

Change Lab Impact - Consumers

SURVEY AND FOCUS GROUPS

- ✓ Some awareness of correct disposal routes BUT...
- x This is far from universal
- x It doesn't consistently translate into action



ORIGINAL INTENTION

Better understand consumer behaviours. Identify practical opportunities to support safer and more sustainable practices.



POTENTIAL PILOT INTERVENTIONS

System-level constraints: limited capacity (workload and competing priorities) and buy-in from pharmacies restricts feasibility of extra initiatives within the current system.

Risks of success: increased returned medicines might exceed existing storage capacity and waste collection arrangements. Adjustments to infrastructure and resourcing, would be needed.



BEHAVIOURAL INSIGHT

Behaviour is shaped less by intention and more by convenience and accessibility. Small practical barriers can significantly reduce follow-through.

FOR IMPACT

Consumer-facing interventions cannot be designed in isolation: behaviour change efforts must take account of the wider system in which they are embedded.

