

How can a behavioural science approach be used in the voluntary sector?

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In partnership with



Cabinet Office

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First, let's get the neurons firing...

- Bed
- Rest
- Awake
- Tired
- Dream
- Wake
- Snooze
- Doze
- Slumber
- Snore
- Nap
- Peace
- Yawn
- Drowsy

Take a minute to write the words you remember



-
- Snore
 - Wake
 - Blanket
 - Nap
 - Sleep



No 'sleep' here!

- Bed
- Rest
- Awake
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Did you remember 'sleep'?

40-55% of people falsely remember!

We are not hyper-rational supercomputers with infinite time...

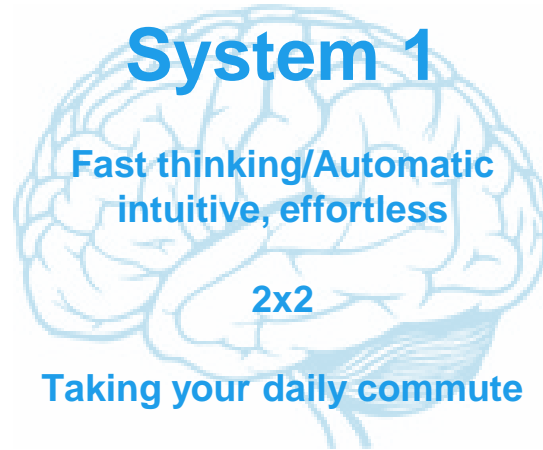
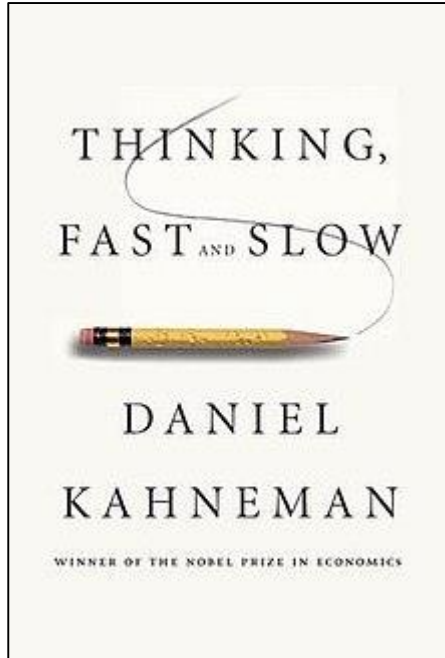
- We rely on 'automatic thinking'
- We have limited attention so use shortcuts
- We change our behaviour depending on the context

Outline

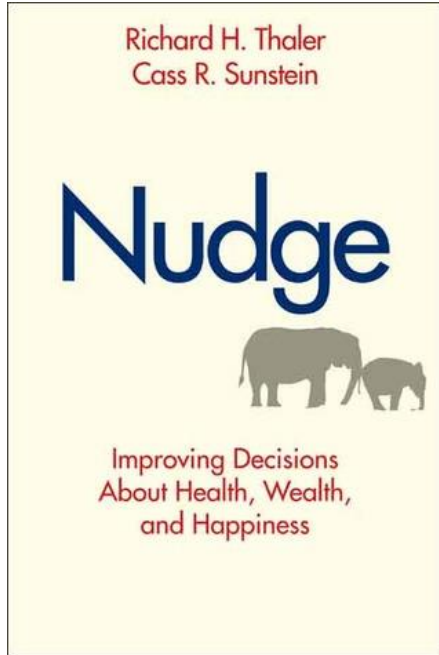


1. **What are behavioural insights?**
2. Using behavioural science to reduce loneliness in Monmouthshire

Two systems: 'Thinking, fast and slow'



Behavioural insights in practice



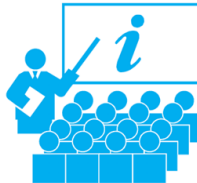
Regulation



Incentives



Information



Complementary to existing tools

The Behavioural Insights Team



1. Apply behavioural science to social policies and programmes
2. Support evidence-based policy and practice

If you want to encourage a behaviour, make it:



THE BEHAVIOURAL INSIGHTS TEAM

EAST
Four simple ways to apply behavioural insights

Owain Service, Michael Hallsworth, David Halpern, Felicity Algate, Rory Gallagher, Sam Nguyen, Simon Ruda, Michael Sanders with Marcos Pelenur, Alex Gyani, Hugo Harper, Joanne Reinhard & Elspeth Kirkman.

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Easy

Attractive

Social

Timely

Outline

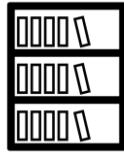


1. Who are the Behavioural Insights Team and what are behavioural insights?
2. **Using behavioural science to reduce loneliness in Monmouthshire**



HIRAETH

Use technology to increase participation in community activities



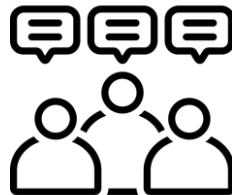
Live events
aggregator



Data-driven
user targeting



Behavioural
insights



Increased social interactions, reduced loneliness and social isolation



Exploratory work



Plenty of **existing great services** and **activities** run by a variety of groups and a strong volunteer force.



Low awareness in the absence of a “go to place” for listings, **a missing link** between transport services and activities, and **low confidence** to attend “the unknown” means many people are missing out on this opportunity to connect.





Who is our user?



We estimate that
~16,600 people
feel lonely at least
some of the time in
Monmouthshire.



Reducing
loneliness for 5%
of this group could
bring forward
£5.2m in savings.

Age range	% feel lonely in England	Numbers in Monmouthshire
16-24	9.87	3,100
25-34	6.06	2,100
35-44	4.91	1,700
45-54	4.49	2,900
55-64	5.35	2,900
65-74	2.98	1,800
75+	2.95	2,100



What are their needs?

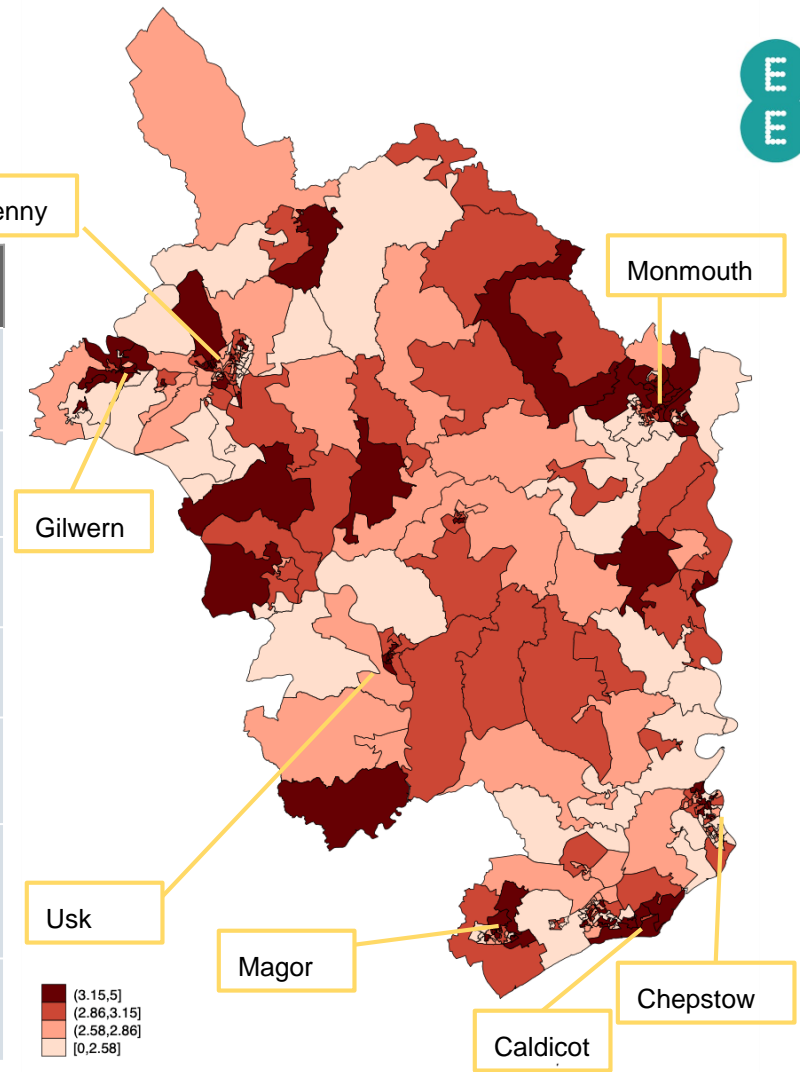
We have defined four needs that cover most of the residents that we have interviewed:

- **An easy way to find out about events:** low awareness
- **Encouragement to attend events:** low levels of confidence, changes in personal circumstances
- **Better transport and easier booking:** many residents not driving
- **Access regardless of tech:** many residents are not digitally skilled

Loneliness risk map



Factor	Sub-factor	Data
Personal factors	Age and household structure	One person household: aged 65 and over (%)
		One family household: lone parent with dependent children (%)
	Health	Health issues (%)
	Income	Income deprived (ranking)
Environmental factors	Mobility	Poor access to services (ranking)
	Connectivity	Households with access to broadband connections below the minimum standards (%)
	Social opportunities	Community safety (ranking)





Life transitions

- Behaviour is generally easier to change when habits are already disrupted, such as around major life events.
- Life events, traumas and transitions (such as bereavement) are also likely to coincide with change in loneliness status.
- To further target potential beneficiaries, we plan to use data about these changes, such as deaths' and civil registrations.



Wider benefits

- This platform will generate a lot of additional data that can help MCC to better direct services
- The ability to run RCTs also allows us to build the much needed evidence base around reducing loneliness
- Increasing community participation should also drive transport demand
- We have presented the idea to What Works Wellbeing and the DCMS Cross Govt Loneliness team at DCMS who are broadly supportive

Want to find out more?





www.behaviouralinsights.co.uk

- 'EAST: four simple ways to apply behavioural insights'
- 'Applying behavioural insights to charitable giving'
- 'From intentions to action: the science behind giving behaviours'

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Thank you

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