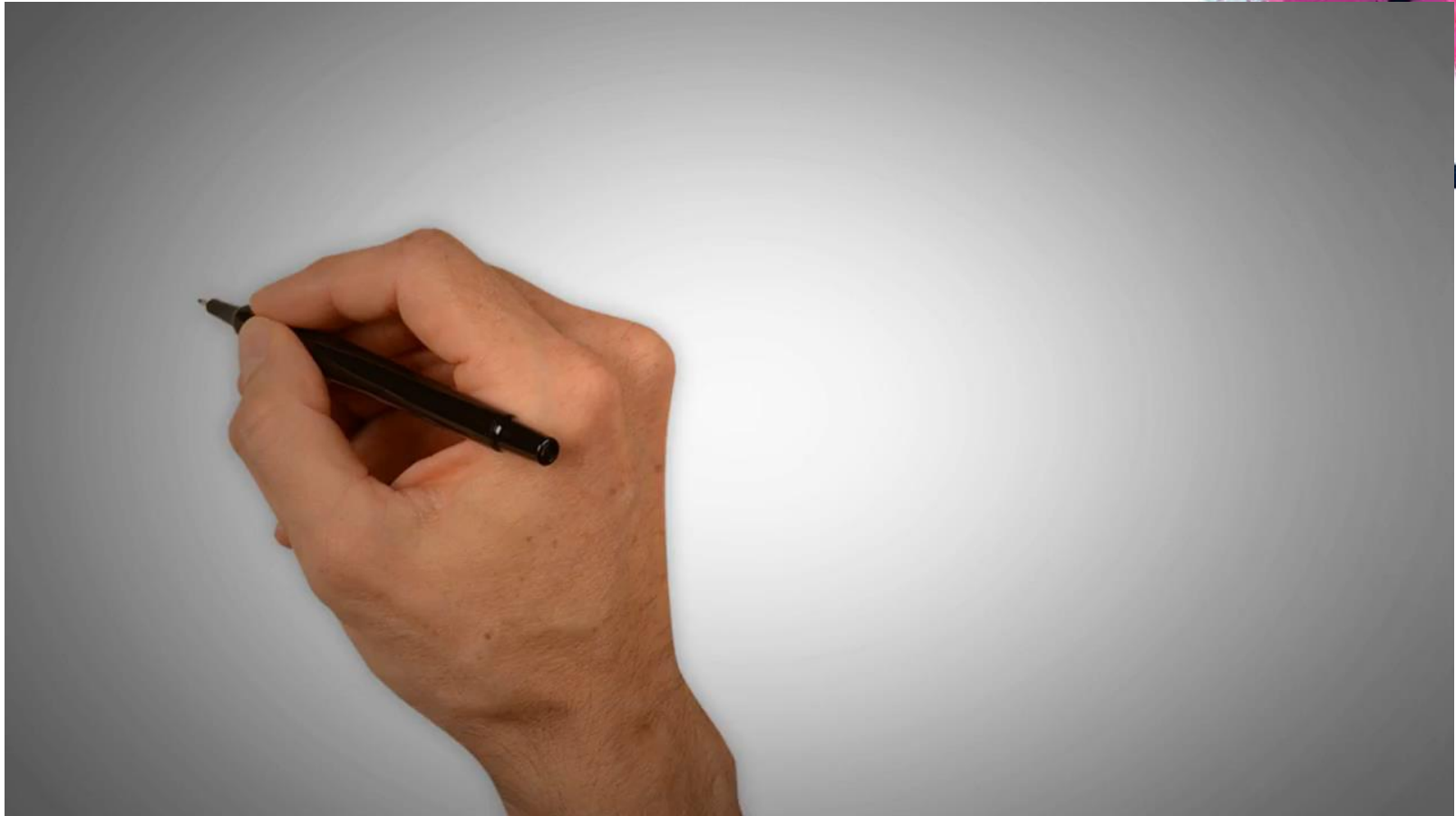


Behavioural Insights and VicHealth

Dr Josie Daw
Senior Innovation Officer, VicHealth



Behavioural Insights & global action



Dr David Halpern (2014-2016)

Residency focus: Obesity

Residency 'flavour': Public Policy



Strengths:

David's credibility with Industry

Access to the Behavioural Insights Team (BIT)

Challenges:

Containing scope - ideas versus resources

Learning while doing

What we achieved



- 7 Trials
- Victoria's Citizens' Jury on Obesity
- Lectures and training
- International partnerships
- Community of Practice

Prof Iris Bohnet & Dr Jeni Klugman (2016-2019)

Residency focus: BI & Gender Equality

Residency 'flavour': Academic/economic



Strengths:

Residency focus coincides with state government action: Safe and Strong, Victoria's Gender Equality Strategy

Global reputation of Thinkers enables new partnerships

Jeni's understanding of Australian context & networks

Challenges:

Environment is quickly changing

Lack of 'in house' research assistance



Program of work



Trials

Gendered language in recruitment trial

Unconscious bias in media trial

Research & tools

Gender Equality in Sport Survey (GESS)

'Quick Wins' Checklist

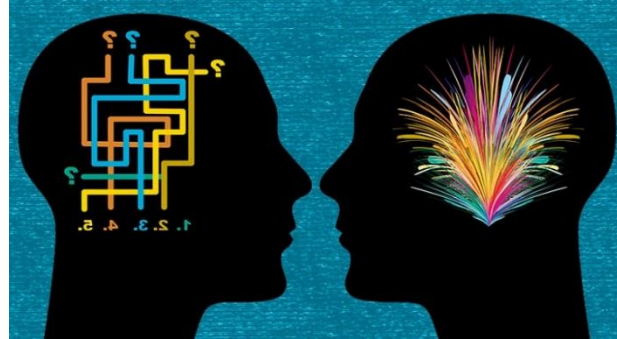
Story telling



Quick refresher

We're not rational beings...

(well, not all the time)



- **Traditional tools often rely on the ‘rational choice model’**
- **Assume we are ‘rational actors’**
 - weighing up all costs and benefits
 - choosing the path with the most net benefits
- **BUT: other forces at play!**
 - BI approach aims to leverage these other forces
 - Tweaking the choice architecture (passive participation)
 - Interactive behaviour change techniques (active engagement)

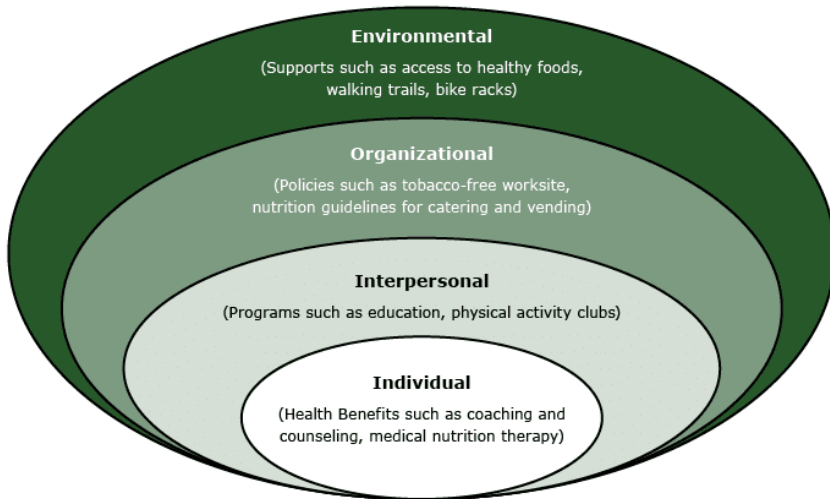
VicHealth and BI

Key Insights

Insight one

See BI as part of a systems approach

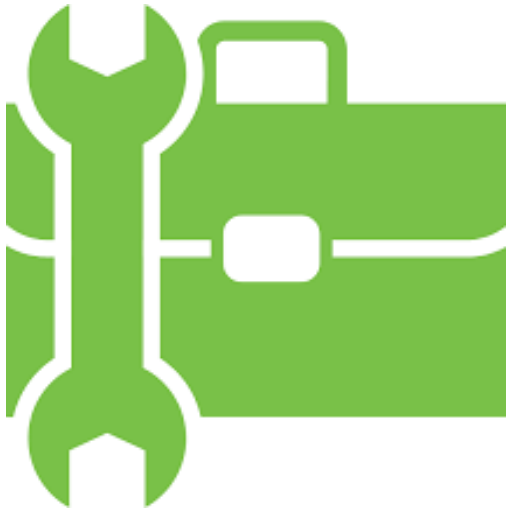
BI & environments



Even though we have free choice, our environment shapes our behaviour

Insight two

Consider BI part of a toolkit



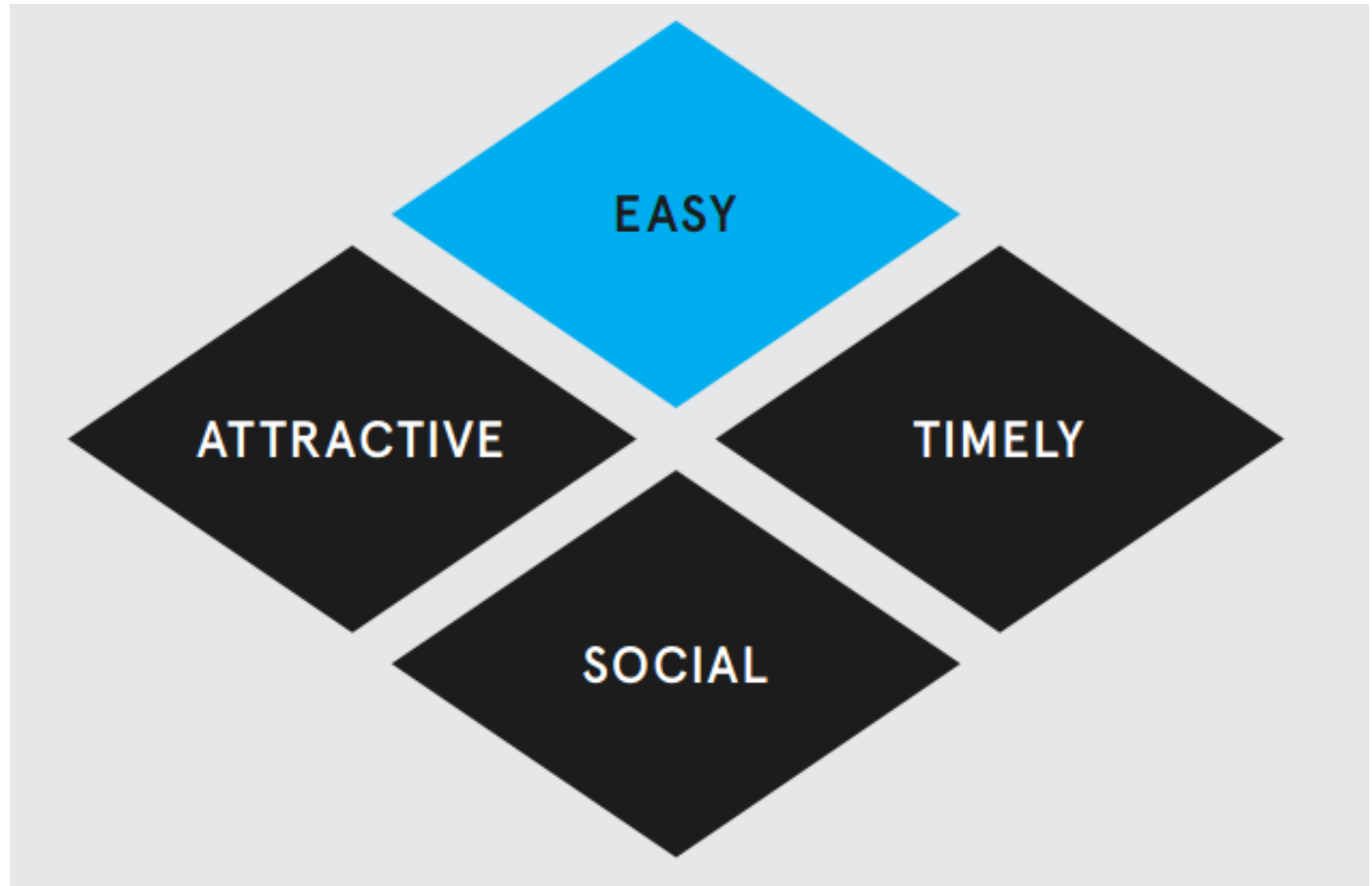
BI is part of a toolkit

- Not a solution to all problems
- Can add value to existing programs

Insight three

Stakeholders 'get' the EAST framework

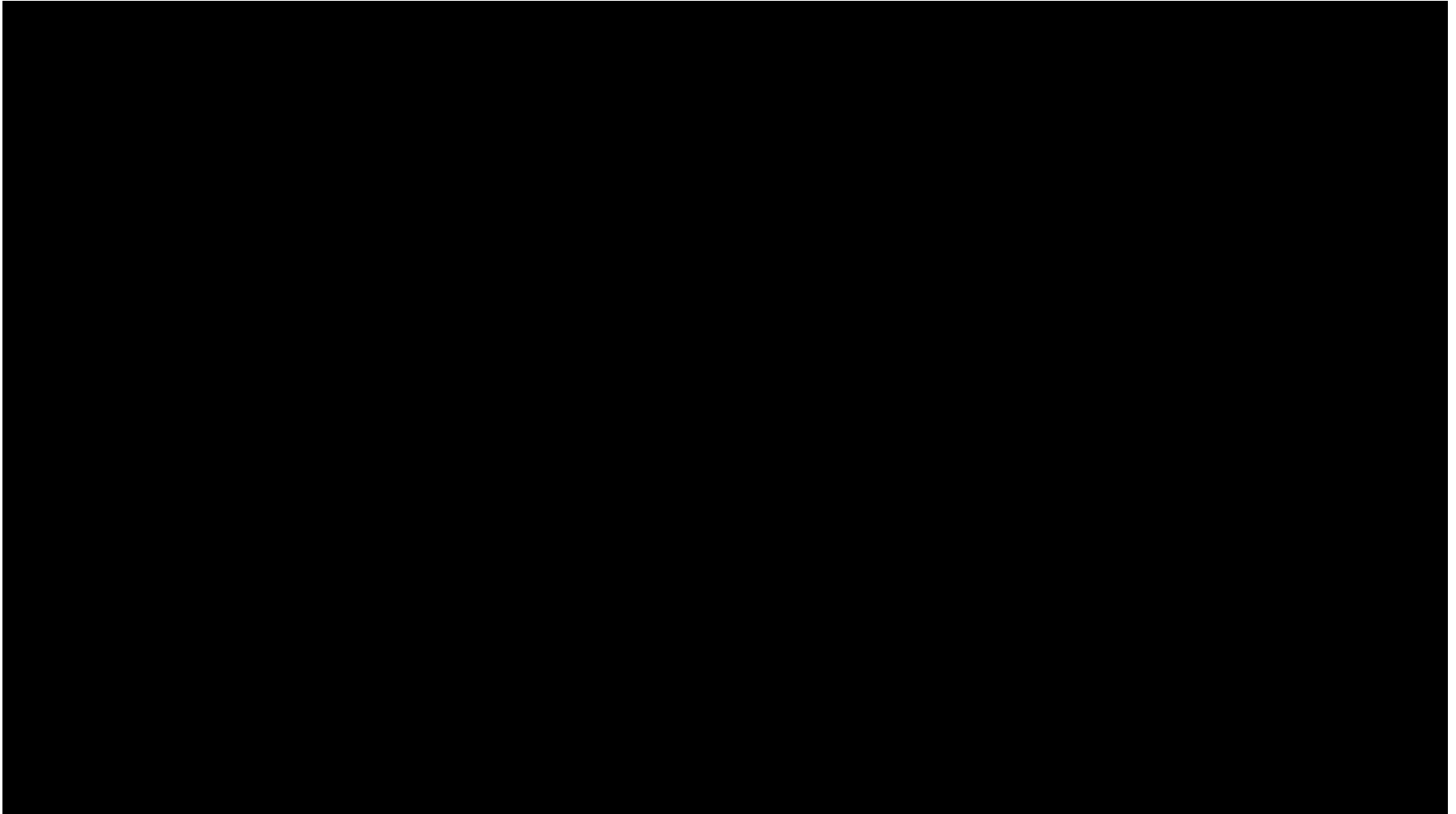
Four easy ways to apply behavioural insights...



Insight four

Trials are a speedy way of building evidence about what works

Alfred Health



Insight five

**Only consider a BI trial if you can
concretely measure something**

BI & measurements

Easy to measure:

- SMS
- Sales figures
- Analytics (e.g: Fitbits/website hits)

Harder to measure:

- Anything observational (e.g. how much people are consuming)
- Self reporting



Insight six

People factor: consider how the trial affects frontline workers



Water in licenced premises trial

Insight seven

BI suits innovation

BI & Innovation



- Supports a prototyping approach (test, iterate, test)
- Keep it simple (KIS)
- Requires us to be comfortable with uncertainty

Insights summary

1. See BI as part of a systems approach
2. Consider BI part of a toolkit
3. Stakeholders 'get' the EAST framework
4. Trials are a speedy way of building evidence about what works
5. Only consider a BI trial if you can concretely measure something
6. People factor: consider how the trial affects frontline workers
7. BI suits innovation



Your turn...

Hypothetical: *Towards Health*
program

BI trial team

Leadership

Those who can enable action, align strategy, scope opportunities for scale and identify policy implications.

Knowledge expert (BI and/or trial design)

Those whose opinions are sought, typically subject matter experts; and with whom there is two-way communication.

Stakeholder expert

Those who scope the conditions for delivery. They understand the deep insights from the target population.

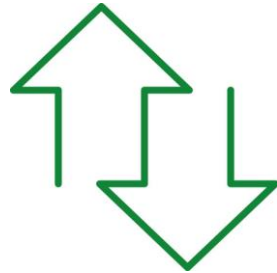
Delivery lead

Those who keep the trial moving by coordinating the action. Often becomes expert in other roles.

Final comments

Resources

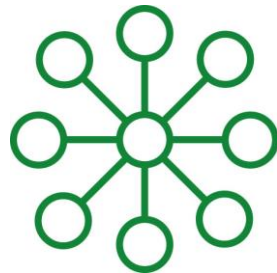
Create a BI Community of Practice



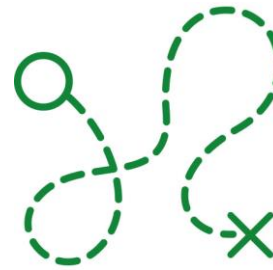
Exchange Expertise



Amplify Good Work



Create Connections



Develop Pathways

Training and resources



Sign up to

- VicHealth website
- BETA (Federal government's Unit)
- BIT website and blog
- OECD



Join the DPC's Innovation Network

- BI resources and training are free for VPS
- Sign up for regular updates for mailing lists

