



# Changing Behaviour Without Talking:

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## Affordances and the Importance of Context

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# Alcohol Misuse

- Remains a public health concern
- Drinking rates have reduced, but increasing patterns of binge drinking
- Related to long-term health damage, morbidity and criminal behaviour
- UK and Europe





# Prevention

- A number of approaches...
- Social cognition – predictors of behaviour (changing intentions/ attitudes)
- Dual process – irrational/ unplanned behaviour
- Behavioural economics – ‘nudging’
- Drinking Environments





# Affordances

- Immersed in drinking environments
- Behaviour in context: what aspects increase/ restrict drinking opportunities
- Behaviour largely instinctive, unconscious, action-oriented
- Challenging: Affordance – the *fit* of an individual to their environment

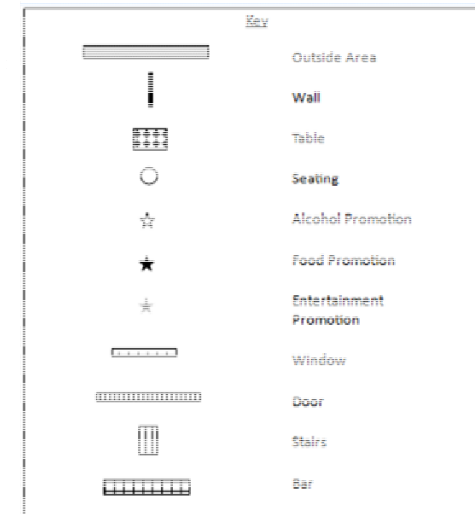
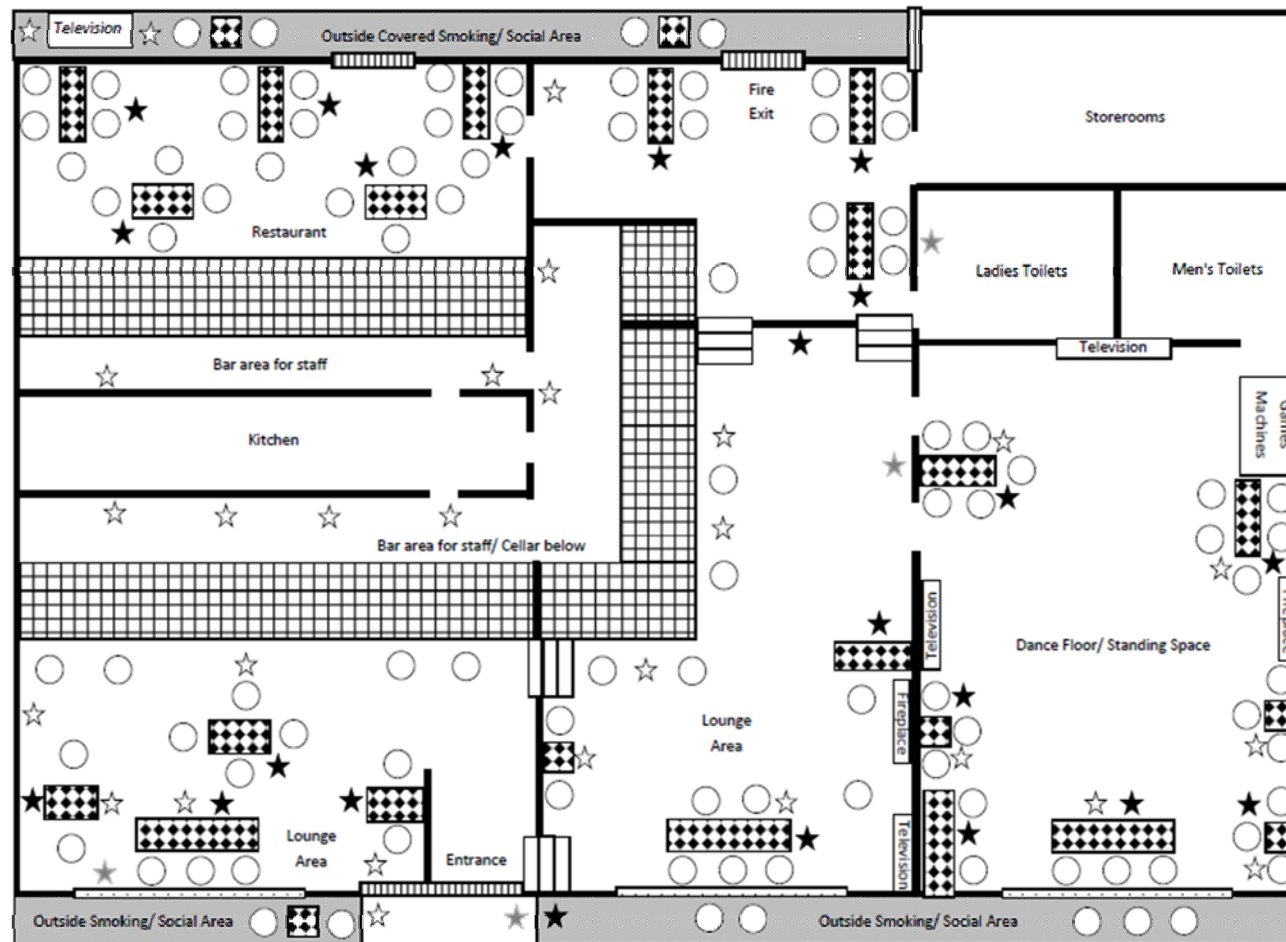


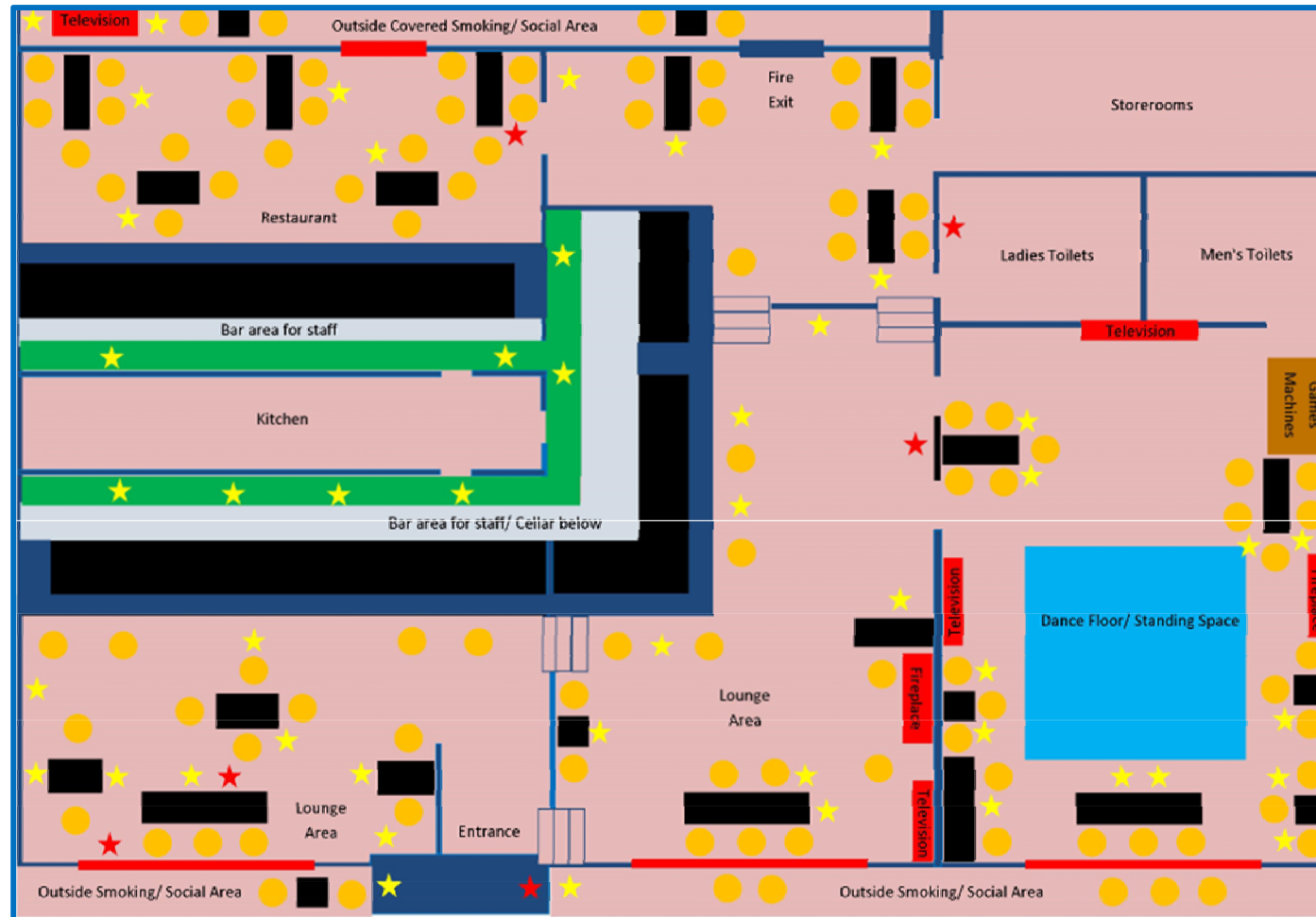


## A Functional Taxonomy

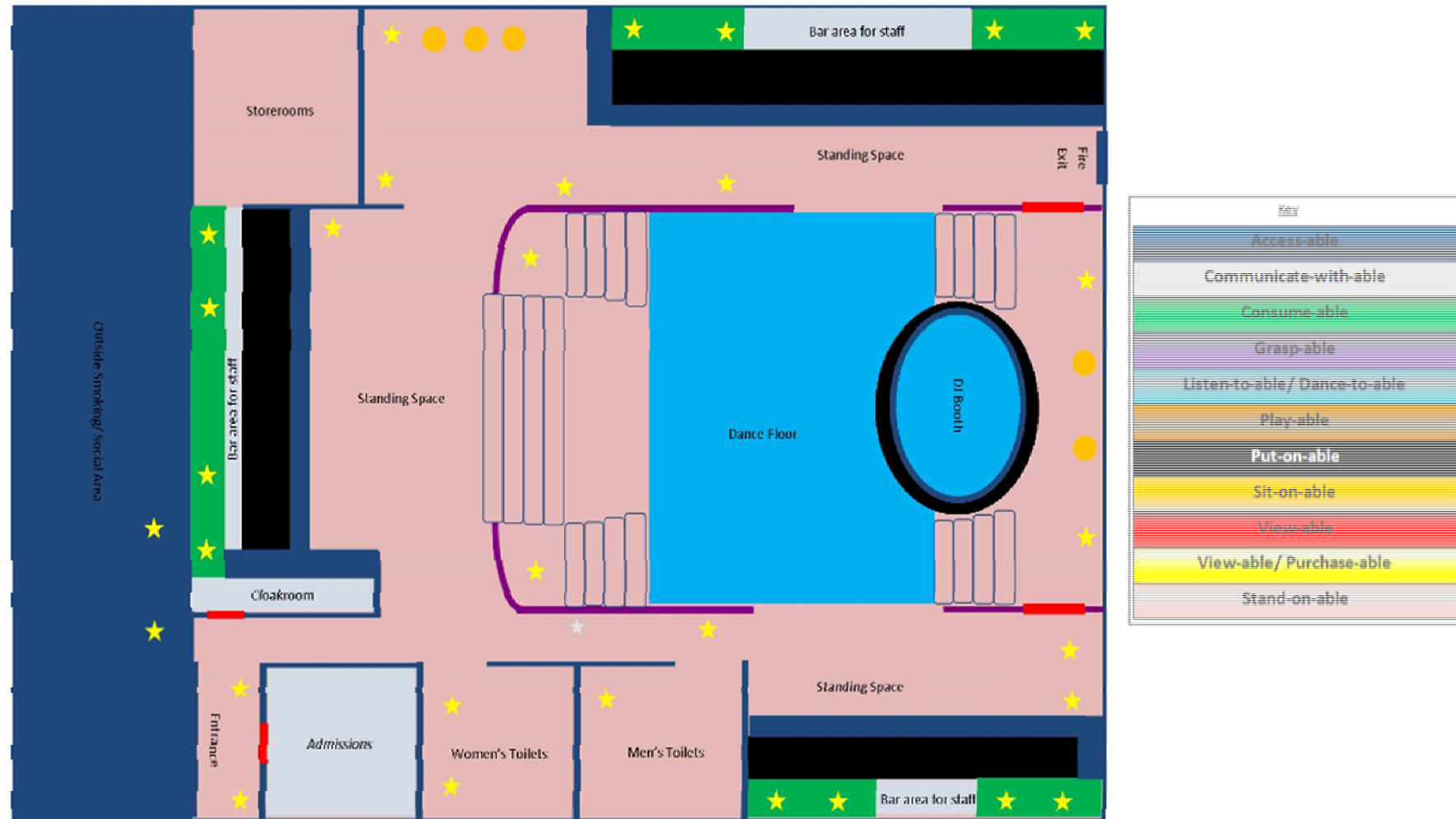
- Systematic and evaluative approach using a coding and categorisation framework
- Identified alcohol-related affordances relevant to the rate and amount of alcohol consumption
- Also specific to the effectivities, or action capabilities, of drinkers







Key
Access-able
Communicate-with-able
Consume-able
Grasp-able
Listen-to-able/ Dance-to-able
Play-able
Put-on-able
Sit-on-able
View-able
View-able/ Purchase-able
Stand-on-able





## Individual Perspectives

- Interviews (IPA/ Q) highlighted embodied cultural practices shaping behaviour
- Other patrons and serving staff extended opportunities (imitated rate, practices, upselling), took action if limited, aware of risks
- Social norms: décor – homely responsible, food condiments, bar/ clubs basic decor- uninhibited
- Novelty of scene – regulations not noticed





## Recommendations

- Licensing: limiting VD establishments in area (pub-hop)/ standing to seating ratio
- Reducing on/ off-premise alcohol trade hours (not just opening times)
- Increasing on and off premise prices (pre-load)
- Safe (lit, enclosed, nearby) holders/ shelving
- Monitoring POS ads (décor etc.), soft drinks generally increase consumption



## Recommendations

- Sufficient small/ standardise for all drinks (novel, aware if not drinking)
- Prohibit access or multiple purchases (enforce)
- Remove minimum spend limits (booths/ card)
- Staff training: responsible not permissive, impartial, customer focused (fines which do not work)
- Water dispensers, access to food (bar snacks), other opportunities for action (increase time spent, not taken up)



## Implications

- Prevention approaches should consider the affordability of certain contexts
- Affordances: robust theoretical perspective on behavioural determinants (functional *fit*)
- Arranging the environment to offer the 'right' affordances/ limiting certain action opportunities
- Could potentially contribute to policy initiatives which aim to make nightlife healthier



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