

Changing Behaviour

Political Science

The options when a policy needs people to act differently.

The intervention ladder.

Level	Example
Do nothing	Monitor the situation
Provide information	Public health campaign
Enable choice	Free provision of an alternative
Guide by incentives	Tax breaks or charges
Restrict choice	Removing options from sale
Eliminate choice	Prohibition

Educational reference. Higher rungs need stronger justification: greater intrusion requires greater evidence of benefit.