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**Exploration, deep dive, application: Working with policymakers to apply behavioural science to real world challenges**

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**Objectives/aims**

The BehaviourWorks Australia (BWA) method of conducting applied behaviour change research, developed from over 150 collaborative projects with government and industry partners, comprises three core elements – exploration, deep dive and application. The objectives of this session are:

* To outline, using worked examples, application of the BWA method;
* To present reflections from government and industry partners on using the BWA method to address real world behaviour change challenges.

**Methods**

Application of the BWA method varies with context, setting and the underlying behavioural challenge:

* Our digital inclusion project showcased what can be learned from **exploring** an issue by identifying typologies associated with differing levels of digital inclusion.
* Our e-waste project reinforced the importance of a **deep dive** to elicit beliefs pertaining to specific desired behaviours, and then using these insights to inform a communication campaign to support a policy to encourage Victorians to recycle their e-waste;
* Our 2-year immunisation project highlighted how **applying** ‘nudge’ strategies can boost immunization rates and what techniques appear to be most effective.

**Main findings**

Participants in this panel session will gain insights into how behaviour change science can be applied to real world problems in collaboration with government, and the implications of such collaborations on future policy and practice.