

Applying behavioural insights to achieving the SDGs

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



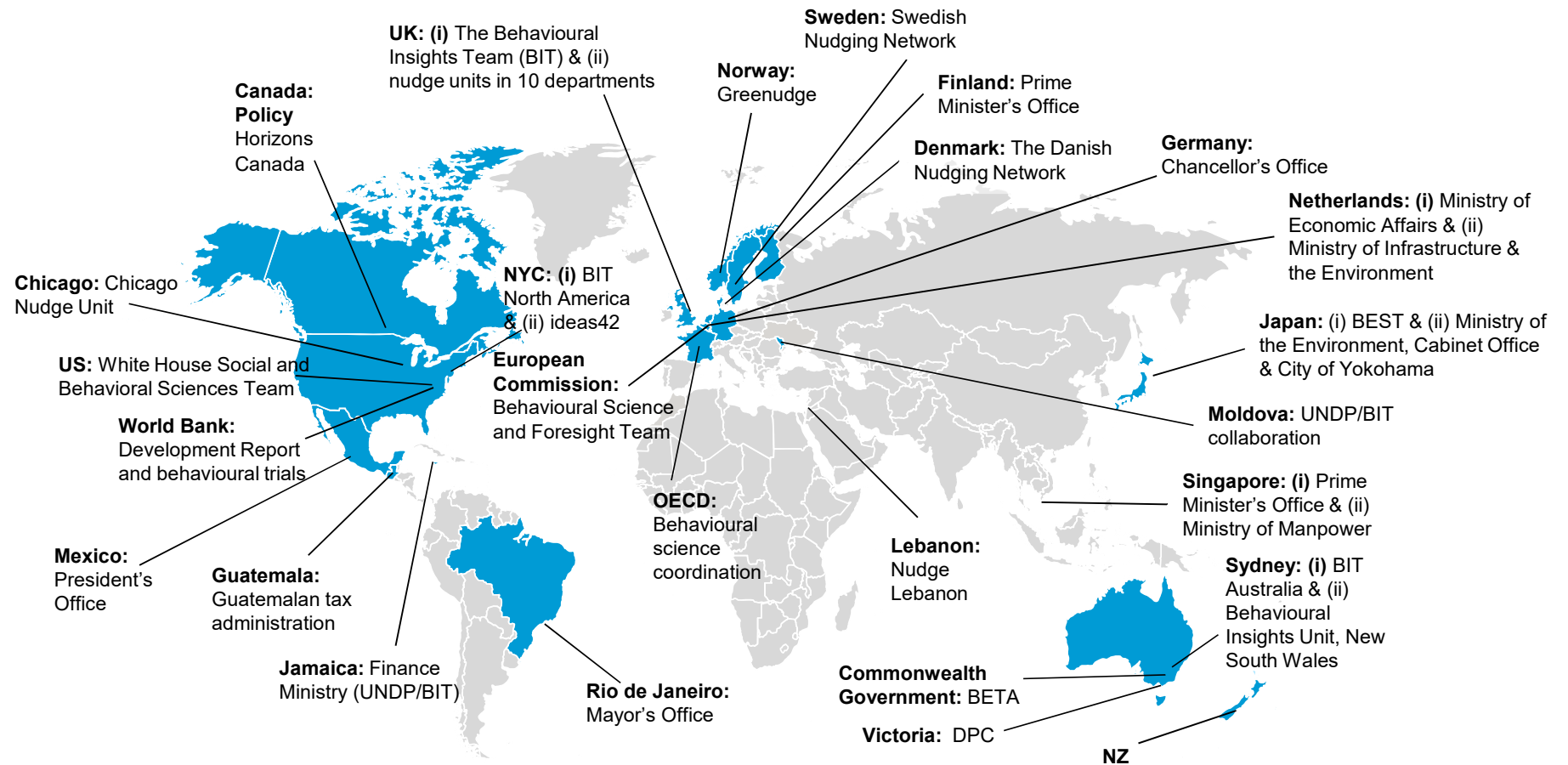


...With a little help
from our friends!





Behavioural insights across the globe







The SDGs are a behavioural challenge




2 ZERO HUNGER
Avoid throwing away food.
Over 1/3 of the world's food is wasted.




4 QUALITY EDUCATION
Help children in your community to read.




15 LIFE ON LAND
Plant a tree and help protect the environment.



3 GOOD HEALTH AND WELL-BEING
Vaccinate your family to protect them and improve public health.



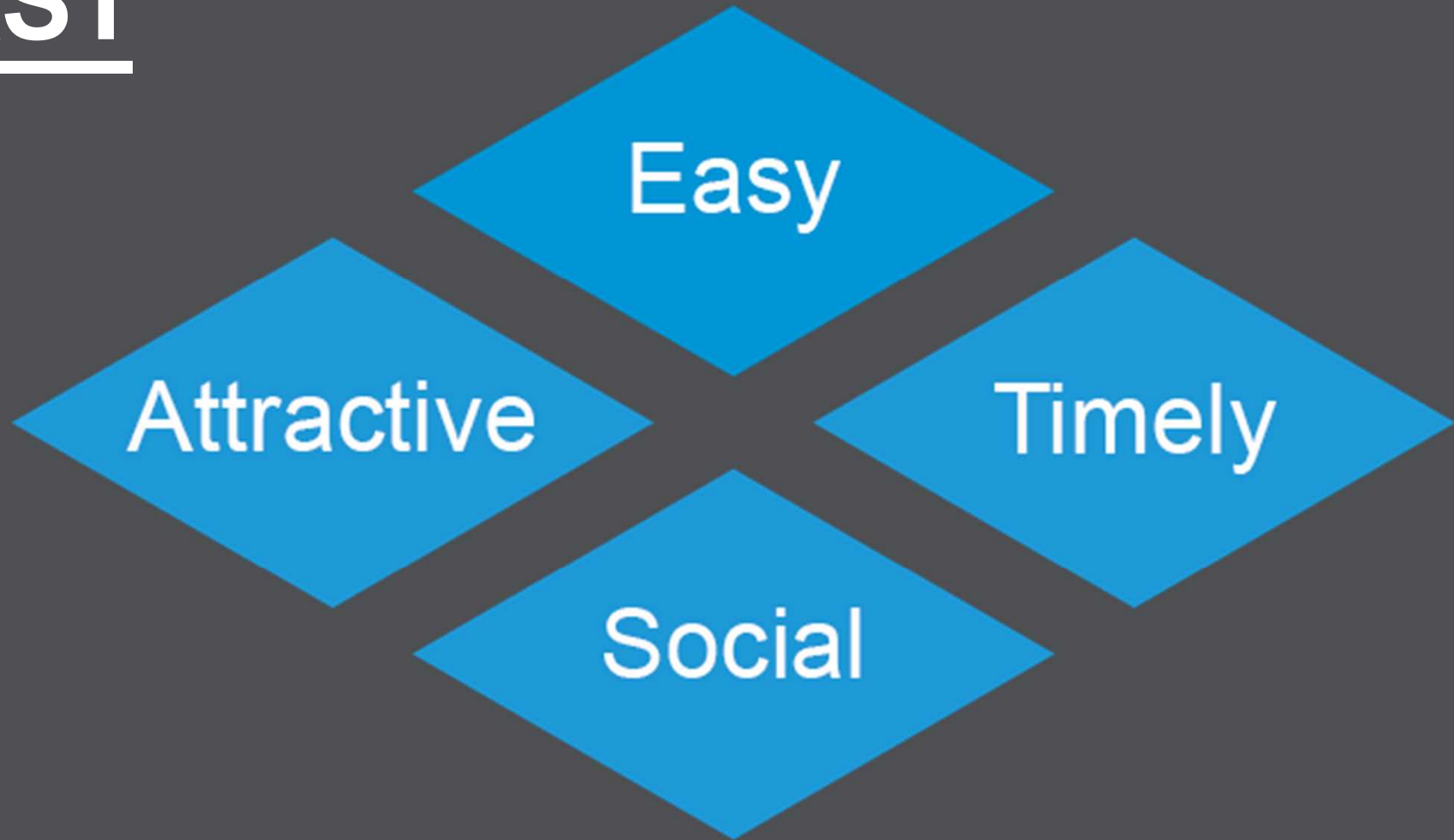
16 PEACE, JUSTICE AND STRONG INSTITUTIONS
Use your right to elect the leaders in your country and local community.







EAST





Easy

Defaults / Simplification / Remove friction


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Suicide – a mysterious reduction...

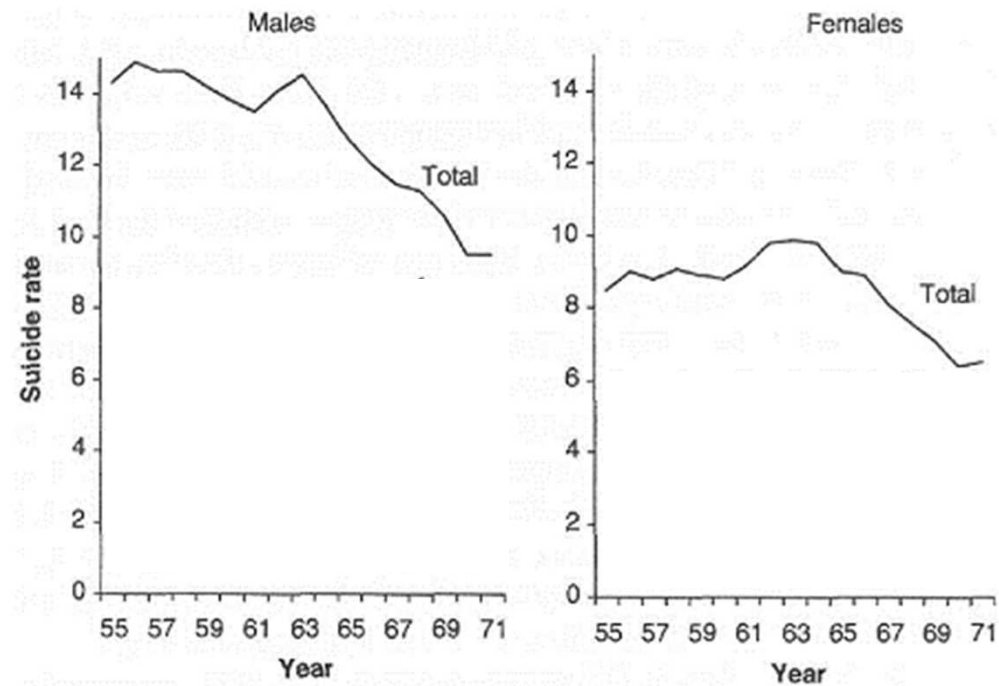
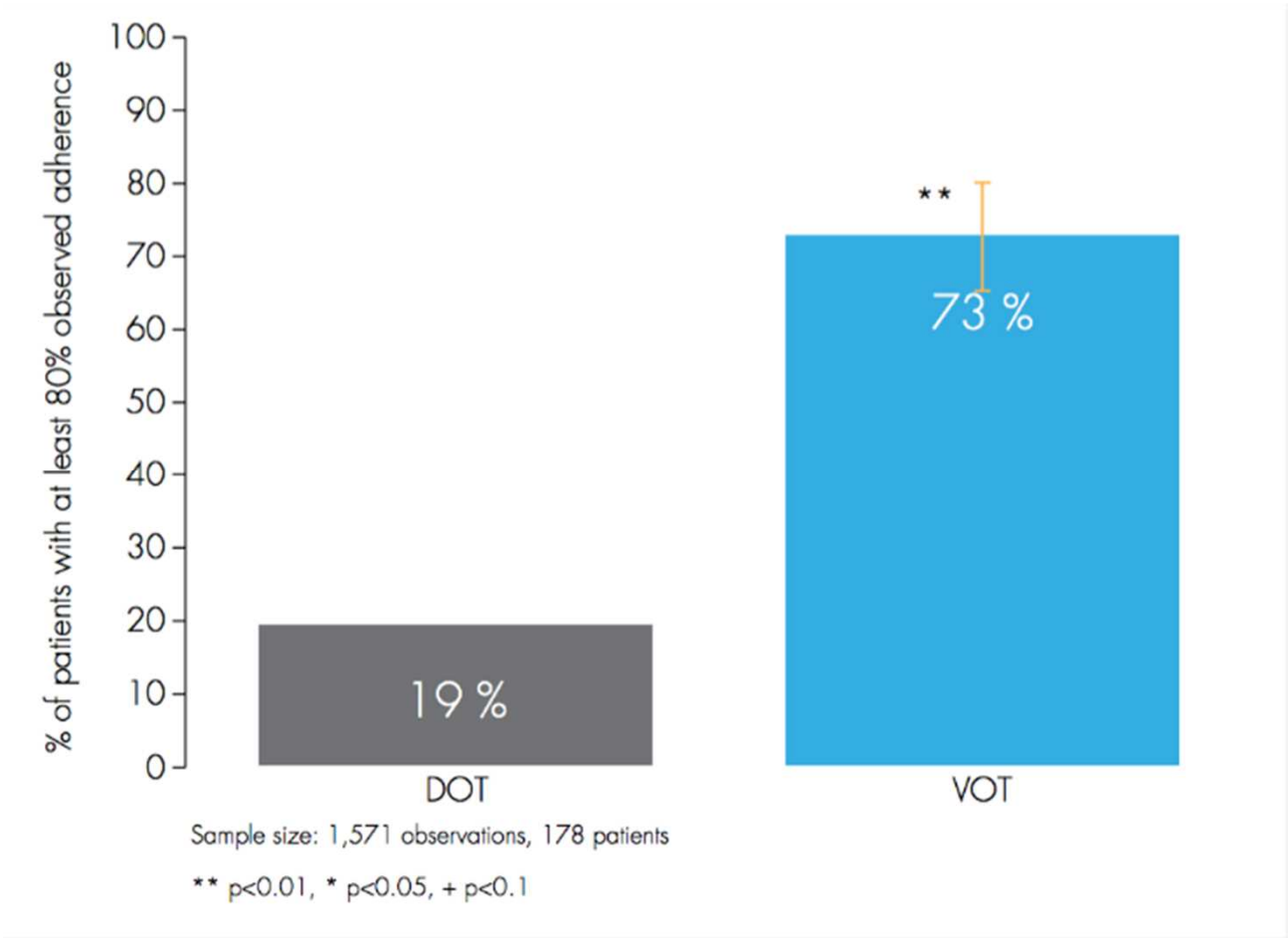


Fig. 16.2 Rates of suicide per 100,000 in males and females in England and Wales between 1955 and 1971, overall, involving carbon monoxide and not involving carbon monoxide (adapted with permission from Kreitman 1976).

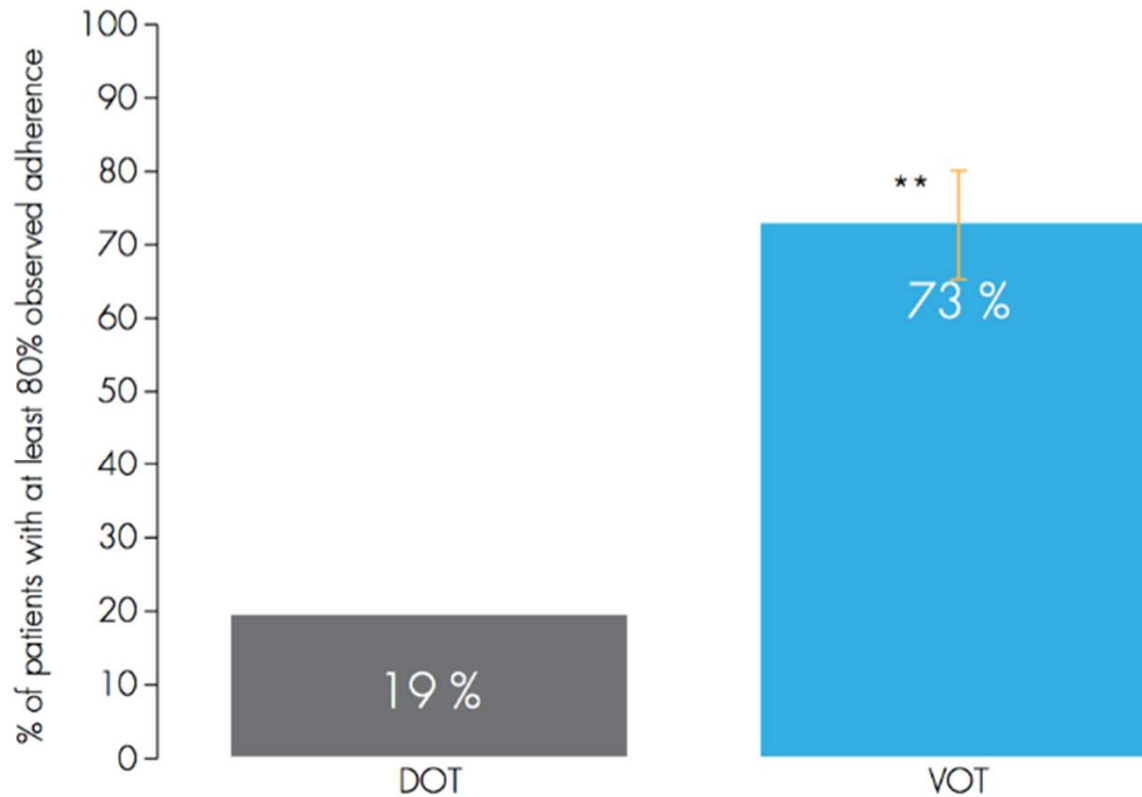
TB is still a huge problem



Easier observation procedure increased observed adherence



Easier observation procedure increased observed adherence



Sample size: 1,571 observations, 178 patients

** $p < 0.01$, * $p < 0.05$, + $p < 0.1$

- VOT patients reported higher satisfaction with treatment
- Also saved considerable time
- This is now being scaled across Moldova



Attractive

Saliience / Messenger / Personalisation /
Affect / Incentive design

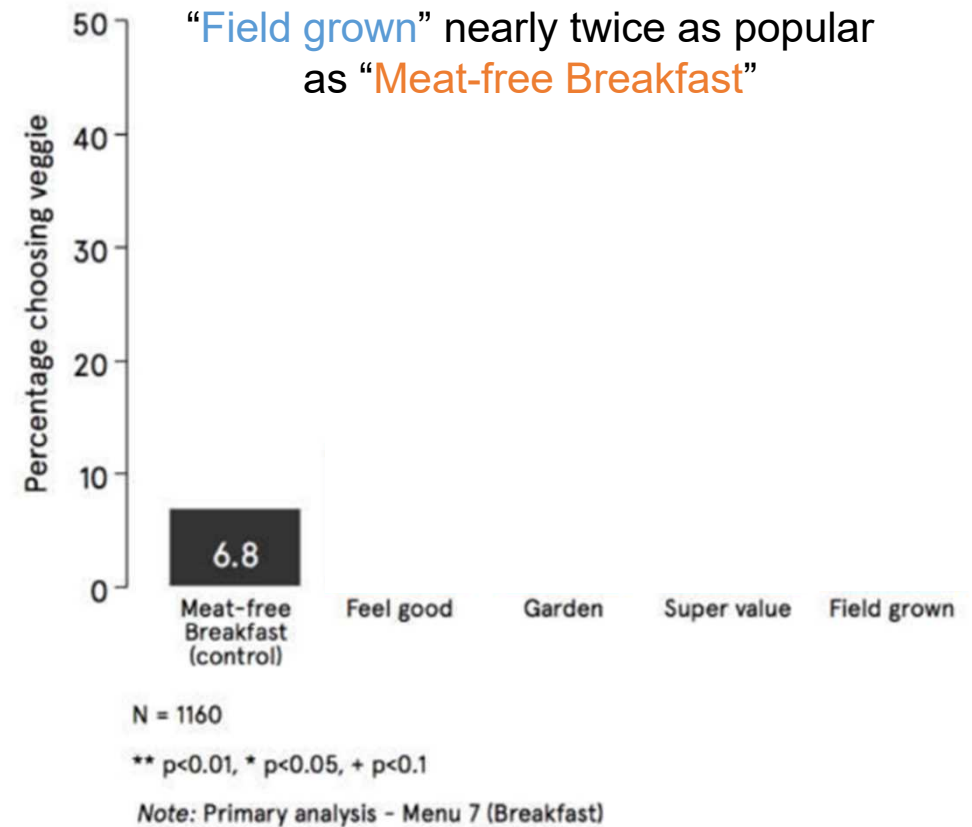

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Make it appealing, and emphasising what is gained, not what is lost





Encouraging refugee parents to engage with child development content

Brain development and sciencey

Good evening! Here is your **first activity to help grow your child's brain. We hope that your child learns something useful**, click here to watch a short clip: bit.ly/



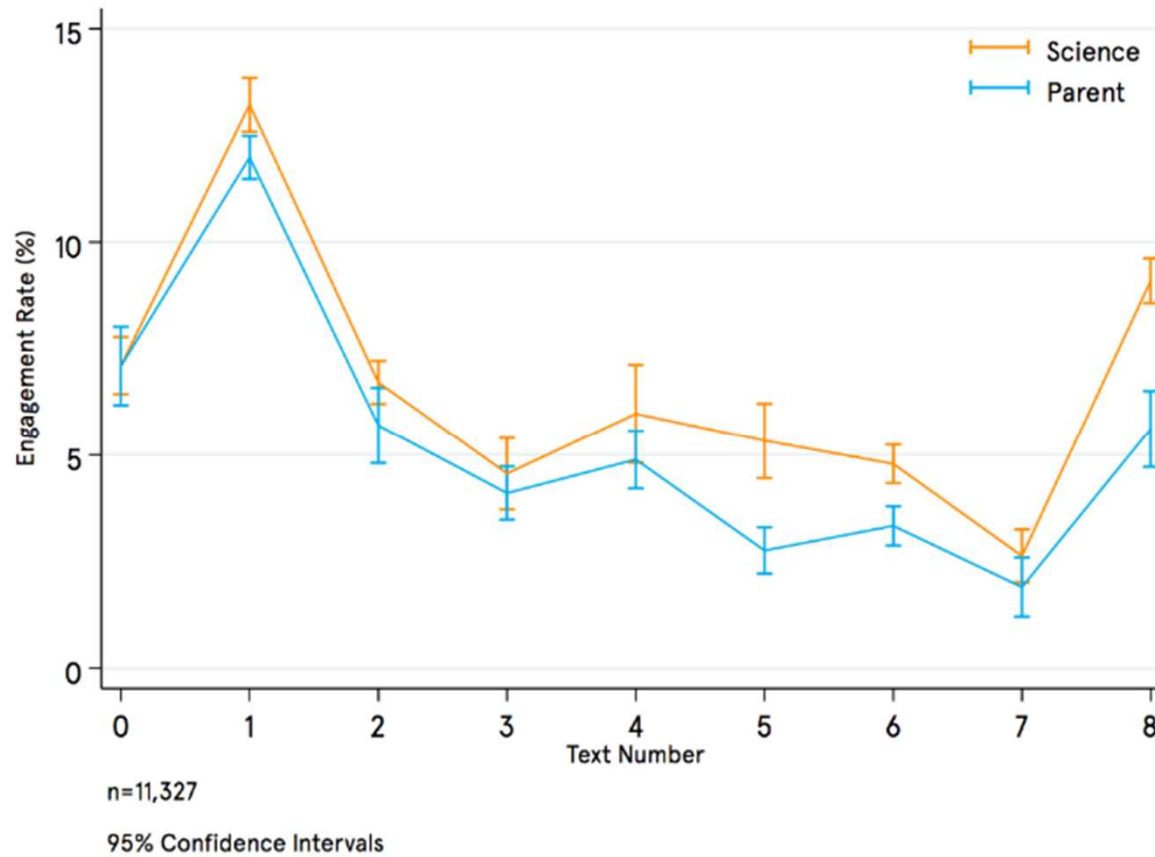
Parent- focused, fun

Good! Here is your **first fun game to play with your child. We hope you enjoy it**, click here to watch a short clip: bit.ly/123

81,000 SMS over 2 weeks



Science messages had higher engagement





Social

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


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Reducing energy use and emissions





Leveraging the effects of social norms to reduce over-prescribing of antibiotics

THE LANCET

All Content ▼ Search [Advanced Search](#)

Feature

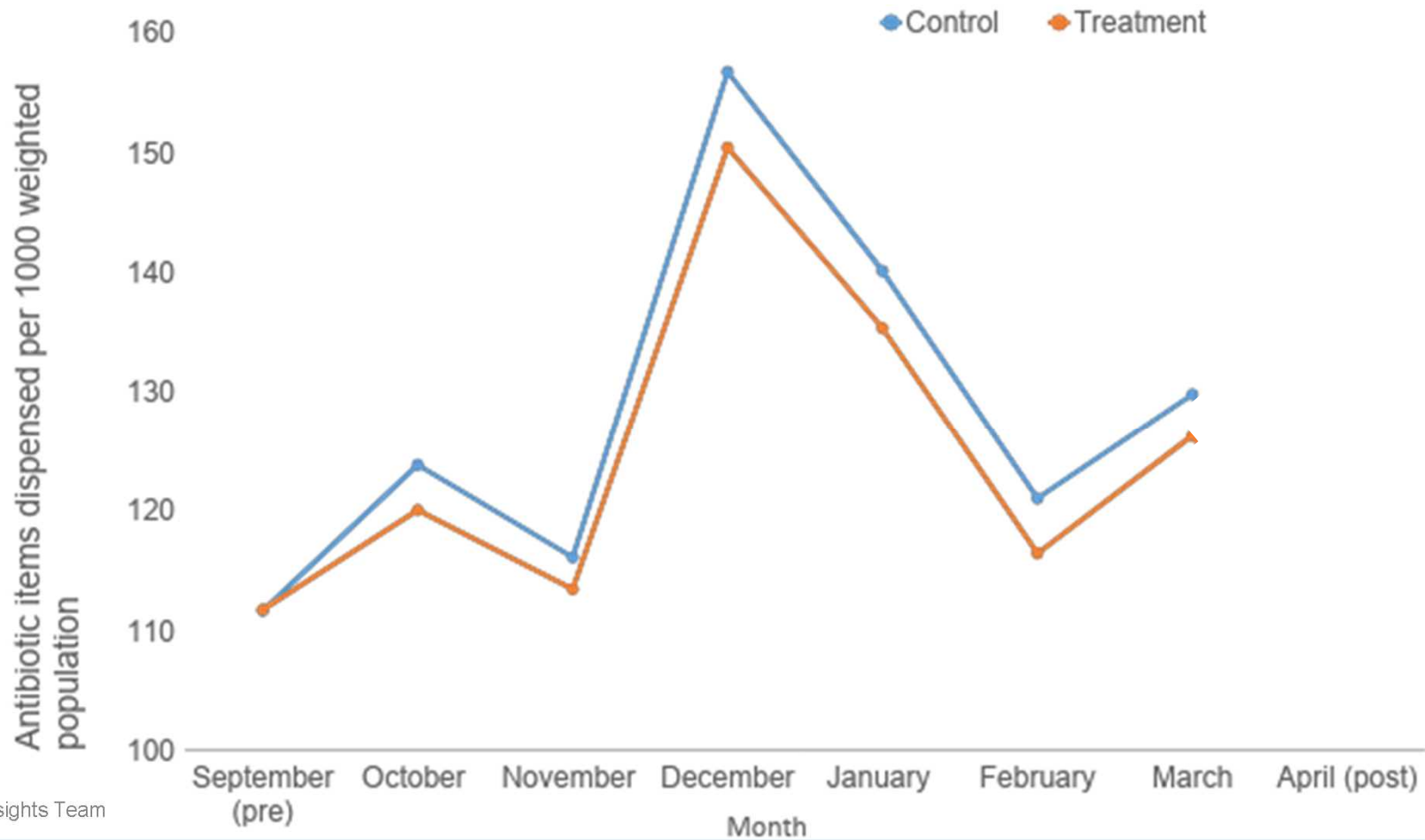


Reducing antibiotic prescribing

A randomized trial assesses whether a low-cost communication intervention reduces antibiotic prescribing in England.



Effect of Chief Medical Officer letter on antibiotic prescribing, 2014-2015



n=1,581

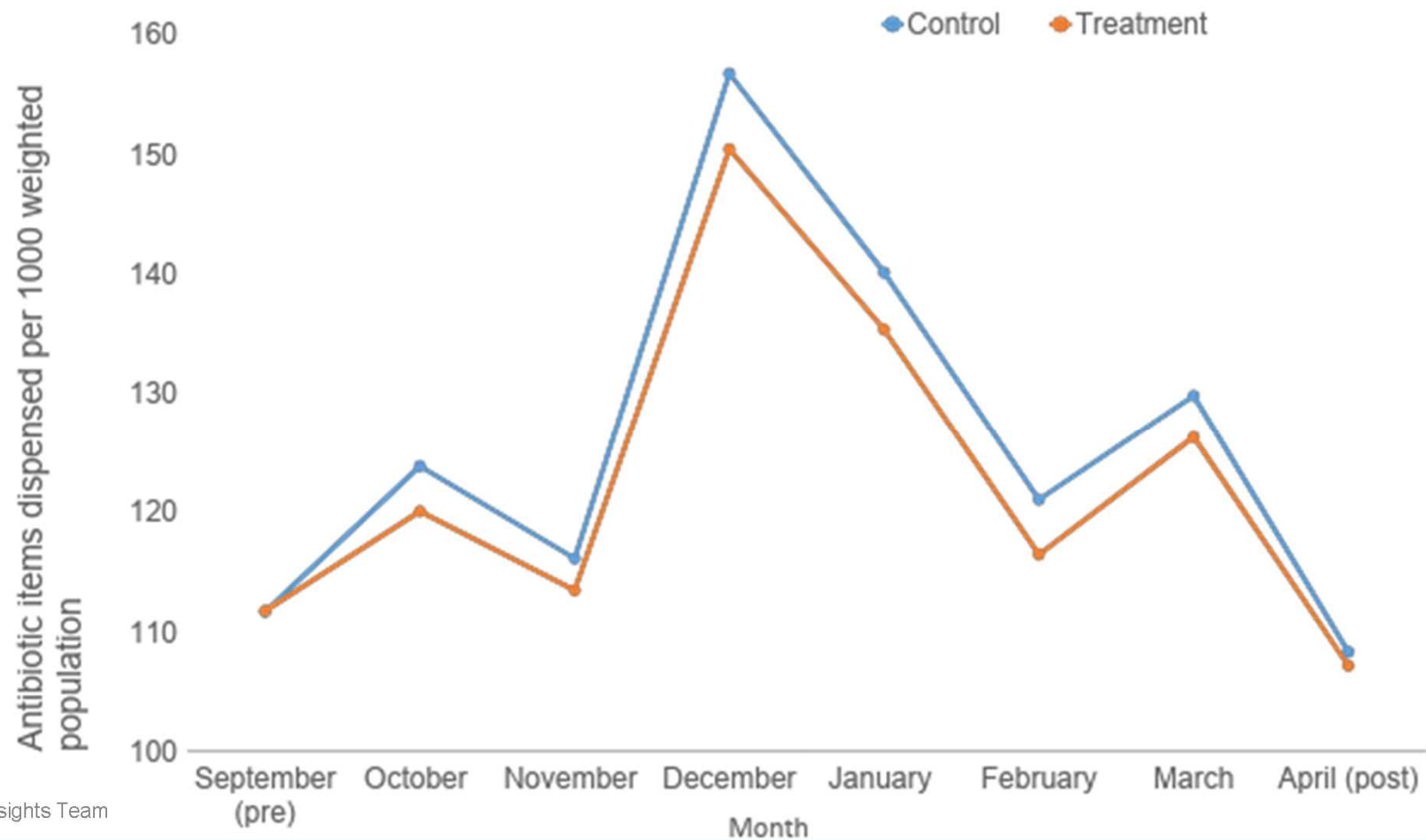
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Public Health
England

© Behavioural Insights Ltd

The effect disappeared when the control group received a letter



n=1,581

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England

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Mobilising informal support for students

What have you been up to at college today?

Oh... nothing special, really.

OK. Well, let me know if I can help.

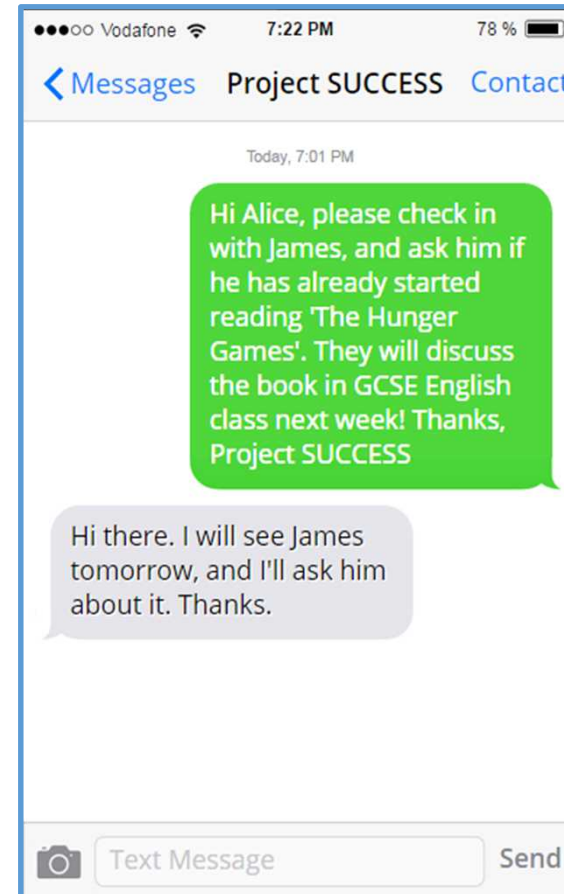


Mobilising informal support for students

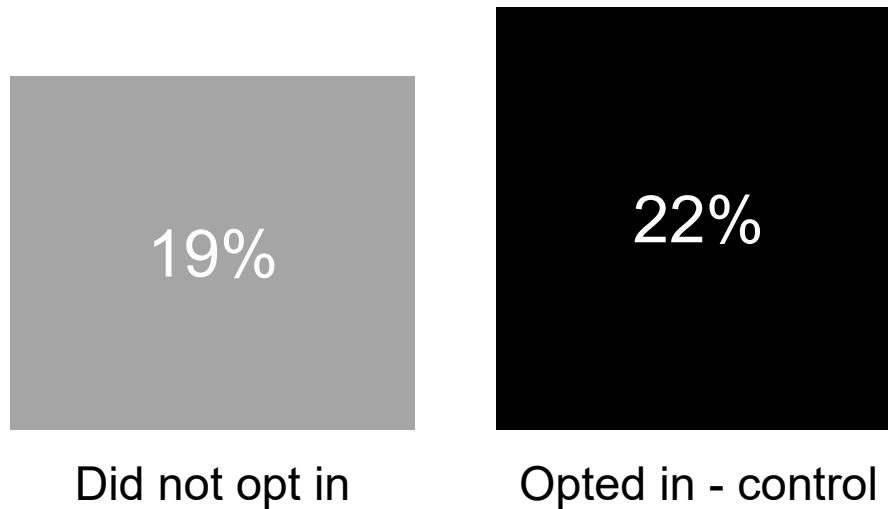
So, you're reading The Hunger Games in class? Who's your favourite character?

Yeah, need to get started on that.

OK, don't forget to read a few chapters before next week's class!



GCSE pass rates increased by nearly 30%



diet
Search term

+ Add term

Interest over time

Timely

Priming / Framing / Key moments


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2007
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2009

2011

2013

2015

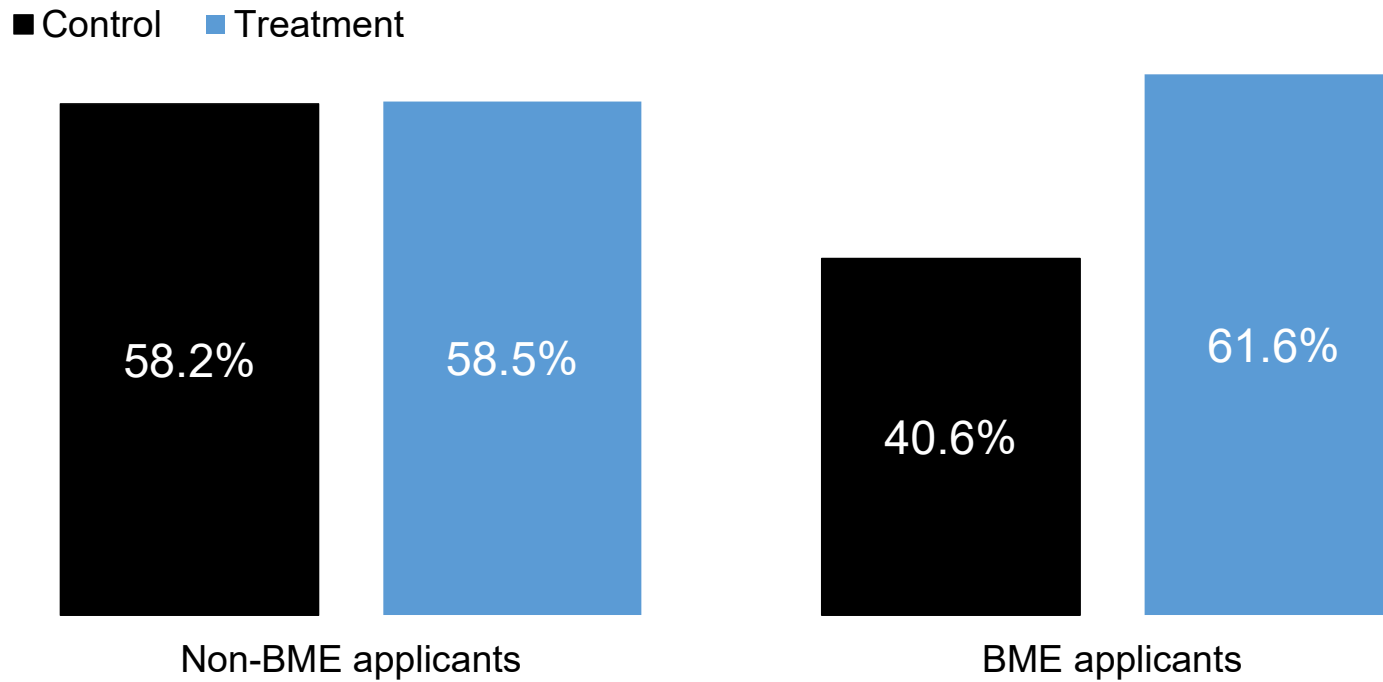




Inclusive institutions



Increasing diversity in the police



Reducing conflict



Bringing it all together to make better policy


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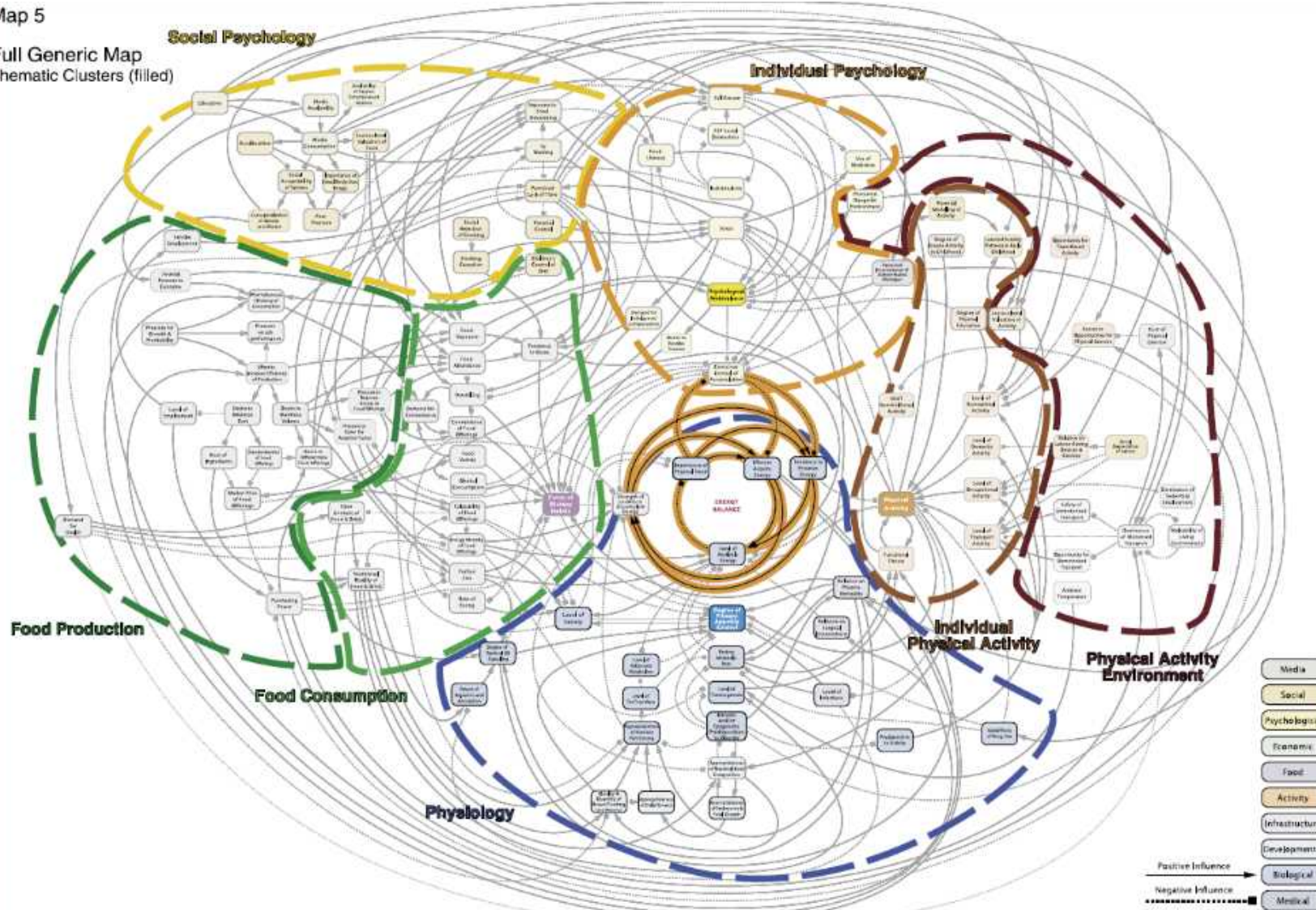


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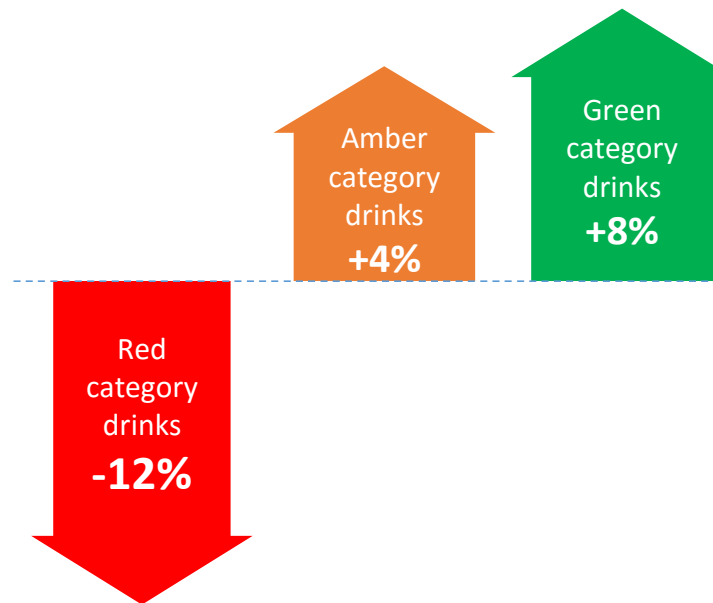
Map 5

Full Generic Map
Thematic Clusters (filled)

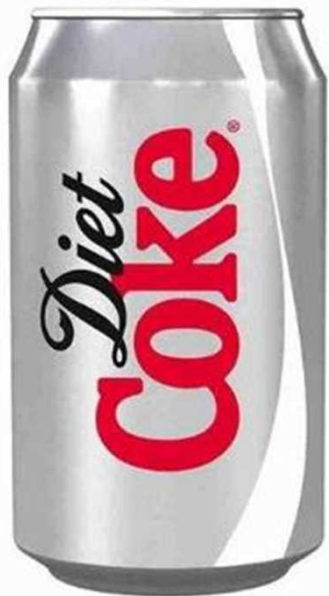




Encouraging healthy swaps: Product position

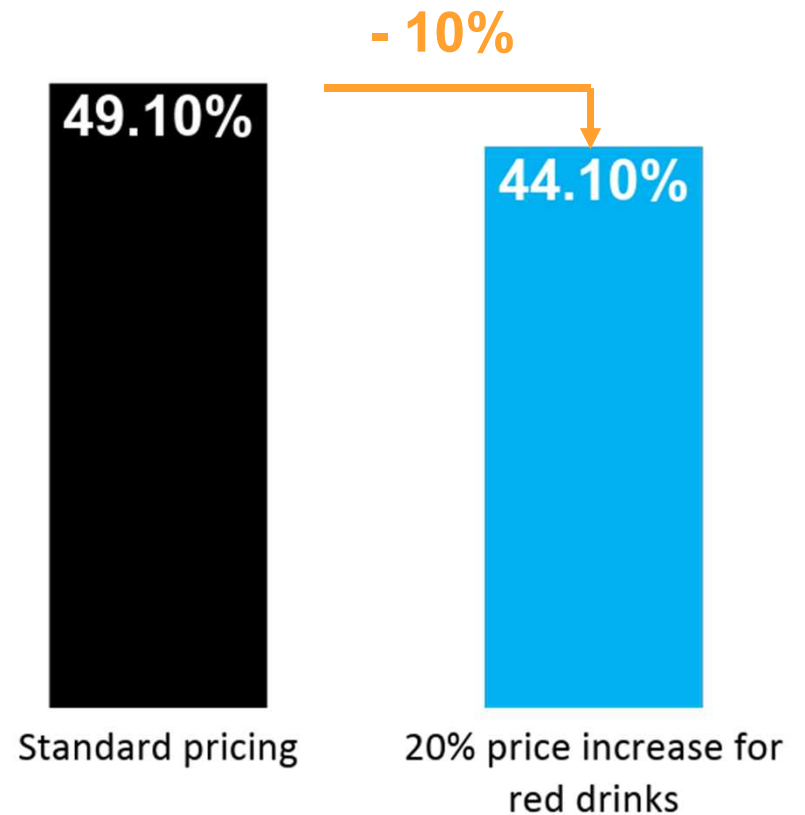


Encouraging healthy swaps: Price changes



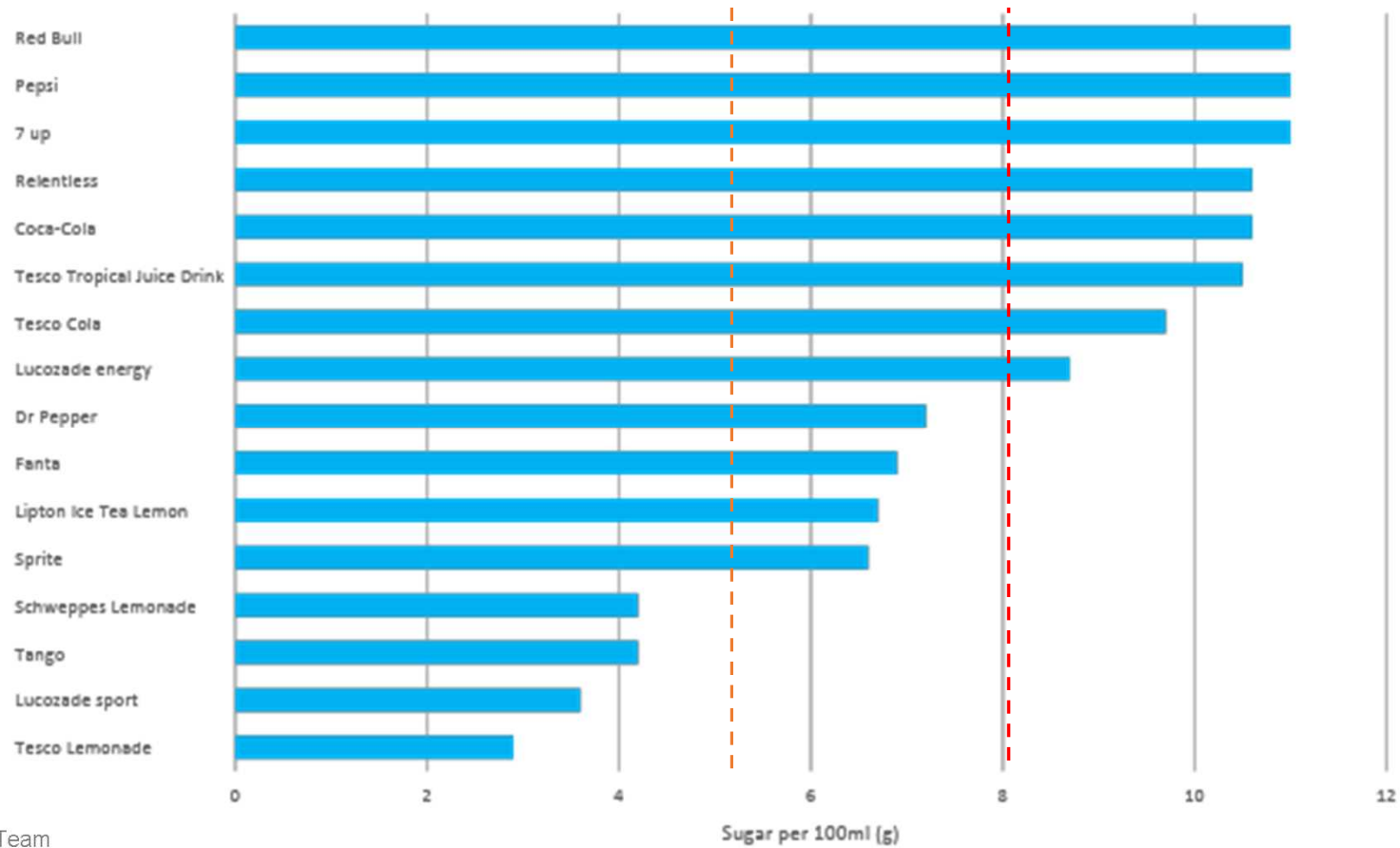
+ 20%

Proportion of vending machine drink sales that are high sugar



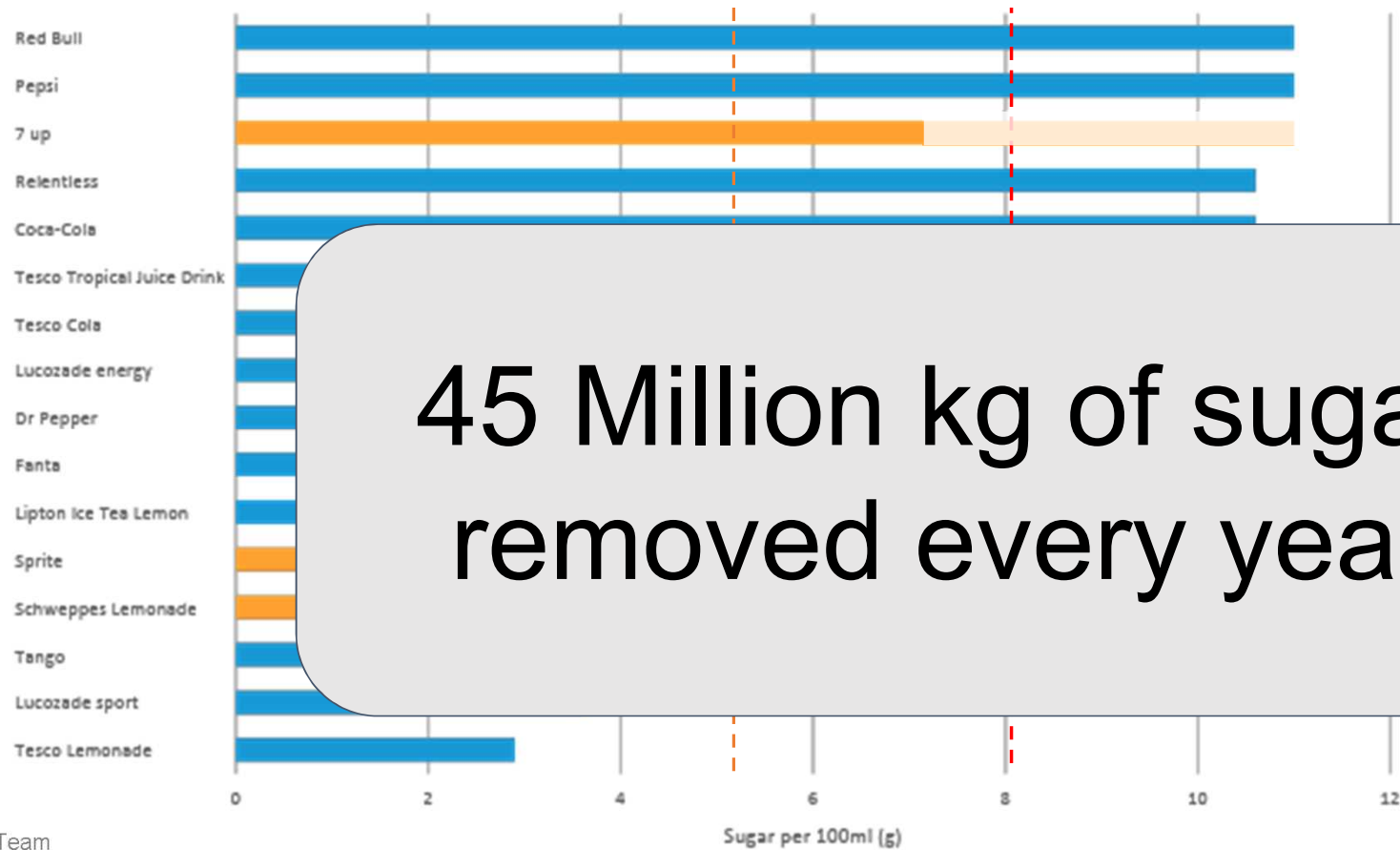


Sugar tax – a ‘double nudge’





Sugar tax – a ‘double nudge’





Building an evidence-based system



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Spot the odd one out



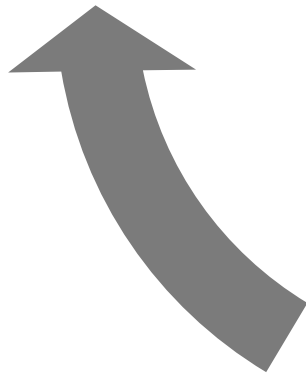


Generate

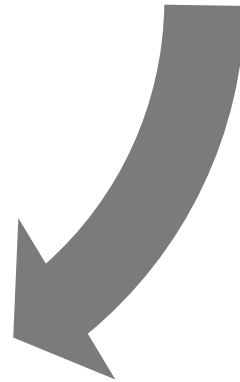


Transmit

**The What Works
approach**



Adopt





Designed for practitioners...

EEF / Evidence and Data / Toolkit A-Z About Document Library Share Contact Log In

Education Endowment Foundation

Evidence and Data / **Cost** / Apply for Funding / News & Events / Support **Impact**

Evidence and Data

- Toolkit A-Z
- About the Toolkit
- Using the Toolkit
- Families of Schools Database
- Videos and Case Studies
- Publications

Toolkit Filter

Keywords

Average Impact

TOPIC	COST	EVIDENCE	IMPACT
Arts participation	£ £ £ £ £	🔒 🔒 🔒 🔒 🔒	+2 months
Aspiration interventions	£ £ £ £ £	🔒 🔒 🔒 🔒 🔒	0 months
Behaviour interventions	£ £ £ £ £	🔒 🔒 🔒 🔒 🔒	+4 months
Block scheduling	£ £ £ £ £	🔒 🔒 🔒 🔒 🔒	0 months
Collaborative learning	£ £ £ £ £	🔒 🔒 🔒 🔒 🔒	+5 months
Digital technology	£ £ £ £ £	🔒 🔒 🔒 🔒 🔒	+4 months

Confidence

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A growing What Works network in the UK



This is changing how we do policy



Box 6. Use of Evaluation and Testing

The Behavioural Research Centre for Adult Skills and Knowledge wanted to understand if behavioural science could help improve educational outcomes for 16 to 19 year olds. Existing research suggested that there is a link between strong social support and student attainment. The project team adopted a 'test, learn, adapt' methodology, which focuses on testing what works and continually improving policy interventions in response to evaluation results.

Almost 1,500 students at 9 further education colleges were enrolled into a 'study supporter' trial. Students were randomly assigned into 2 different groups. An intervention group is asked to nominate one or two 'study supporters' (such as a parent, friend, or employer) to receive weekly text messages about their studies. Messages to supporters were a mix of notifications about key events, including upcoming exam dates, and suggested questions that supporters could ask the student to prompt a learning conversation. A second group nominates study supporters, but did not receive text messages.

Costing less than £10 per student, the trial finds that students whose supporters received weekly text messages were 27% more likely to pass their GCSEs than students who had volunteered to be part of the programme but had not been selected to receive supportive messages.

The results indicated the potential of the intervention and the team tested another iteration the following academic year, with a different cohort of 900 students. This time both the students themselves and their study supporters receive text messages. Results showed a 32% increase in the exam pass rate.

The team then decided to test whether the intervention could be effectively replicated at larger scale by running a trial across 31 further education colleges, involving approximately 4,000 students.

Source: Behavioural Insights Team Update Report 2016-17, see: www.behaviouralinsights.co.uk

And an emerging global network...





Conclusions



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Behavioural and 'What Works' questions run through the SDGs



A more realistic model of the human mind is changing policy, practice, and perhaps our goals



RCTs

Goals
swb

'What Works'
centres

Policies

Midata; regulation; public
health; php

Processes

Letters; texts; scripts; web design etc

Replacing a naive model of human behaviour... our children will wonder what we did before







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Update Report 2016-17

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EAST
Four simple ways to
apply behavioural insights

David Sanders, Michael Hetherington, David Halpern,
Felicity Aldred, Mary Galloway, Sam Hoggan, Simon Roca, Michael Sanders
with Marissa Phipps, Alex Starks, Nigel Vaz, James Riddell & Elizabeth Kirkman

in partnership with Cabinet Office Nesta

David Halpern

'Explains how to change people's behaviour in subtle but profound ways.
Politicians of all parties could learn from this book.'
Guardian Best Books

INSIDE THE NUDGE UNIT

How small
changes
can make a
big difference

