RESPONSE

A behavioural insights checklist for designing effective communications

Practitioners’ Playbook

Foreword

Whether it's getting an individual, group or population to start, stop or change a behaviour, behavioural insights have proved to be powerful tools in helping central and local governments around the globe to achieve their desired goals.

The dissemination of behavioural science knowledge into operational behavioural science teams or hubs within the public sector has led to an expansion in the innovative application of behavioural approaches. There is always more that can be done, of course, and local governments need to find ways to truly embed behavioural insights capability across their entire workforce. Amongst other things, this will enable them to respond quickly and efficiently to challenges as and when they occur.

While there are some excellent behavioural science frameworks, guides and training available, context matters (I use those two words a lot). Making communications more effective lies at the heart of successful behaviour change initiatives and there is a real business need for public sector organisations with transient workforces to be able to view and design their communications through a behavioural lens.

As someone who loves a good checklist, I was excited to see the RESPONSE checklist. It is a valuable and powerful interactive tool that could help public sector organisations, in fact any organisation, to achieve its behaviour change goals.

Paul Dolan
Professor of Behavioural Science
London School of Economics

Paul is Professor of Behavioural Science, Head of Department in Psychological and Behavioural Science and Director of the Executive MSc in Behavioural Science at the London School of Economics. His research interests are in the measurement of happiness and in changing behaviour through changing the contexts within which people make choices. Paul has published over 100 peer reviewed papers and is author of Sunday Times best-selling books "Happiness by Design", and "Happy Ever After". He has worked extensively with policy-makers, including being seconded to the Cabinet Office to help set up the Behavioural Insights Team, otherwise known as the "Nudge Unit".

THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

Why this guide?

We have developed this guide to help staff optimise communications with customers. Reaching people with your message is one thing, influencing and changing their behaviour is quite another. Behavioural science provides tried and tested methods that help us to better understand how people think and behave. Armed with this knowledge we can design communications that more effectively influence the decisions people make.

Customer Focused

Idea Generation Tasks

Interactive Activities

Data Driven Design

What does this guide include?

This guide includes a checklist that details step by step instructions on how to design, develop and test behaviourally informed communications.

It includes, tips, techniques and examples of how the methods outlined have been used successfully around the globe in recent years.

The tools are organised into our RESPONSE checklist.

- ✓ R Recipient
- ✓ E Effect
- ✓ S Sender
- ✓ P Pain Points
- ✓ O Opportunities
- ✓ N Nudge
- ✓ S Spillovers
- ✓ E Evaluate

How to use this guide

We have tried to keep the guide as simple and accessible as possible. It should help you to quickly learn about the theory, steps and techniques that can be applied to design more effective communications. But our ultimate goal is that once you are familiar with the content you will be able to use the guide as a handy reference when designing your own communications.

The fact that you are reading this means you have the potential to be a game changer.

We hope you find it useful.

Good luck!

"The first misconception is that it is possible to avoid influencing people's choices"[1]

Richard H. Thaler

Introduction to Behavioural insights

If behavioural insights are new to you, don't worry! Just think about one thing you've been meaning to do but haven't got around to doing yet. Did anything come to mind? If you're anything like the rest of us, there were probably lots of things!

From cancelling that auto renewal subscription, to responding to an email or calling an old friend back we don't often get around to doing all the things we intend to do. That doesn't mean we're lazy or inefficient, but simply that we just aren't perfect and never will be.

Behavioural insights – often referred to as 'nudging' – draw on learnings from psychology, social sciences and economics to shine a light on how we make decisions. At their core is the recognition that we do not always make decisions in line with our intentions and that human behaviour is greatly influenced by the context or environment within which decisions are taken. The brain uses a number of automatic psychological processes, often called 'cognitive biases', to simplify decision making, but these processes can also lead to predictable biases and errors that can be exploited.

Traditionally, behaviour change interventions, such as policies and campaigns, have tended to focus on providing information or incentives that aim to change the way people think about their behaviour. Such interventions rely on influencing the way people consciously think about their actions. The problem is that a substantial proportion of what people actually do is not explained by what they intend to do. Research has found that, more often than not, changing people's intentions doesn't actually change their actions.

In contrast, a more comprehensive understanding of human decision-making provides us with opportunities to influence choices, and nudge people to make decisions we want them to make, by making small changes to the context within which decisions are made. A key advantage of using insights from behavioural economics in public sector communications to influence decisions is their proven potential to offer 'low cost, unobtrusive' solutions to societal challenges in an era of fiscal austerity.

This guide has been designed to help you use behavioural insights to design and test more effective communications. Whether you want your recipients to start, stop or change a behaviour, following the eight-step checklist below will help you to get the response you want. We hope that it will equip you to design communications with real behaviour in mind, so turning rules of thumb into a thumbs up for everyone, which is the ultimate goal of this short and practical guide!

RESPONSE Checklist

Follow this 8 step checklist and tick each box as you learn about and apply each insight

Recipient
Who is the target audience?

Effect
What is the desired response?

Sender
What is the best channel and who is the best messenger?

Pain points
What are the barriers to the desired response(s)?

Opportunities
What can we change/where can we intervene to break down barriers?

Nudge
Which behavioural insights can be used to design the communications?

Spillovers
Could there be any unintended consequences?

Evaluate
How will the communications be tested to prove they work?

Recipient

The first rule of good communications is to understand your target audience. By understanding the context, needs and desires of your audience you can then tailor your communications to get the response you want. By answering the simple questions below, you will better understand the barriers, capabilities, mindsets and motivations of the recipients. The questions will also help you to think about the most appropriate language and tone of voice to use.

Who needs to perform the target behaviour?

1. What are the demographics of your target audience?

Gender		Ethnicity	
Age		Disability	

2. Do they have any English proficiency/ literacy/ digital needs?

English Prof | Digital Needs | Literacy

3. What is their relationship like with the organisation, do they trust you?

Yes | No | Don't know

4. Are they familiar with the action required (e.g.have they ever done it before)?

Very familiar | Familiar | Unfamiliar | Very unfamiliar

5. Will they find what we are asking them to do difficult?

Yes | Yes but need support | No

For best results, look at any existing data / intelligence you hold about the audience and / or do some rapid research by conducting mini interviews with potential recipients.

Upon completion, you might find opportunities for segmenting your target audience – i.e. grouping members together by tendencies and characteristics so you can tailor your message to suit the characteristics of each different group.

Effect

What is the desired effect/action you would like to achieve with the communications?

This step involves clearly defining the behavioural response required by the recipient(s) of the communication. Key questions to consider include:

Defining the goal of your comms

What is the goal of the comms?	
What (if any) are the sub-goals?	
What action would you like the recipient to take upon receiving the comms?	
Steps the recipient needs to take to complete the action?	1
	2
	3

Goal Statement example

*The goal of the comms is for **residents** to **pay their council tax on time and online**, by getting the resident to **click the hyperlink and complete all the steps** to make payment.*

Now reading back through the above, what is the behaviour that needs to occur to achieve your desired effect? Fill in the spaces below:

The goal of the comms is for

to

by

Sender

Research shows that **who** sends a message, **how** we receive it (i.e. the channel it comes through) and **when** we read it all influence if, when and how we respond to the message.

Research suggests we are more likely to respond to people who are experts or hold a position of seniority and those we can relate to. For example, women lied 20% more if asked about sensitive information from a man versus woman during interviews[2].

So, when designing communications it is important to consider the greatest influencers:

Who is the best messenger to send the comms? (Who will the recipient respond to best?)	
Can you leverage their expertise, authority or relationship using signatures, logos, anything else?	
Which is the best channel to maximise engagement? (SMS, email, letter, Social Media, informal-face to face) (What are your recipients preferences/needs?)	
When is the optimal time to send or receive? (Consider your recipients' habits and when it would be most convenient for them, e.g. AM/PM, weekends, paydays etc)	
When might we need to send a follow up/reminder? (Anticipate that people will forget and give them enough time to act before the deadline)	

Pain Points

Once you have clearly defined the effect you want to achieve with your communications it is important to consider where there may be points of friction or bottlenecks that could reduce impact or cause communications to fail altogether. A good way to understand the possible barriers is by conducting a behavioural audit, as follows:

Conducting a behavioural audit

Step 1

Get your sample
Get an example of previous comms that have failed to achieve the desired effect or draft the comms in your usual way and then review and reflect.

Step 2

Audit the comms
Start by reading the communications and imagine you are the recipient (not the writer!).

Work through the question checklist below, you might find it useful to mark up the document in word or with a good old fashioned red pen!

- [ ] Does it grab and hold the reader's attention?
- [ ] Is the language simple, clear and easy to understand?
- [ ] Is there a clear call to action? (can the reader understand what is being asked of them and by when within the first few lines of the document?)
- [ ] Does it use the right tone of voice / elicit the right type of emotional response?
- [ ] Are the consequences of not taking action clear?
- [ ] Does it provide a feedback loop? Does the recipient know expected response times or next steps?

Opportunities

Now you've identified all of the pain points, can you see where there are opportunities to improve?

A helpful way of structuring your opportunities is to break the comms into the following sections, using design prompts.

1. Comprehension	**How can we make our comms easier to understand?**	Is language clear/ simple/ jargon free? Is the font easy to read?
2. Order	**How can we make sure all key information is in the first two paragraphs?**	Is the order logical?
3. Calls to action	**How can we make it clear what actions the reader needs to take?**	Are there clear, single steps the recipient can follow?
4. Good / Bad News	**How can we deliver bad or good news?**	Can you strategically place good news throughout the content to create tension and retain engagement? Can you externalise the reason for bad news? e.g. "due to ... we can no longer..."
5. Feedback	**How can we manage expectations and reduce uncertainty by letting the customer know what happens next?**	Does the recipient know what happens next (response times, process etc.)? If there is nothing for them to do, let them know (e.g. "there is nothing you need to do")!
6. Reminders	**How can we use reminder prompts to encourage completion of an action?**	Are there any opportunities to send reminder texts or emails?

Nudge

Nudges aim to influence the decisions people make without taking away their power to choose. Creating a nudge involves drawing upon insights from psychology to redesign the choice architecture. In other words, creating contexts where it's easy for people to make optimal decisions.

Whilst nudges come in many different forms, below we have listed the ones that have proven to be particularly effective and useful when designing communications.

Attract & Simplify

People can only process, absorb, pay attention to and recall a limited amount of information at any given time. Research suggests the easier we make things for people to do, the more likely they are to do them! Finding ways to encourage people to pre commit and or take a first step makes them much more likely to follow through

Goal

Attract people's attention to what you want them to do and make it easy!

How

- Simplify, reduce text and remove jargon
- Chunk and order information into sections (insert most important points in first two paragraphs and to the left of the page)
- Bold all calls to action and give instructions not requests e.g. 'Call XXX' instead of 'please ring'
- Break actions into steps using numbers, bullet points or checklists
- Use colour (red/ blue), images, bold and larger fonts to highlight titles and key phrases!
- Make an initial small request before larger ones later, e.g. "sign up now with two simple clicks" or "just reply 'yes' if you would be interested in..."
- If asking people to complete surveys / forms, if appropriate, create response boxes and limit the space for responses (400 characters) so the task doesn't appear too arduous
- Change the default setting by pre-selecting the desired outcome while informing the recipient they can opt out and providing steps to do so

Case study: Attract & Simplify[3]

Domestic abuse causes immeasurable harm to victims and families but often victims are hard to identify as many domestic abuse incidents go unreported. Kent County Council worked with Kent Police and Victim Support to adopt a behavioural prevention approach to increase engagement with domestic abuse victims so they could more easily access support.

Attractive and discreet calling cards with clear calls to action and social influence reassuring victims that seeking support was the norm were handed to victims following a visit from the police to encourage victims to engage with victim support.

Take the call from Victim Support

VS VICTIM SUPPORT

We have arranged for Victim Support to call you. Many people in your situation find a quick call with them useful.

What happens next?

- Reported incident to the police.
- Victim Support to call you within 2 to 3 days from a withheld number.
- Pick up the phone and confirm your name when asked.

What can Victim Support do for you?

- **Provide** advice and security items to help you and your family stay safe
- **Introduce** you to other services, such as counselling and financial advice
- **Listen** to you in confidence

Victim Support is an independent charity. They provided support to over 814,000 people last year.

They can also be reached on: 0808 168 9276 Mon – Fri 8am-8pm and Sat 9am-5pm; or 0808 1689111 outside these hours.

This study was funded by The Local Government Association Behavioural Insights Programme.

Nudge

Personalisation & Tone

People are more likely to respond when they feel they are being addressed as individuals and not just a 'number'.

The tone of voice and how that is expressed through words not only elicits a positive or negative response in the reader, but it can also leave a lasting impression.

Goal

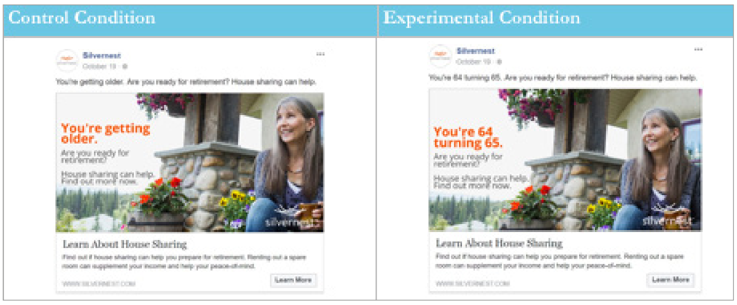
Customise content and adopt the most suitable tone at the appropriate time.

How

- Include customised content to convey that you know and understand the recipient (name, account number, previous correspondence, special requirements etc)
- Adopt the right tone: direct, authoritarian, positive, friendly, simple, empowering
- Find opportunities to personalise the comms with a handwritten signature, post it note saying thank you or even a hand drawn smiley face, if appropriate
- Where possible use 'you / your' instead of 'they / their'
- Create a sense of ownership, e.g. "I hope you enjoy using your new account"
- Build rapport by letting the recipient know you have or will do something positive for them, e.g. "I have something to tell you", "I took the liberty of…", "I would like to…for you", "Personally, I would recommend you to…" "If there is anything else, big or small, let me know"
- Empathise with the recipient where possible "I am very sorry", "I appreciate your patience", "If I were in your position, I would feel the same way"
- End on a high note, e.g. "I want to thank you for taking the time to…"

Case study: Personalisation and tone[4]

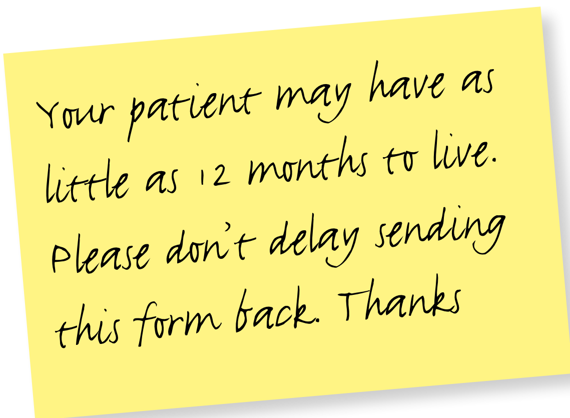
Using Age Milestones to Motivate Behaviour
People are motivated to make a change when there is a natural milestone, like the New Year or turning 65. Utilizing this intrinsic motivation, click-through rates on Silvernest's online ads doubled when they highlighted to 64 year olds that they would soon be turning 65.



Case Study: Personalisation & Tone[5]

In one trial Swiss Re applied personalisation and reciprocity techniques using handwritten post it notes on requests to doctors to return medical reports to process terminal illness claims. In another trial on critical illness claims they used the anchoring message – "Did you know our fastest GPs return these forms in as few as 3 days? Could you do the same?"

The post it notes resulted in a 33% relative improvement in doctors returning forms within 10 days, whilst the anchoring message led to an 18% relative improvement.



Nudge

Framing & Loss aversion

Framing and presenting information that highlights the benefits of action, or the consequences of inaction, can strongly influence the decisions people make. People are more likely to avoid losses than seek gains, so emphasising what they could lose by inaction is often a more powerful motivator than telling recipients what they will gain by acting!

Goal

Highlight the pros and cons of action/ inaction and frame gains as losses.

How

- Think about the 'what's in it for me' and break up big gains into smaller gains e.g. 'going online is better, faster, cheaper' instead of 'going online is faster'
- Shift future benefit into the present 'save time right now, going online is...'
- Frame opportunities on what could be lost e.g. 'if you do not switch you will lose £150 a year' instead of 'if you switch you will save £150 a year'
- Play with how you could inform people of the costs, to them, to others or the organisation e.g. 'missed appointments cost the NHS £160'
- Create a sense of urgency 'Act now!' and use deadlines
- Establish high and low extremes to artificially create anchors, giving people three options, the middle one being the preferred choice
- Compare their current situation to the future one, highlighting the benefits or consequences
- Create a sense of scarcity by highlighting if access is exclusive, or if appropriate, by using a limited timeframe / duration / expiry date

Case study: Framing and loss aversion[6]

Reducing DNAs using SMS reminders that personalise the costs of inaction on vital services

Applying behavioural insights to SMS reminders that made people aware that missed appointments incur a significant cost to the NHS was able to significantly reduce missed hospital appointments (DNAs) for one NHS trust. This resulted in projected cost savings of £4.5 million p.a. for the trust.

> We are expecting you at the hospital on Sep 6th at 10:00 am. Not attending costs NHS approx. £160 Call 020 7767 3200 if you need to cancel or rearrange

Case study: Framing and Loss Aversion[7]

Leveraging altruism to increase response rates to the Household Enquiry Form in the London Borough of Croydon

Tapping into people's altruistic nature, combined with the power of "why" (the greater propensity for people to perform an action when the benefits are explained clearly) increased response rates to Household Enquiry Forms by 5.5%. This resulted in considerable cost savings to the council from not having to follow up non responders, but also reduced the hassle for residents being chased.

Household Enquiry Form: Important Note
Dear ((first name)) ((surname)),

You will soon receive a Household Enquiry Form by post. Please note you are legally required to complete and return the form. Your options are:

- Ignore the form or miss the deadline (Tuesday XXth August 2019) and you'll face a fine of up to £1,000.

- Return the form on-time, so we don't waste money on costly investigations that could be spent caring for our most vulnerable residents.

Nudge

Social Influence

Humans are social beings and we follow cues from people we perceive to be influential and like ourselves to decide what behaviour is acceptable or desirable.

Goal

Highlight the majority of people who are doing the desired behaviour

How

- Consider who is the most influential person / service / body to the reader to enhance the message
- Ask yourself what fact(s) or information might lend credibility and from which trusted source? Use logos of trusted sources
- If the data informs you that the majority are doing the desired behaviour, inform the reader using the following examples:
  - "the majority of residents", "9 out of 10", "the majority of people in < insert area >"
- Social influence can backfire if it highlights the wrong behaviour, so only use when there is an overwhelming majority, e.g. 60% of customers (suggests 40% don't!)
- Highlight personal stories / testimonials and bring them to life with colour / photos (this can work especially well when trying to rebuild trust)

Case study: Social Influence[8]

Simple SMS reminders with GP endorsement increase participation in cervical screening

About 4,500 lives are saved annually in England through cervical screening. If all eligible women participated regularly, 83% of cervical cancer deaths could be avoided.

Sending an SMS to patients reminding them to attend for cervical screening increased uptake in a London Borough. Adding an endorsement from the patient's GP, as a trusted and respected messenger, further increased attendance resulting in 13,400 more women being screened at 18 weeks.

Nudge

Plans & feedback

Prompting people to plan and write down the precise steps needed to complete a task can help people move from having an intention to carry out an action to actually doing it. Informing people about what happens next in the process (e.g. "we will respond to you within 5 working days"), reduces uncertainty and helps to minimise costly telephone or walk-in centre queries. Finally, providing people with timely feedback on how they are doing (e.g. "you've cleared 60% of your debt") encourages people to continue pursuing their goal through to completion.

Goal

Prompt people to write down a plan & provide timely feedback.

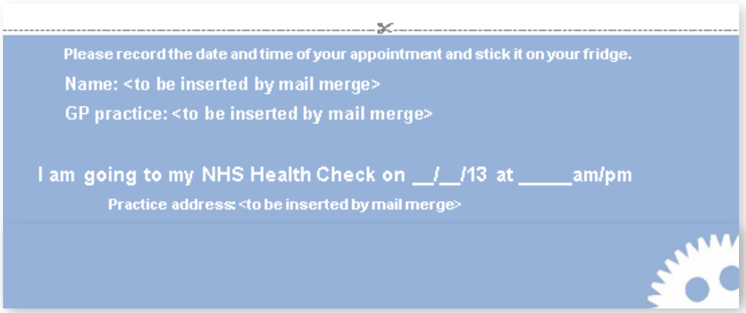
How

- For appointments, create attractive tear off reminder slips, that encourage the reader to write down when, where and how they plan to get to their appointment. Include maps / transport options and parking availability
- Encourage readers to add prompts into their calendars using phrases such as 'handy hint'
- Manage expectations by informing the reader of any next steps, e.g. what happens next and reduce uncertainty by creating situations that guarantee outcomes, e.g. "you'll get a response by Friday the 30th of Sept"
- Seek opportunities to provide feedback loops for positive or negative behaviour. For example, recognise, praise and / or reward if someone has progressed/ completed goal or responded in time etc. Remind people of consequences for inaction, use real and anonymised case studies as proof

Case study: Plans and Feedback[9]

Uptake of NHS health checks

Simplifying language and including an attractive tear off slip that enabled patients to record the time and date of their appointments successfully increased the uptake of free health checks from 18% to 30%.


Please record the date and time of your appointment and stick it on your fridge.
Name: <to be inserted by mail merge>
GP practice: <to be inserted by mail merge>
I am going to my NHS Health Check on __/__/13 at _____am/pm
Practice address: <to be inserted by mail merge>

Case study: Plans and Feedback[10]

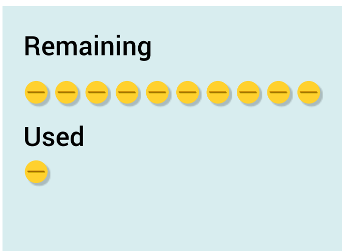
Improving medication adherence to antibiotics

Non-completion of antibiotic medication courses contribute to patients developing Antimicrobial Resistance. Currently, up to 50,000 lives are lost each year to antibiotic-resistance infections (Europe / US) and adherence rates in the UK are only 50%.

Research suggests that a patient stops taking the medication when symptoms disappear, they feel better and no longer experience / feel any more positive effects of continuing with the course.

Using gamification, participants were given feedback on the number of pills taken and remaining. Additionally, participants were given an indirect cue by modifying the blurriness of the screen to demonstrate they were still sick.

This simple feedback intervention increased adherence rates by 10%!



Spillovers

Spillovers occur when actions taken to improve outcomes in one area give rise to unexpected events elsewhere. Whilst spillovers can sometimes be positive, they are more likely to be negative.

The easiest way to design for spillovers is by being SMART at the START! A pre-mortem encourages you to imagine your comms have failed so you can plan for and anticipate future barriers.

What could go wrong?

When answering this question, try to take a holistic, systems-wide view on how other related areas might be affected. Listing all of the spillovers enables you to identify mitigating actions, or open up conversations with other stakeholders for joint resolution or management of risk.

Imagine it is 3 months after you launched your comms project and it has failed. Ask yourself... **"what went wrong?"**

List what went wrong?

e.g. Removing the number to reduce calls could increase footfall at reception

List mitigating actions

e.g. Raise at director level

List positive spillovers

Evaluation

Evaluation may not be exciting, but you'll never truly know if you've achieved the desired effect or, worse, had a negative effect if you don't measure the impact of your designs.

How to conduct an evaluation:

1. Revisit your goal statement:

The goal of the comms is for

to

by

2. List the number of critical success factors and how you intend to measure them, collecting the data pre project will help you create your baselines. Sometimes you'll have only one main impact measure, but often there will be several:

Objective	Measurement	Data (Pre)	Data (Post)
e.g. Residents make more contact	e.g. Number of calls to service	e.g. 30 calls per hour	e.g. 60 calls per hour

Evaluation

3. Select the best evaluation method:

The gold standard of evaluation methods is the Randomised Control Trial (RCT). In an RCT you randomly split your target audience into two groups, the control receives nothing or your original comms, the treatment receives the behaviourally optimised comms. Any significant difference in outcomes between these two groups can then be confidently credited to your changes. However, conducting an RCT isn't always practical.
We've listed below some of the options available to you when that's the case:

Pre/post testing

Pro
A simple evaluation that compares outcomes before and after your intervention.

Con
Prone to bias as many factors such as a change in the weather can bias results.

Qualitative research and feedback

Pro
Captures individual experiences and enables effective storytelling.

Con
Small sample sizes means it will unlikely be fully representative. It can also be time consuming.

A/B testing

Pro
A simple version of an RCT, that can be performed at faster speeds. Platforms can do the work for you, e.g. MailChimp, Ideas42.

Con
Can take time and result in additional costs.

Cost-Benefit Analysis

While achieving a positive impact is great, in the end money talks. Encouraging 10 extra people to sign up online may not be worth it if it costs £10,000.

So before you start a project it's best to carry out a quick cost-benefit analysis by working through the following steps:

1. Record the impact that you hope your communications will achieve (e.g. the number of extra people who attend a healthcare appointment).
2. Estimate the cost of designing and implementing the new behaviourally informed communications (i.e. resource, design and printing costs).
3. Calculate the ratio between the two (e.g. 10 extra attendees for every pound spent). For more information view this simple guide www.tools4dev.org/resources/how-to-do-a-basic-cost-effectiveness-analysis/

References

1. Thaler, Richard H.,Sunstein, Cass R. (2008). Nudge: improving decisions about health, wealth and happiness. New Haven : Yale University Press
2. Alsan, M., Garrick, O., & Graziani, G. C. (2018). Does diversity matter for health? Experimental evidence from Oakland. National Bureau of Economic Research. doi:10.3386/w24787
3. https://www.local.gov.uk/sites/default/files/documents/Kent%20DA%20Report%20Final%20v4.pdf
4. Common Cents Lab (2018)
5. https://www.swissre.com/dam/jcr:49958e7f-ff7a-47b8-881a-031c77e013ea/2015_11_behav_econ.pdf
6. Hallsworth, M., Berry, D., Sanders, M., Sallis, A., King, D., Vlaev, I., & Darzi, A. (2015). Stating appointment costs in SMS reminders reduces missed hospital appointments: Findings from two randomised controlled trials. PLOS ONE, 10, e0137306.
7. Croydon Council: Behaviour Change Hub. (2019). Applying Behavioural Insights in local government: Croydon Report 2019.
8. Public Health England (2018) https://phescreening.blog.gov.uk/2019/07/15/gp-endorsed-text-reminders-help-increase-cervical-screening-attendance-in-london/
9 Sallis, A., Sherlock, J., Bonus, A., Saei, A., Gold, N., Vlaev, I., & Chadborn, T. (2019). Pre-notification and reminder SMS text messages with behaviourally informed invitation letters to improve uptake of NHS Health Checks: a factorial randomised controlled trial. BMC Public Health, 19, 1162.
10. Taj, U. (2018). Improving medication adherence – a behavioural science approach. Warwick Business School.

Below you will find our favourite collection of useful guides, blogs, readings and podcasts that will help you further expand your behavioural science knowledge

Concepts

An A-Z list of behavioural science concepts
https://docs.google.com/document/d/1XHpBr0VFcaT8wIUpr-9zMIb79dFMgOVFRxIZRybiftI/mobilebasic

Frameworks

Mindspace Report
https://www.instituteforgovernment.org.uk/sites/default/files/publications/MINDSPACE.pdf

SIMPLER: a framework tested amongst vulnerable and low income populations
https://www.mdrc.org/publication/developing-simpler-solutions

Basic (OECD)
http://www.oecd.org/gov/regulatory-policy/BASIC-Toolkit-web.pdf

The Behaviour Change Wheel
http://www.behaviourchangewheel.com

East
https://www.behaviouralinsights.co.uk/wp-content/uploads/2015/07/BIT-Publication-EAST_FA_WEB.pdf

Blogs

Samual Salzer's blog and newsletter provides a fantastic weekly summary of the best behavioural content
https://habitweekly.com/

Podcasts

The Hidden Brain
https://www.npr.org/podcasts/510308/hidden-brain

Freakonomics
http://freakonomics.com/archive/

Best Books

A comprehensive list can be found here:
https://www.goodreads.com/shelf/show/behavioral-science

Helpful tool for A/B tests:
http://abtesting.ideas42.org

Working in public health?

The Behavioural Science and Public Health Network has some great resources:

https://www.bsphn.org.uk/357/What-are-behavioural-and-social-sciences-What-key-theories-and-frameworks-do-they-offer-public-health-practitioners

https://www.gov.uk/government/collections/behavioural-insights-public-health

Working in local government?

The LGA behavioural insights programme features case studies and funding opportunities:

https://www.local.gov.uk/our-support/efficiency-and-income-generation/behavioural-insights

Authors

Amy Jones

Amy is an experienced behaviour change consultant having worked extensively in both the public and private sectors. She helped to establish and led the first UK local government behavioural science hub at Croydon Council and is an Associate and subject matter resource on behaviour change projects for EY public sector clients. Following a spell with the Cabinet Office Behavioural Insights Team, Amy founded and is the CEO of an award winning behavioural science consultancy. She holds a first-class degree in Psychology and MSc in Social Policy and Planning from the London School of Economics.

www.linkedin.com/in/amybehaviourchange/

Ivo Vlaev

Ivo is a Professor of Behavioural Science at Warwick University Business School. He holds a DPhil in Experimental Psychology from the University of Oxford and is the author of numerous publications in the behavioural sciences. He co-authored the UK Cabinet Office Mindspace report. Ivo's research focuses on developing an integrated theory of behaviour change which combines principles from psychology, neuroscience and economics. This involves developing and evaluating behaviour change interventions in various domains such as health, finance and education.

www.wbs.ac.uk/about/person/ivo-vlaev

Frederick Herbert

Frederick is an experienced behavioural scientist, strategic communications specialist and innovation consultant. Prior to joining Croydon's Behavioural Science Hub he worked with Lapis Communications in Afghanistan and Pakistan on communications projects focused on issues such as countering violent extremism, supporting women's education and encouraging vaccine uptake. Frederick has a first-class honours degree in Economics and Politics and an MSc in Cognitive Neuroscience.

www.linkedin.com/in/frederick-herbert/

Sabrina Richardson

A relative newcomer to the field of behavioural science, Sabrina is a behaviour change consultant specialising in design and workshop facilitation. Drawing on her BSc degree in Psychology and her MSc in Clinical Psychology, Sabrina combines her experience in learning and development and business transformation to help embed sustainable behaviour change programmes organisation-wide.

www.linkedin.com/in/sabrina-richardson

For more information about this playbook, email amy@system1change.com

Acknowledgements

We would like to thank EY for their support and generous sponsorship of this playbook. Special thanks to Professor Paul Dolan for writing the foreword, and Tim Chadborn (Public Health England), Francesca Tamma (Swiss Re), Joseph Sherlock (Centre for Advanced Hindsight), Seth Alker (London Borough of Croydon Council) and Melanie Anthony (Kent County Council) for their case study contributions