

Applying Behavioural Insights to Public Policy

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Nudging for Better Health Conference
17 February 2014



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The logo for The Behavioural Insights Team, featuring a stylized grey diamond shape composed of several overlapping triangles above the text "THE BEHAVIOURAL INSIGHTS TEAM." in black, with a small blue diamond at the end of the last word.

THE
BEHAVIOURAL
INSIGHTS TEAM.

BI can help change the way we think about and approach policy problems

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INSIGHTS TEAM.



Offers new evidence and (cost effective) approaches to influencing behaviour - but not a silver bullet

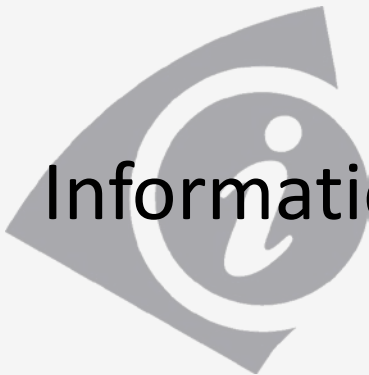
1. Regulation



2. Incentives



3. Information



Behavioural Insights

‘Behavioural insights can help us to analyse problems better, and design more effective and efficient ways of achieving particular goals’

Australian Public Services Commission, 2009

Implementing



Advisory



Scoping



Our approach in UK and NSW has 4 key stages

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Define

Diagnose

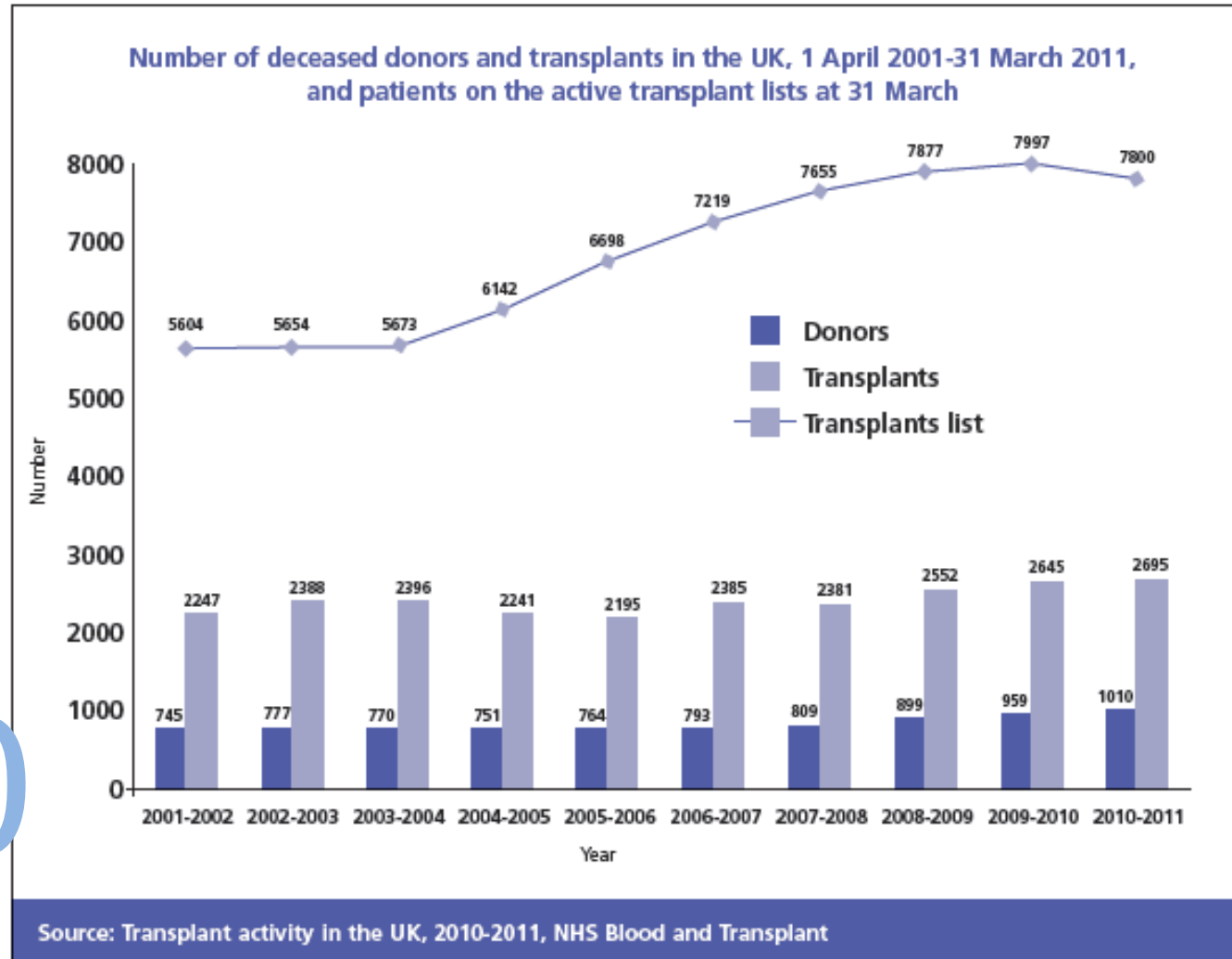
Design

Test,
Learn,
Adapt

Context, Details, People & Evidence ... matter

Increasing organ donation

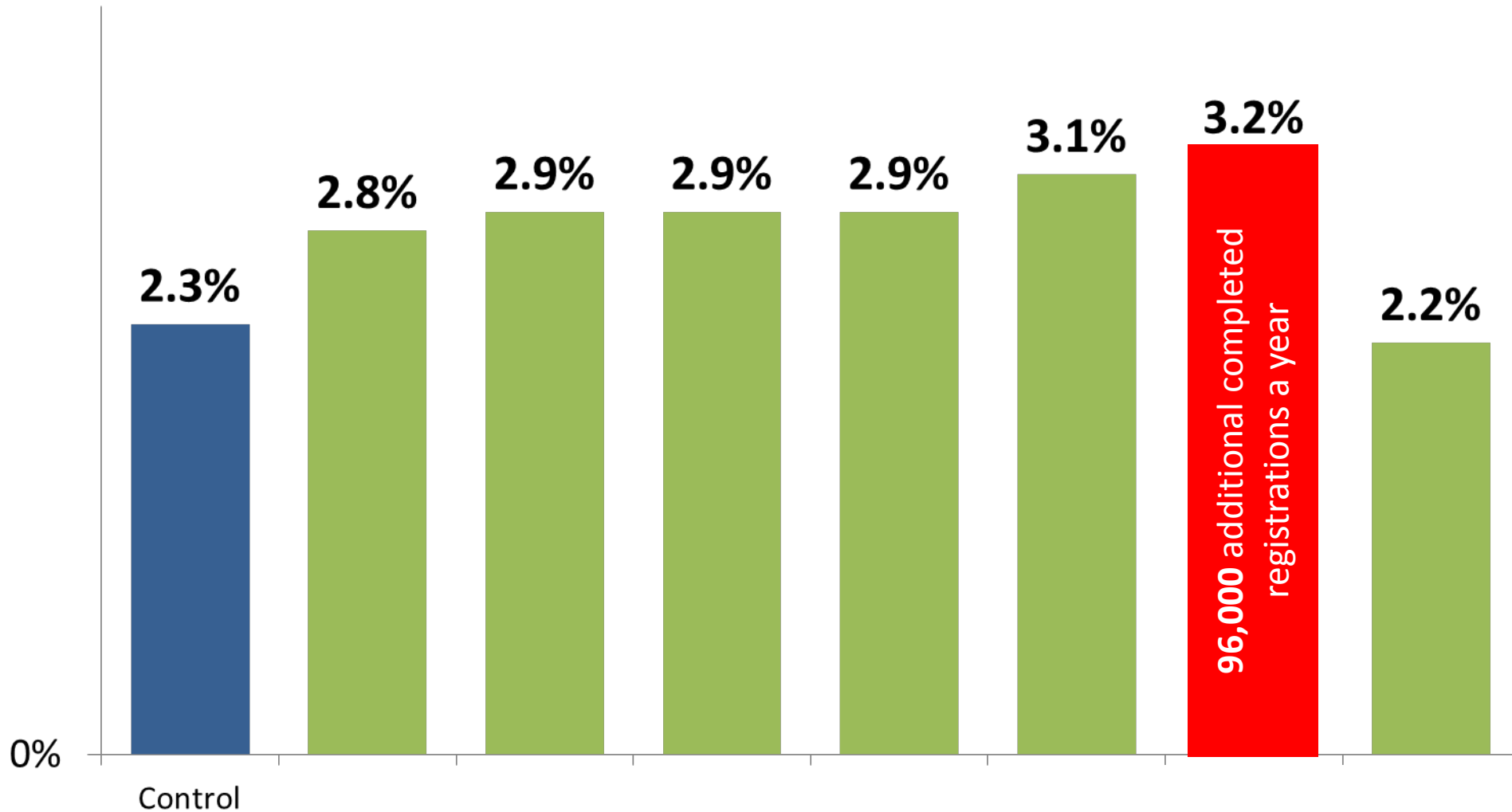
90%
30%
1,000



Which one will be most successful?

Name	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.	Group of people
4. Norm & Logo	Every day thousands of people who see this page decide to register.	NHS Logo
5. Three Die	Three people die each day because there are not enough organ donors.	
6. Nine Lives	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. Action	If you support organ donation, please turn your support into action.	

Proportions Registering (n= 1,085,322 over 1 month)



Hospital expenditure and funding in Australia

Figure 1: Recurrent expenditure by public hospitals

Recurrent expenditure (\$ million)

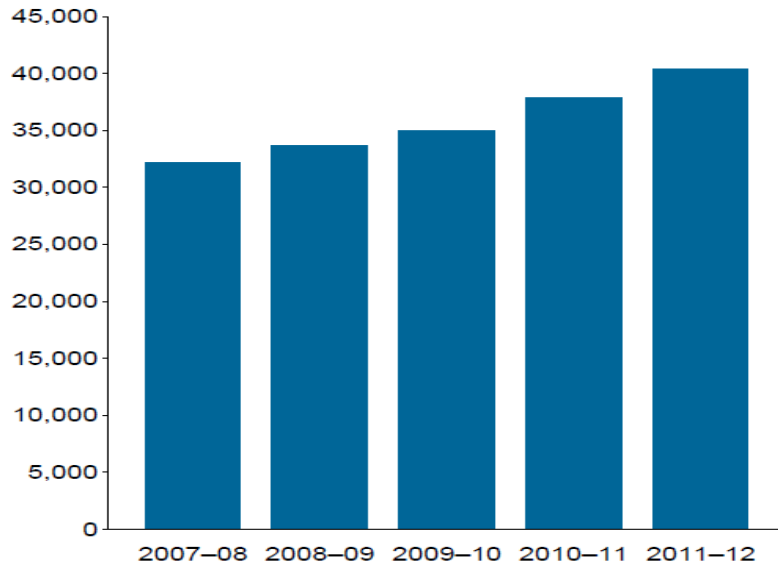
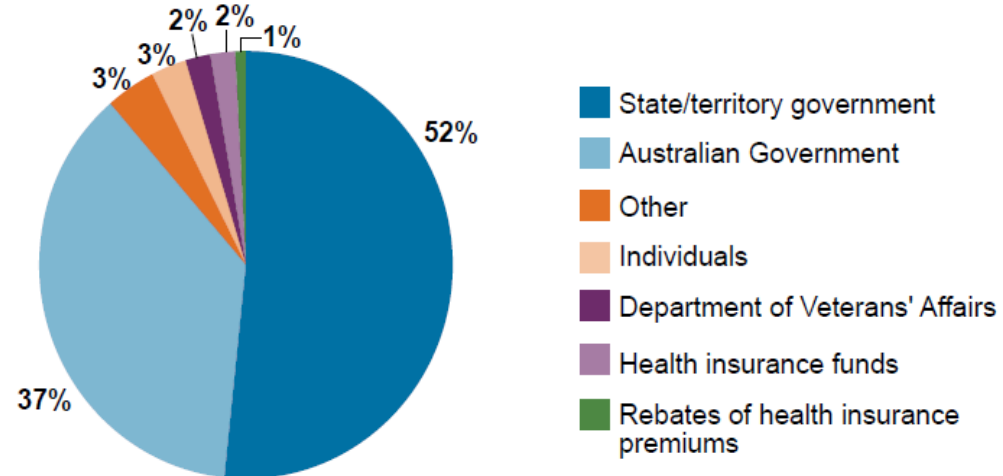


Figure 2: Funding sources for public hospitals, 2010-11



Interventions in Westmead Hospital (EAST)



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EASY



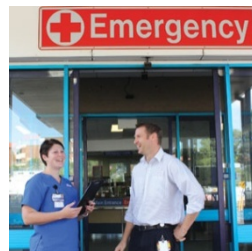
ATTRACTIVE



SOCIAL



TIMELY



Join the majority of patients who use Private Health Insurance in Westmead Emergency Department.

**NO COSTS
NO HASSLES
SPECIALIST CARE
EXCLUSIVE EXTRAS**

A collage of three images: a smiling woman, a patient in a hospital bed, and a medical professional.

**TEAM
WESTMEAD**

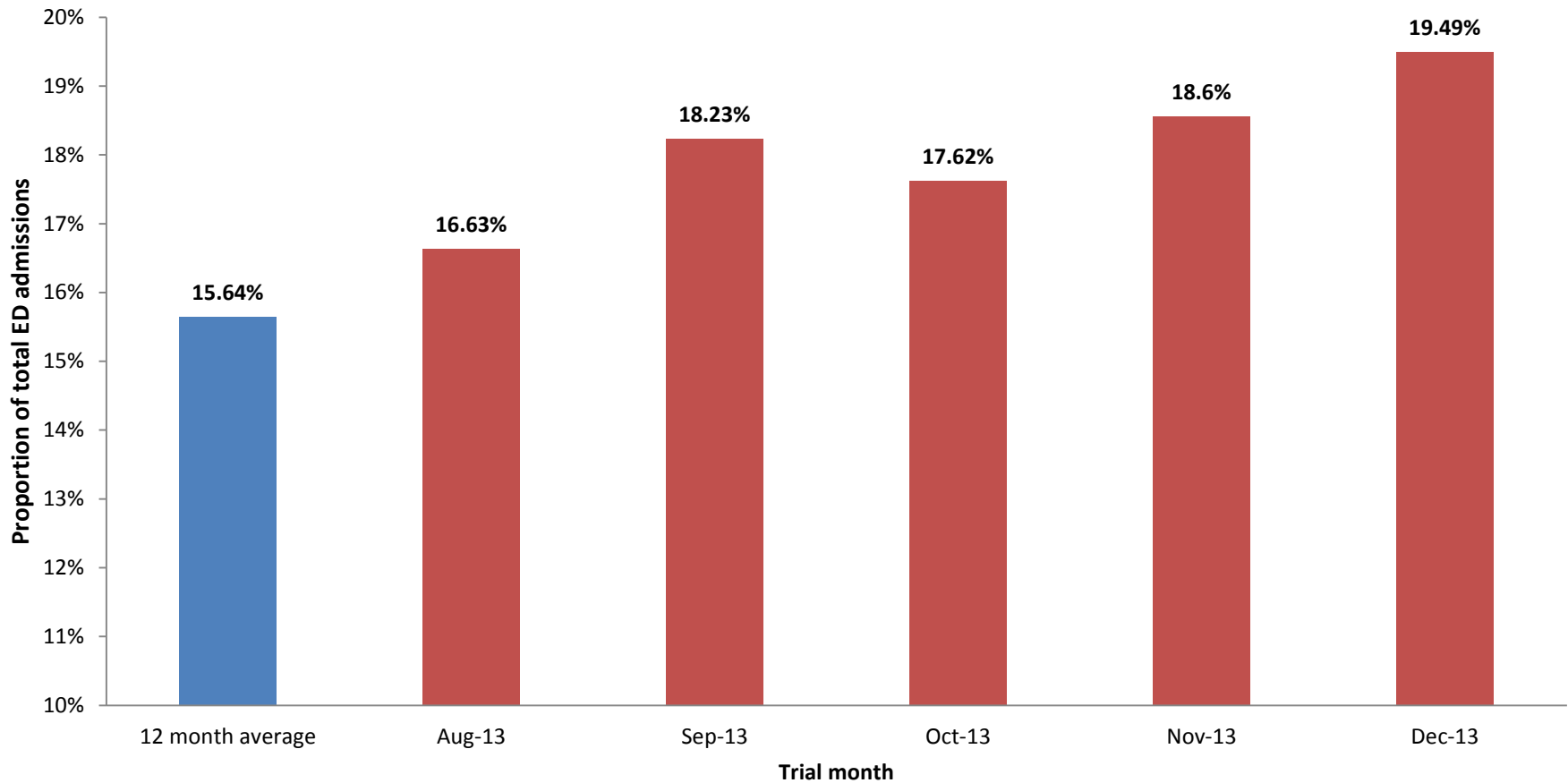
If you have any questions about using your private health insurance please speak to one of our friendly Private Patient Officers or call 020 959 5959.

Westmead Trial Results



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Private patient admissions as a proportion of the total ED admissions
12 month average vs. trial months



Opportunities to engage further

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International BI Conference
June 2-3rd 2014, Sydney
<http://bx2014.org/>

BEHAVIOURAL INSIGHTS
COMMUNITY OF PRACTICE



NSW BI Community of Practice
<http://policytoolkit.nsw.gov.au/bi>

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