### 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.

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

For more information on APEASE criteria see [Achieving Behaviour Change guides](#)