Increasing vaccination:
Applying behavioural science to policy

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Use of behavioural insights in government has advanced rapidly since 2010

- **2004** Early thinking on behaviour change in UK policy
- **2010** BIT formed inside No.10
- **2014** Spun out as GovCo with Cabinet Office, nesta and employees as owners
- **2015** ‘Nudge unit’ published on our approach, lessons and successes
- **2018** 500+ trials across all policy areas

- **2008** ‘Nudge’ published in US
- **2010** MINDSPACE published as early guide to applying BI to policy
- **2012** BIT passes ‘sunset’ clause by saving more than 10x cost in 2 years
- **2015** EAST published as updated guide for policymakers

170+ people working across multiple countries

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

**System 1**
Fast thinking/Automatic
intuitive, effortless

Taking your daily commute

2x2

**System 2**
Slow thinking/Reflective
deliberate, analytic

Planning a trip overseas

24x17

“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

Easy

Attractive

Timely

Social

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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
1. Control

2. Norm

3. Norm & Picture

4. Norm & Logo
5. Three Die

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.

6. Nine Lives

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.

7. Reciprocity

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.

8. Action

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.
### Which was most effective?

<table>
<thead>
<tr>
<th>Name</th>
<th>Message</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Control</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Norm</td>
<td>Every day thousands of people who see this page decide to register.</td>
<td></td>
</tr>
<tr>
<td>3. Norm &amp; Picture</td>
<td>Every day thousands of people who see this page decide to register.</td>
<td>Group of people</td>
</tr>
<tr>
<td>4. Norm &amp; Logo</td>
<td>Every day thousands of people who see this page decide to register.</td>
<td>NHS Logo</td>
</tr>
<tr>
<td>5. Three Die</td>
<td>Three people die each day because there are not enough organ donors.</td>
<td></td>
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<td></td>
</tr>
<tr>
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<td>If you needed an organ transplant would you have one? If so, please help others.</td>
<td></td>
</tr>
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<td>If you support organ donation, please turn you support into action.</td>
<td></td>
</tr>
</tbody>
</table>
Proportion joining the organ donor register after an online prompt

Control: 2.3%
Action: 2.8%
Norm: 2.9%
Heart: 2.9%
Lives: 2.9%
3 Die: 3.1%
Reciprocity: 3.2%
Norm + Pic: 2.2%
This trial resulted in 96,000 organ donor registrations completed in one year.
Any questions?

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