

Increasing vaccination: Applying behavioural science to policy

Hugo Harper

Director and Head of Health, The Behavioural Insights Team



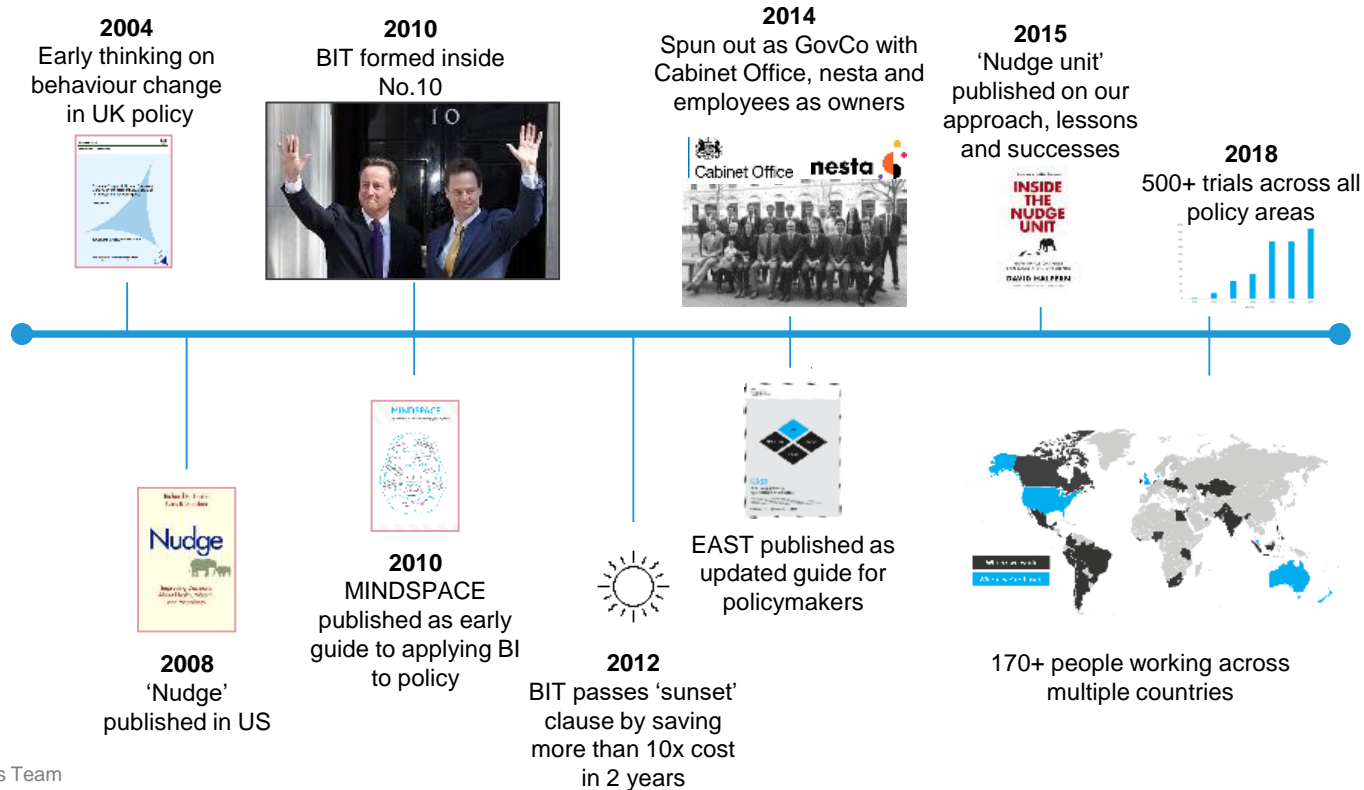
In partnership with



Cabinet Office



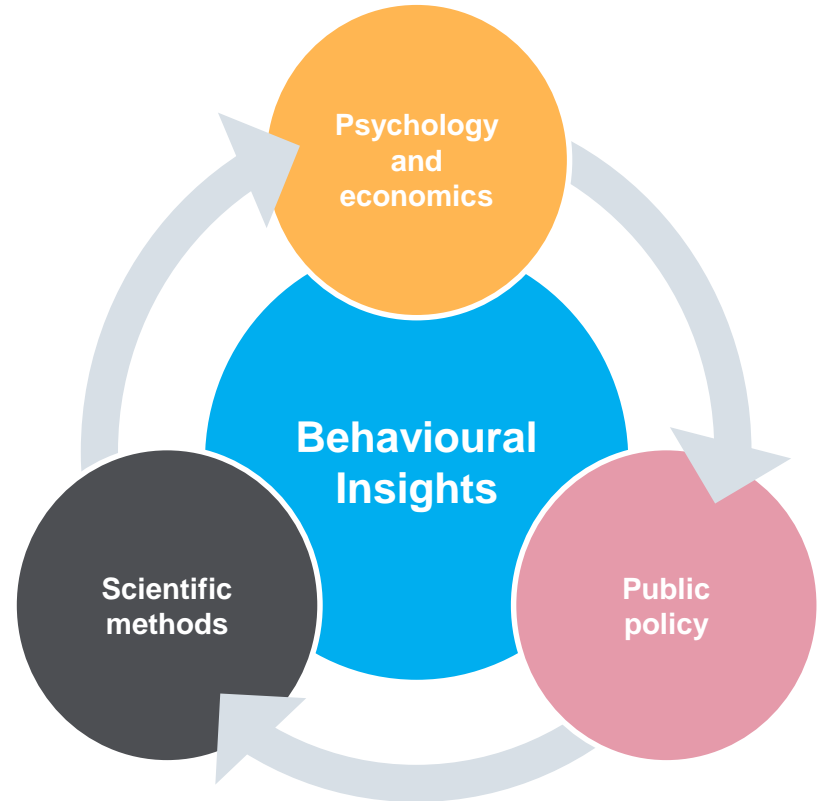
Use of behavioural insights in government has advanced rapidly since 2010



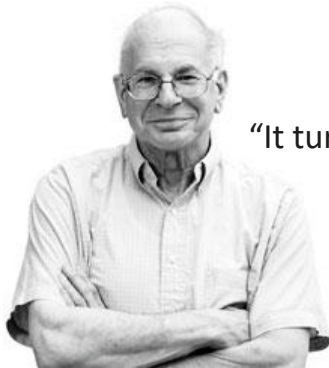
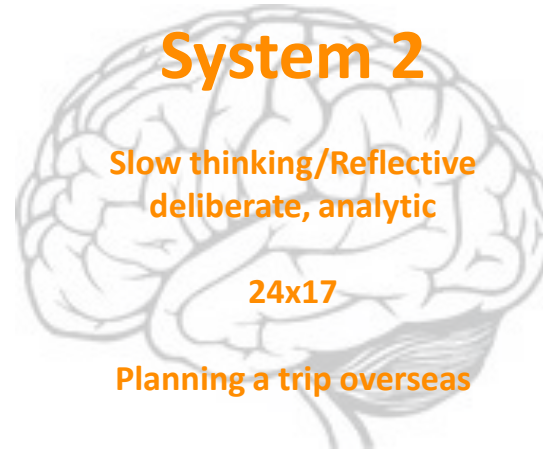
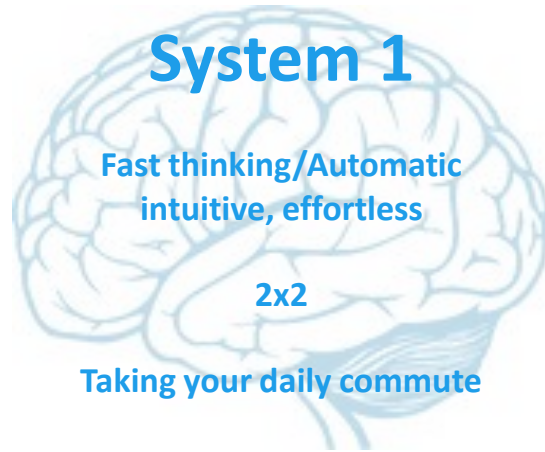


What do we mean by behavioural insights?

- ❖ Insights about human psychology and behaviour – the way we make choices, respond to options, perceive the world and behave
- ❖ Behavioural insights can be applied to improve the design of policy



We need to think differently about behaviour



“It turns out that the environmental effects on behavior are a lot stronger than most people expect”

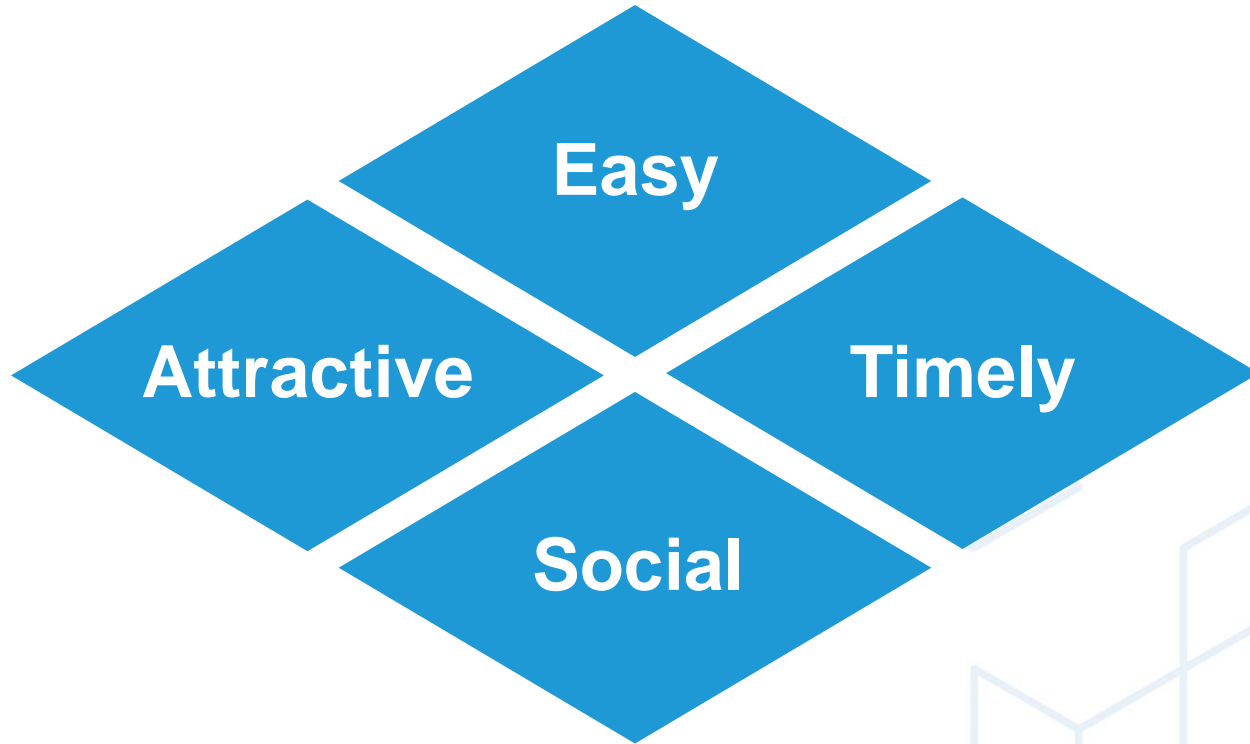
Daniel Kahneman, Nobel Laureate



**The way we see, judge, and recall things
often depends on context**



EAST





Make it easy

Defaults



Simplify



Friction Costs





Make it attractive

Attract Attention



Personalise



Rewards & Incentives



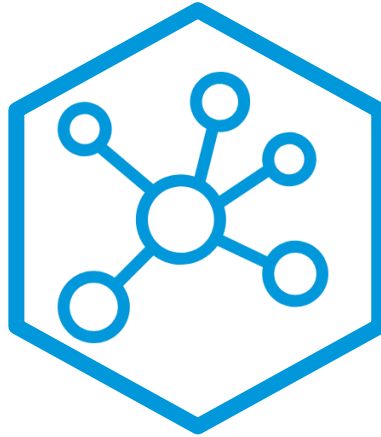


Make it social

Social Norms



Network Nudges



Commitments & Reciprocity





Make it timely

Prompts



Planning

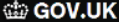


Discounting





We prompted people to join the NHS Organ Donor Register Online



[Home](#) > [Driving and transport](#) > [Tax discs, car tax and SORN](#)

Renew a tax disc

[Make a SORN declaration](#)
[Apply for an HGV vehicle tax disc](#)
[Calculate vehicle tax rates](#)

Before you start

To apply online you'll need either:

- the 16 digit reference number from your tax disc renewal letter (V11)
- the 11 digit reference number from your log book (V5C)

Apply on the DVLA website:

[Apply now >](#)

Apply using the new service BETA

This is a 'beta' service - find out [what this means for you](#).

You'll need either:

- the 16 digit reference number from your tax disc renewal letter (V11)
- the 11 digit reference number from your log book (V5C)

[Apply now](#)

Other ways to apply

By phone



GOV.UK

Home

Service

Thank you.

Please join the NHS Organ Donor Register.

[Join >](#) or [find out more.](#)

1. Control

GOV.UK

Home

Service

Thank you.

Please join the NHS Organ Donor Register.

Every day thousands of people who see this page decide to register.

[Join >](#) or [find out more.](#)

2. Norm

GOV.UK


Home

Service

Thank you.

Please join the NHS Organ Donor Register.

Every day thousands of people who see this page decide to register.



[Join >](#) or [find out more.](#)

3. Norm & Picture

GOV.UK



Home

Service

Thank you.

Please join the NHS Organ Donor Register.

Every day thousands of people who see this page decide to register.




[Join >](#) or [find out more.](#)

organdonation.nhs.uk

4. Norm & Logo





GOV.UK

Home

Service

Thank you.

Please join the NHS Organ Donor Register.

Three people die every day because there are not enough organ donors.

[Join >](#) or [find out more.](#)

5. Three Die

GOV.UK

Home

Service

Thank you.

Please join the NHS Organ Donor Register.

You could save or transform up to 9 lives as an organ donor.

[Join >](#) or [find out more.](#)

6. Nine Lives

GOV.UK

Home

Service

Thank you.

Please join the NHS Organ Donor Register.

If you needed an organ transplant would you have one? If so please help others.

[Join >](#) or [find out more.](#)

7. Reciprocity

GOV.UK

Home

Service

Thank you.

Please join the NHS Organ Donor Register.

If you support organ donation please turn your support into action.

[Join >](#) or [find out more.](#)

8. Action

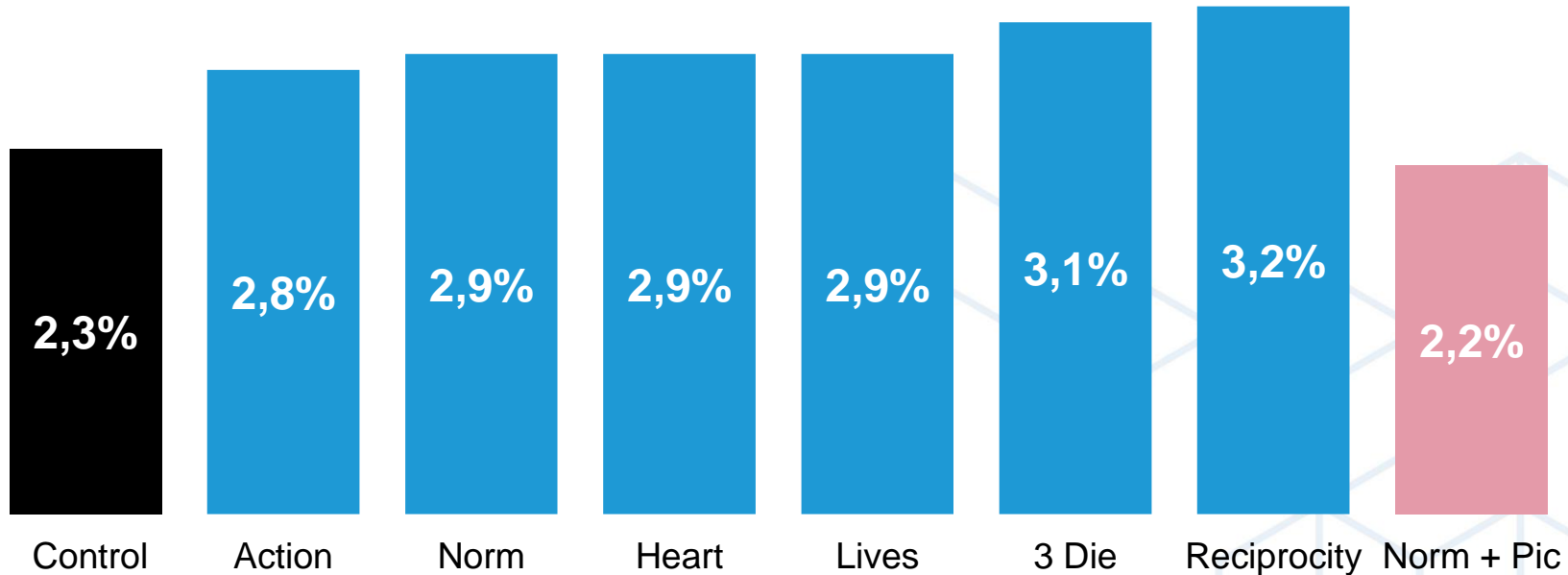


Which was most effective?

Name	Message	Image
1. Control		
2. Norm	Every day thousands of people who see this page decide to register.	
3. Norm & Picture	Every day thousands of people who see this page decide to register.	Group of people
4. Norm & Logo	Every day thousands of people who see this page decide to register.	NHS Logo
5. Three Die	Three people die each day because there are not enough organ donors.	
6. Nine Lives	You could save or transform up to nine lives as an organ donor.	
7. Reciprocity	If you needed an organ transplant would you have one? If so, please help others.	
8. Action	If you support organ donation, please turn you support into action.	



Proportion joining the organ donor register after a online prompt





This trial resulted in
96,000 organ donor
registrations
completed in one
year.



Any questions?

Hugo.harper@bi.team



In partnership with



Cabinet Office