



Public Health
England

Behavioural Insights

Supporting the Prevention Agenda

Russ Moody

Health & Wellbeing Programme Lead
Public Health England South West



Public Health
England

What I will be covering today

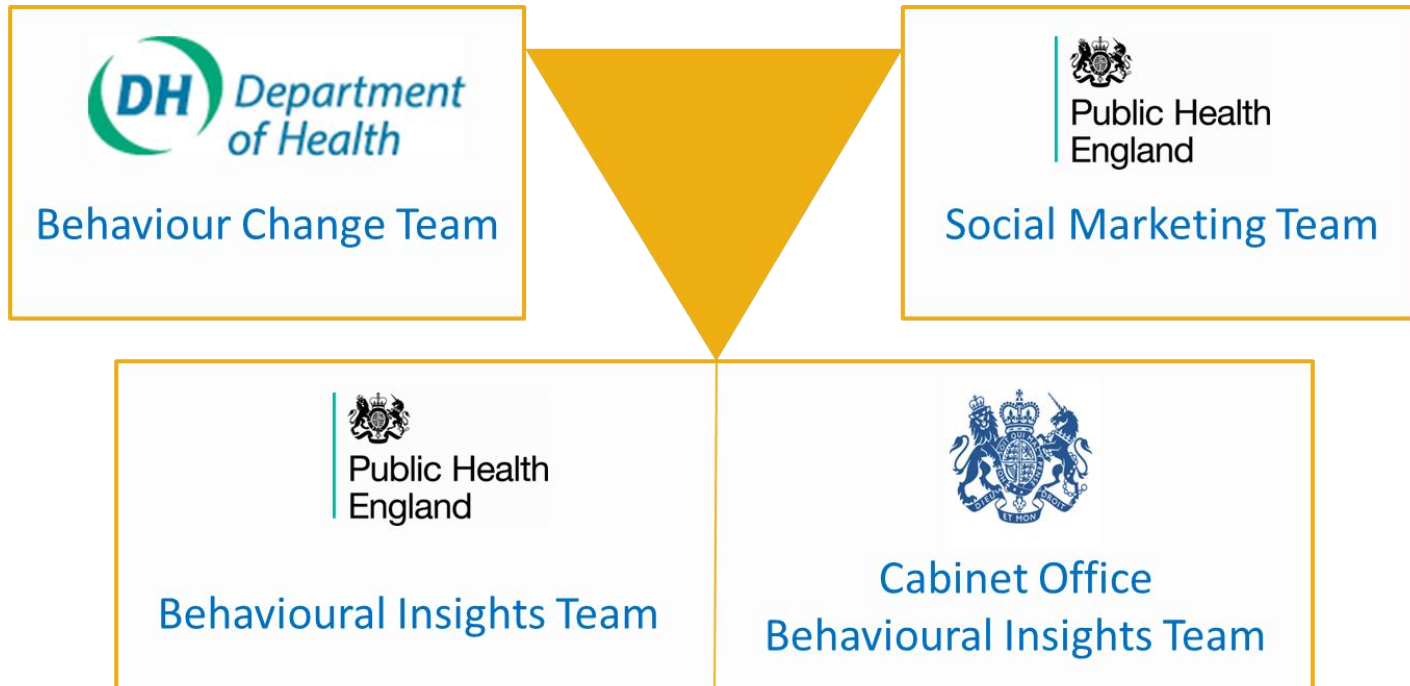
- Introduce the concept of Behavioural Economics
- Smoking – showcasing how we have made a difference
- Examples of principles in practice
- Highlight some pragmatic suggestions
- Quick discussion on how we could apply this approach



Public Health
England

Behavioural Insights Team

The Behavioural Insights Team (BIT) was established in July 2010. Its objective is to find ‘intelligent ways to encourage, support and enable people to make better choices for themselves’.





Public Health
England

Behavioural Insights Team

- Smoking in pregnancy
- NHS Health checks
- Missed appointments
- Flu vaccinations
- Organ donation (extra 1 million)
- Salt in food (15% decrease ~ 4,500 lives saved)
- Tax collection (HMRC £70M)

Often small, practical, costless adjustments = significant benefit



Public Health
England

Behavioural Economics

Economics Theory & Behavioural Economics

- Imperfect information processors
- Emotional
- Influenced by the context
- Short-sighted
- Inconsistent
- Cognitively lazy/efficient



Public Health
England

Interacting Systems

AUTOMATIC & REFLECTIVE

Fast, effortless vs Slow, conscious

Implications:

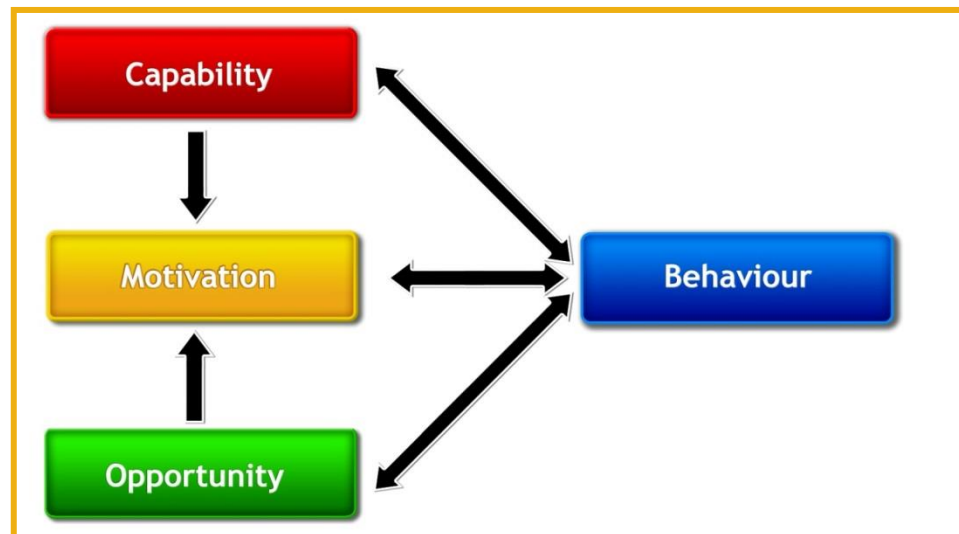
- We use misleading rules of thumb (heuristics)
- We are heavily influenced by how choices are presented
- We are heavily influenced by what we think other people are doing



Behavioural Economics

"One of the most important discoveries of behavioural economics is how little our behaviour is influenced by our intentions, and how much it is influenced by context."

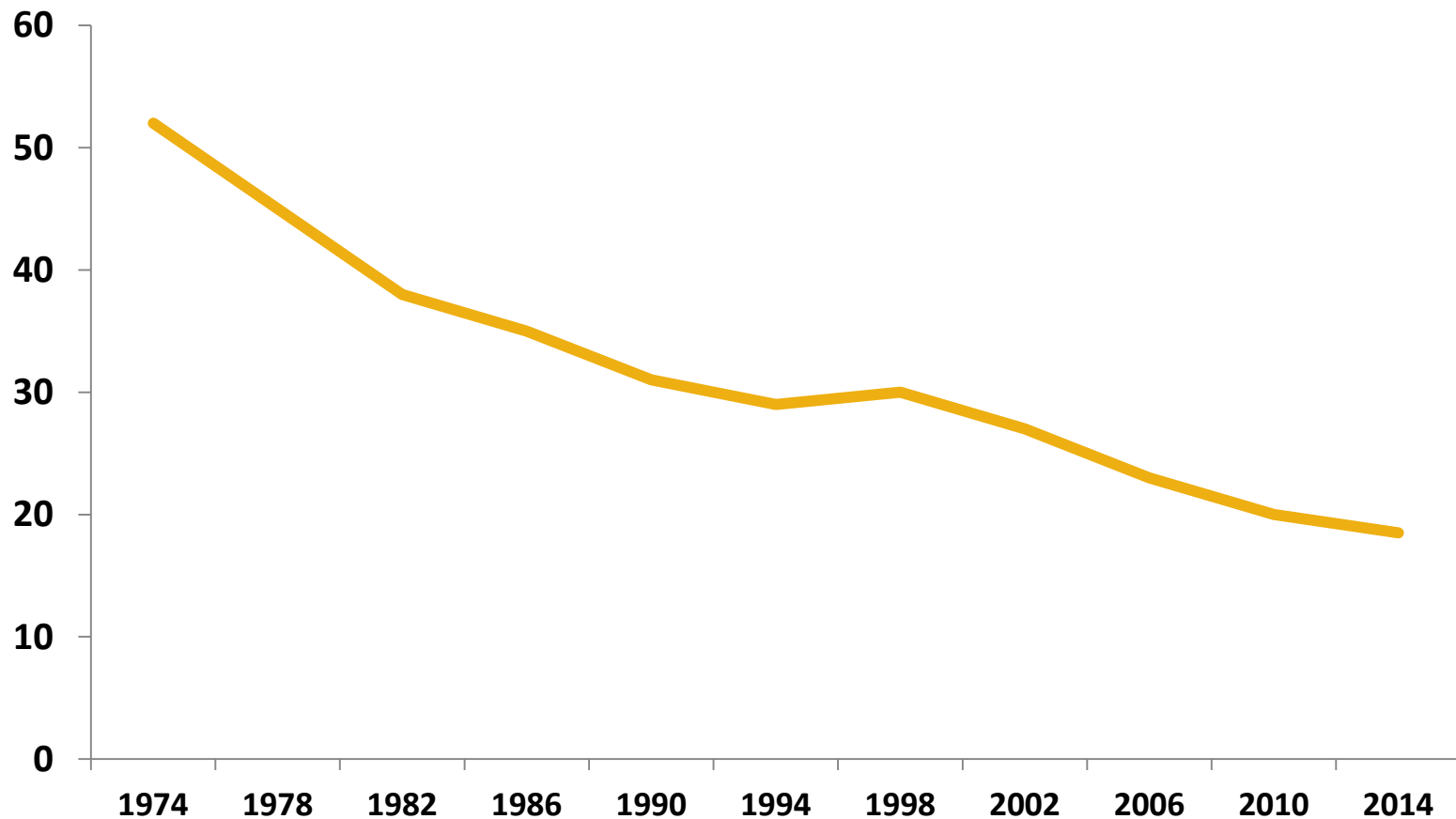
Zoë Chance, Yale University





Public Health
England

Smoking Rates in the UK



Through the eyes of a Young Person

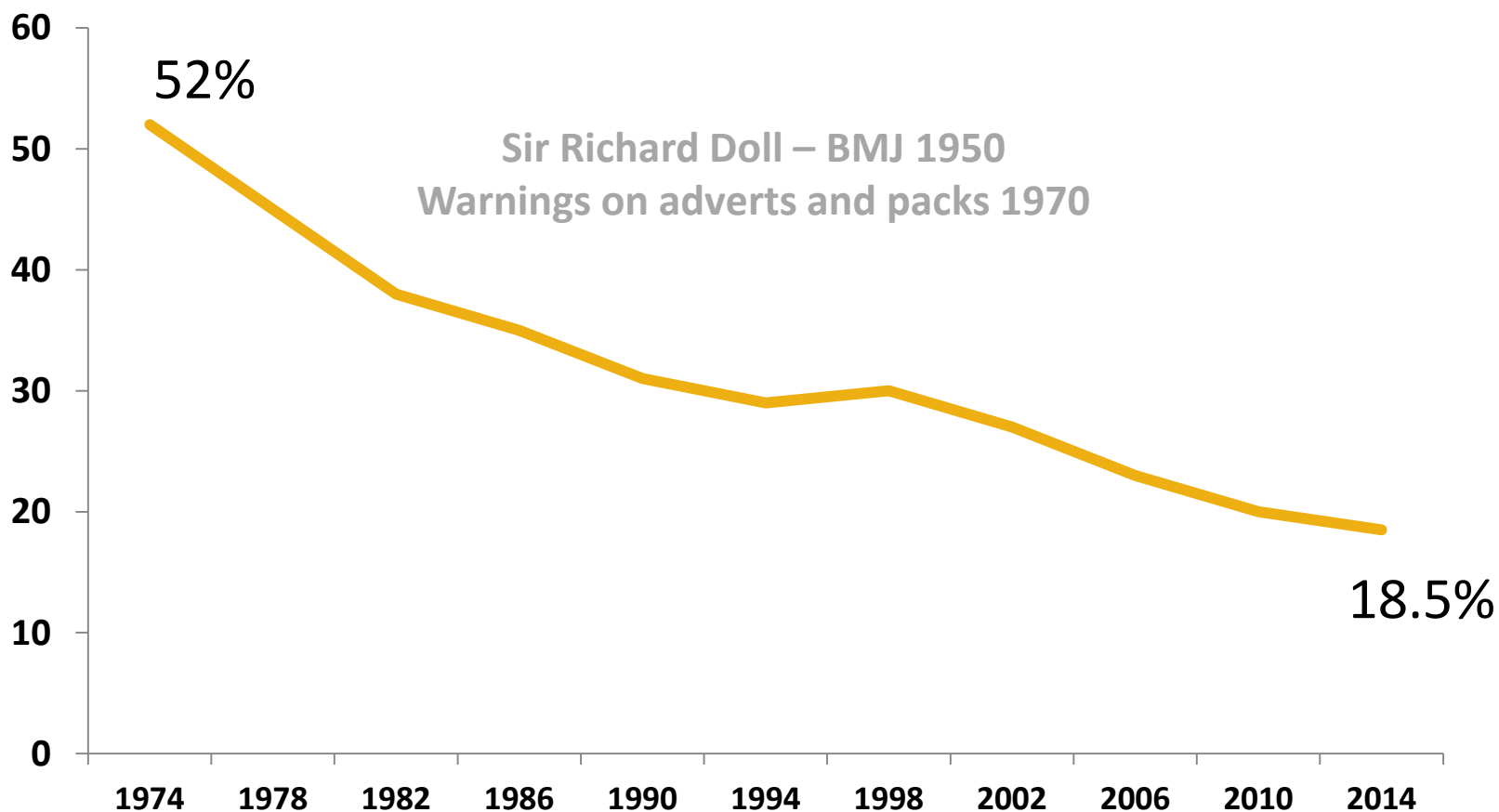
Person A

Parents	Stop Smoking Services	Parents
House	Smokefree Homes	House
Car	Smoking in cars legislation	Car
TV	TV advert ban	TV
Cinema	Health Act + Advert ban	Cinema
Bill Boards	Bill boards removed	Bill Boards
Sports Sponsorship	Sports Sponsorship banned	Sports Sponsorship
Hospital	Smokefree Policy	Hospital
Play Parks	Local Government Policy	Play Parks
Public Transport	Legislation	Public Transport
Newsagents	Under the counter sales	Newsagents
Availability	Trading Standards/Licencing	Availability
Illicit	Enforcement	Illicit
Affordable	Taxation	Affordable
Pack Design	Plain Packs	Pack Design
Pack Sizes	Pack size restrictions	Pack Sizes

Person B



Smoking Rates in the UK

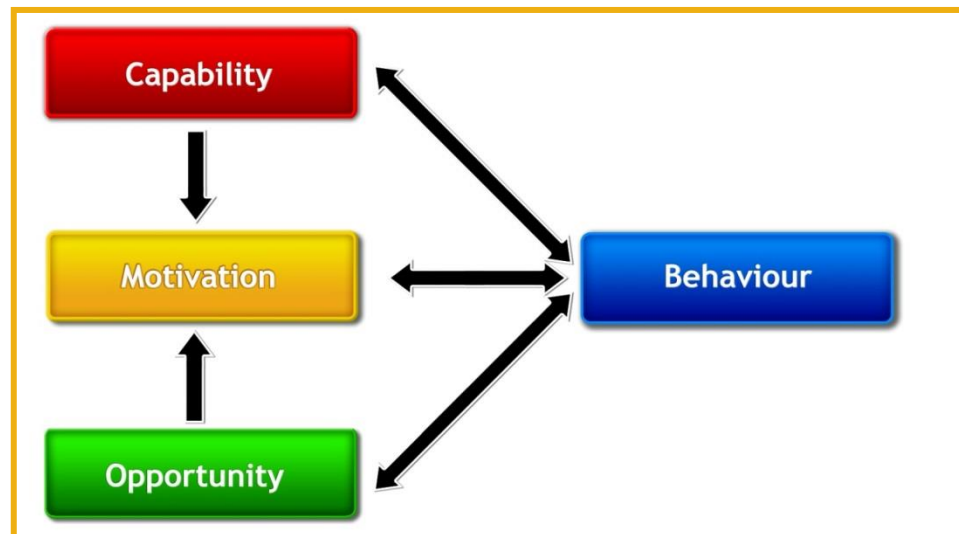




Behavioural Economics

"One of the most important discoveries of behavioural economics is how little our behaviour is influenced by our intentions, and how much it is influenced by context."

Zoë Chance, Yale University





How can we apply it?

Understanding why people behave as they do (context)

Importance of automatic system

Surprise	Hyperbolic Discounting	Social Learning	Priming
Placebo Effect	Decoupling	Procrastination	Availability
Impact Bias	Long-Tailed Risk	Social Identity / norms	Habit
Anticipation of Reward	Simplification	Band Wagon Effect	Anchoring
Optimism Bias	Intertemporal Choice	Business Norms	Intuition
Messenger	Planning Fallacy	Key Influencers	Hindsight Bias
Loss Aversion	Attention Collapse	Identity	Reciprocity
Status quo bias	Hedonic Framing	Cognitive Load	Gaming
Sunk Costs	Defaults	Regret	Choice Bracketing
Certainty Bias	Altruism	Social Proof	Mental Accounting
Ambiguity Effect	Salience	Commitment effect	Information Avoidance
Endowment Effect	Inequity Aversion	Diagnostic Bias	Representativeness
Participatory Effect	Teachable moment	Cognitive Dissonance	Over-Extrapolation
Actor-Observer Bias	Omission Bias	Attribution Error	Framing



Public Health
England

What is everyone else doing?

We are strongly influenced by what others do

If the 'norm' is desirable – let people know about it

Towel Reuse Study

GOLDSTEIN, CIALDINI, GRISKEVICIUS (2008) JOURNAL OF CONSUMER RESEARCH

Environmental factors

“75% reuse”

“75% in this room reuse”

35% compliance

increase by 26%

increase by 33%

Can you communicate to your audience the beneficial actions or behaviours that ‘the majority’ are taking?



Public Health
England

Who do (are) we like?

We are heavily influenced by who communicates the information
Experts, leaders and those that are similar to ourselves

Business Negotiation Study (MBA Students, Harvard)

Time is Money

55% agreement

Talk, share, identify commonality first 90% agreement (worth 18% more value)

Identify similarity, look for genuine compliment & cooperate

**Who is best placed to demonstrate the desired behaviour,
develop commonality and share the experiences?**



Public Health
England

Make a Commitment

We seek to be consistent with our public promises

We delay taking decisions that will be in our long-term interest

NHS Health Checks Letter 18% increase in attendance

Stoptober 5 times more likely to quit long-term

Car Safety Study (US) 4 times more likely to erect sign

**Can your audience make small initial commitments
or public declarations to healthy ambitions?**



Public Health England

Dear XXXX

We are inviting you to attend your free NHS Health Check.

NHS Health Checks are being offered to people aged between 40 and 74 once every five years.

The check is to assess your risk of developing heart disease, stroke, kidney disease or diabetes. If there are any warning signs, then together we can do something about it.

By taking early action, you can improve your health and prevent the onset of these conditions. There is good evidence for this.

The check should take about 20–30 minutes and is based on straightforward questions and measurements such as age, sex, family history, height, weight and blood pressure. There will also be a simple blood test to measure your cholesterol level.

Following the check, you will receive free personalised advice about what you can do to stay healthy.

Take a look at the enclosed leaflet for more information about the NHS Health Check and how it could benefit you.

Please call the surgery to book your appointment on XXXXXXXX.

Yours sincerely

Dr XXXXX

Free NHS Health Check

Helping you prevent heart disease, stroke,
diabetes and kidney disease.



Dear XXXXX

You are due to attend your NHS Health Check.

Please call us on 0207 222 5555 to book your appointment and record the date and time on the slip below.

Take a look at the enclosed information about the NHS Health Check and how it would benefit you.

Yours sincerely

Dr XXXXXXXXXXXXX

Please record your appointment time and location here and stick this to the fridge

My NHS Health Check is at _____ on _____ at _____
location date time





Public Health
England

Make a Commitment

We seek to be consistent with our public promises

We delay taking decisions that will be in our long-term interest

NHS Health Checks Letter 18% increase in attendance

Stoptober 5 times more likely to quit long-term

Car Safety Study (US) 4 times more likely to erect sign

**Can your audience make small initial commitments
or public declarations to healthy ambitions?**



Public Health
England

Novelty and Relevance

Our behaviour is influenced by what our attention is drawn to

We register stimuli that are novel, accessible and simple

“Burn calories not electricity”

40% increase in stair use

Alcohol Sales tax label (US)

8% decrease in sales



Pedometers
Activity Trackers
Calorie Intake
Sleep Pattern
Heart Rate

Can you give your audience simple feedback on healthy behaviours (or eliminate choice complexity)?



Public Health
England

What is the 'default' option?

We 'go with the flow' of pre-set options

We behave in predictably lazy ways so defaults exert influence

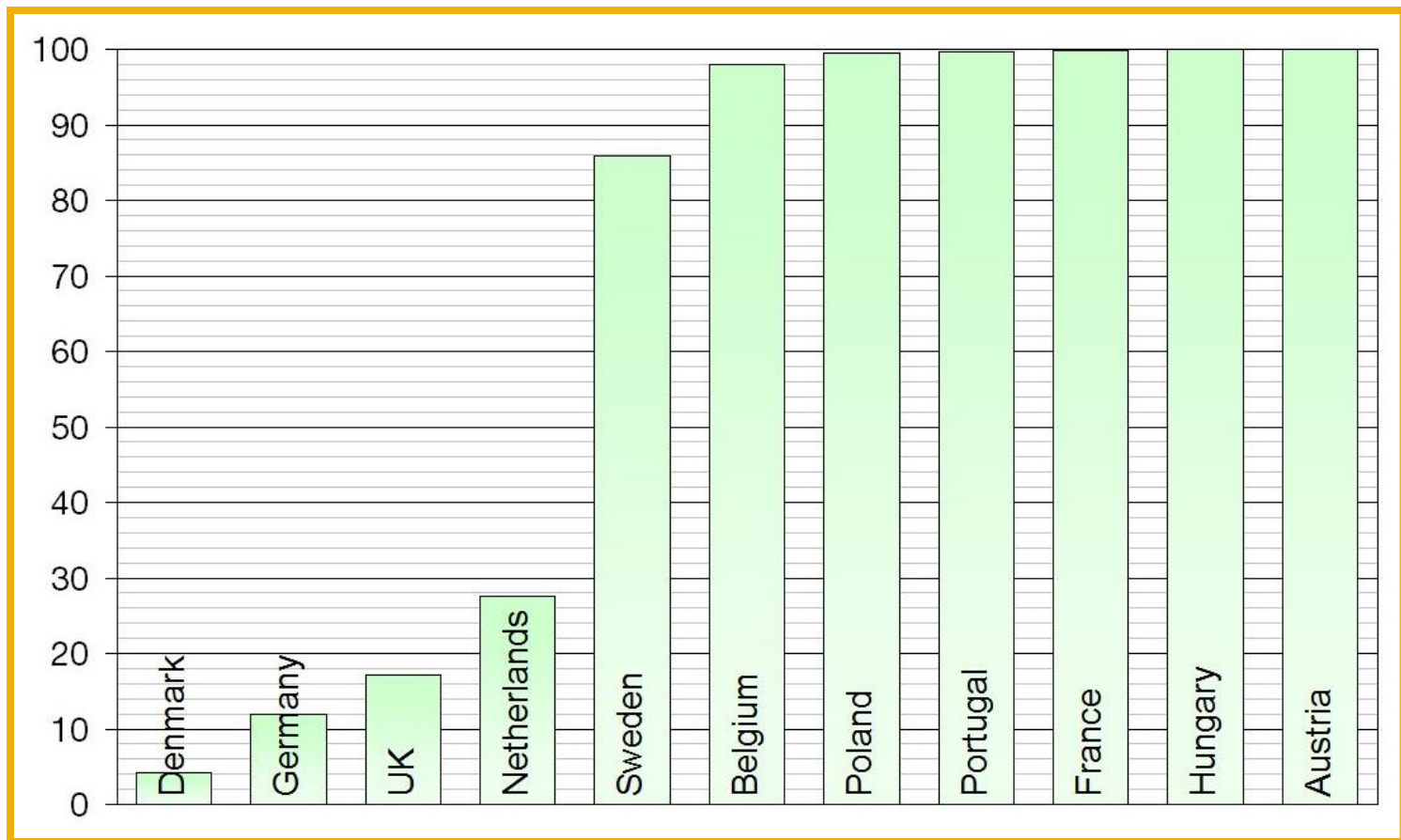
Donor Scheme

- Fresh fruit & water in meeting rooms
- Smaller portion sizes as standard
- Junk foods placed strategically
- Salad (etc.) first in the cafeteria

How can you restrict active choices and install healthy 'pre-selected' options?



Opt-out Donor Schemes





Public Health
England

What is the 'default' option?

We 'go with the flow' of pre-set options

We behave in predictably lazy ways so defaults exert influence

Donor Scheme

- Fresh fruit & water in meeting rooms
- Smaller portion sizes as standard
- Junk foods placed strategically
- Salad (etc.) first in the cafeteria

How can you restrict active choices and install healthy 'pre-selected' options?



Public Health
England

Your Reflections

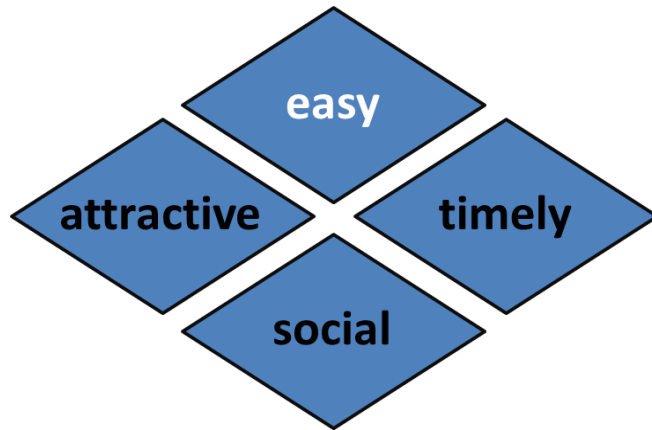
Take a current issue and acknowledge the context

How could you apply a Behavioural Economics principle to improve the situation?



Public Health
England

Summary



- Information/policy is not enough
- Promote health through **context**
- Take a view through a 'behavioural economic' lens
- Develop behavioural expertise
- Aggregation of marginal gains
- Need more info...