**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. *Translate contraception leaflets and make widely available* | 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) |
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