

Health and Behavioural Insights in NSW



**Premier
& Cabinet**
Behavioural Insights

June 2017



Starting out in transactions



Moving to sustained behaviour

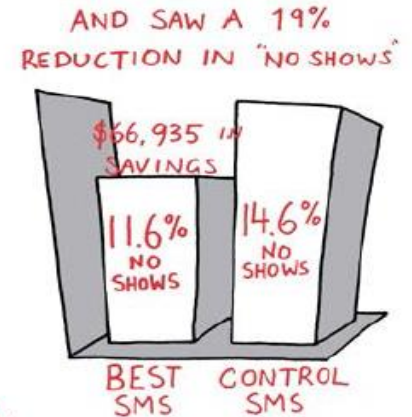
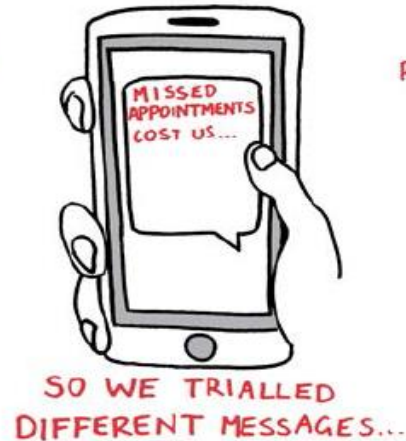


Key challenges

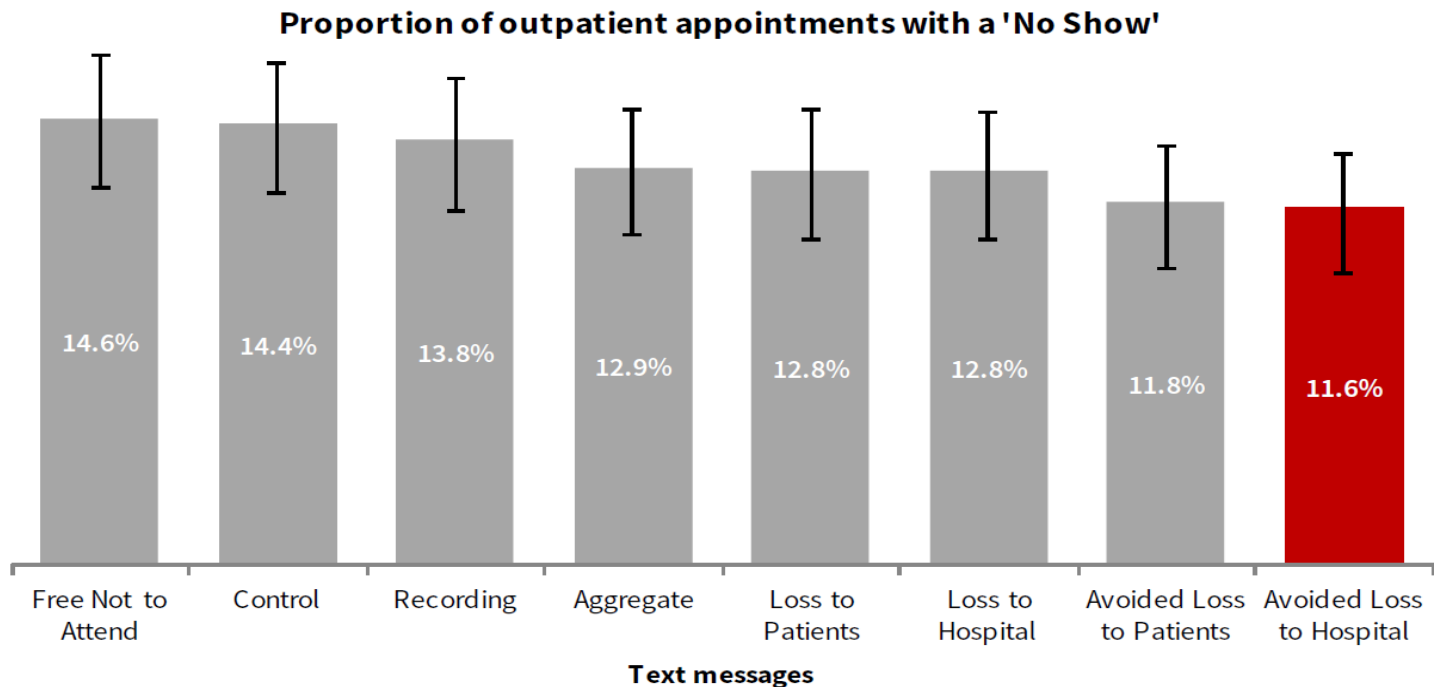


Starting out in transactions

Reducing missed hospital appointments



On a population level the avoided losses messages are more effective



Increasing cervical screening rates

SCREENING REDUCES
RISK OF CANCER...

CANCER RISK

96%

REGULAR PAP
TESTS

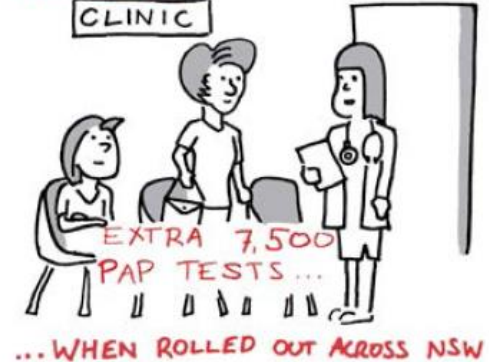


BUT ONLY 30% RESPOND
TO REMINDER LETTERS...

SO WE TRIALLED DIFFERENT
REMINDER LETTERS...



AND SAW AN...
CLINIC

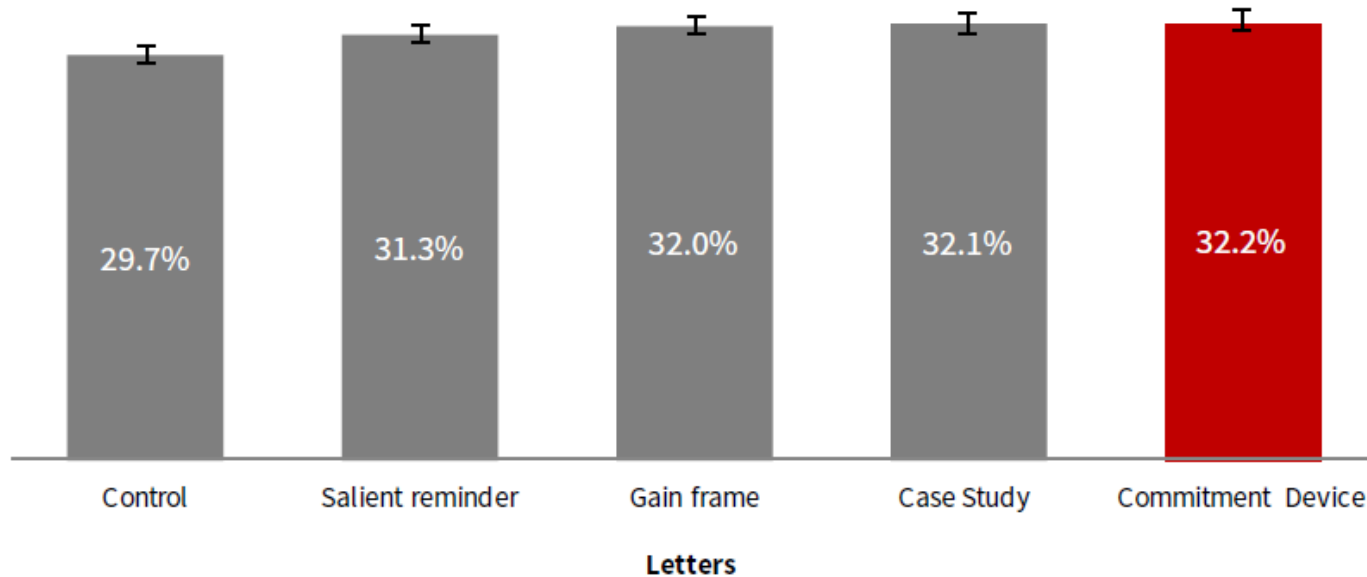


EXTRA 7,500
PAP TESTS...

...WHEN ROLLED OUT ACROSS NSW

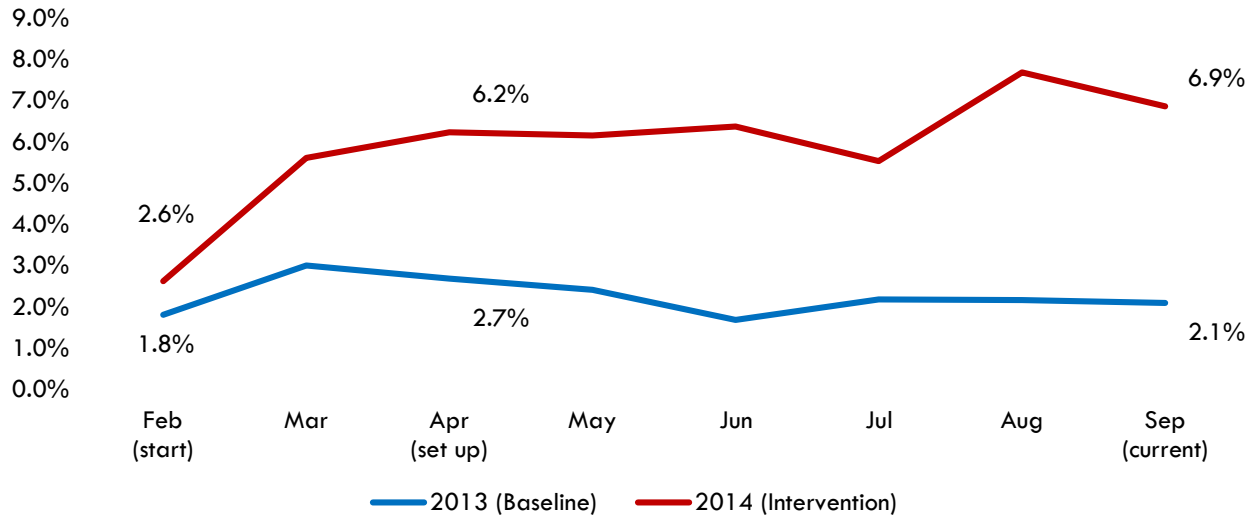
Increasing cervical screening rates

Response rate for 27 month Pap test reminder letter



Increasing use of private health insurance

Proportion of patients admitted from ED using PHI - Auburn Hospital





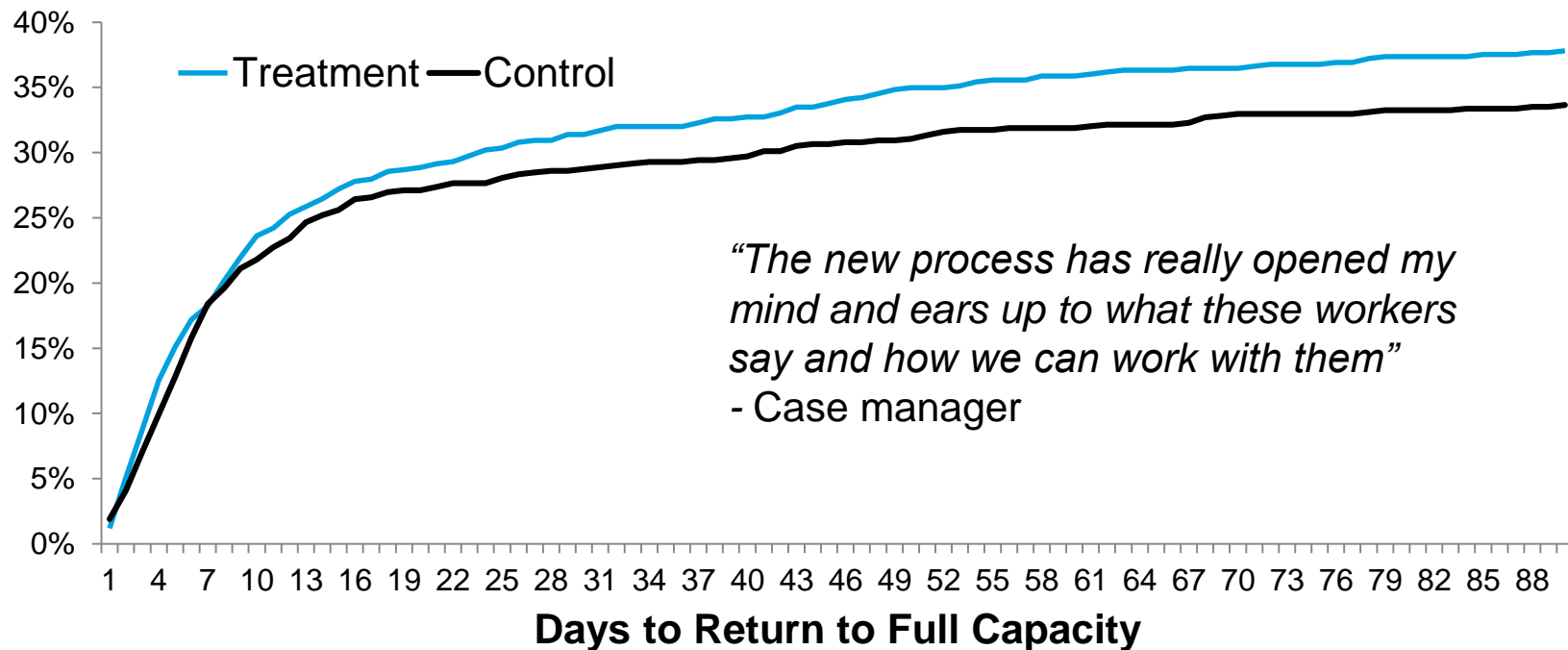
Moving to sustained behaviour

Helping injured teachers return to work faster



- Reduce, join-up & simplify communications
- Positive framing: return to work & health
- Social norms to benchmark recovery times
- Implementation intentions: commitments from injured workers and case managers
- Injured workers take active role in recovery

Teachers return to full capacity faster, are more satisfied with the process



Childhood obesity



Goals and Rewards Contract



My Exercise Wish

My SMART Goal.....

My Nutrition Wish

My SMART Goal.....

If you think you are ready for a challenge, make a new tougher goal! We know you can do it!



Track your progress!	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Exercise goals completed							
Nutrition goals completed							

I will complete these goals

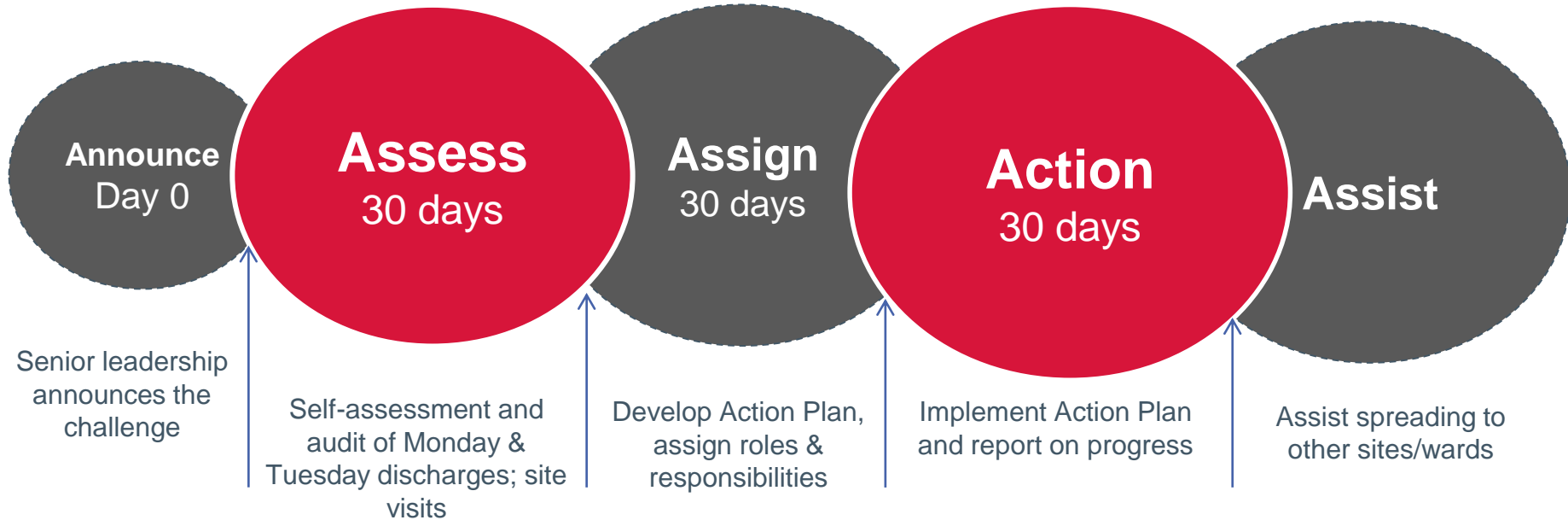
My parent or carer will help me achieve these goals

Date:

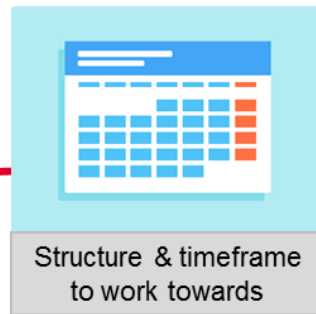
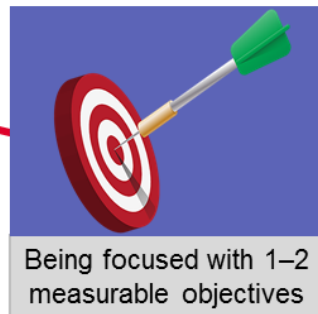
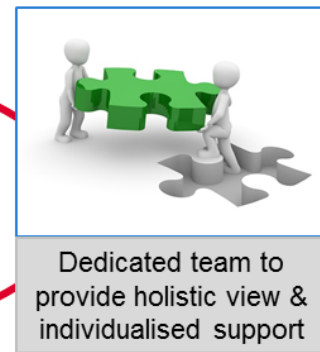
My Signature.....

My parent or carer's signature.....

Scaling good practice in hospital discharge



Implementing change in a devolved system





Key challenges

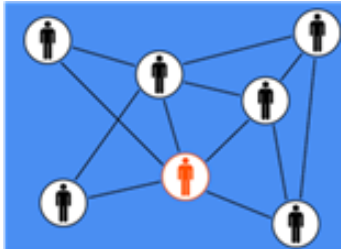
Key challenges – technical



Data quality, especially sustained



Tracking over time – bleed and desire to scale up



Scaling in a distributed system

Key challenges – behavioural



Sustaining behaviours, forming habits
and the role of incentives



Goals and Rewards Contract

My Exercise Wish: _____ My Nutrition Wish: _____

My SMART Goal: _____ My SMART Goal: _____

If you think you are ready for a challenge, make a new 'tougher' goal! We know you can do it!

Track your progress!	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Exercise goals accomplished										
Nutrition goals accomplished										

My signature: _____ My parent or carer will help me achieve these goals. My parent or carer's signature: _____

Continue

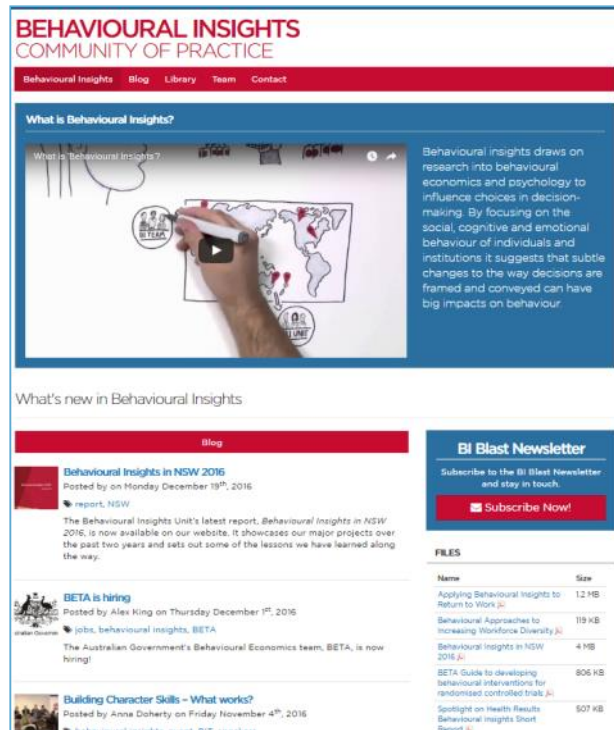
Applying implementation intentions
well



Social norms and public campaigns

To find out more about the work of NSW BIU

Further information on our website
<http://bi.dpc.nsw.gov.au>



The screenshot shows the homepage of the 'BEHAVIOURAL INSIGHTS COMMUNITY OF PRACTICE'. The header includes navigation links: 'Behavioural Insights', 'Blog', 'Library', 'Team', and 'Contact'. The main content area features a video titled 'What is Behavioural Insights?' with a play button overlay. To the right of the video, a text box explains that behavioural insights draw on research from behavioural economics and psychology to influence decision-making. Below the video, a section titled 'What's new in Behavioural Insights' contains a 'Blog' section with three entries: 'Behavioural Insights in NSW 2016', 'BETA is hiring', and 'Building Character Skills - What works?'. To the right of the blog is a 'BI Blast Newsletter' sign-up box with a 'Subscribe Now!' button. At the bottom right, a 'FILES' section lists various documents with their names and sizes.

BEHAVIOURAL INSIGHTS
COMMUNITY OF PRACTICE

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What is Behavioural Insights?

What is Behavioural Insights?

Behavioural insights draws on research into behavioural economics and psychology to influence choices in decision-making. By focusing on the social, cognitive and emotional behaviour of individuals and institutions it suggests that subtle changes to the way decisions are framed and conveyed can have big impacts on behaviour.

What's new in Behavioural Insights

Blog

Behavioural Insights in NSW 2016
Posted by on Monday December 19th, 2016
report, NSW
The Behavioural Insights Unit's latest report, *Behavioural Insights in NSW 2016*, is now available on our website. It showcases our major projects over the past two years and sets out some of the lessons we have learned along the way.

BETA is hiring
Posted by Alex King on Thursday December 1st, 2016
jobs, behavioural insights, BETA
The Australian Government's Behavioural Economics team, BETA, is now hiring!

Building Character Skills - What works?
Posted by Anna Doherty on Friday November 4th, 2016
behavioural insights, social, RCT, character

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FILES

Name	Size
Applying Behavioural Insights to Return to Work (x)	1.2 MB
Behavioural Approaches to Increasing Workforce Diversity (x)	119 KB
Behavioural Insights in NSW 2016 (x)	4 MB
BETA Guide to developing behavioural interventions for randomised controlled trials (x)	806 KB
Spotlight on Health Results Behavioural Insights Short Report (x)	507 KB