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Behavioural science & Big Society

An overview of best practice in behaviour change as a tool
for achieving the Big Society

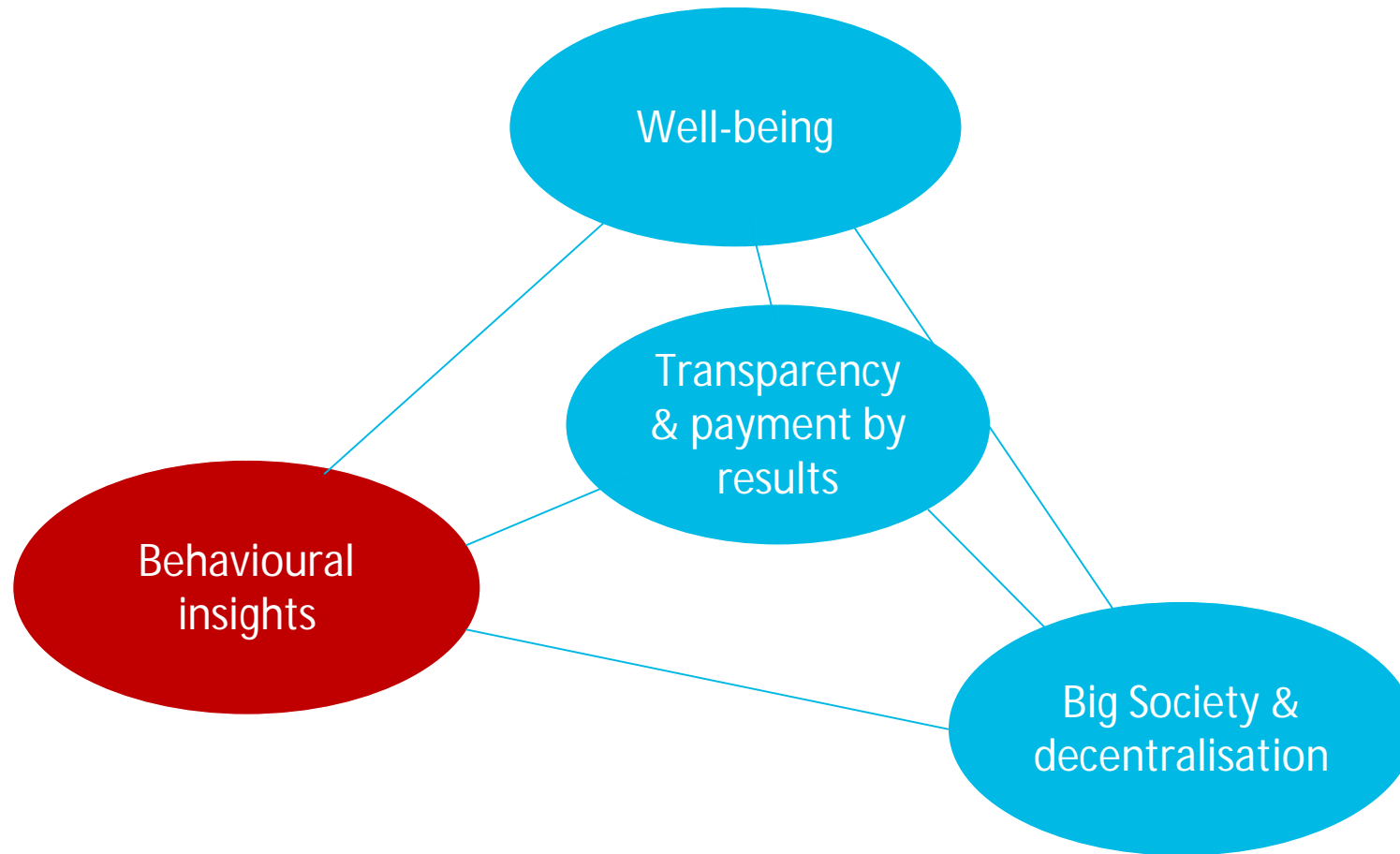
David Halpern

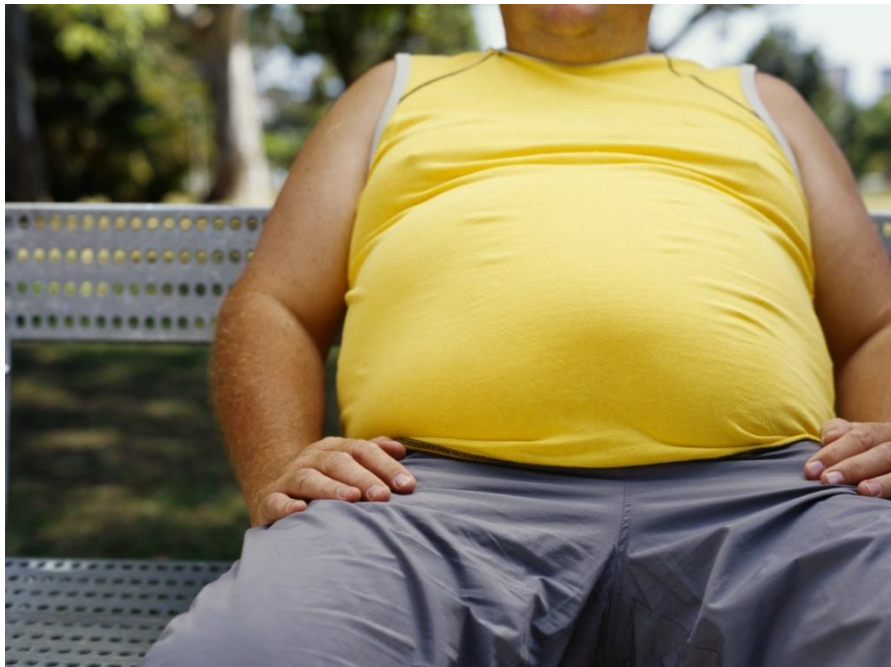
Director, Behavioural Insight Team


Behavioural insight is one of several new emphases in government thinking



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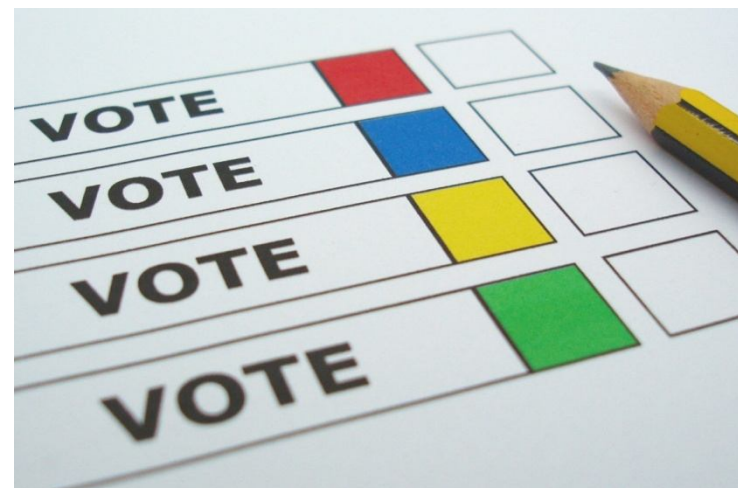


CRIME AND ANTI-SOCIAL BEHAVIOUR

DO YOU KNOW YOUR RIGHTS
BEYOND 999?

This leaflet tells you what you can expect from
the police and others when it comes to crime and
anti-social behaviour.

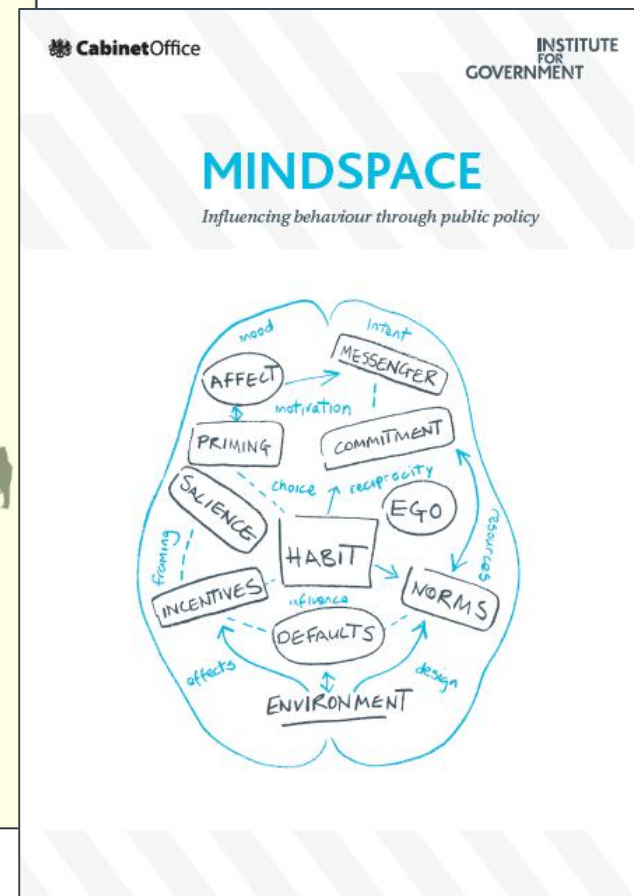
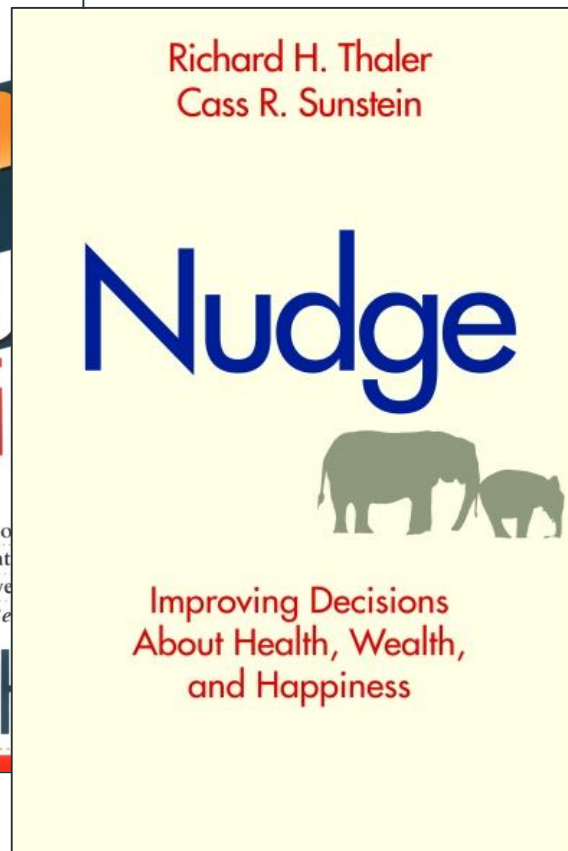
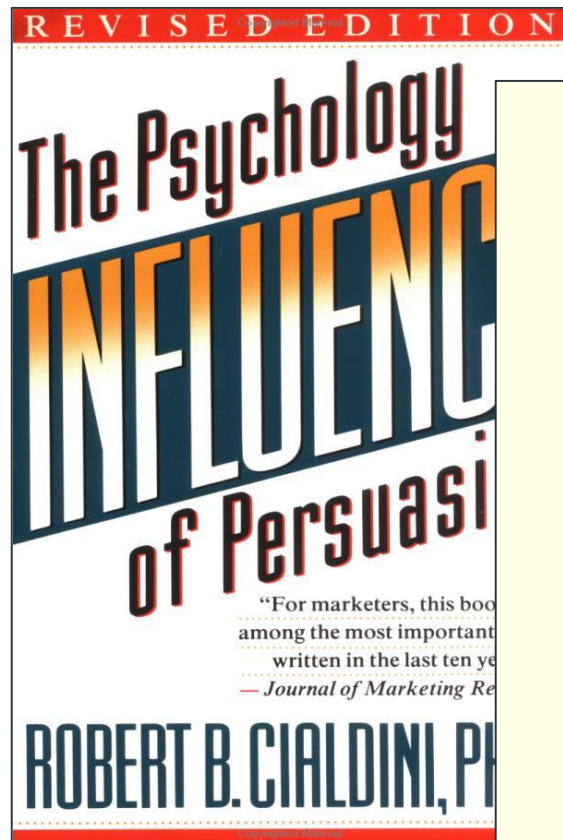
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Behavioural economics has been studied
for 40 years



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Coalition agreement



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“Our government will be a much smarter one, shunning the bureaucratic levers of the past and finding **intelligent ways to encourage support and enable people to make better choices for themselves.**”

Messenger

Incentives

Norms

Defaults

**A checklist for
policymakers**

**M
I
N
D
S
P
A
C
E**

Salience

Priming

Affect

Commitment

Ego

Big Society – three strands



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Social action

Public service reform

Community empowerment



Social action: behaviour science in giving



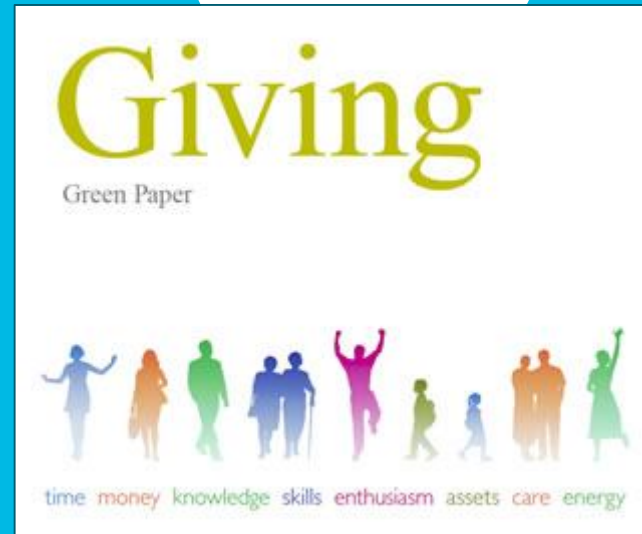
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Behavioural insights

What makes us happy? (Dunn)

Signalling (N, S)

Procrastination (I)



Implications

Easy giving

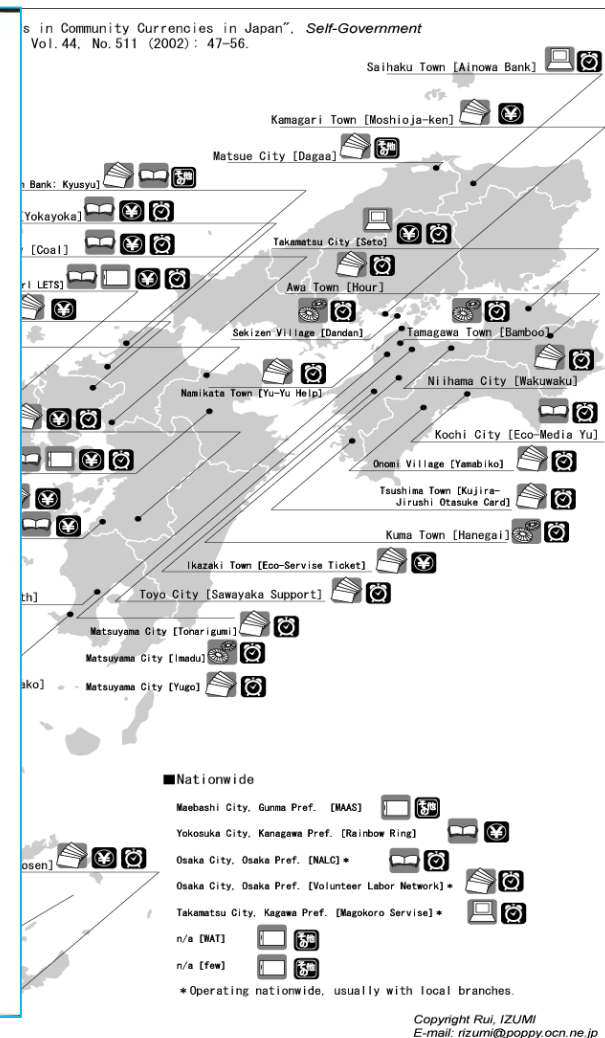
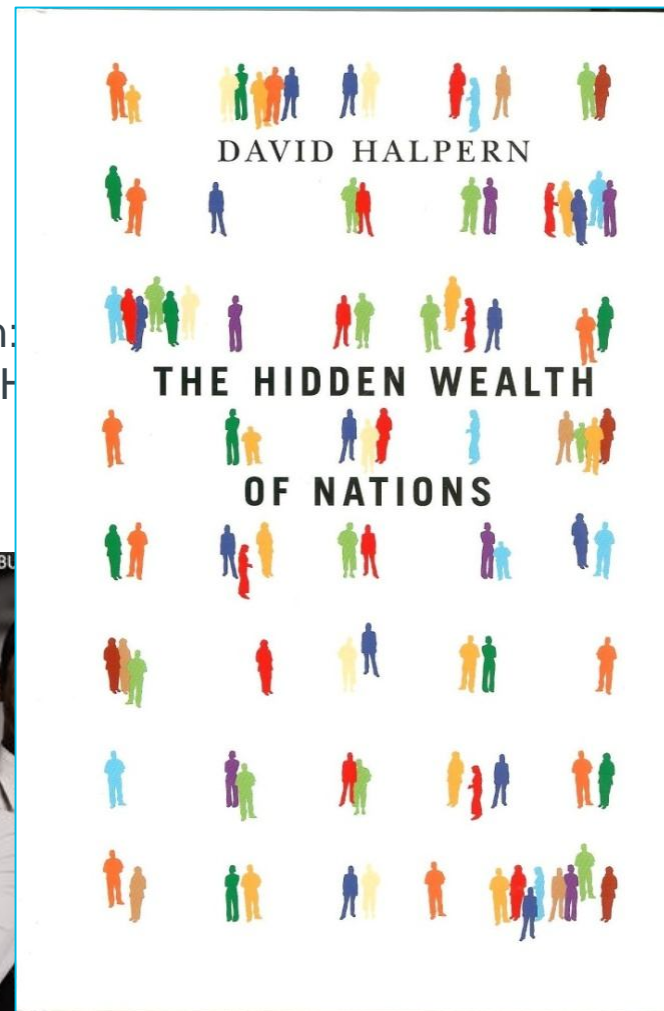
Public giving

Reciprocity

Public service reform: big society + behavioural science = tap 'hidden wealth'



Sweden:
Patient H



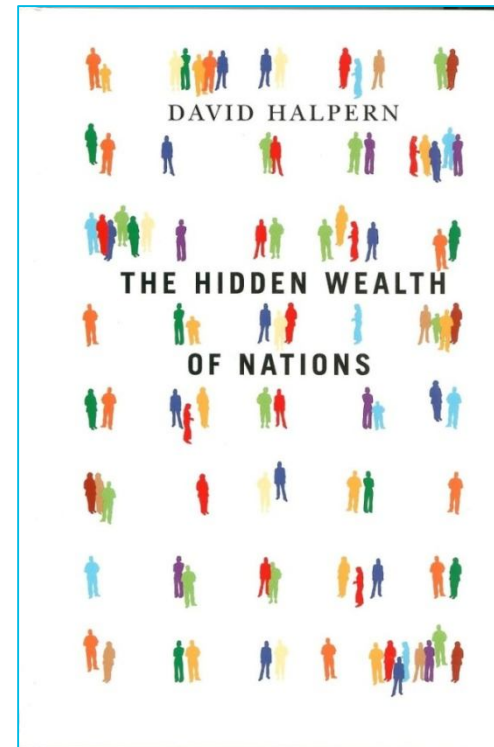
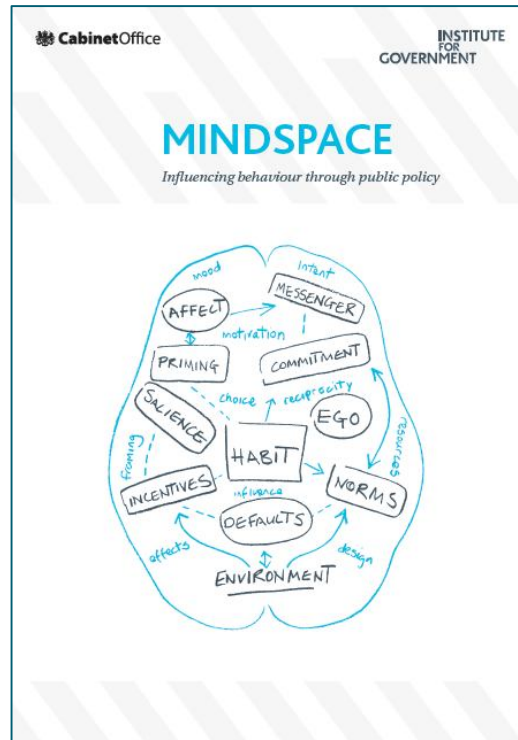
Conclusions



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- Behavioural economics is a powerful tool
 - » though needs to be used with (political) care
- Can help foster Big Society...
- Big society - social networks and norms - in turn a potentially powerful behavioural influence itself





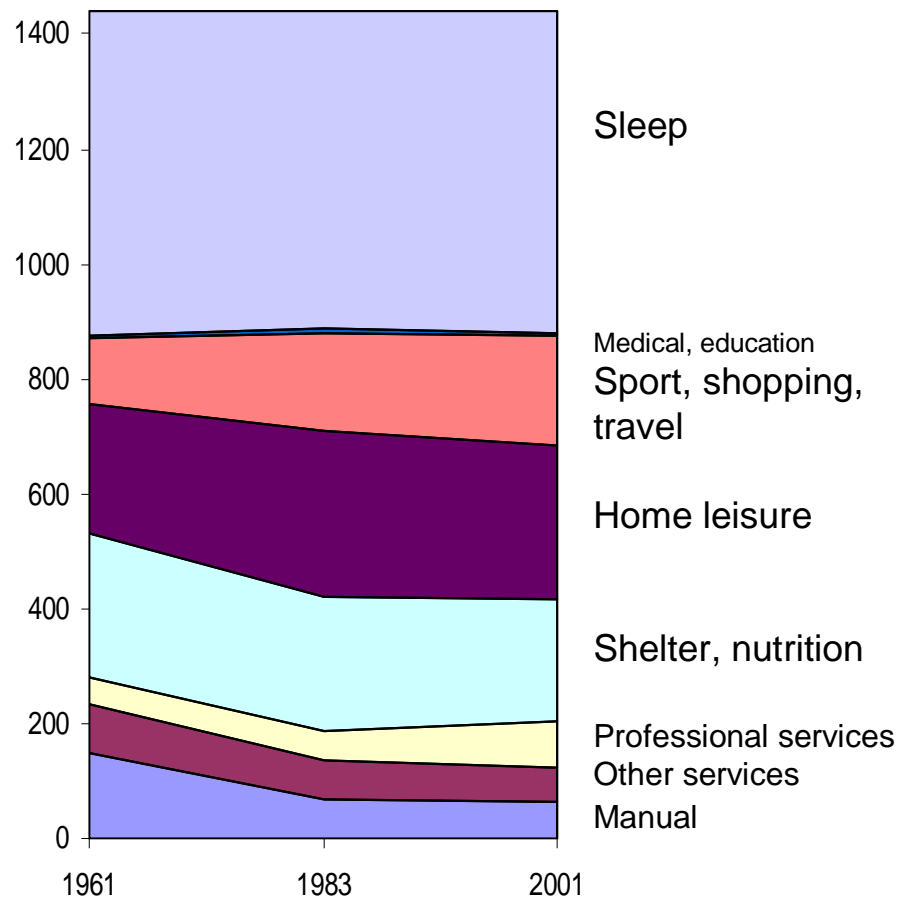
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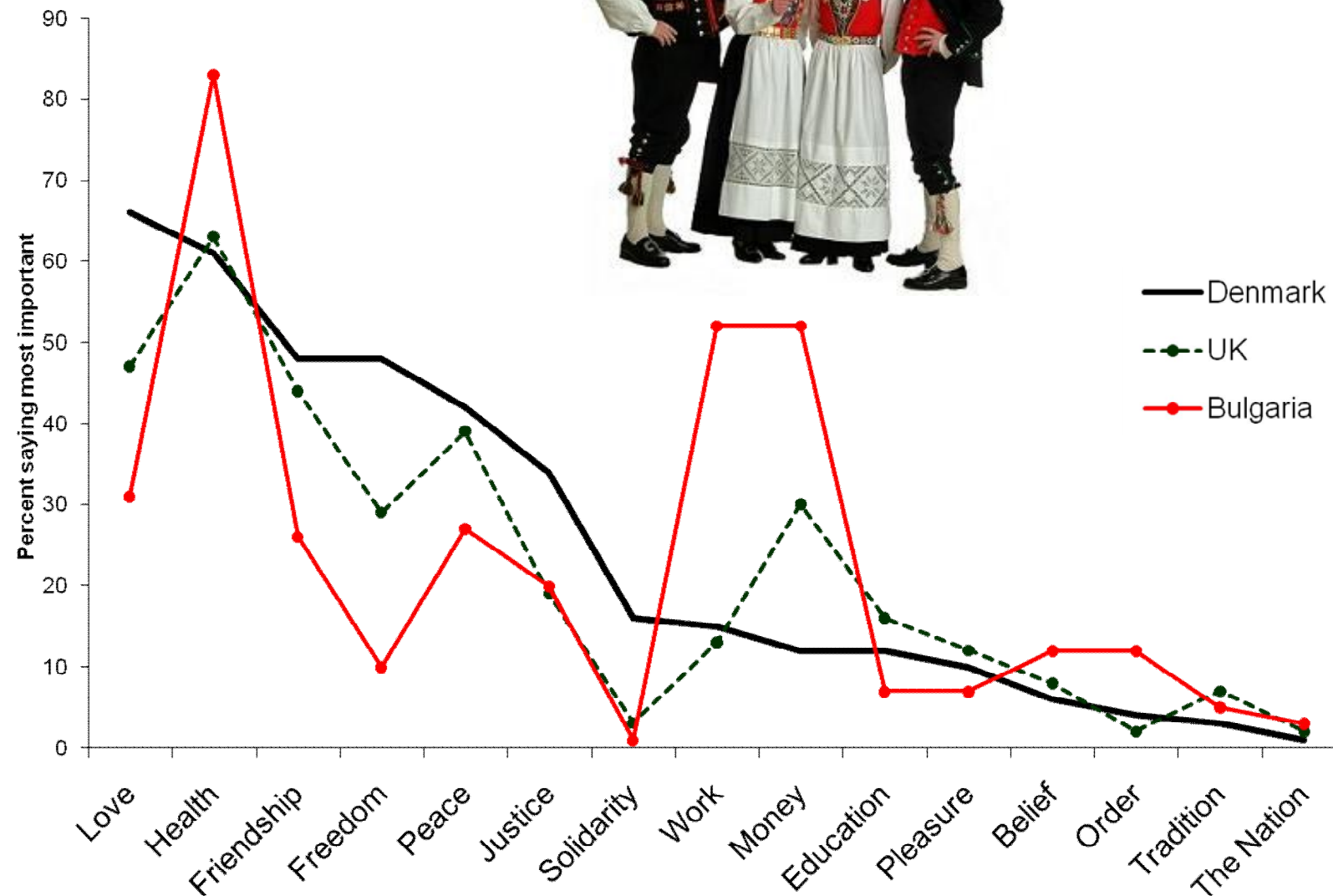
Appendix

There is great 'hidden wealth' and capacity that we fail to value

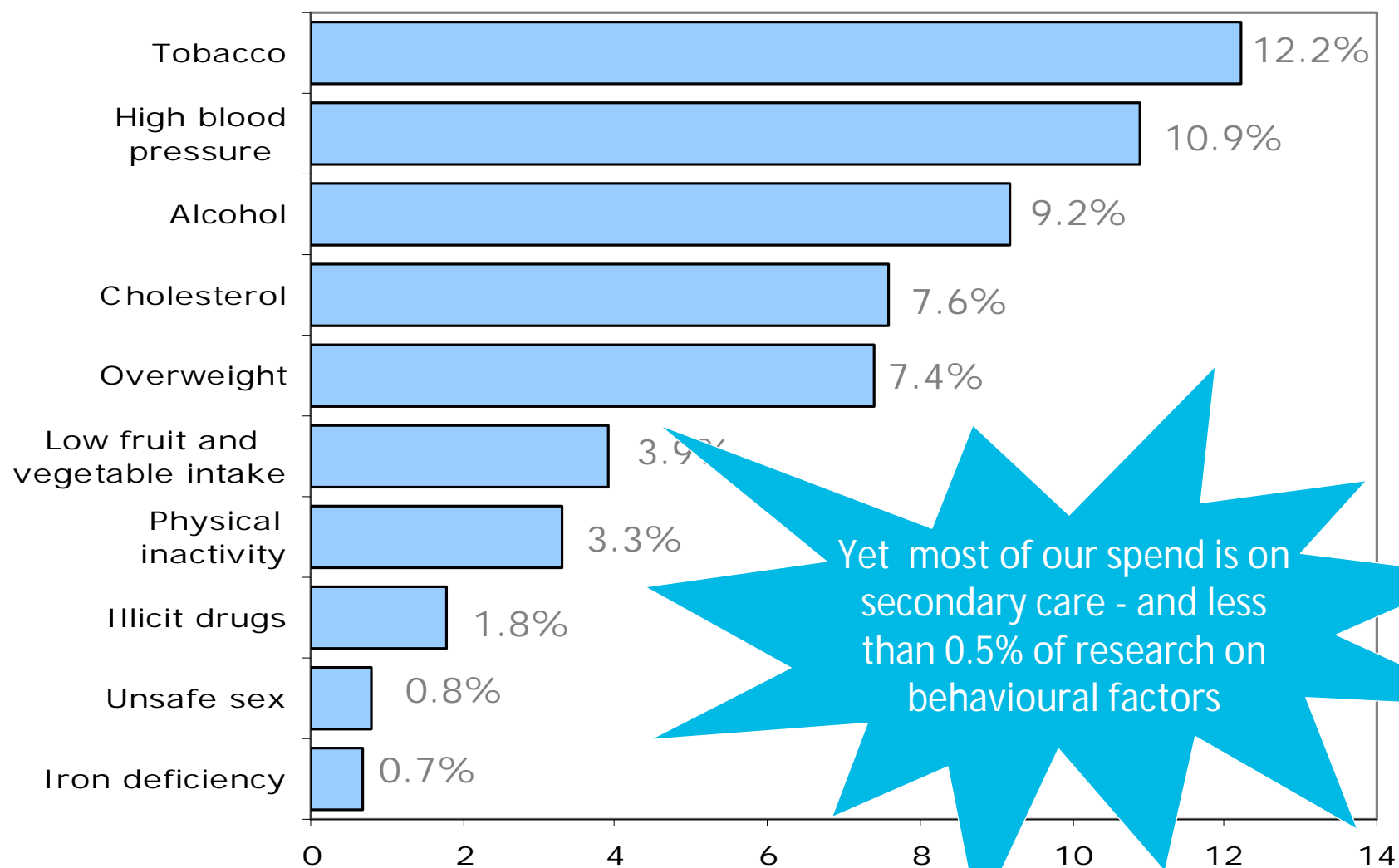


We spend on 23% of our waking time in paid work *down* 1hr 15min from 1960's – with clear evidence of convergence across class

The Danish formula



Public health: Behavioural factors explain the majority of years of healthy life lost



Yet most of our spend is on secondary care - and less than 0.5% of research on behavioural factors

Social connection – Big Society - also has major impacts on health

- Socially isolated people are **two to five times more likely to die** in a given year than those with strong ties to family, friends and community. (1)
- Students with ‘cold and strained’ **relationships with parents** had more than double the rate of serious diseases 35 years later, than those with ‘warm’ relationships. (2)
- Having **someone you can talk** to about problems is the strongest known protection from the developing the common cold (3)
- **Memory loss** among the most integrated declined at half the rate as the least integrated (4)
- Socially isolated are **three times more likely to die in the year following a heart attack** than others (5)

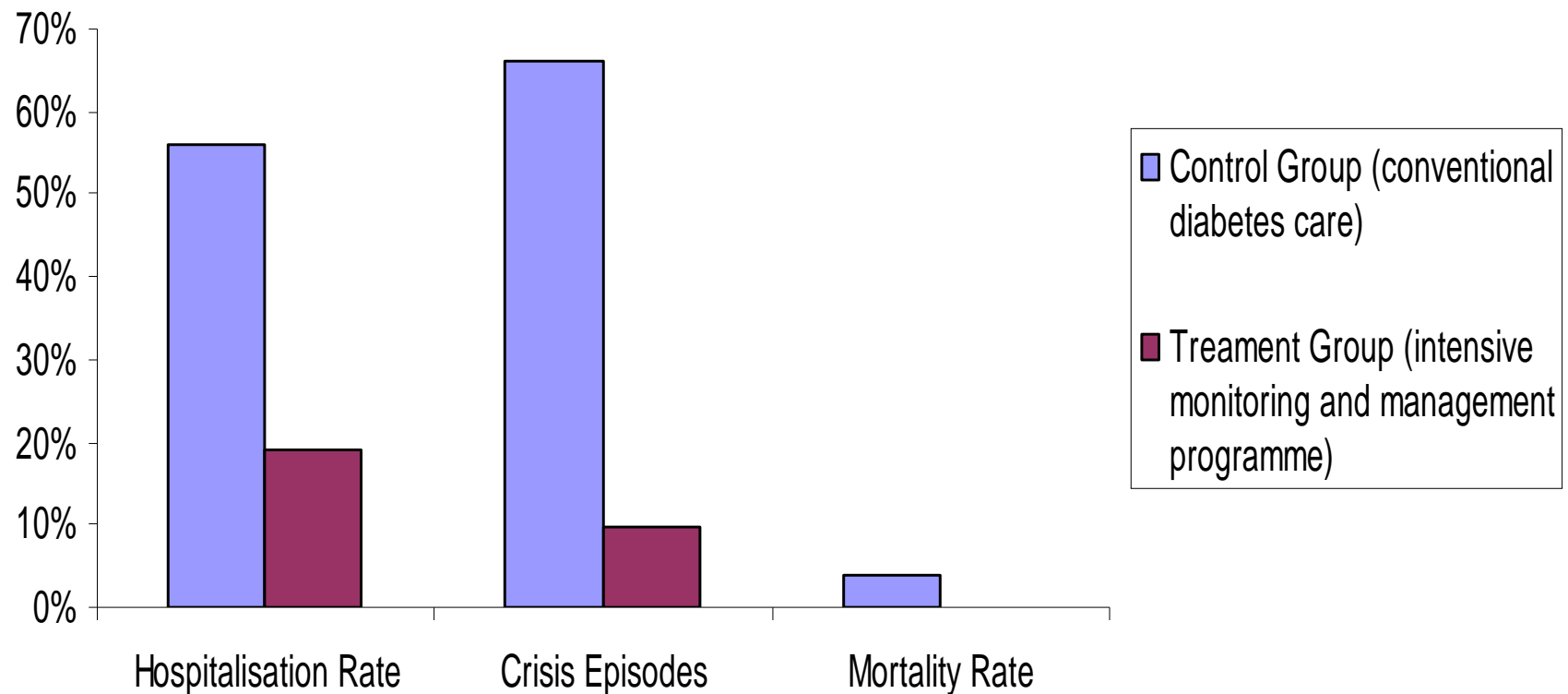
(1) Berkman, 2000. (2) Harvard males, Russek and Schwartz, 1997 (3) Cohen et al, 1997 (4) Subjects over 50, Ertel et al, 2008. (5) Ruberman et al, 1984; Orth-Gomer et al, 1988; Berkman et al, 1992; Case et al, 1992

Applicable to many high spend areas –
eg chronic and lifestyle conditions

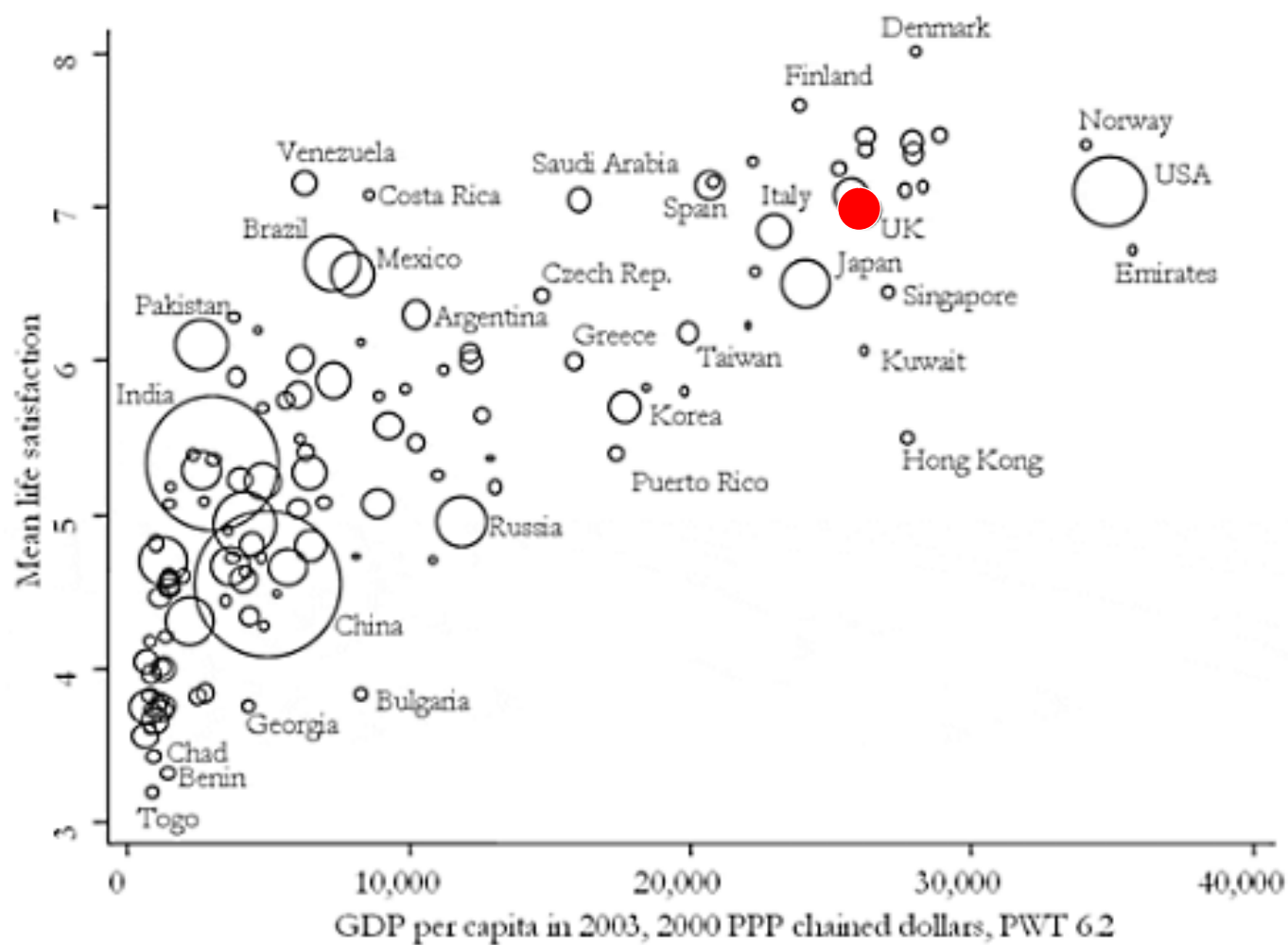


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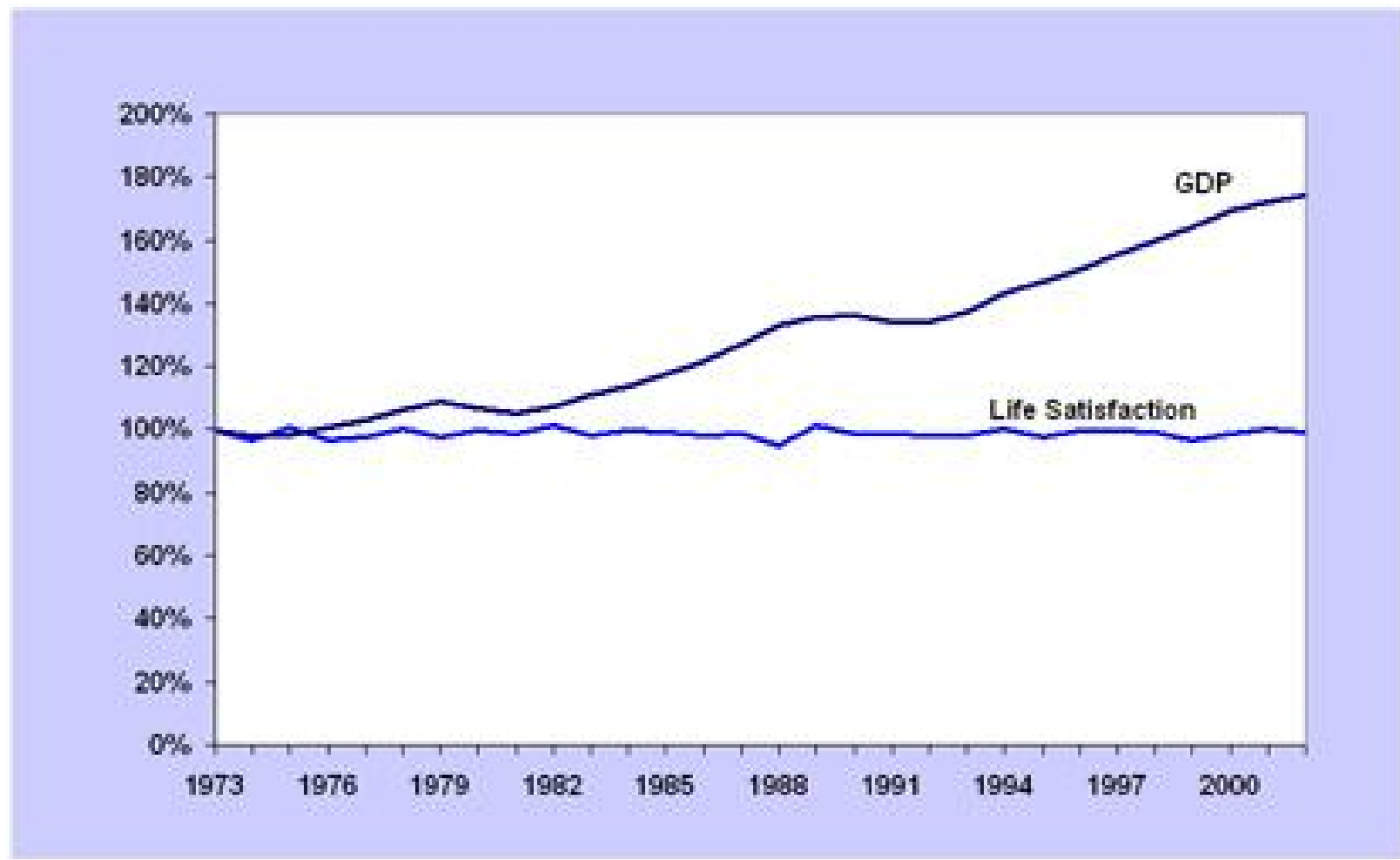
Bucharest-Dusseldorf study into the effects of self-management of Diabetes



Rich nations are happier...



But in the US and UK, we're don't seem to be getting happier

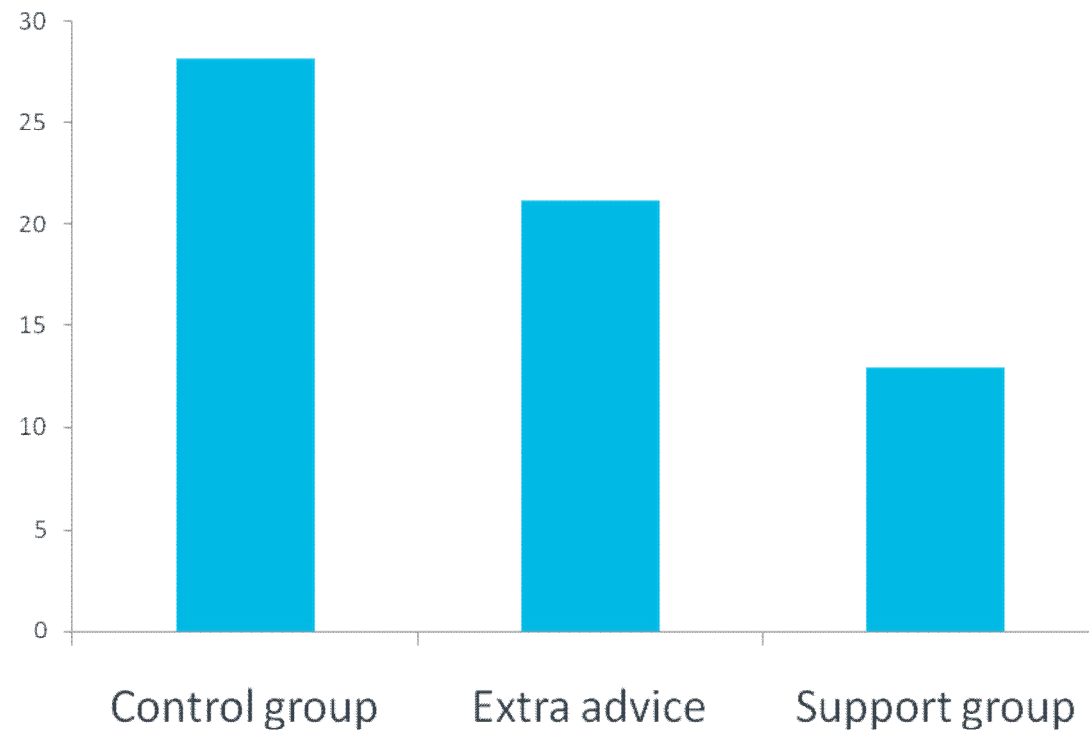


Applying to our health example



Similar results are found in intervention studies

Heart attack recurrence within 5 years



Save money and empower citizens



Switching from *opt-in* to *opt-out* in a USA savings scheme led to

- enrolments rising from 49% to 86%
- savings rate rising from 3 to 11%¹

HMRC changes to letters and segmentation led to:

- Increase in recovery rates from 50 to 85% on unpaid tax
- Netted around £250m extra on block of self-assessment



Patient hotels harness social networks, achieving:

- Better clinical outcomes
- Higher satisfaction
- Substantially lower cost

1. *Libertarian Paternalism is not an Oxymoron* Sunstein and Thaler (2003)