Harnessing the power of emotional drivers to promote behaviour change

Authors’ Reply

I thank Peter Winch and Elizabeth Thomas for their thoughtful letter1 concerning our trial2 in The Lancet Global Health and for highlighting the profound challenges associated with changing multiple behaviours in public health interventions. To improve the effectiveness of public health strategies, we need more innovative behaviour change interventions that undergo rigorous evaluation3,4 and more debate about what works, what doesn’t, and why. It is thus vital that reports of trial outcomes be accompanied by detailed exploration of the reasons for the outcomes in the study context.5

Winch and Thomas rightly point out the difficulty of interpreting trial findings testing complex interventions in the absence of data on fidelity and other key process indicators. As mentioned in the discussion of our paper1 and prespecified in the objectives published in the trial registry record for our study, we integrated a full process evaluation into our study protocol. This measured seven domains (fidelity, dose delivered, reach, recruitment, participant engagement and responses, acceptability, and context), guided by Steckler and Linnan’s framework6 and the Theory of Change approach.7 Due to the convention of separating reports of process and outcome evaluations, the results are the subject of a second manuscript that will be published in due course. This subsequent report will engage in detail with the important questions raised by Winch and Thomas.

It does, however, remain a question for journal editors and behavioural scientists as to whether separating process from outcome evaluations in short papers is the best way to advance the science of behavioural intervention.

I declare no competing interests.

Copyright © The Author(s). Published by Elsevier Ltd. This is an Open Access article under the CC BY license.

Katie Greenland
katie.greenland@lshtm.ac.uk
London School of Hygiene & Tropical Medicine, Department of Disease Control, Environmental Health Group, London WC1E 7HT, UK

1 Winch PJ, Thomas ED. Harnessing the power of emotional drivers to promote behaviour change. Lancet Glob Health 2016; 4: e881–82.