

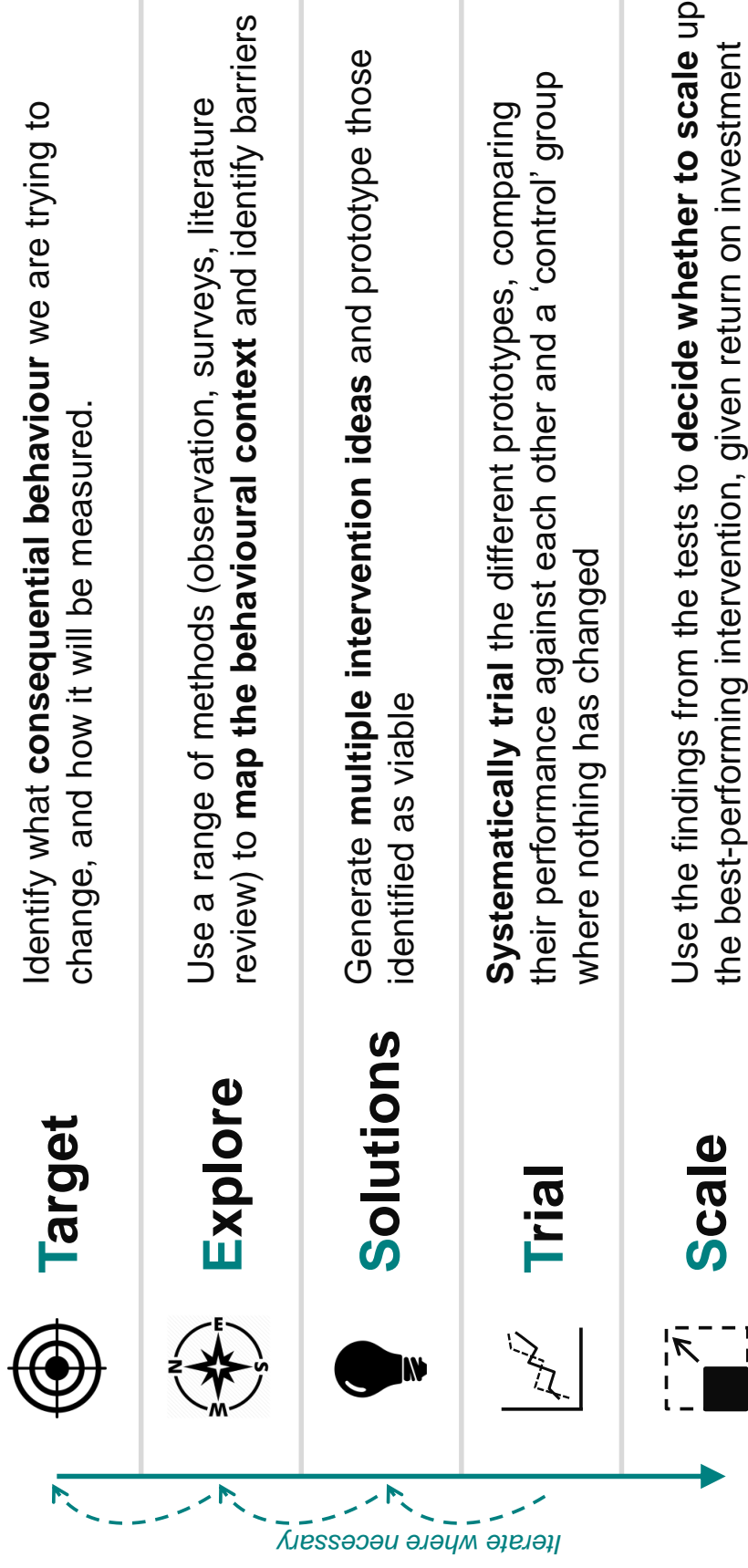


BEHAVIOURAL INSIGHTS WORKSHEET

Tools and Examples for Applying Behavioural Insights

The 'TESTS' Methodology¹

Our Process for Generating Evidence



1. Halpern, D. (2016). Behavioural insights and healthier lives VicHealth's inaugural Leading Thinkers residency. Behavioural Insights Team and VicHealth. Retrieved from <https://www.vichealth.vic.gov.au/media-and-resources/publications/behavioural-insights-and-healthier-lives>
Datta, S, and Mullainathan, S. (2014). "Behavioral design: a new approach to development policy." Review of Income and Wealth 60.1 : 7-35.

The Behavioural Lens

Many different people, places, organizations, and tools (**agents**) need to work in harmony to achieve most goals (e.g., improve education outcomes.)

While different agents will have shared, overarching goals, they will also have different responsibilities and carry out different actions/behaviours when trying to achieve these goals. You can use a **behavioural lens** to break down 3 important parts of a shared policy goal:



What is the desired policy/program/service goal?



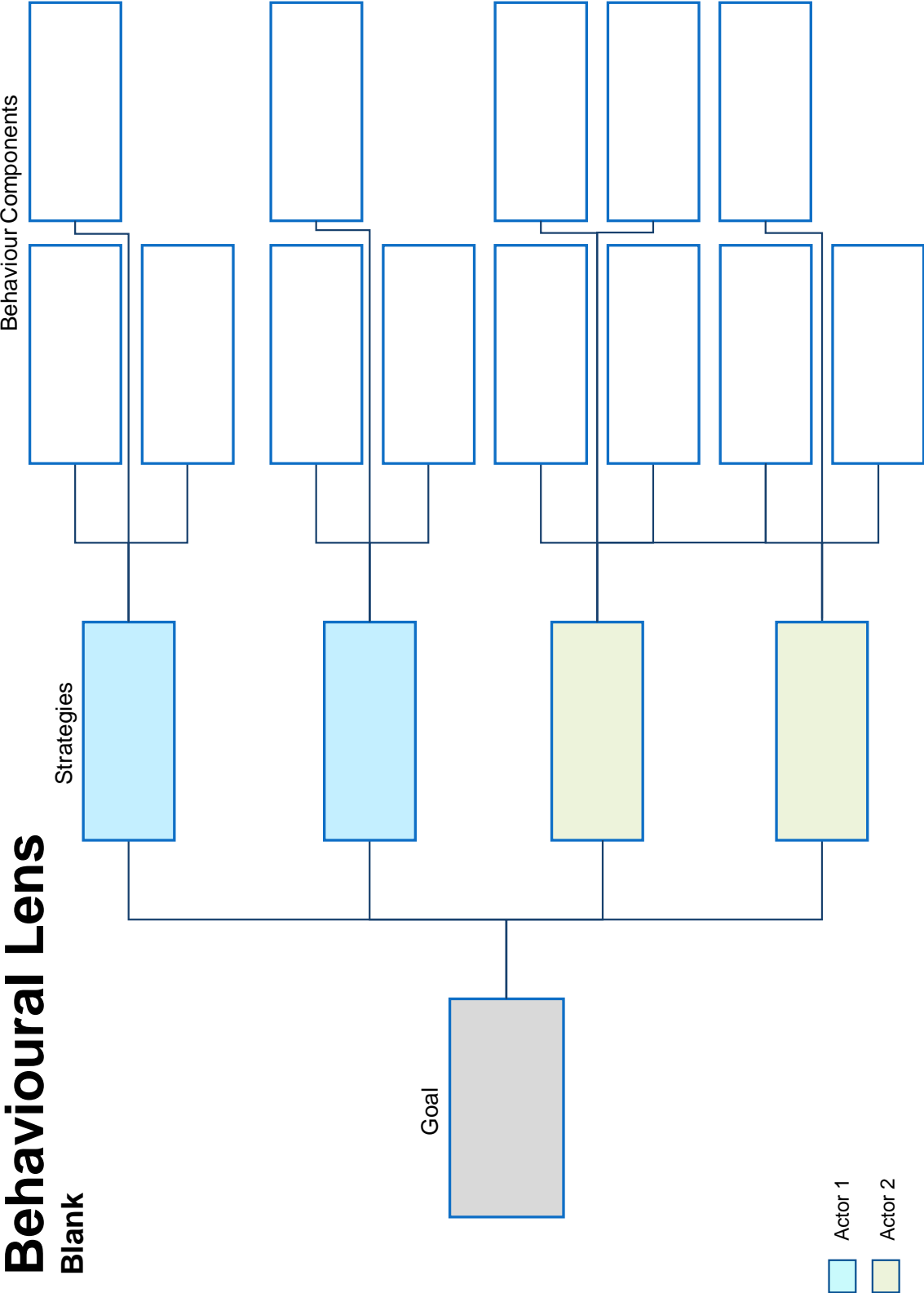
What strategies have an influence on the policy/program/service delivery?



What are the specific behavioural components associated with each strategy?

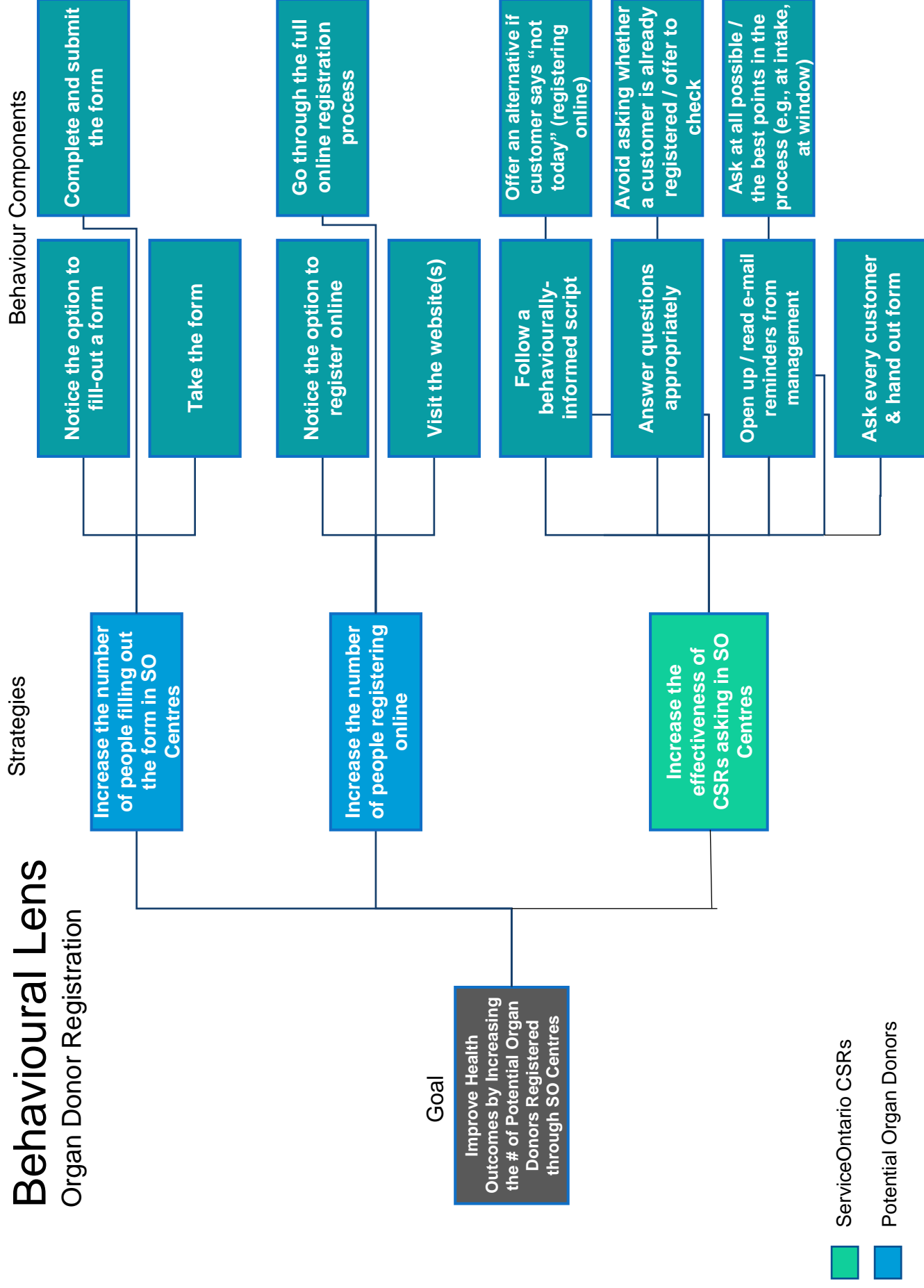
Behavioural Lens

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Behavioural Lens

Organ Donor Registration



'MIST' Behavioural Opportunities Worksheet

Measurable | Important | Sizeable | Touchpoints



Measurable

Is the behaviour **observable**? (E.g., not an attitude)
Is the behaviour already recorded as **administrative data** or could be recorded easily?



Important

Does the desired behaviour change have consequential policy implications? What evidence exists that this behaviour change would be important?



Sizeable

Is there a sufficient sample size to conduct statistical analyses (usually thousands of individuals)?



Touch points

Is there an existing or low-cost opportunity to deliver an intervention to the focal population?

1. MEASURABLE

a. What is the desired behaviour change?

TIP: Most behavioural change opportunities are aiming to increase, decrease, or improve something. That 'something' is a specific, observable action (i.e., not an attitude, belief, or awareness.) For example, 'Increase the number of people who sign up to become an organ donor from a baseline of 30%'. To articulate the desired behaviour change, we suggest you fill in the following guide:

_____ **the** _____ **of** _____
Increase/decrease/improve Number%/rate Individuals/organizations

who/that _____
from a _____ Specific, observable action

baseline of _____
Number%/rate

If you can't fit your desired behaviour change into the above guide, please write it here:

b. Is the data already recorded (e.g., as administrative data) or could it be recorded easily?

☐ Yes ☐ No ☐ Needs further discussion

Comments:

2. IMPORTANT

a. Why would changing this behaviour be important for individuals, organizations, government, and/or society?

TIP: Highlight the impact this project could have on 1) outcomes for Ontarians 2) cost savings and/or 3) administrative efficiencies.

3. SIZABLE

a. Describe the ‘target population’. In other words, whose behaviour are you trying to change?

TIP: This is the “target population” for the project (i.e., the individuals or organizations who will receive the behavioural intervention, such as a new letter, form, or process.)

b. How many of these individuals or organizations are there?

TIP: Include only those in the total that you have access to. For example, there are over 8.5 million drivers in Ontario, but potentially only 10,000 drivers signed up for your program and receiving your communications.

4. TOUCHPOINTS

a. What channels already exist, or are you considering for engaging with the target population (e.g., mailed notices, intake processes, informational posters)?

TIP: List all available channels for how you currently interact with your clients / users. Specify whether you own these touchpoints, or whether additional partnerships with the touchpoint owners would be required.

b. If additional partnerships are required to access touchpoints with the target population, how feasible is it for you to engage with these groups?

☐ Easy

☐ Medium

☐ Hard

☐ Unsure

☐ Not applicable – we own all touchpoints with the target population.

Comments (if any):

Behavioural Mapping

Formally exploring the behavioural context is an important step – one that should be completed before any real solution brainstorming takes place. Also, it can be fun!! This is a chance to put everything you and your team already know to use in a new, creative way – and do some exciting human-centered research to fully understand the context you and your agents are working in.

Exercise:

Q. What is the key action required? (E.g., signing up to become an organ donor.)

A. ?

On a separate sheet of paper, think through the following 4 components: Actions, Touchpoints, Barriers, and Sentiments. Answer the questions below as a guide. This can be done in the form of an enhanced process map, called a behavioural map.

	Before	During	After
Actions	Starting from the very beginning, what are all the steps required before someone can sign up to become an organ donor? Who are the actors involved? <i>Feel free to develop more than one map (e.g., online process vs. in person).</i>	<i>Person signs up to become an organ donor.</i>	What are the steps required afterwards?
Touchpoints	Where do these steps take place? (E.g., online, in person, via form)		
Barriers	What prevents people from doing the key action or behaviour? Where do you think users experience “hassle factors”? Using the data available to you (quantitative, if possible, and / or qualitative), what are the bottlenecks in the process?		
Sentiments	From what you may already know about users, or what you may imagine, what are your users thinking and feeling at different stages in the process? Note: You may need to use a few different research methods to understand this. See Figure X for a list of these methods.		

Example – Organ Donor Registration:

Organ Donor Registration Process in ServiceOntario Centre

