projects initiated by the organization to discover solutions to pressing social behavioral problems. These projects are meant to be scaled up and scaled out through eventual partnerships with interested organizations. If you are one of them, please get in touch with us.

To learn more about the application of Behavioral Design, follow our website and social media accounts.



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If you're interested in exploring how to design complementary behavioral solutions for your advocacies and existing programs, you can get in touch with:

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