

Behavioural Insights Community of Practice

Applying the EAST Framework

29 August 2018



**The
Policy
Project**

Responsive today,
shaping tomorrow

Overview

If you want to encourage a behaviour (nudge!), make it Easy, Attractive, Social and Timely (EAST)

- These four simple principles are the basis for a simple, memorable framework to increase targeted behaviours and improve the success of social initiatives. The framework was developed by the UK Behavioural Insights Team.
- The Behavioural Insights Community of Practice (BICOP) is passionate about using a blend of behavioural science, data analytics and human-centred design, and applying it to the local context.
- At the second meeting of the Behavioural Insights Community of Practice, Reed Inwood outlined the EAST framework and how it has been used.
- Small groups of participants applied the framework to four current policy issues.

Participants

Jen Jamieson MPI	Pollyanne Diniz MBIE	Sue Slater HPA
Brendan Rose MSD	Kirsten Jensen Treasury	Suzanne Witheford-Smith ACC
Fredrico Iglesias IRD	Lisa McPherson MPI	Vanessa Cooper HPA
Gillian Boyes FMA	Madhukar Pande ACC	Vee Snijders MoJ
Gordan Tan MfE	Margaret Mcarthur ACC	Emma Whalley MPI
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Policy Project team

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EAST Framework – Make it Easy!

Harness the power of defaults

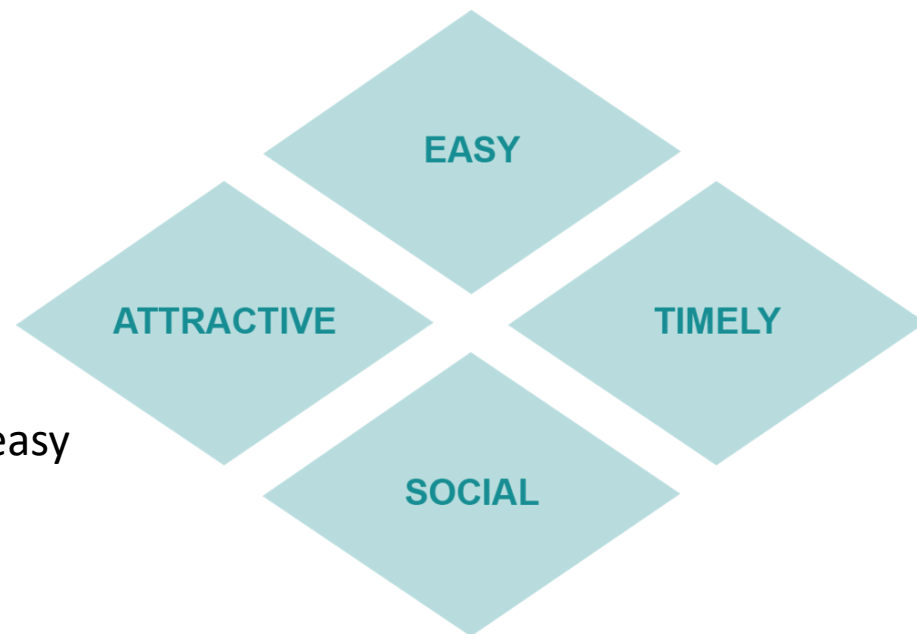
- By automatically enrolling (default choice) employees in the KiwiSaver scheme, savings participation has exceeded expectations

Reduce the ‘hassle factor’ of taking up a policy

- Kiwisaver was designed to be hassle-free so it's easy to maintain a regular savings pattern

Simplify messages

- “Retirement saving made easy”



Retirement saving made easy

KiwiSaver is a voluntary, work-based savings initiative with a range of membership benefits.

If you're working you contribute automatically from your pay.



EAST Framework – Make it Attractive

Attract attention

To encourage commuters to use the stairs rather than the escalator, part of the stairs were covered in a walkable piano that plays sound as people step onto each tread. This initiative (pictured) resulted in 66% more people than normal choosing the stairs over the escalator.

Including a picture of the offending vehicle in the letter to non-payers of a car tax resulted in those paying increasing from 40 to 49%.



Design rewards and sanctions for maximum effect

KiwiSaver provides an incentive for people to save as participants effectively get a 200% subsidy for the first \$30,000 of income earned; for every dollar savers put in, the employer puts in one dollar and the Government one dollar.



EAST Framework – Make it Social!

Results of the Behavioural Insights experiments show that most people perform the desired behaviour because social comparisons are some of the most effective types of normative nudges.

A Water Demand Management app includes both an injunctive and descriptive norm, comparing the actual use of the person against their peers, but also indicating the desirability or social acceptability of different types of behaviour. This normative nudge resulted in a 5% decrease in water consumption over the first 6 months in San Francisco.

- Use the power of networks to enable collective action, provide mutual support and encourage behaviours to spread peer-to-peer.
- Encourage people to make a commitment to others to 'lock ourselves' into doing something in advance – the social nature of commitments is often crucial.



EAST Framework – Make it Timely!

A New York justice system trial aimed at reducing rates of failure to attend court sent three text message reminders reducing open warrants by 32% compared to control group (no messages).

Consider the immediate costs and benefits

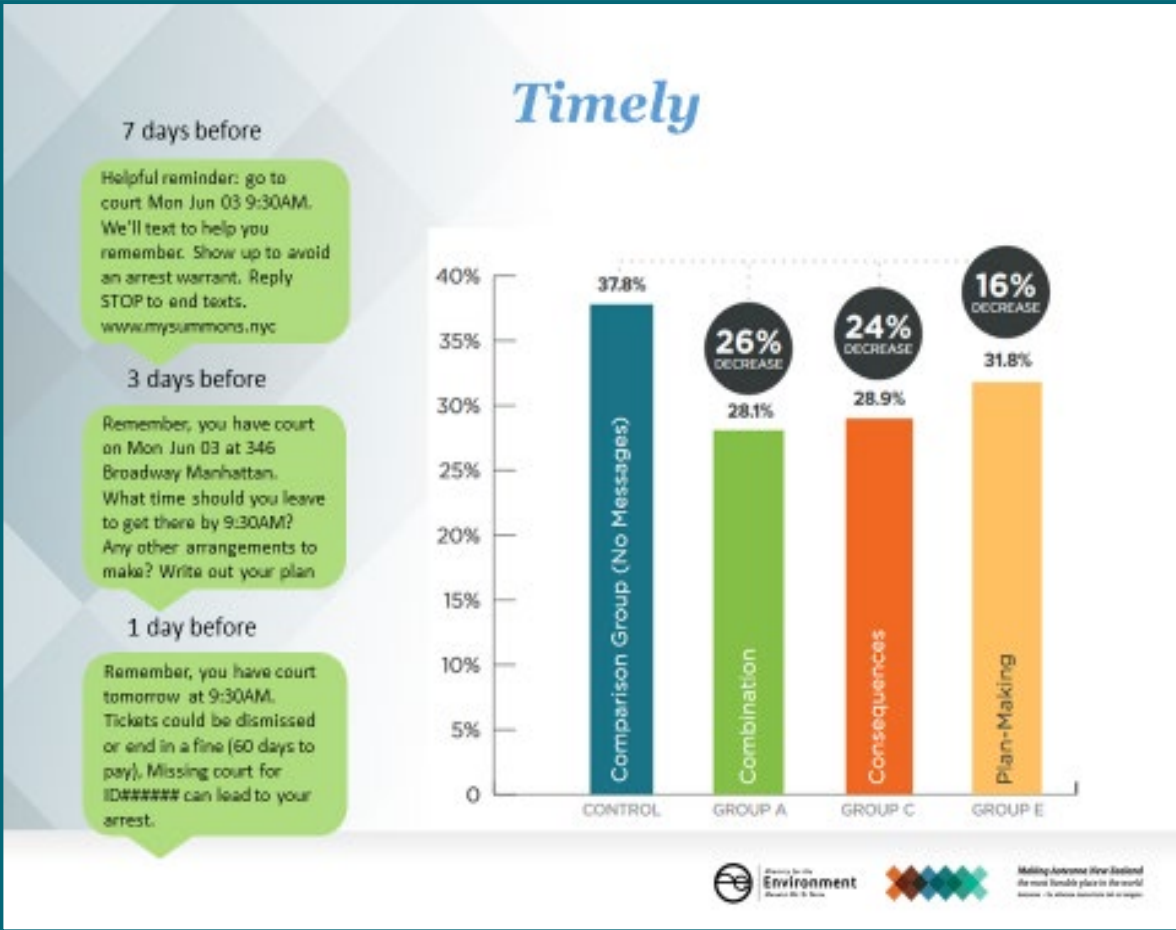
Pointing out consequences: “Show up to avoid an arrest warrant.”

Prompt people when they are likely to be most receptive

Text messages in days leading up to the court date let recipients control when they open the message.

Help people plan their response to events

Plan-making: “What time should you leave to get there by 9:30AM? Any other arrangements to make? Write out your plan”.



Practice Brainstorming EAST Ideas

Participants practiced applying the EAST framework to several complex policy issues. Some great ideas were generated in a relatively short time

Issue: Reducing Driving Speeds

Make it Easy

- Something that alerts/indicates to the driver that they are over the speed limit (negative) or complying (positive); easy messaging i.e., “Reduce Speed”
- Lines on the road make it appear to driver they are traveling too fast

Make it Attractive

- Speed camera lottery (drivers entered to win a prize when complying with posted speed limits)
- Redesign dashboard to remind driver that children/family are more important than speeding risk

Make it Social

- Norming that most people don't speed
- Profile speeders and compare with NZ Value Survey then target communications to various profiles

Make it Timely

- Message: prompt planning can avoid running late and speeding to 'make-up time'
- Biofeedback to driver (e.g. Fitbits)



Take five minutes
to apply the EAST
framework to an
issue you are
working on.

Concluding thoughts

- The lesson that comes through strongly from the behavioural literature and our work is that small, seemingly irrelevant details that make a task more challenging or effortful (what we call ‘friction costs’) can make the difference between doing something and putting it off – sometimes indefinitely.
- Therefore, the first principle is to consider how to make it easier for someone to do something, be it live more healthily or pay their taxes on time.
- Understanding the way that people think is part of designing policy to influence and motivate them – acknowledging that policy setting is choice architecture whatever we do.
- Local conditions may require local solutions instead of copying ones that worked elsewhere.
- EAST (and behavioural insights) are not a silver bullet.
- Applying EAST is an easy way to apply proven behavioural insights (first principle).



Further reading

- EAST Four simple ways to apply behavioural insights www.bi.team/publications/east-four-simple-ways-to-apply-behavioural-insights/
- Haynes, L., Green, D. P., Gallagher, R., John, O. & Torgerson, D.J. (2013). Collection of delinquent fines: An adaptive randomized trial to assess the effectiveness of alternative text messages.
- Dolan, P., Hallsworth, M., Halpern, D., King, D., & Vlaev, I. (2010). "MINDSPACE: Influencing behaviour through public policy" Institute for Government and Cabinet Office.
- Hawton, K., Bergen, H., Simkin, S., Dodd, S., Pocock, P., Bernal, W. & Kapur, N. (2013). Long term effect of reduced pack sizes of paracetamol on poisoning deaths and liver transplant activity in England and Wales: interrupted time series analyses. *BMJ: British Medical Journal*, 346(403).
- Behavioural Insights Team, Department of Health, Driver and Vehicle Licensing Agency & NHS Blood and Transplant (2013). "Applying Behavioural Insights to Organ Donation" Cabinet Office

