



# Applying Behavioural Insights in the time of COVID-19

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University of Sydney

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Managing Director, APAC

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Quick intro  
to applying  
BI in Gvt

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EAST  
framework &  
case studies

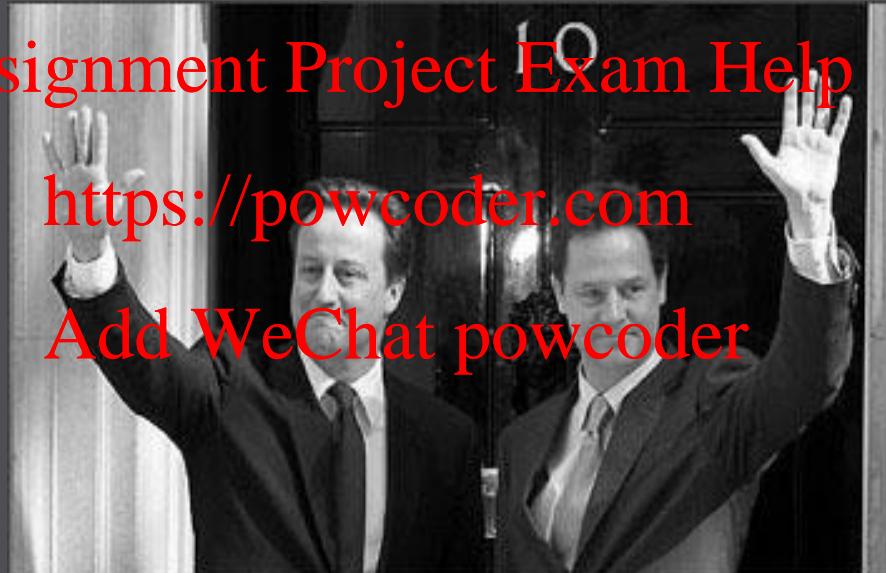
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Test, Learn,  
Adapt



**“Our government will  
find intelligent ways  
to encourage, support  
and enable people to  
make better choices  
for themselves.”**

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# Nudging for good: most problems involve behaviour



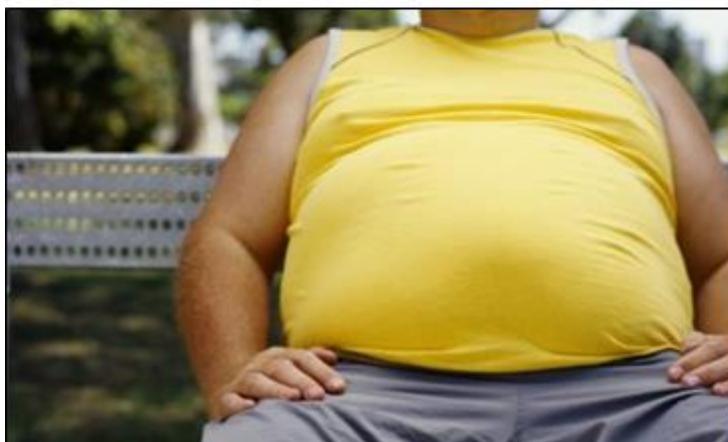
Need for more nuanced models and tools



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# Who do you picture when you hear...

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“Essential  
Add WeChat powcoder  
worker”





# ...but what about them?

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- The “forgotten frontline” of the pandemic
- Primarily young, male, and from migrant or CALD backgrounds
  - Already face significant WHS risks, including verbal abuse, physical assault, robbery, road and traffic accidents, pet and wildlife attacks - and now COVID-19
- 1 in 4 food delivery workers have been in an accident on the job\*
- 1 in 8 have sustained serious physical and mental injuries\*



# How do we understand the problem?

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Field **observations** of food delivery worker hotspots and busy restaurant strips

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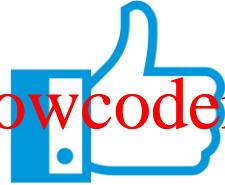


**Interviews** with food delivery workers who are active in WHS reform



Online **survey** of wider food delivery worker community in Australia

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**Textual analysis** of food delivery workers' social media posts



**Interviews** with representatives of food delivery platforms and other stakeholders



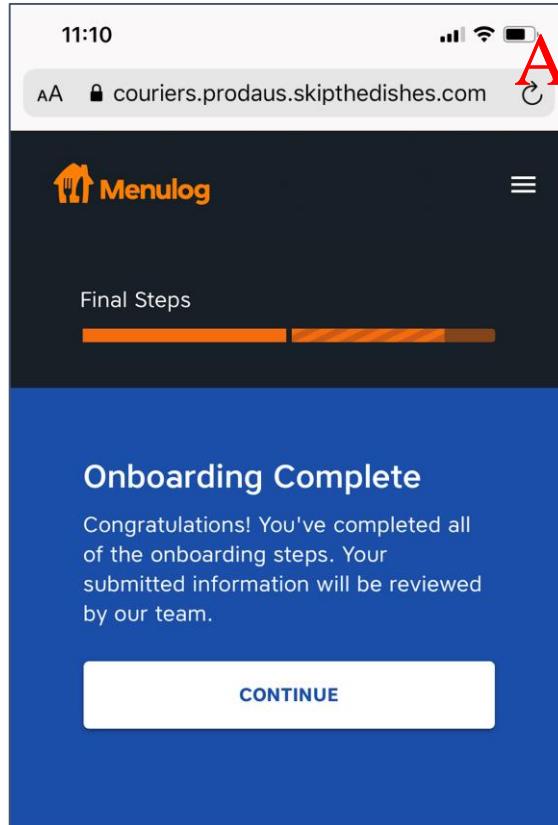
A **service safari**: signing up to the platforms, going through onboarding, and riding a shift



# Nothing beats putting yourself in their shoes

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On Wednesday...



By Friday...





# Our methodology

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# EAST framework



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Attractive  
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**Social**

**Timely**

# Easy

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Defaults / Simplification / Remove friction

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# Increasing TB adherence in Moldova



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## Directly observed treatment

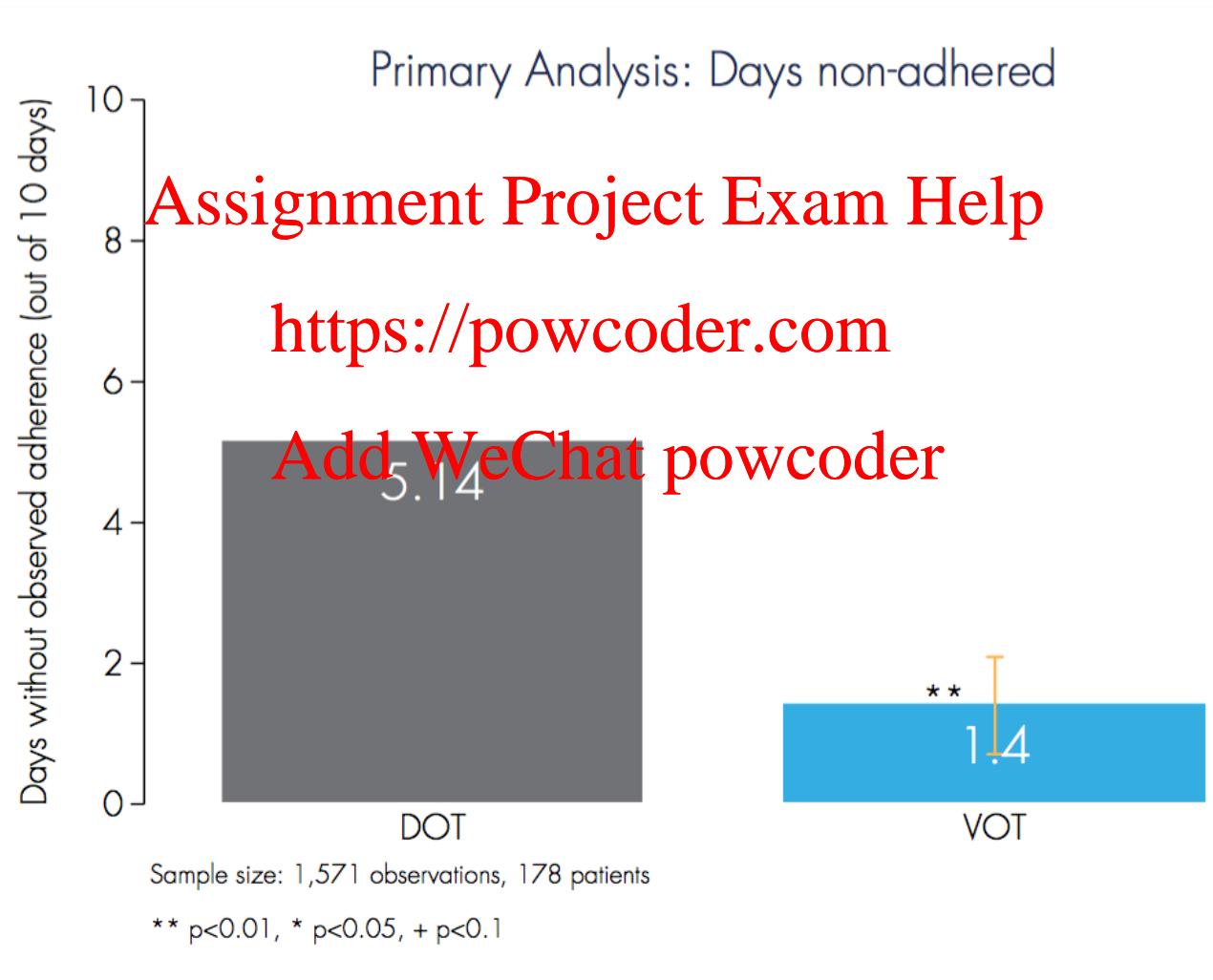
- Daily visit to clinic during opening hours
- Fear of stigma

## Video observed treatment

- Daily video that patient can record where and when they want
- Feedback

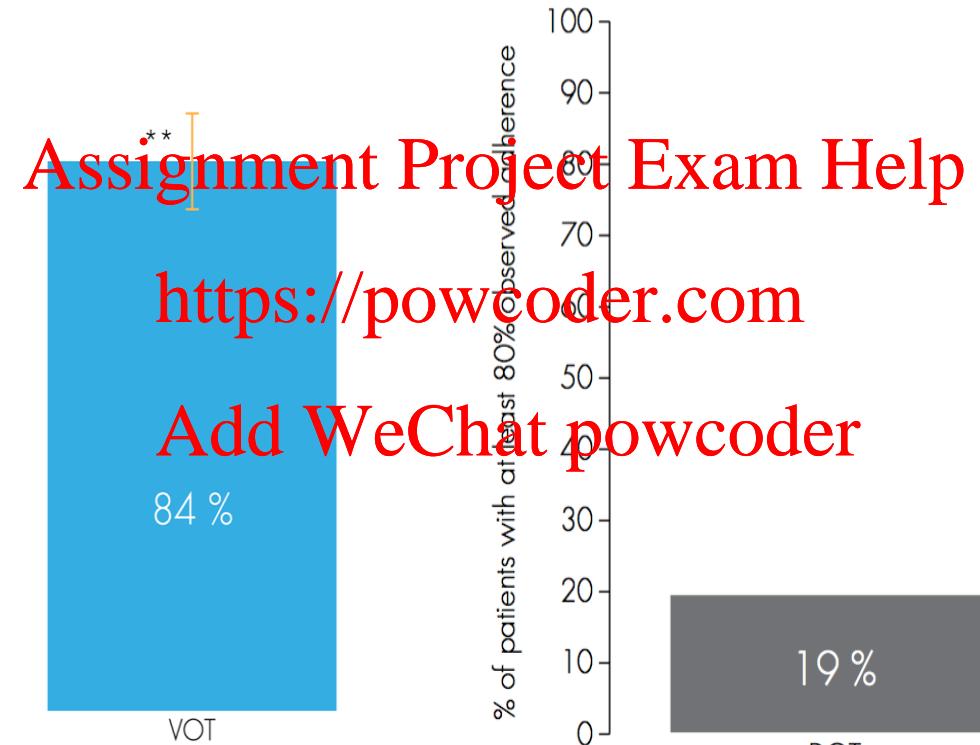
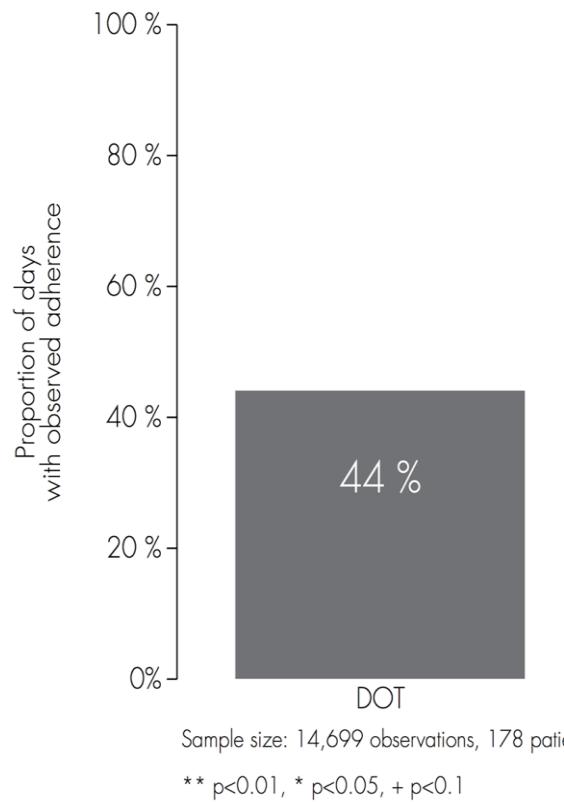


# Main result: days missed over two-week period





# Adherence increased: overall and 80%+

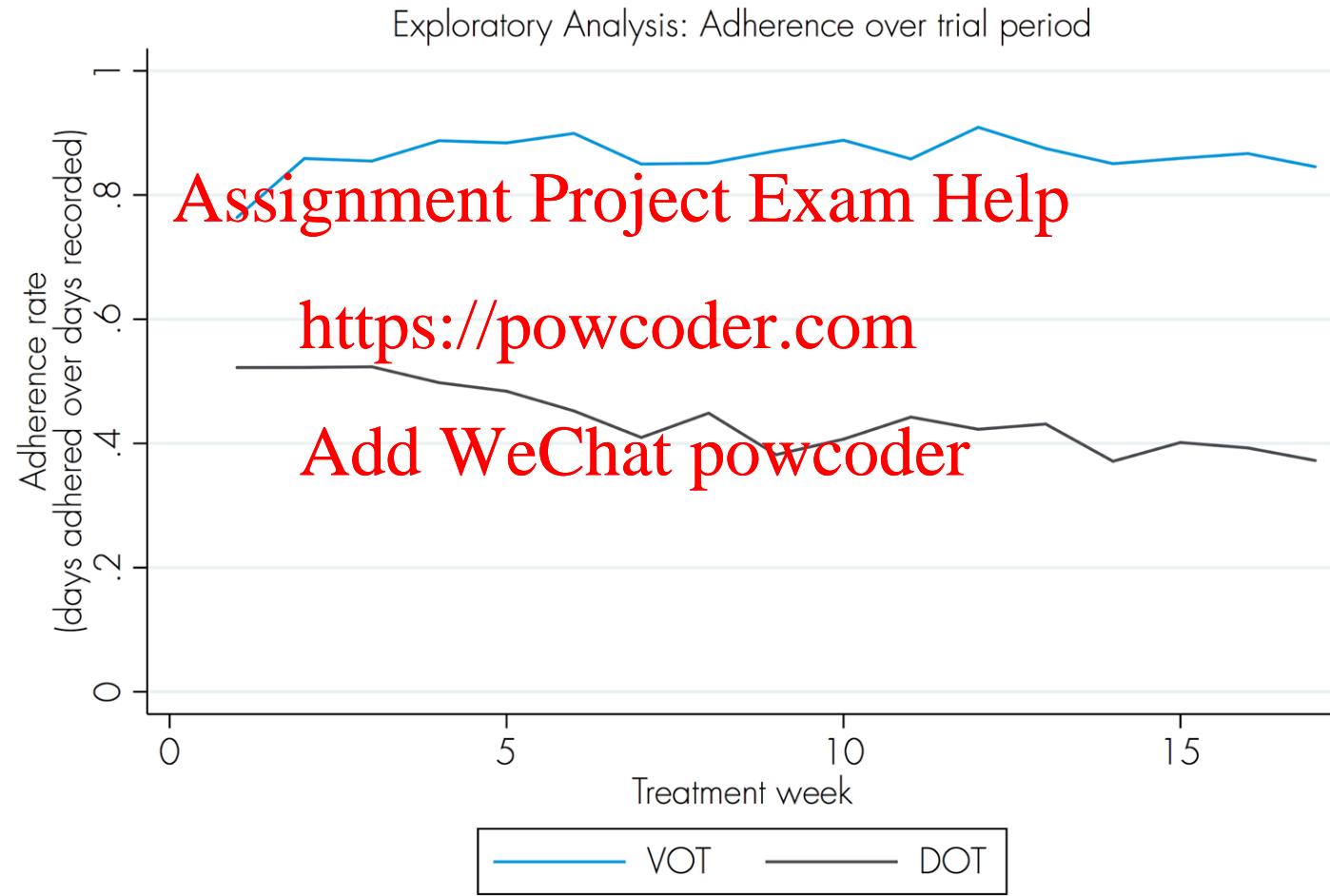


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# Adherence over time

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# Opportunities (and challenges) for increasing digital / remote services?

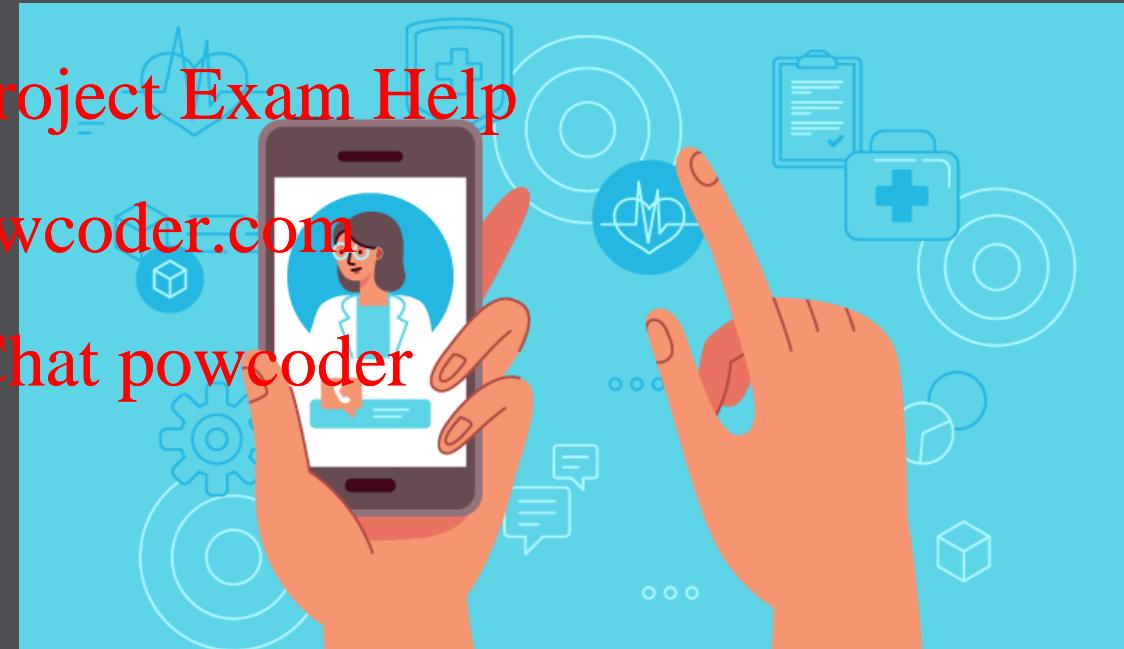


- Health
- Education
- Employment
- Justice
- Public services
- Financial services

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# Attractive

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## Salience / Messenger / Personalisation / Affect / Incentive design

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THE  
BEHAVIOURAL  
INSIGHTS  
TEAM

In partnership with

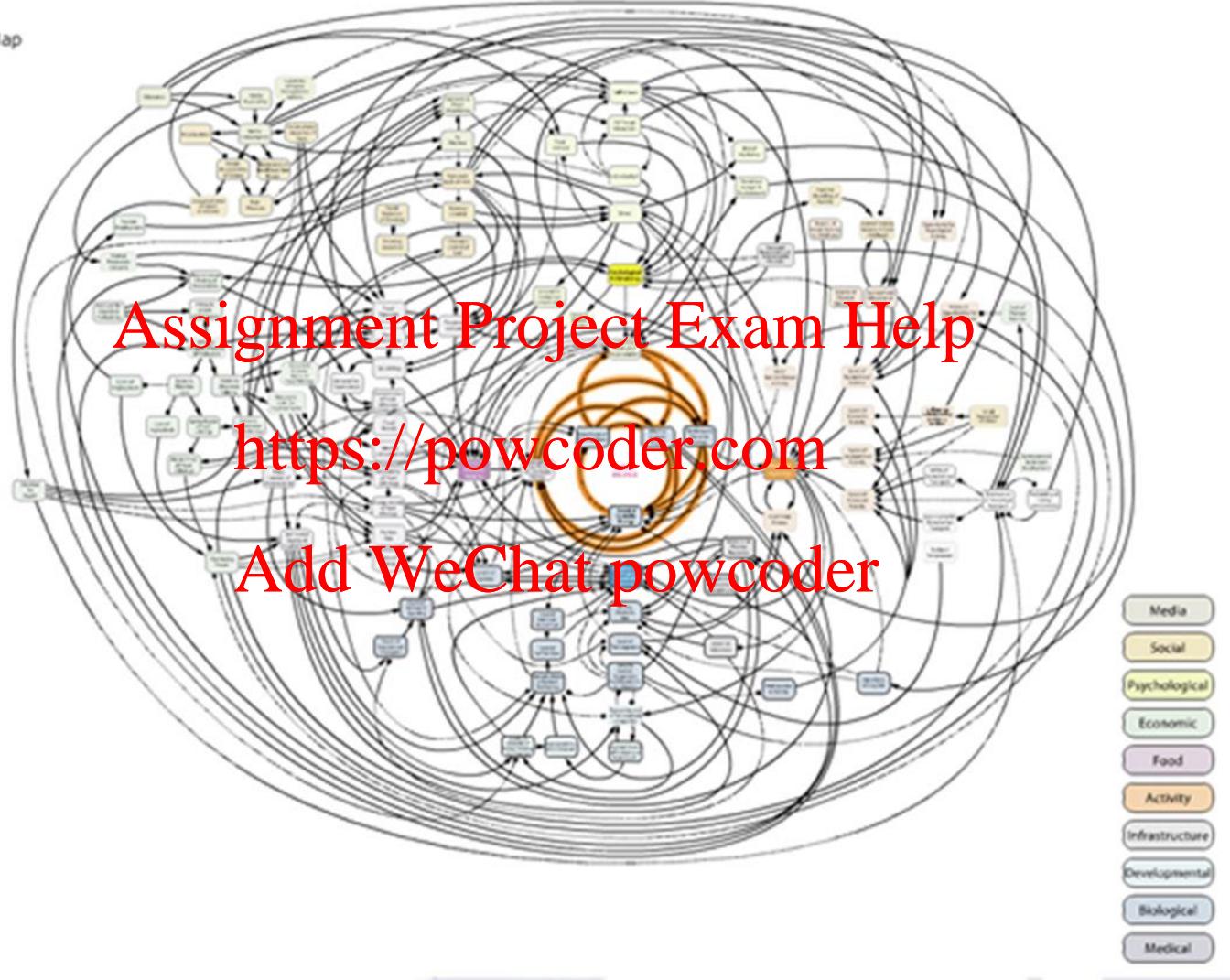


Cabinet Office



Map 0

Full Generic Map





# Tackling obesity through trials and policy

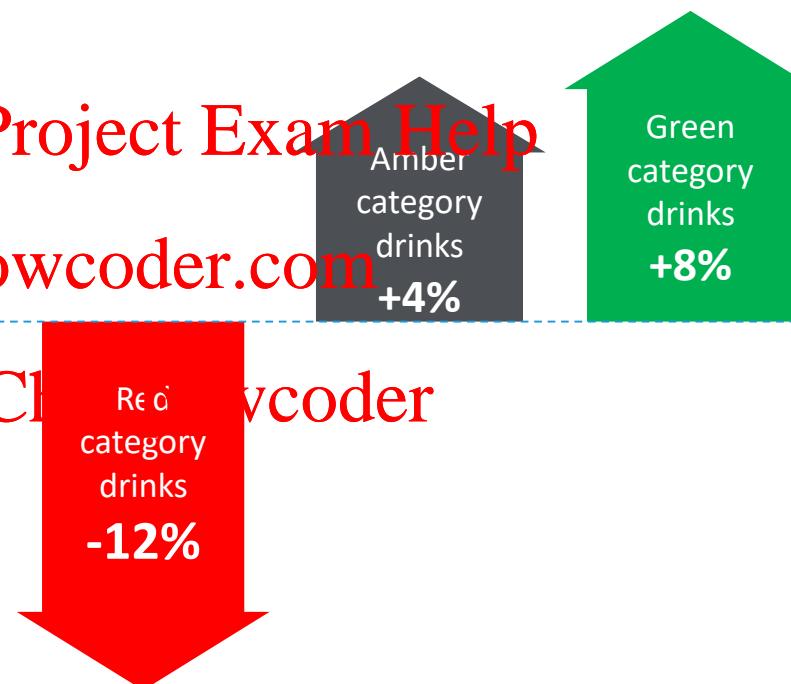
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# Encouraging healthy swaps: Price changes

Proportion of vending machine drink sales that are high sugar



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+ 20%

49.10%

Standard pricing

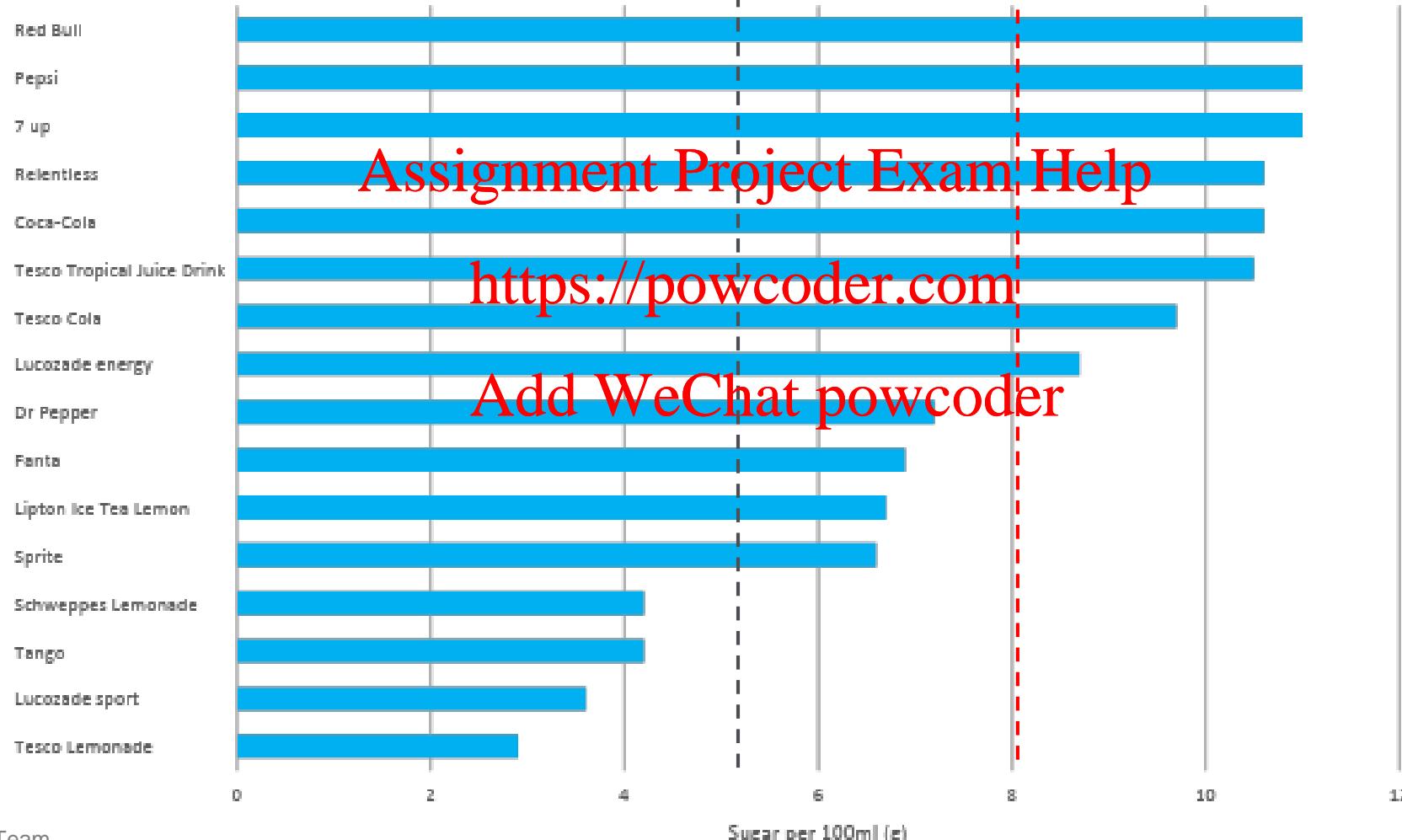
- 10%

44.10%

20% price increase for red drinks

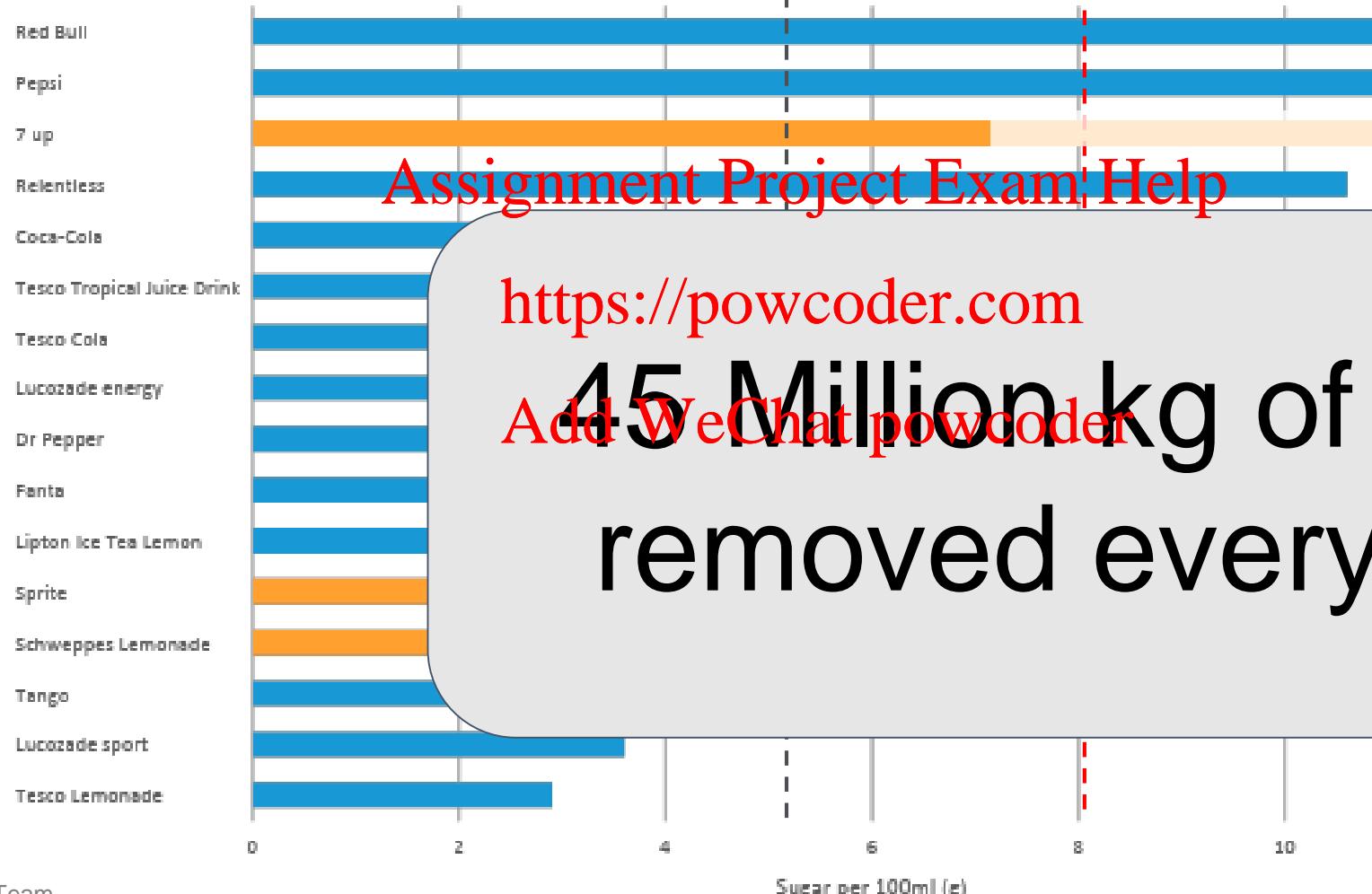


# Sugar tax – a ‘double nudge’





# Sugar tax – a ‘double nudge’



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45 Million kg of sugar  
removed every year

# Opportunities (and challenges) for more radical, systemic change?



- Health
- Education
- Employment
- Justice
- Public services
- Financial services

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# Social

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Norms / Networks / Reciprocity /  
Active commitments / Eyes & faces

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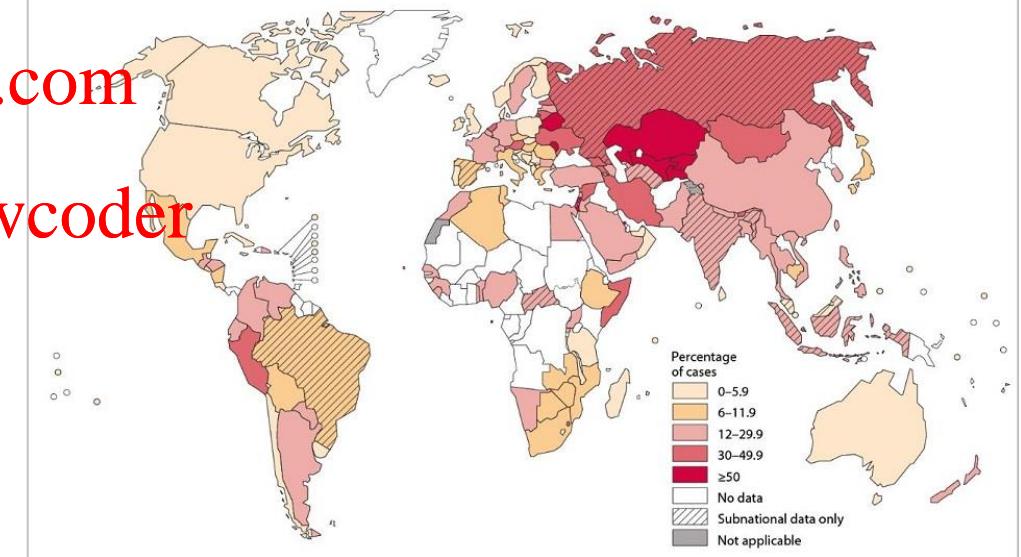
# Antimicrobial resistance is a serious and growing threat to public health



MARYN MCKENNA SCIENCE 12.15.14 1:18 PM

## THE COMING COST OF SUPERBUGS: 10 MILLION DEATHS PER YEAR

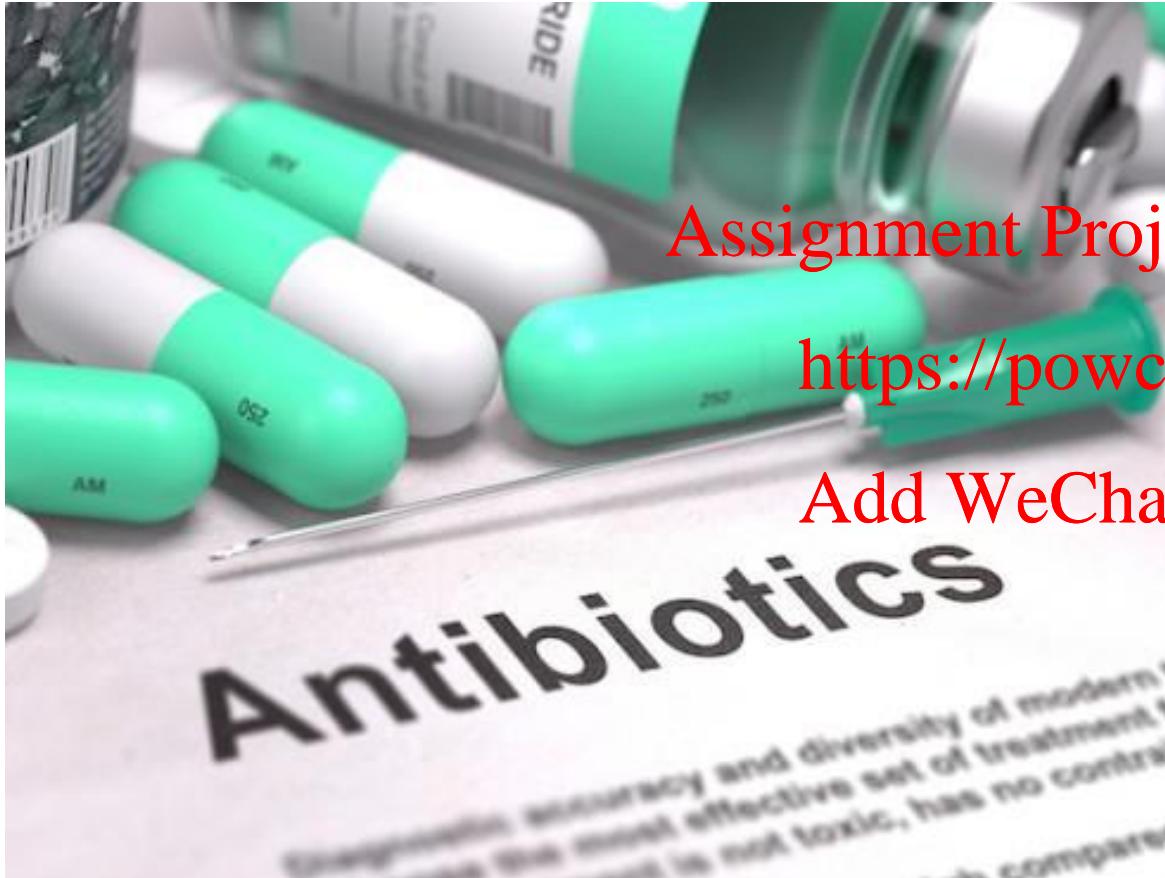
Percentage of previously treated TB cases with MDR-TB



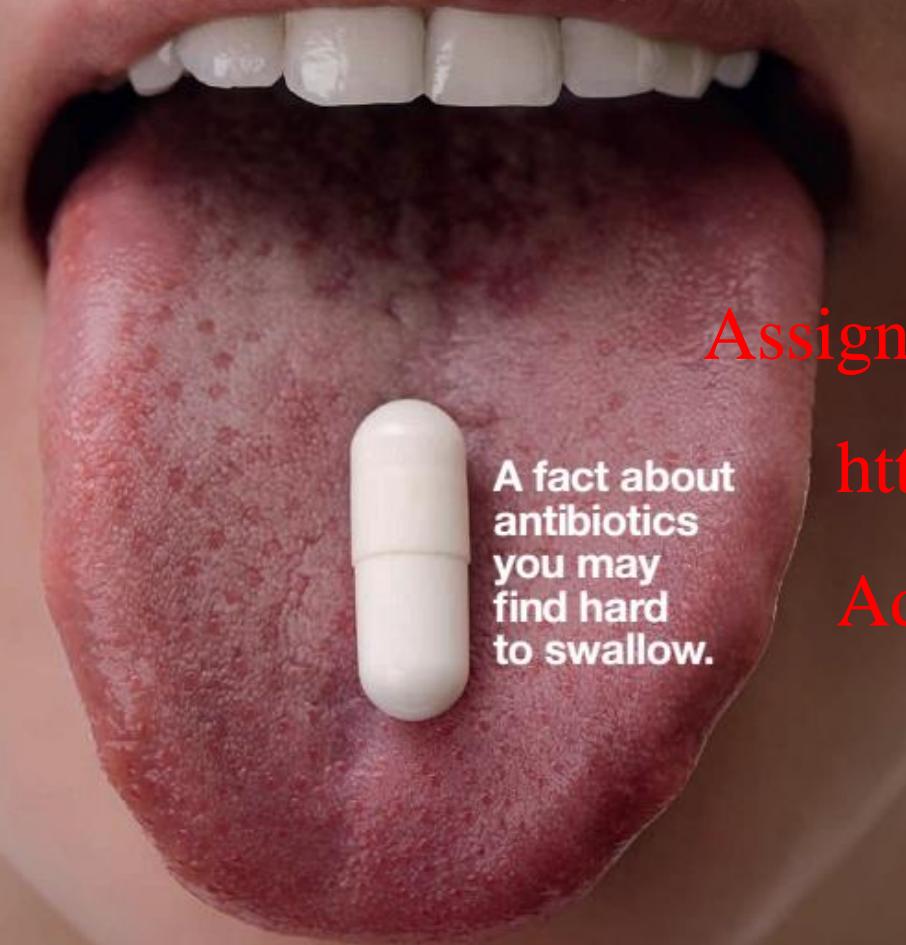
The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement.

Data Source: Global Tuberculosis Report 2014. WHO, 2014.

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If you or your family take them when you don't need them, they're less likely to work when you do. Don't let bacteria build up resistance. Follow your doctor's advice.

Keep antibiotics in good health.

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Keep antibiotics in good health

If you or your family take them when you don't need them, they're less likely to work when you do. Don't let bacteria build up resistance.

Antibiotics don't work for infections like colds and flu. Follow your doctor's advice.

Your doctor will only prescribe antibiotics to treat:

- conditions that are not especially serious but are unlikely to clear up without the use of antibiotics, such as tonsillitis or ear infections.
- conditions that are not especially serious but could spread to other people if not promptly treated, such as the skin infection impetigo or the sexually transmitted infection chlamydia.
- conditions where there is a danger of a serious and significantly speed up recovery, such as a kidney infection.
- conditions that carry a risk of more serious complications, such as cellulitis or pneumonia.



### Treating your infection

Patient's Name: \_\_\_\_\_

- Your doctor or nurse recommends that you self-care  
 Back-up antibiotic prescription issued

The table below shows you how long these illnesses normally last, what you can do to ease your symptoms.

Your infection	Usually lasts	How to treat yourself better for these infections now and next time
<input type="checkbox"/> Middle-ear infection	4 days	* Have plenty of rest.
<input type="checkbox"/> Sore throat	7 days	* Drink enough fluids to avoid feeling thirsty.
<input type="checkbox"/> Common cold	10 days	* Ask your local pharmacist to recommend medicines to help your symptoms or pain (or both).
<input type="checkbox"/> Sinusitis	10 days	
<input type="checkbox"/> Cough or bronchitis	21 days	* Fever is a sign the body is fighting the infection and usually goes down by itself in most cases. You can use paracetamol (or ibuprofen) if you or your child are uncomfortable as a result of a fever.
<input type="checkbox"/> Other infections		* Other things you can do suggested by GP or nurse

# Chief Medical Officer letter to 3,227 GPs



Public Health  
England



3 clear actionable  
steps

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**From the Chief Medical Officer,  
Professor Dame Sally C Davies FRS FMedSci**

**Richmond House 79 Whitehall London SW1A 2NS**

**T: +44 (0)20 7210 4850 F: +44 (0)20 7210 5407 E: sally.davies@dh.gsi.gov.uk W: www.gov.uk**

30<sup>th</sup> March 2015

**NOTICE TO PRACTICE MANAGERS: PLEASE FORWARD IMMEDIATELY TO GP ADDRESS**

Dear Dr Sample

**Antibiotic usage in your practice**

Antimicrobial resistance is a serious and growing threat to our health. Reducing unnecessary prescriptions in primary care may help prevent a public health catastrophe.

The great majority (80%) of practices in Birmingham & the Black Country prescribe fewer antibiotics per head than yours.\*

Many practices are already taking action to reduce antibiotic prescriptions while safeguarding patients' health. Please join them by taking three simple actions:

1. Give patients advice on self-care instead – you can use the leaflet enclosed or search online for the "TARGET Antibiotics Toolkit".
2. Consider offering a back-up (delayed) prescription instead – this could be post-dated or collected by the patient a few days later if still necessary.
3. Talk to other prescribers in your practice to ensure they are also acting – data on prescribing is recorded at practice level.

I know that prescribers are aware of this problem and that prescribing is not a simple issue. But there are small changes we can all make that will have a big effect on everyone's health.

Please join us in reducing antibiotic use.

Yours,

*Sally C Davies*

**PROFESSOR DAME SALLY C DAVIES  
CHIEF MEDICAL OFFICER**

\* Your practice's prescribing data are available online. Data were taken from <http://www.hscic.gov.uk/gpprescribingdata> and adjusted to take into account patient load and demographics. The 80% figure excludes outliers judged to be created by measurement error and does not include out-of-hours services. For more information on the consequences of antimicrobial resistance, see the UK 5 Year Antimicrobial Resistance Strategy.

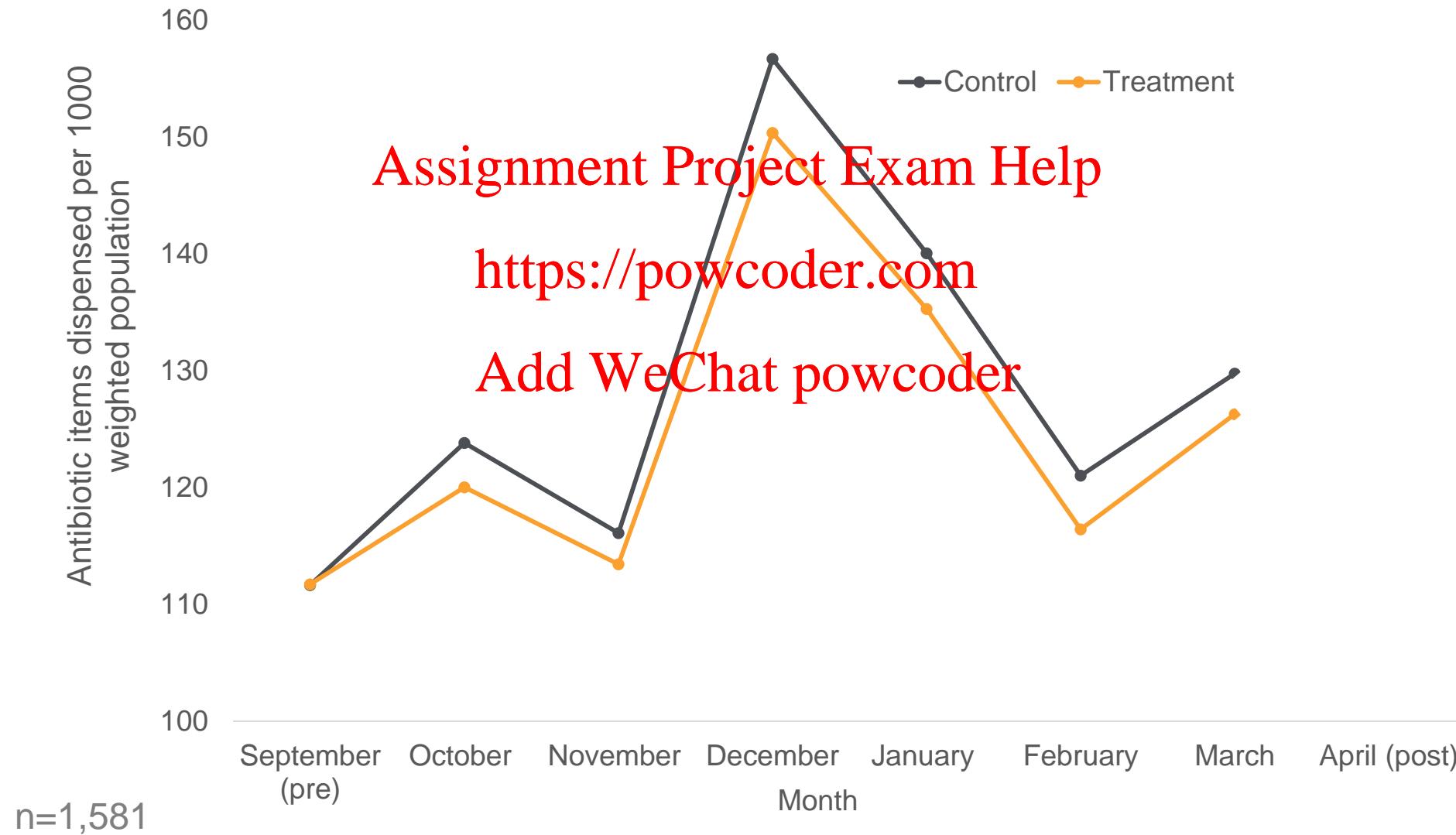
"The great majority (80%) of practices in London prescribe fewer antibiotics per head than yours."

Influential messenger

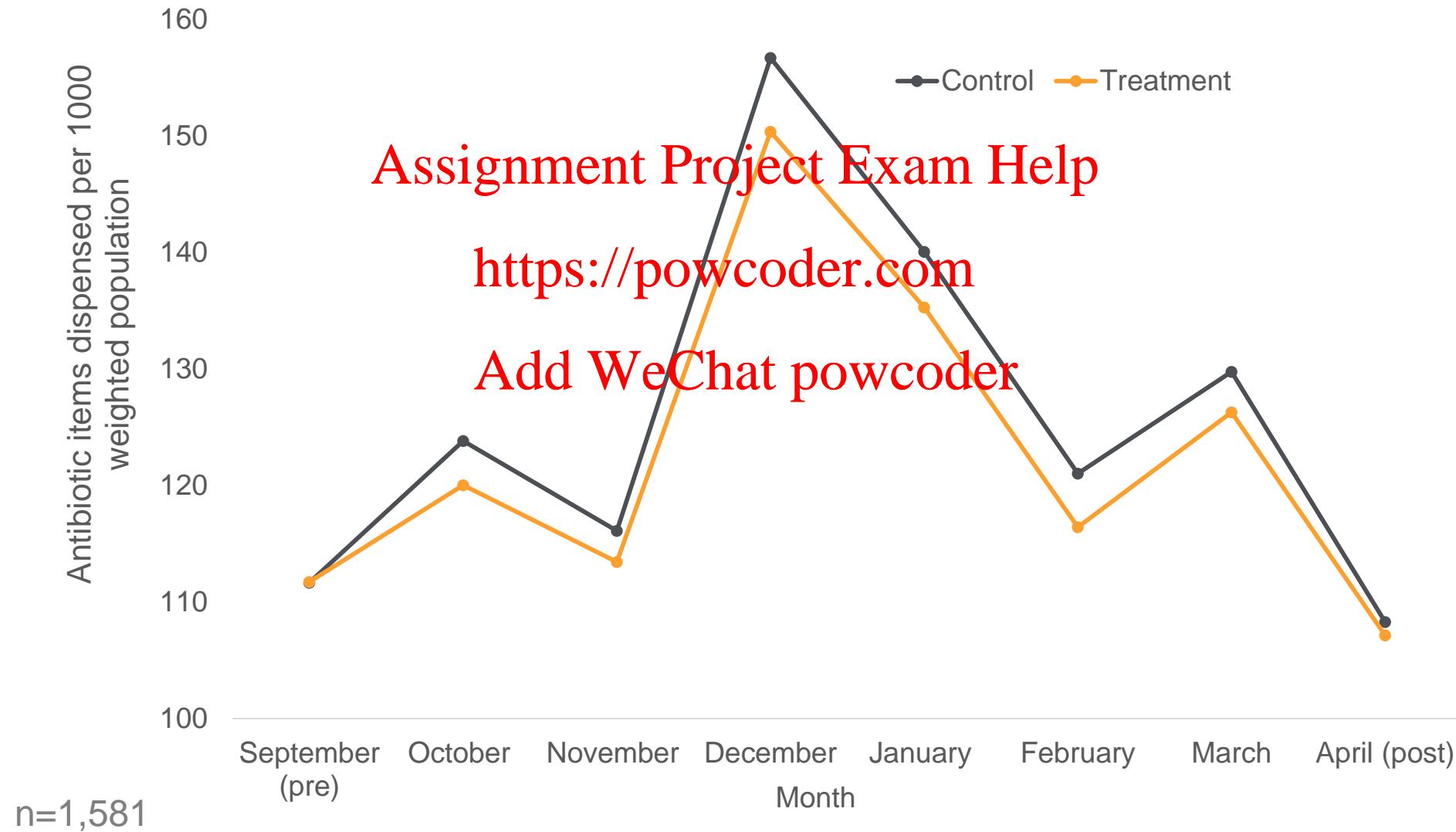
# CMO letter achieved a significant reduction in antibiotic prescribing rates:



Public Health  
England



# The effect disappeared when the control group also received a letter



# Opportunities (and challenges) for ‘nudging’ service providers?



- Health
- Education
- Employment
- Justice
- Public services
- Financial services

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diet

Search term

+ Add term

Interest over time

# Timely

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Priming / Framing / Key moments

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Cabinet Office

2009

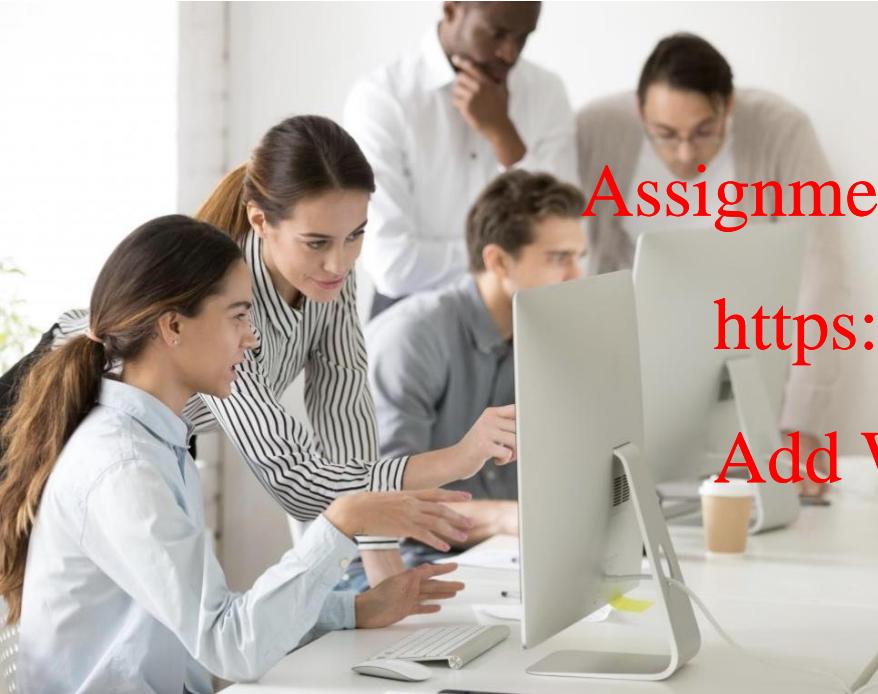
2011

2013

2015

</>

# Nudging employers to advertise jobs as flexible



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**Store manager**

*Pizza Palace – London*

*Apply*

*Salary: £28,000 - £32,000 per year*

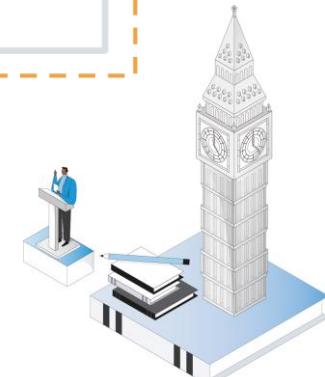
*Job type: Full-time*

*Experience*

- Management 1 year (preferred)*

*Flexible working options available*

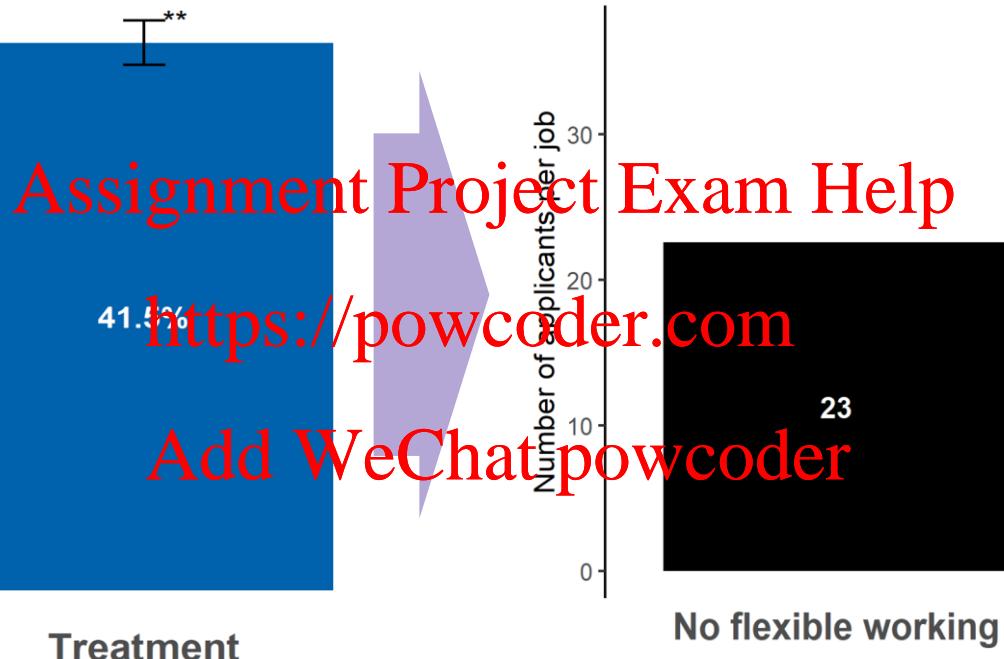
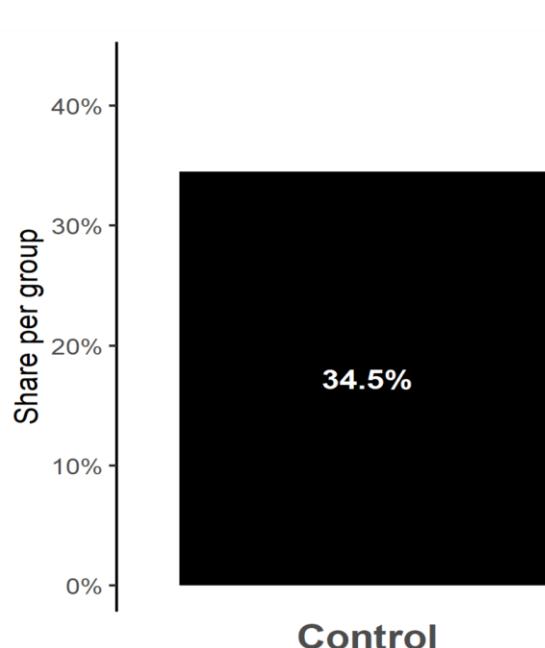
- Compressed hours*
- Job share*



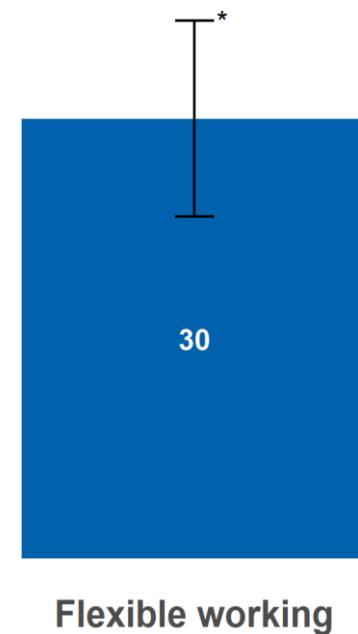
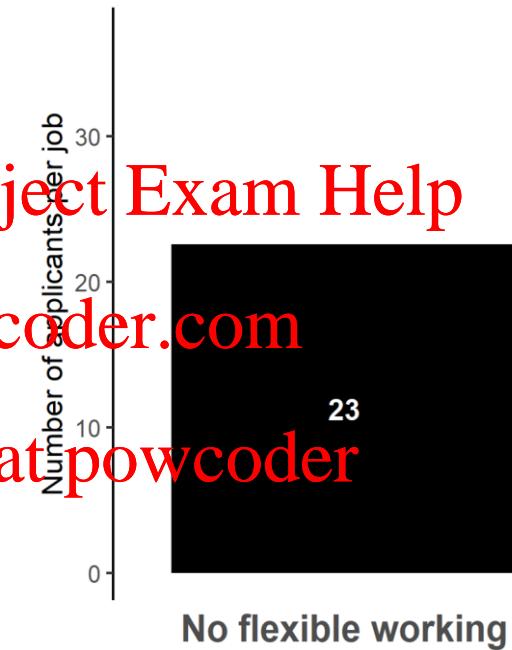


# Impact on job adverts offering flexible working

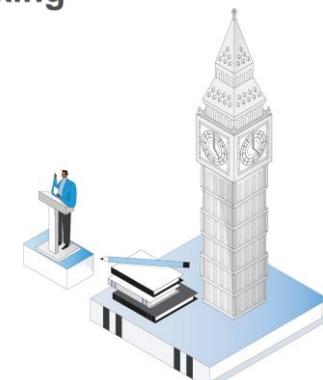
Increased jobs offering flexible working...



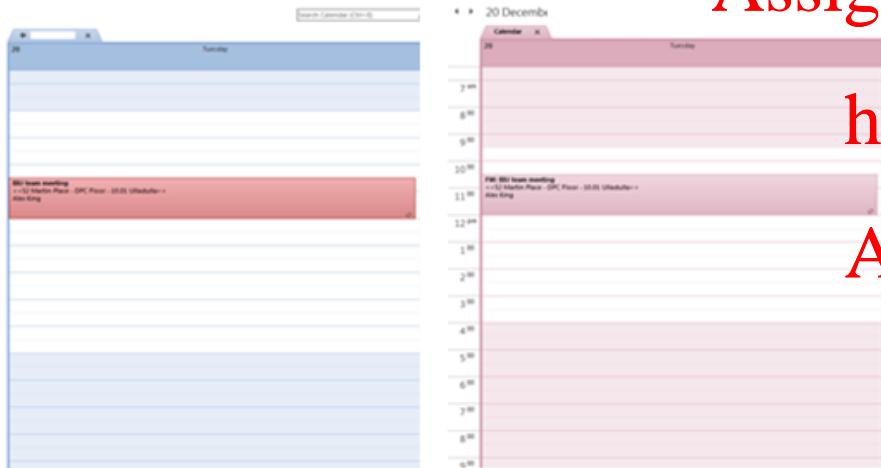
... and these jobs attracted more applicants



Sli.do event #D265 | #BX2019 | [www.bx2019.com](http://www.bx2019.com)



# Encouraging off-peak commuting

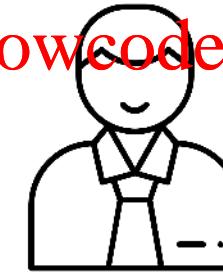


Changing calendar defaults

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#!£\$%^#?

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Prompting Directors to lead conversations



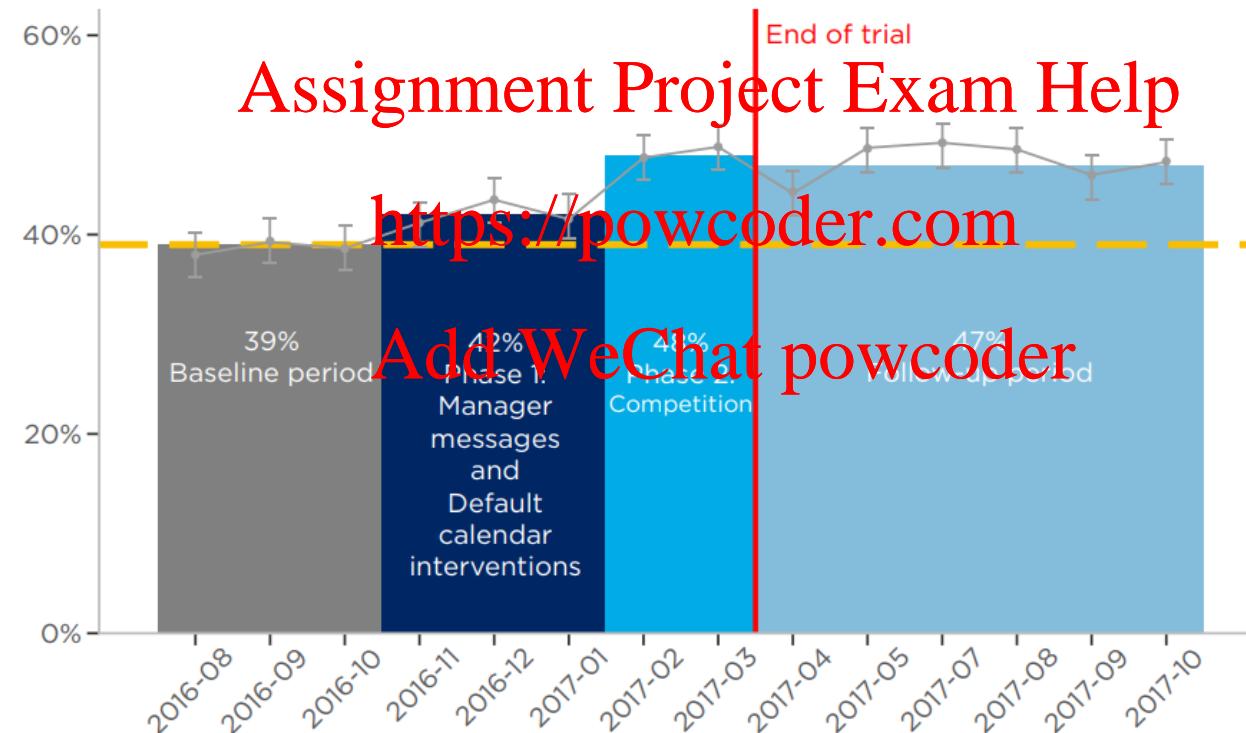
Workplace competition



# Off-peak travel increased by 20%



Percentage of good entry by month: Aug 2016 to Oct 2017



\*No data for June 2017



# Return to offices

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# Opportunities (and challenges) for changing the way we work and travel?



- Health
- Education
- Employment
- Justice
- Public services
- Financial services

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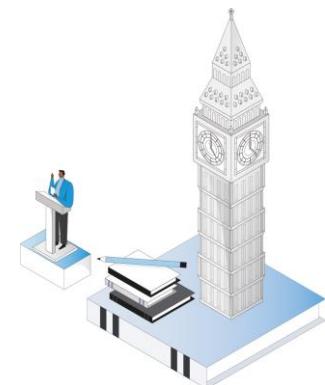
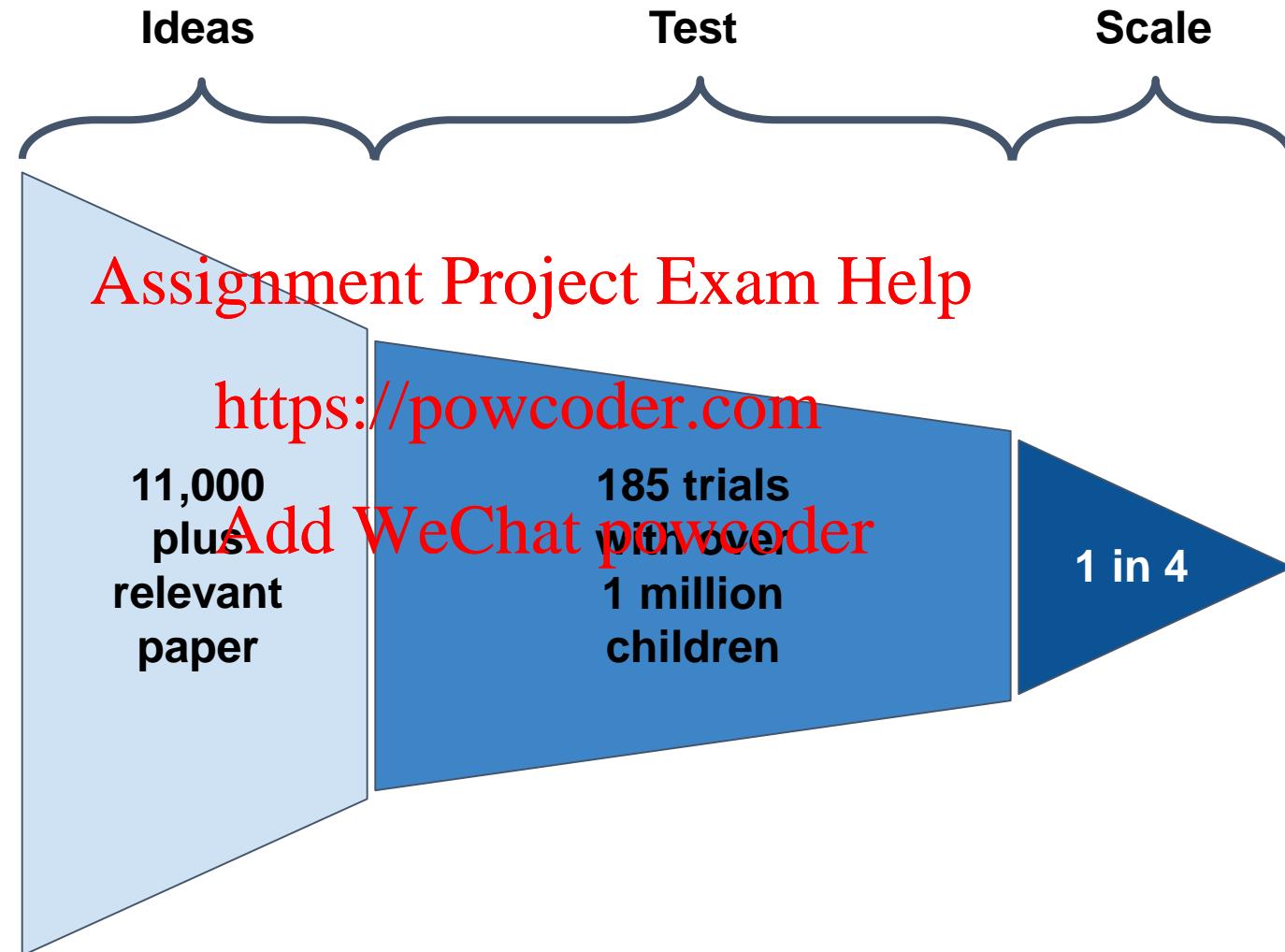




# But, lots of good ideas won't work and that's ok



Education  
Endowment  
Foundation





- Peak-demand events e.g. hot days when everyone turns up the air conditioning.
- Powershop ‘Curb Your Power’ customers are prompted by text message to curb their electricity usage during a 1-4 hour period.
- If meet personalised targets they are later rewarded with a \$10 discount on their next electricity bill.

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## Finding: The biggest impact on energy usage came from those defaulted into the peak-demand messages.

Customers who received the peak-demand text messages as part of the 'Surprise! We need your help' condition used 12.6% less power than those in the BAU group.

Powershop did not receive any complaints about the surprise condition, and very few opted out of the messages.

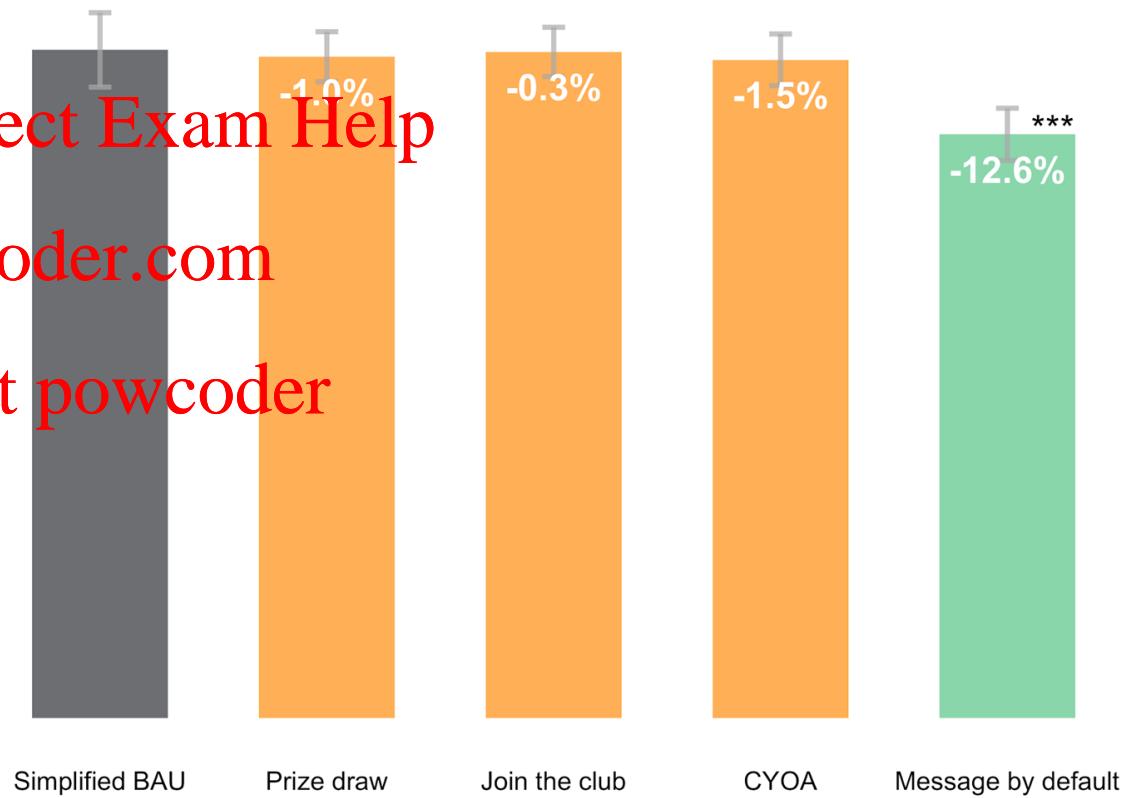
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This means that the opt-out message was able to reach a larger group of Powershop customers, while having a large impact on power usage during the peak-demand event.

Relative energy usage during peak-demand events per household



donor card

NHS



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NHS Organ Donor Register

Your turn...

Which message  
will encourage  
the most people  
to sign up?

Home > Driving and transport > Tax discs, car tax and SORN

## Renew a tax disc

### Before you start

To apply online you'll need either:

- the 16 digit reference number from your tax disc renewal letter (V11)
- the 11 digit reference number from your log book (V5C)

Apply on the DVLA website:

**Apply now >**

### Apply using the new service BETA

This is a 'beta' service - find out [what this means for you](#).

[Make a SORN declaration](#)

[Apply for an HGV vehicle tax disc](#)

[Calculate vehicle tax rates](#)

[You will need](#)

Tax disc renewal letter (V11)



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You'll need either:

- the 16 digit reference number from your tax disc renewal letter (V11)
- the 11 digit reference number from your log book (V5C)

We tested eight messages.

Each message was based on one or more behavioural effects.

All plausibly could be the most effective.

GOV.UK

Home

Service

Thank you.

Please join the NHS Organ Donor Register.

---

Join > or [find out more](#).

GOV.UK

Home

Service

Thank you.

Please join the NHS Organ Donor Register.

---

Every day thousands of people who see this page decide to register.

---

Join > or [find out more](#).

## Assignment Project Exam Help

1. Control

2. Norm

<https://powcoder.com>

GOV.UK

Home

Service

Thank you.

Please join the NHS Organ Donor Register.

---

Every day thousands of people who see this page decide to register.



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Join > or [find out more](#).

3. Norm & Picture

GOV.UK

Home

Service

Thank you.

Please join the NHS Organ Donor Register.

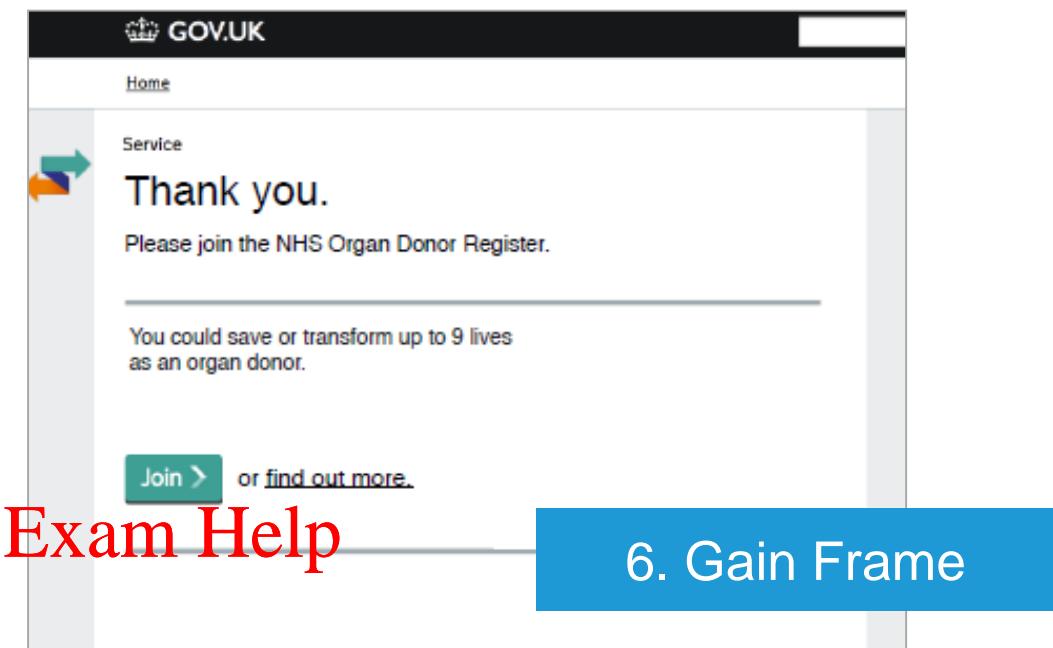
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Every day thousands of people who see this page decide to register.



[organdonation.nhs.uk](http://organdonation.nhs.uk)

4. Norm & Logo

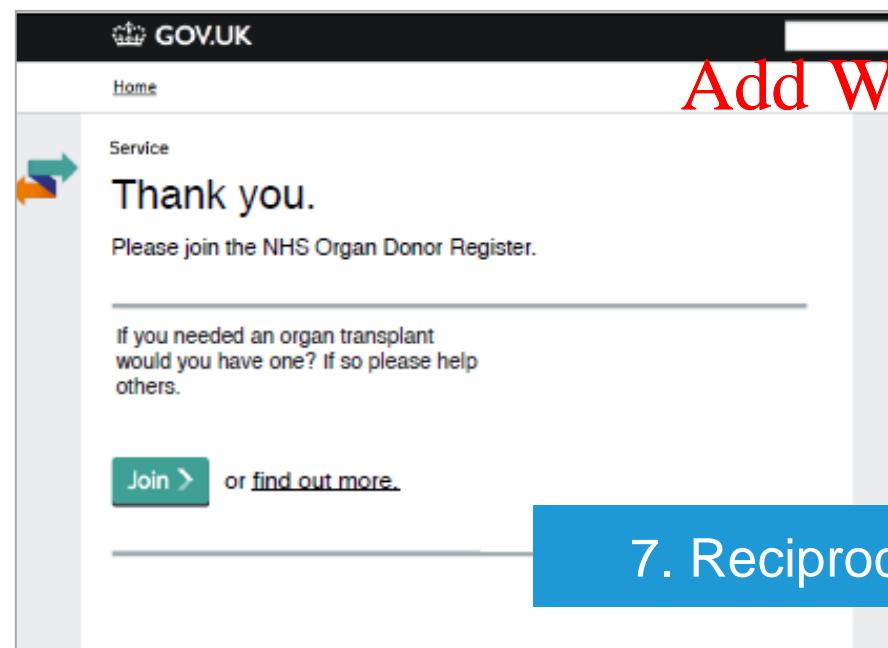


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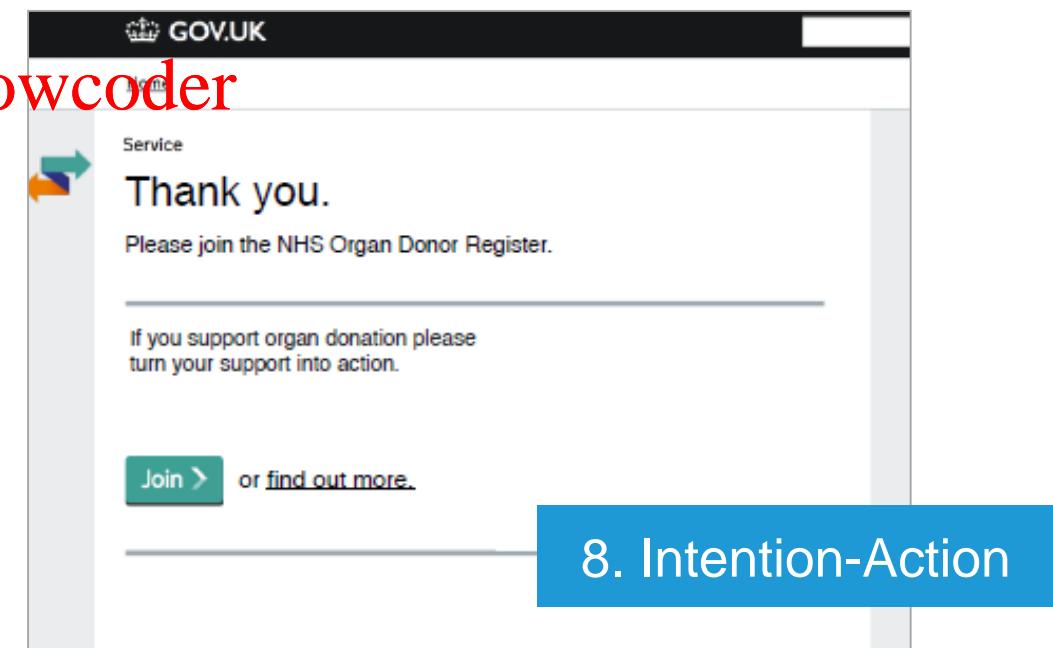
5. Loss Frame

6. Gain Frame

<https://powcoder.com>



7. Reciprocity

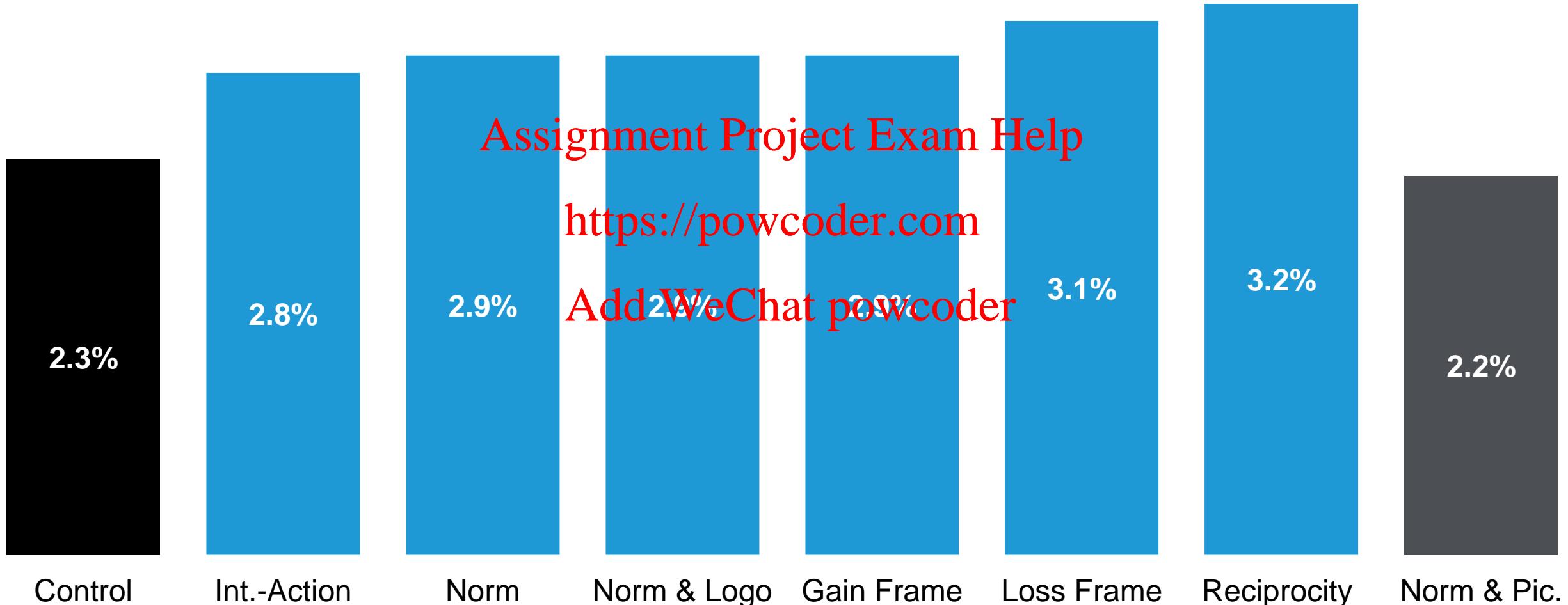


8. Intention-Action

Condition	Message	Image
1. Control		
2. Norm	Every day thousands of people who see this page decide to register.	
3. Norm & Picture	Every day thousands of people who see this page decide to register. <b>Assignment Project Exam Help</b>	Group of people
4. Norm & Logo	Every day thousands of people who see this page decide to register. <b><a href="https://powcoder.com">https://powcoder.com</a></b>	NHS Logo
5. Loss Frame	Three people die each day because there are not enough organ donors. <b>Add WeChat powcoder</b>	
6. Gain Frame	You could save or transform up to nine lives as an organ donor.	
7. Reciprocity	If you needed an organ transplant would you have one? If so, please help others.	
8. Intention-Action	If you support organ donation, please turn you support into action.	

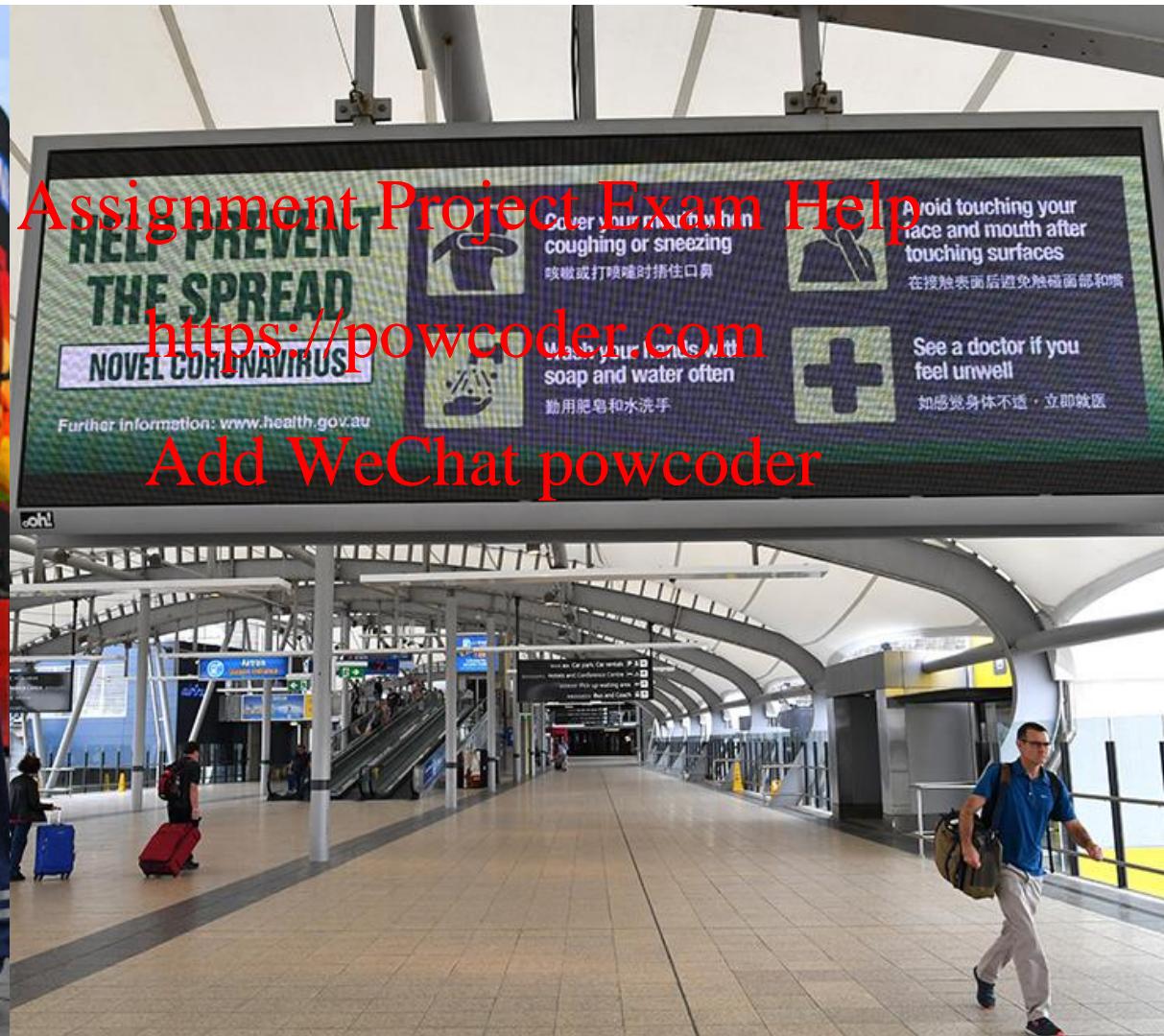
It's hard to be certain about what will work best.

So it's best to run an RCT and find out.





# Comms campaigns are an important way governments are trying to change behaviour: do they work?



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# COVID Campaigns can be tested for effectiveness: What works *best*

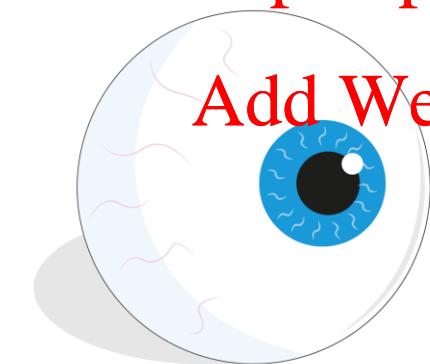
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Recall



Understanding  
Assignment Project Exam Help  
Behavioural indicators

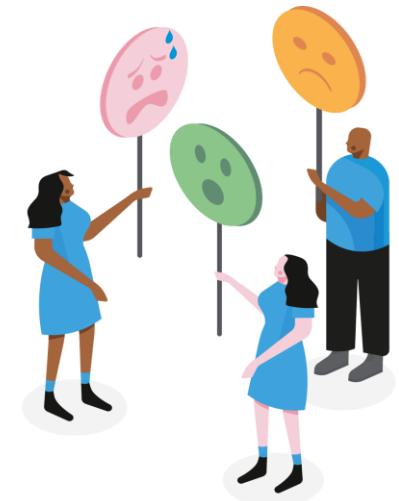


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Sentiments





P R E D I C T I V



# Most tests follow a similar design

Country  
representative  
sample of  
adults



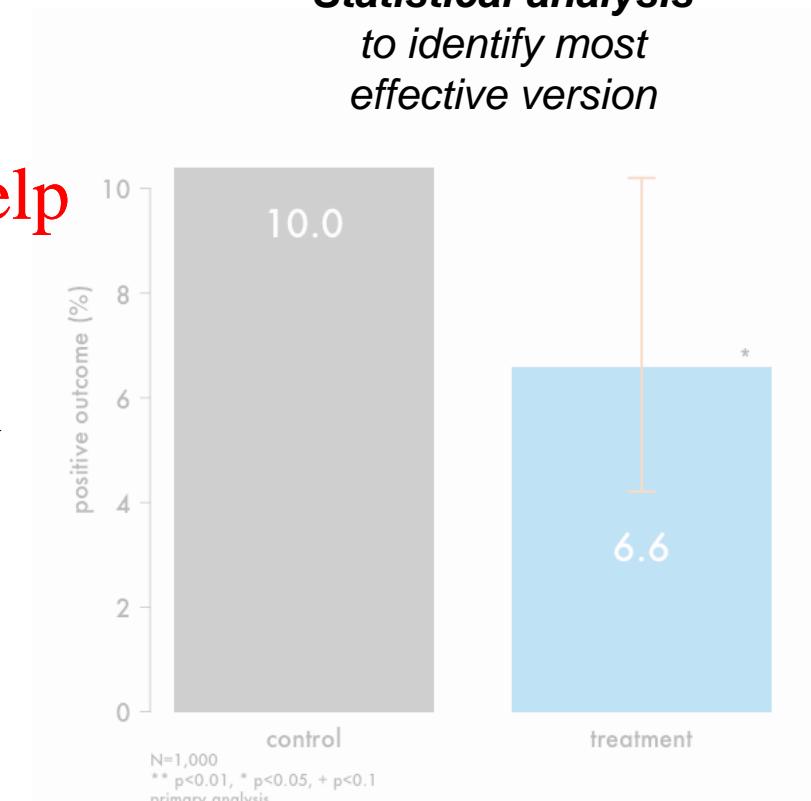
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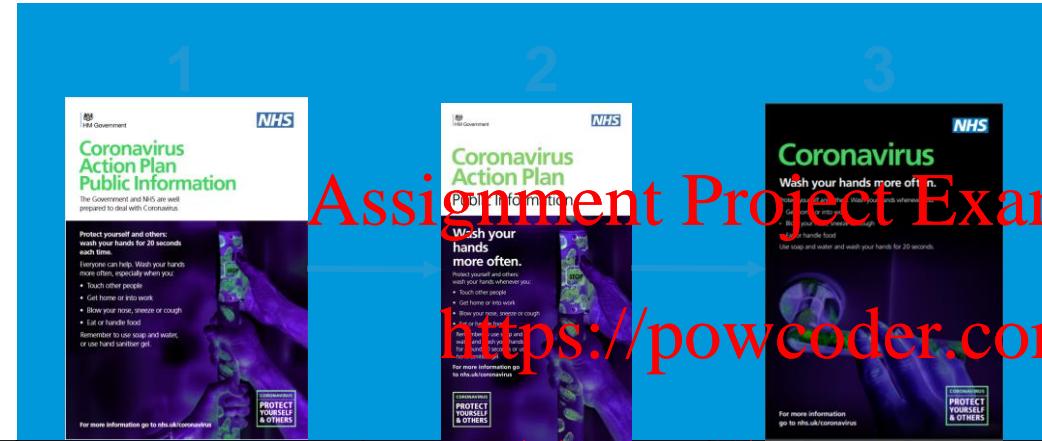
Questions:  
awareness  
understanding  
behavioural indicators  
sentiment  
Demographics:  
age  
gender  
education  
income  
region

**Statistical analysis**  
to identify most  
effective version





# We iterate across experiments to optimise



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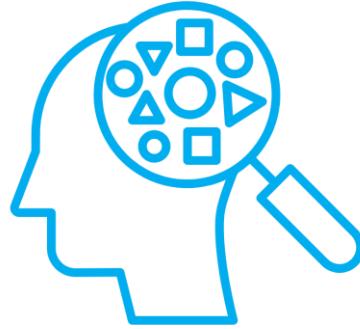
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Finding	27th Feb	26th Feb	1st March
recalled ' <b>Wash your hands more often</b> '	85%	91%	96%
recalled 'wash for <b>20 seconds</b> '	47%	46%	58%
intend to wash hands ' <b>more often</b> '	71%	72%	72%

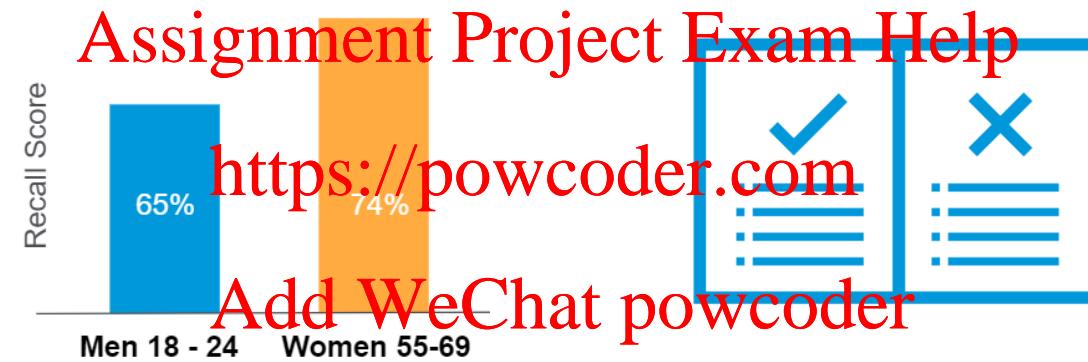




# Testing and meta-analyses have uncovered key insights



Different types of information are recalled better than others (e.g. social distancing vs hand washing)



Young people, especially men, are worse at recalling COVID-19 guidance

Young people are less likely to follow enacted guidelines

Those who are the least and the most worried about COVID-19 recall less detail of guidance they see





Impact of  
COVID

Assignment Project Exam Help

What  
behaviours  
will stick?  
Add WeChat powcoder

BI +  
Testing +  
Data