Health and well-being

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Behavioural factors account for many years of healthy life lost...

- Tobacco: 12.2%
- High blood pressure: 10.9%
- Alcohol: 9.2%
- Cholesterol: 7.6%
- Overweight: 7.4%
- Low fruit and vegetable intake: 3.9%
- Physical inactivity: 3.3%
- Illicit drugs: 1.8%
- Unsafe sex: 0.8%
- Iron deficiency: 0.7%

WHO, 2000
Leading factors (Canada)
“Our government will find intelligent ways to encourage, support and enable people to make better choices for themselves.”
Can ‘nudging’ help?
An everyday nudge…
Nine out of ten people pay their tax on time.
Social norms to increase tax payment rates within 23 days (1 month)

- Control (8,558): 33.6%
- UK Norm (8,300): 35.1%
- Local Norm (8,403): 35.9%
- Debt Norm (8,779): 37.2%
- Local + Debt Norm (8,643): 39.0%
Doctors & Dentists’ response rate to different trial arms

- Generic Letter: 4%
- Traditional Style Medics: 21%
- Simplified (We Know + Oversight): 35%

Personalisation and simplification can have big impacts
Participation in workplace pensions

Before auto-enrolment: 61%

After auto-enrolment: 83%

Auto-enrolment led to more than 1 million new savers in less than a year – and especially the young.
...in health?
Suicide – a mysterious reduction...

Fig. 16.2 Rates of suicide per 100,000 in males and females in England and Wales between 1955 and 1971, overall, involving carbon monoxide and not involving carbon monoxide (adapted with permission from Kreitman 1976).

Hawton, 2007; Kreitman, 1976
Changing SMS reminder messages can reduce missed hospital appointments by a third

% of patients missing appointments

- Control (from previous trial): 11.7%
- Missed appt wastes money (n=816): 10.8%
- Missed appt costs £160 (n=845): 7.6%
- Be fair to others (n=826): 10.9%
- Recorded as missed appt (n=806): 7.1%

Specific costs ("£160") are more effective
Fairness is less effective

3.8 % points or 40,800 missed appointments in one NHS trust in a year

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Medical errors - Imperial College collaborated with us to simplify hospital prescription charts
The revised chart reduced prescribing errors

Digital makes trials even easier: eg we ran a trial to optimise the design of the Stoptober website.

Join the 003334 taking part in Stoptober

**Step 1**

Get your free Stoptober pack

We’ll send you this pack when you join the challenge. It contains your free support tools to help you get through the 28 days.

- I want a free support pack

**Step 2**

Get daily tips and advice on the go

160,000 people completed the challenge, join them!

'I quit 11 months ago and I just feel so proud of myself. I now budget for treats instead of cigarettes and I have created so many memories. There is no going back.'
Improving registration rates for the Stoptober campaign website

<table>
<thead>
<tr>
<th>Website version</th>
<th>Registration Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>15.1%</td>
</tr>
<tr>
<td>1</td>
<td>16.3%</td>
</tr>
<tr>
<td>11</td>
<td>17.2%</td>
</tr>
</tbody>
</table>
Implementing the best performing variant led to net increase of 3,060 registrations by the end of the campaign.
EASY

ATTRACTIVE

TIMELY

SOCIAL
Your turn!
Renew a tax disc

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)

You will need

Tax disc renewal letter (V11)

Apply on the DVLA website:

Apply now

Apply using the new service

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)

By phone

Make a SORN declaration
Apply for an HGV vehicle tax disc
Calculate vehicle tax rates
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.
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.

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.

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.

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.

5. Three Die
6. Nine Lives
7. Reciprocity
8. Action
Proportion joining the organ donor register after a simple online prompt

Control: 2.3%

Take Action: 2.8%

1000s: 2.9%

Heart: 2.9%

Lives: 2.9%

3 Die: 3.1%

Would you: 3.2%

People: 2.2%

100,000 extra per year
A different approach to policy
There has been a significant rise in smokers quitting since 2010.
E-cigarettes are a major factor

% of smokers trying to stop using e-cigs and NRT

Smoke without fire
Suck on an e-cigarette and it produces a cloud of nicotine-carrying vapour with none of the toxic by-products of burning tobacco.
Price – when does it work?


Graph taken from Brownell and Frieden (2009).
Social isolation has major health impacts

Meta analysis: comparative odds of decreased mortality

Source: Holt-Lundstad et al, 2010
People helping people – harnessing reciprocity and the ‘economy of regard’
Well-being
In 2010, the UK Government decided to take subjective well-being seriously...

...economic growth is a means to an end. If your goal in politics is to help make a better life for people – which mine is – and if you know, both in your gut and from a huge body of evidence that prosperity alone can’t deliver a better life, then you’ve got to take practical steps to make sure government is properly focused on our quality of life as well as economic growth, and that is what we are trying to do.

25th November 2010
Measuring subjective well-being

- How **satisfied** are you with your life nowadays?
- To what extent do you feel the things you do in your life are **worthwhile**
- How **happy** did you feel yesterday?
- How **anxious** did you feel yesterday
Growth and well-being...
Well-being and GDP by country

Mean Life Satisfaction (2010)

GDP per capita (2010), PPP (constant 2005 international $)

Sources:
- Life Satisfaction - Gallup World Poll
- GDP per Capita - World Bank
Drivers of well-being?

Source: BHPS; Cabinet Office analysis, 2011
The Danish formula

The graph illustrates the percentage of people in Denmark, the UK, and Bulgaria who consider certain values to be the most important. The values range from Love to The Nation, with Love being the most important and The Nation being the least important.

- **Denmark**
- **UK**
- **Bulgaria**

The graph shows a comparison of these values across the three countries, highlighting differences in what people consider to be the most important.
What does this mean?

Respect and dignity

Supportive relationships

Personal control

Personal resilience

Experience of natural world

Employment
Do you think other people can be trusted?
At very least, we can use data to help inform personal choices in life.
Conclusions
HEADLINES:

Cameron's 'nudge unit' should be given the elbow, says Labour MP

Craig Woodhouse, Political Reporter
27 Jul 2011

A unit set up in Whitehall to encourage people to take better life choices came under fire today after its staff racked up an £8,000 travel bill.

Labour MP Luciana Berger said the behavioural insight team, based in the Cabinet Office, was an "extravagance" at a time when householders were feeling the pinch.

"David Cameron’s Vanity Project"
UN calls for help of Cameron’s ‘nudge unit’

All in the Mind
The "Nudge" to Good Behaviour

Whitehall 'Nudge' - has it worked so far?
Since 2010 David Cameron has been finding ways to improve so-called 'nudge unit' initiatives, but have they worked?

Press coverage

PM’s nudgers score notable successes
By George Parker, Political Editor

The nudge unit – has it worked so far?
Since 2010 David Cameron has been finding ways to improve so-called 'nudge unit' initiatives, but have they worked?

Nudging the world toward sustainable behaviour
Interview with Richard Thaler

Give us a nudge and we’ll behave ourselves
Daniel Finkelstein

How organ donation is getting nudge in the right direction: trial could pave way for 100,000 extra donors each year

Inside the Coalition's controversial 'Nudge Unit'
Deep inside Whitehall, psychologists are finding ways to make you insure, pay your taxes, and even quit smoking. Is the Coalition's controversial 'Nudge Unit' finally paying off?

Effective things can come from simple places
Even if you're wrong about how something works, it can work
Behavioural Insights…

…powerful at micro and macro level

…encourages wider use of RCT’s – and ‘what works’

…promotes deeper thinking about well-being

…needs public permission.
Appendix
Example: Analysis of Airport Noise
Example: Analysing National Events

2011-12 7-day average happiness after controlling for other factors

- Easter 2011 & Royal Wedding
- 2011 Riots
- Christmas & New Year

2012-13 7-day average happiness after controlling for other factors

- Diamond Jubilee
- 2012 Olympics
- 2012 Paralympics
- Christmas & New Year
The number of visits to the Stoptober page, and the percentage who registered by Hour

Mornings reduced signups from 17% to 14%

AND

A more complex website did worse – particularly in the morning
The lottery was highly cost effective (and the size of the prize didn’t matter much)
% Response Rates of Plumbers to HMRC Letters

- Traditional: 3.5%
- Short + Soft Message: 8.3%
- Short + Hard Message: 17.3%
Increasing legacy giving

- Control: 5.0%
- Just Ask: 10.4%
- Passion Ask: 15.4%
1. Scan your bill

2. Switch & save
We introduced a pilot in a Jobcentre in Loughton, Essex. It encouraged planning...

<table>
<thead>
<tr>
<th>Commitment:</th>
<th>Job seeker signature</th>
<th>Outcome: What happened and what can you bring with you to discuss?</th>
<th>Advisor signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will look for work for 2 hours every weekday straight after I drop my children at school</td>
<td></td>
<td>Job refs: A6759 - Tesco 967919 - B and R 981A - John and Sons</td>
<td></td>
</tr>
<tr>
<td>I will tailor my CV to the retail sector</td>
<td></td>
<td>Updated CV</td>
<td></td>
</tr>
<tr>
<td>I will do a CV drop at the Westfield centre on Friday afternoon, after lunch.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please write down your next appointment here:
I will see Jane, my advisor, on the 23rd April 2012 at 11am.

Other job seeking activities undertaken:

<table>
<thead>
<tr>
<th>Job seeker signature</th>
<th>Outcome: What happened and what can you bring with you to discuss?</th>
<th>Advisor signature</th>
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</tbody>
</table>
Our pilot showed that these things help people on benefits.

- Control: 51%
- Treatment: 60%
- Treatment Adjusted

The Treatment effect is 5%.
The Benefit history difference is 4%.
Removing small frictions seems to make a disproportionate difference.

19.2% Webpage

23.4% Direct to Form
Dr D Halpern
1 Plough Place
London
EC4A 1DE

You really need to open this
Response to white, personalised envelopes vs. brown envelopes with no message

- Brown: 21.8%
- Personalised: 26.0%
Simplifying letters from HMRC to those suspected of not paying capital gains tax helps to bring in £millions

<table>
<thead>
<tr>
<th></th>
<th>Average return to HMRC per letter sent (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>£52.0</td>
</tr>
<tr>
<td>Simple</td>
<td>£137.5</td>
</tr>
<tr>
<td>Simple + Direct</td>
<td>£147.0</td>
</tr>
<tr>
<td>Revised</td>
<td>£58.3</td>
</tr>
</tbody>
</table>

The more complex letters result in fewer payments, but MORE phone calls (22% for Control vs 16% for Simple + Direct).

Would have raised an extra £2.5million if the simple + direct letter had been used.

Total number of letters sent = 37,966