Health and Behavioural Insights in NSW

NSW GOVERNMENT | Premier & Cabinet Behavioural Insights

June 2017

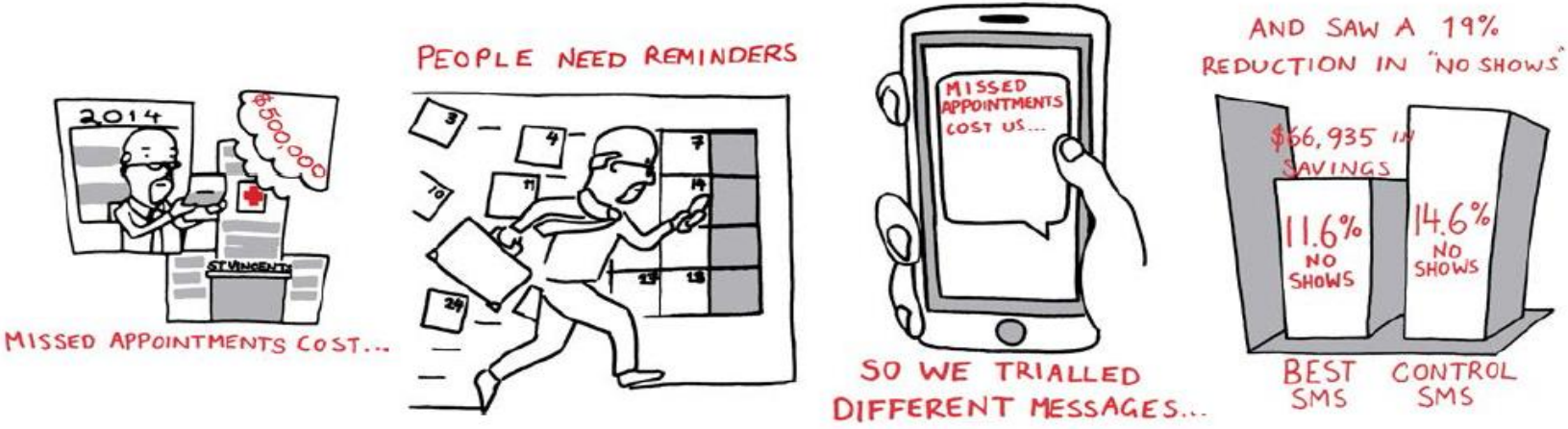
Starting out in transactions

Moving to sustained behaviour

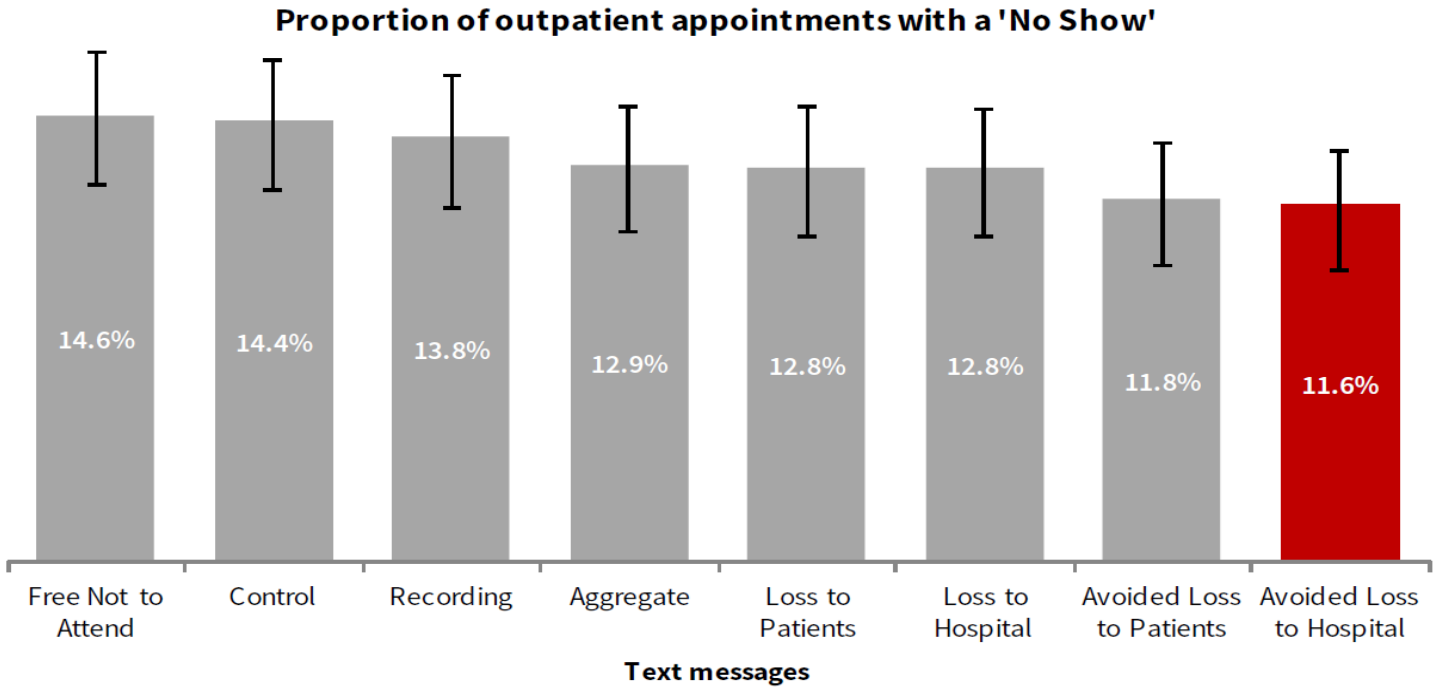
Key challenges

Starting out in transactions

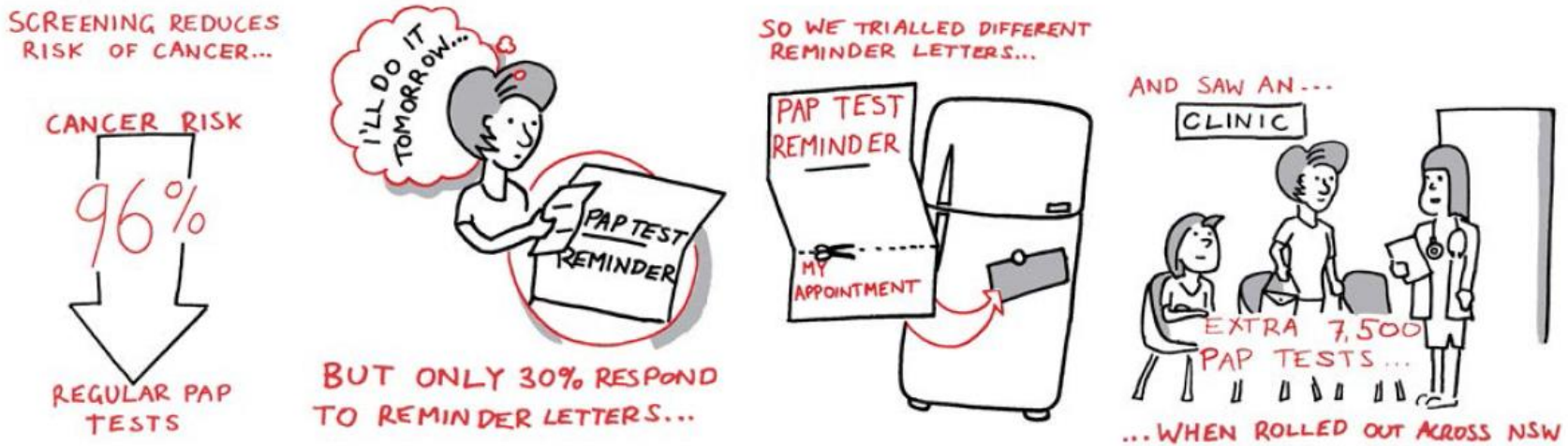
Reducing missed hospital appointments



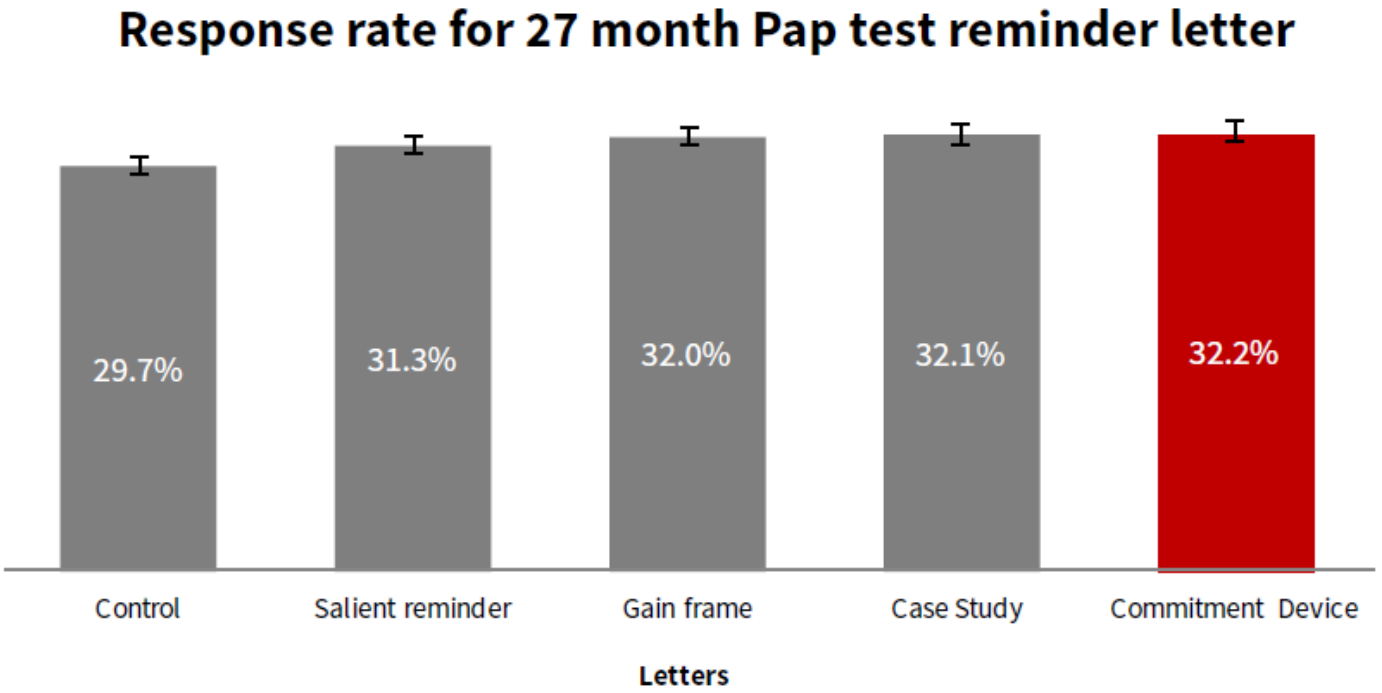
On a population level the avoided losses messages are more effective



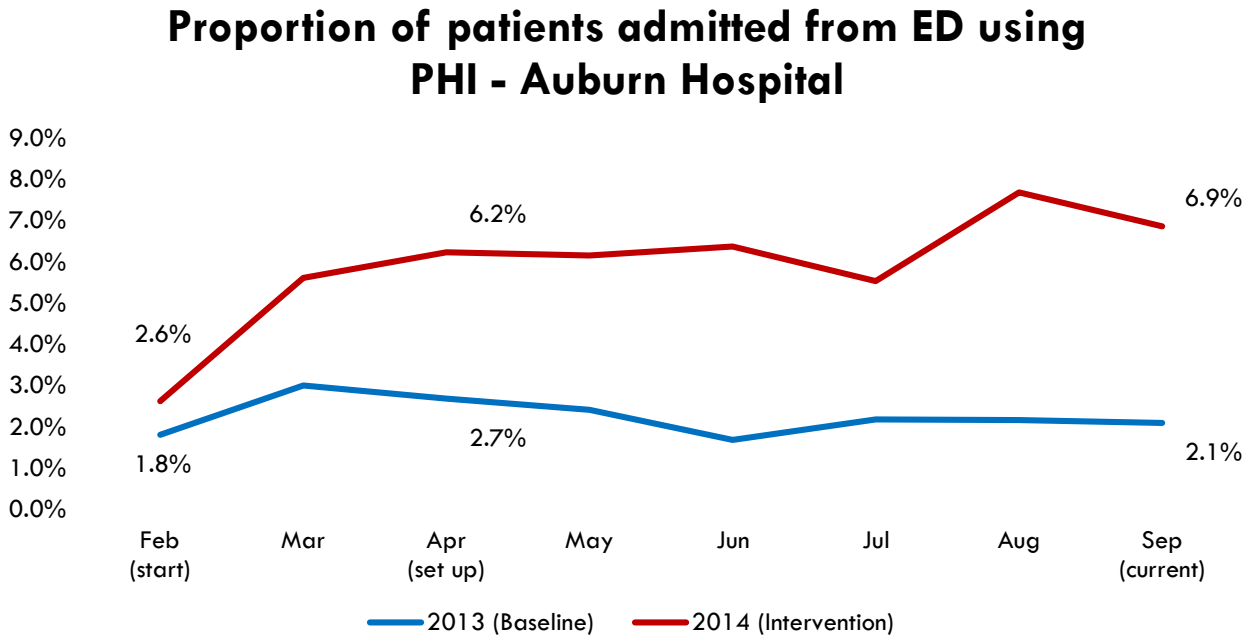
Increasing cervical screening rates



Increasing cervical screening rates



Increasing use of private health insurance

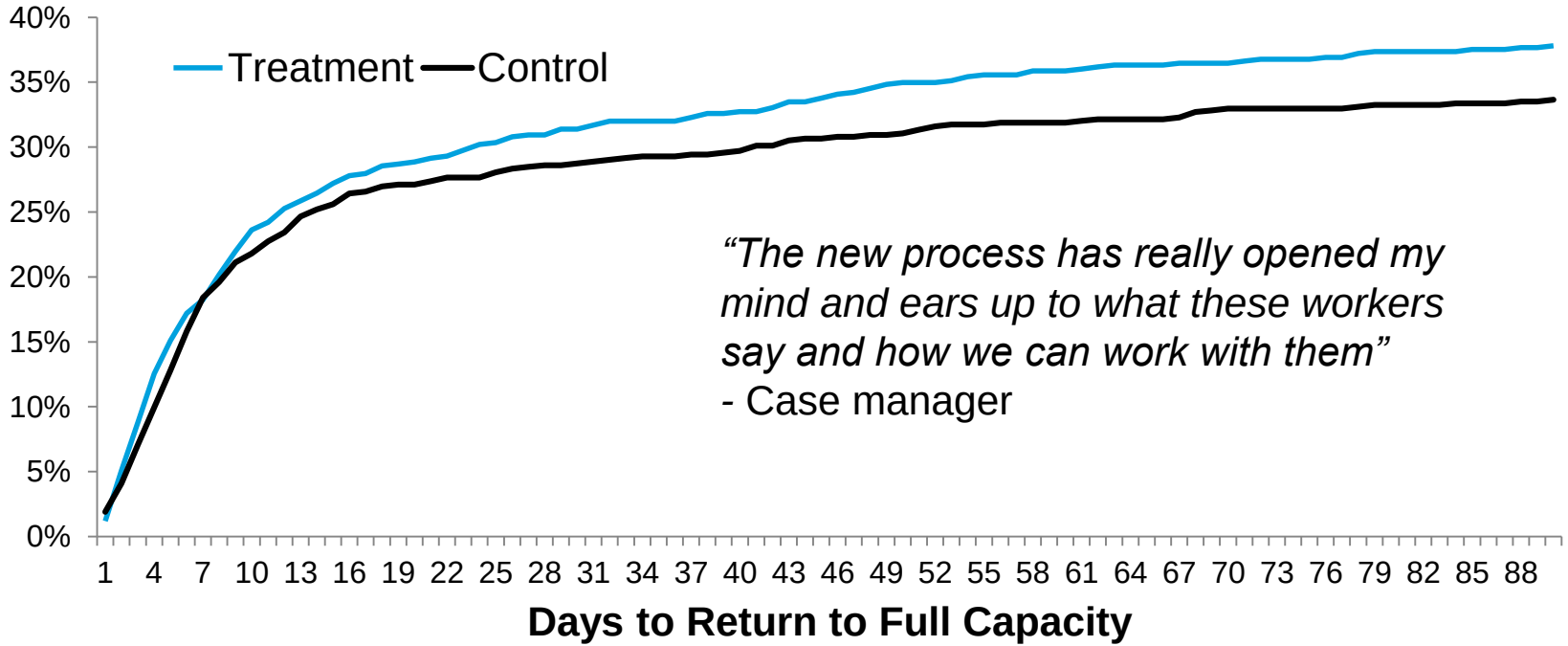


Moving to sustained behaviour

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



"The new process has really opened my mind and ears up to what these workers say and how we can work with them"
- Case manager

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 Signature.....

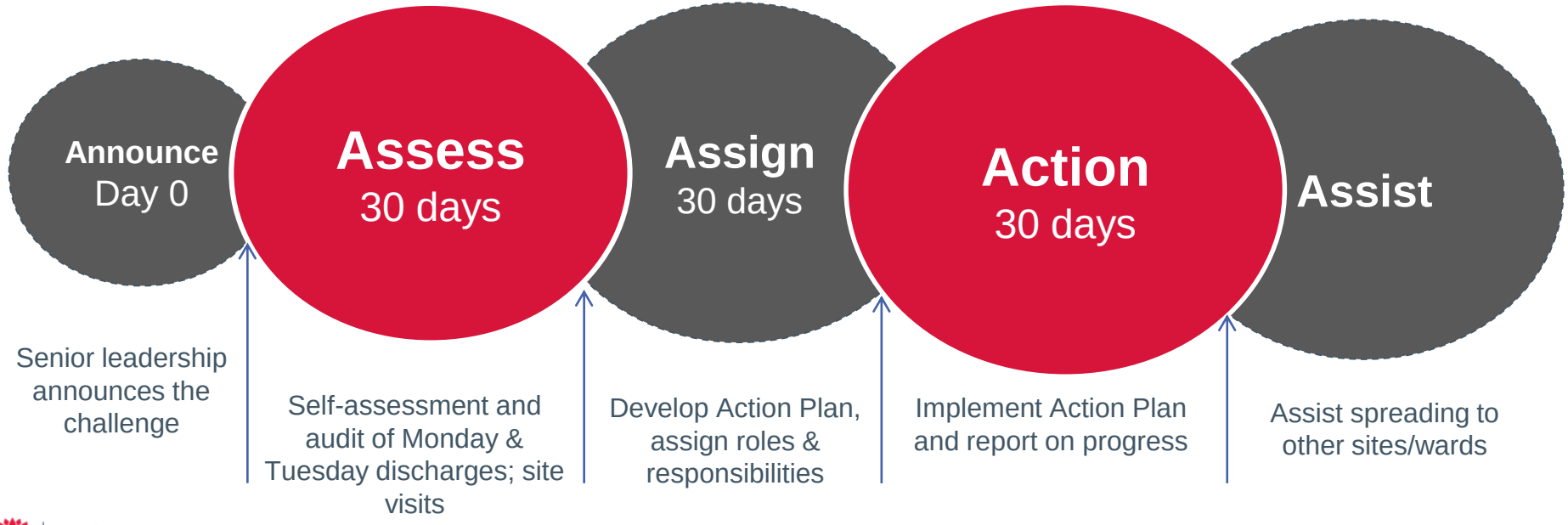
My parent or carer will help me achieve these goals

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

Date:

Scaling good practice in hospital discharge

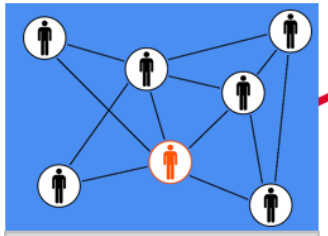
90 DAY CHALLENGE



NSW GOVERNMENT Premier & Cabinet Behavioural Insights

Implementing change in a devolved system

90 DAY CHALLENGE



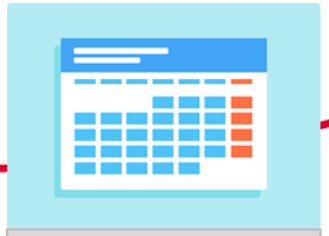
Peer support & knowledge sharing

Local executive & medical leadership

Local tailoring (allow co-design)

Dedicated team to provide holistic view & individualised support

Being focused with 1–2 measurable objectives



Structure & timeframe to work towards

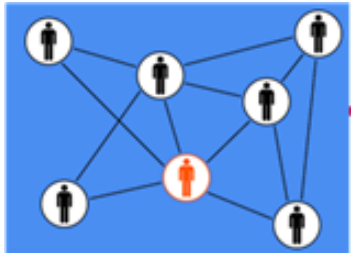
NSW GOVERNMENT Premier & Cabinet Behavioural Insights

Key challenges

Key challenges – technical

Data quality, especially sustained

Tracking over time – bleed and desire to scale up



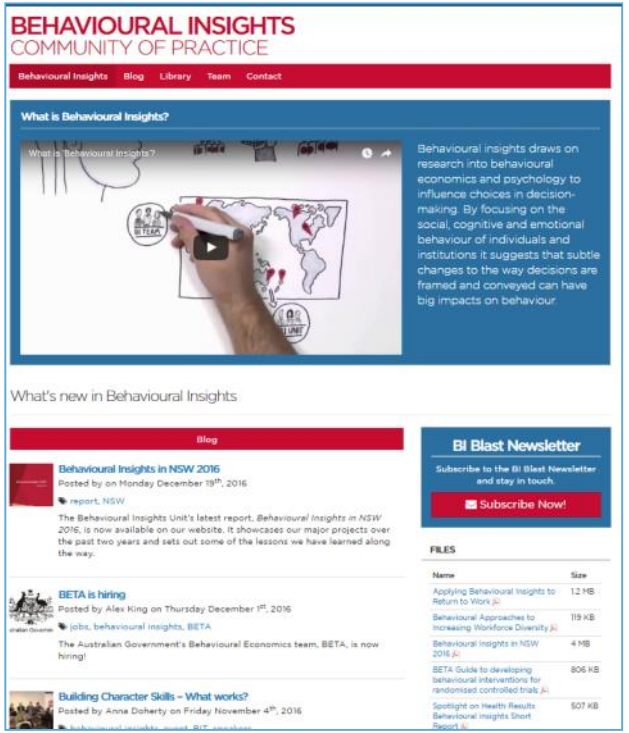
Scaling in a distributed system

Key challenges – behavioural

Sustaining behaviours, forming habits and the role of incentives

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