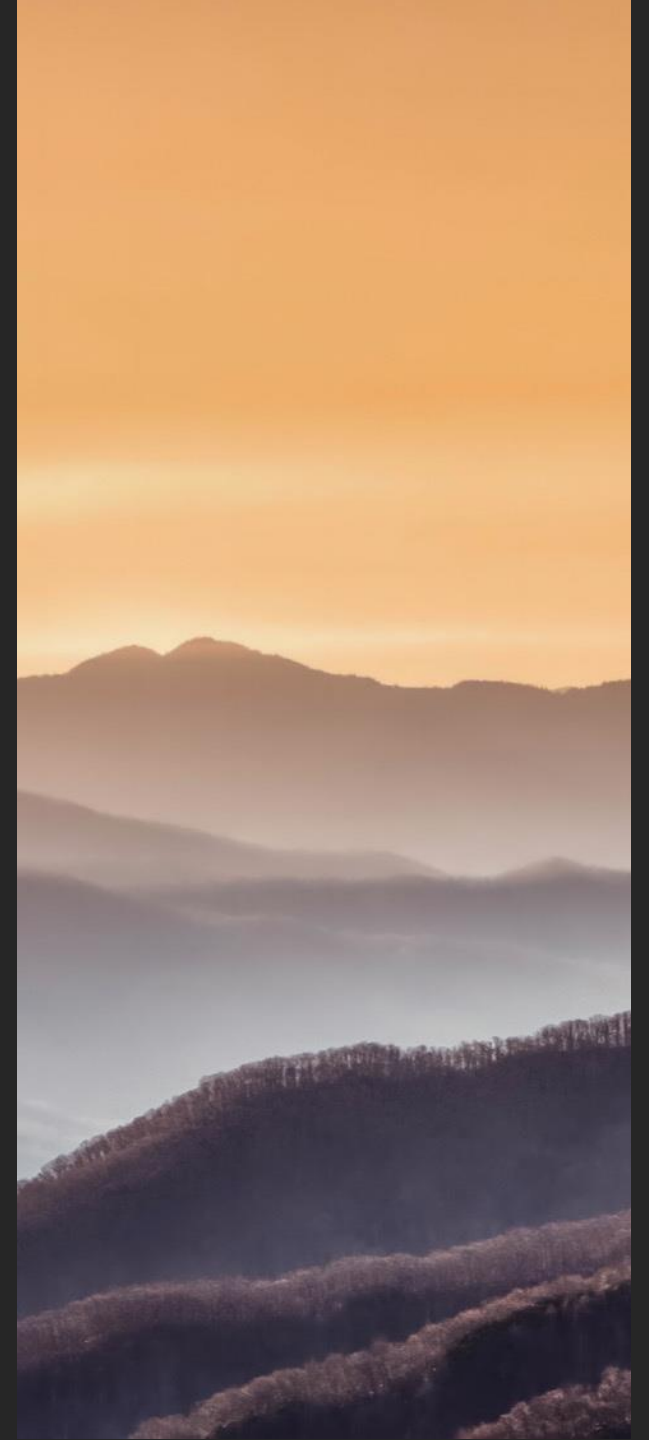


Exploration, deep dive, application: Working with policymakers to apply behavioural science to real world challenges

Liam Smith, Kim Borg, Lena Jungbluth, Peter Bragge,
Julia Symons, Rennae Christensen, Kim Sutton



BehaviourWorks Mission

To be a world leading enterprise in applied behaviour change research that impacts knowledge, practice and policy for a healthy, sustainable, safe, and inclusive society.

B

Australia's largest university-based behaviour change research enterprise

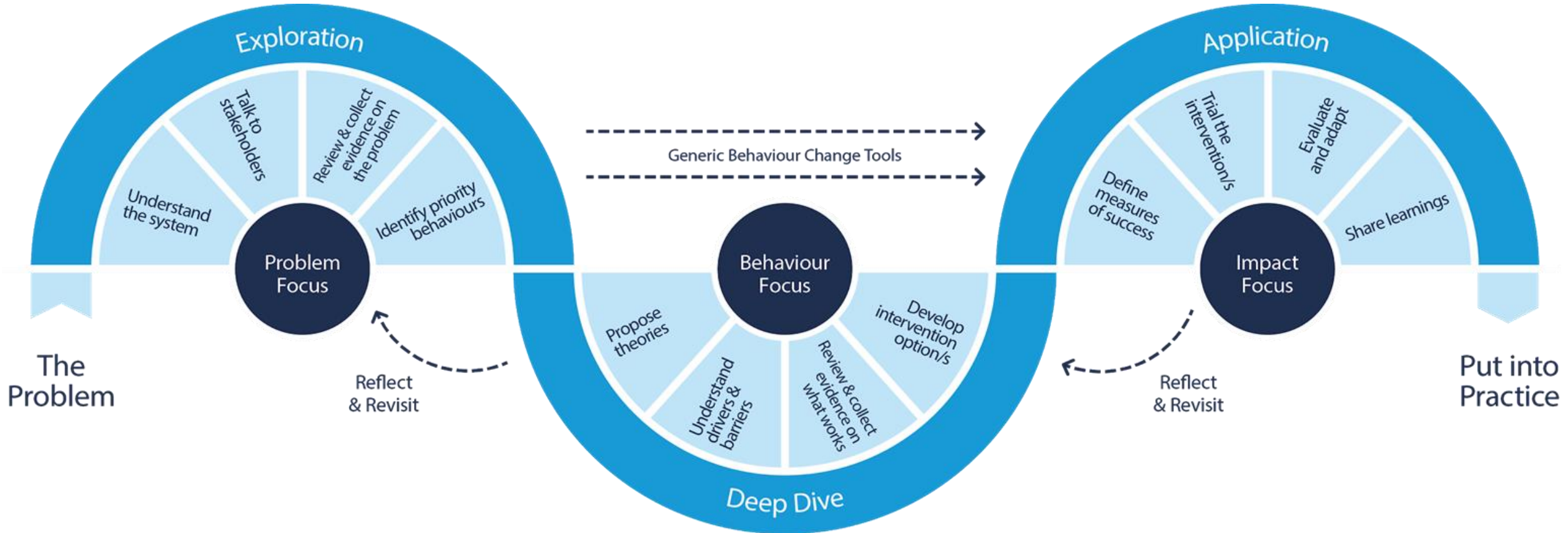
W

Over 300 projects since 2011

A

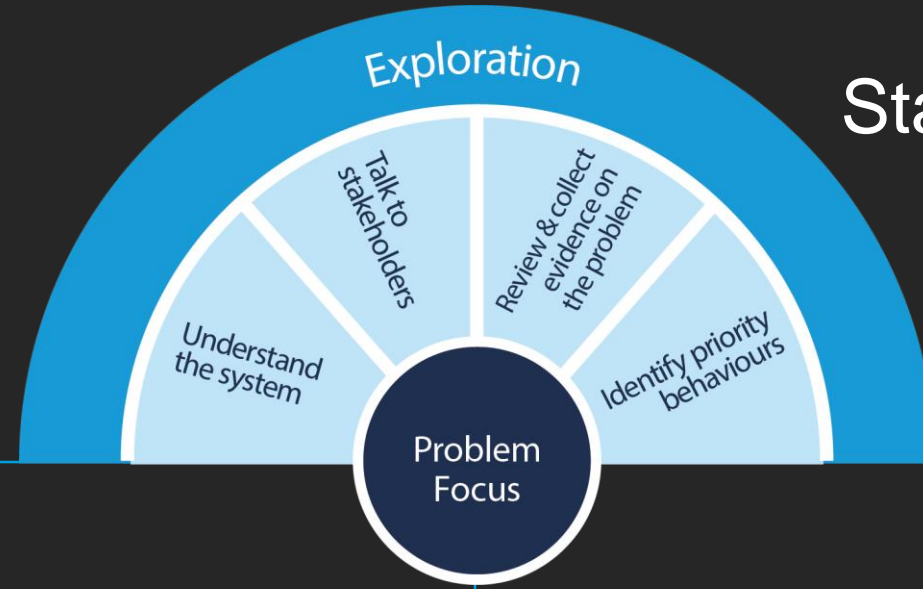
Consortium, Project work, Education

The BWA Method



Systems mapping

Stakeholder dialogues



Collect existing evidence
Collect new evidence

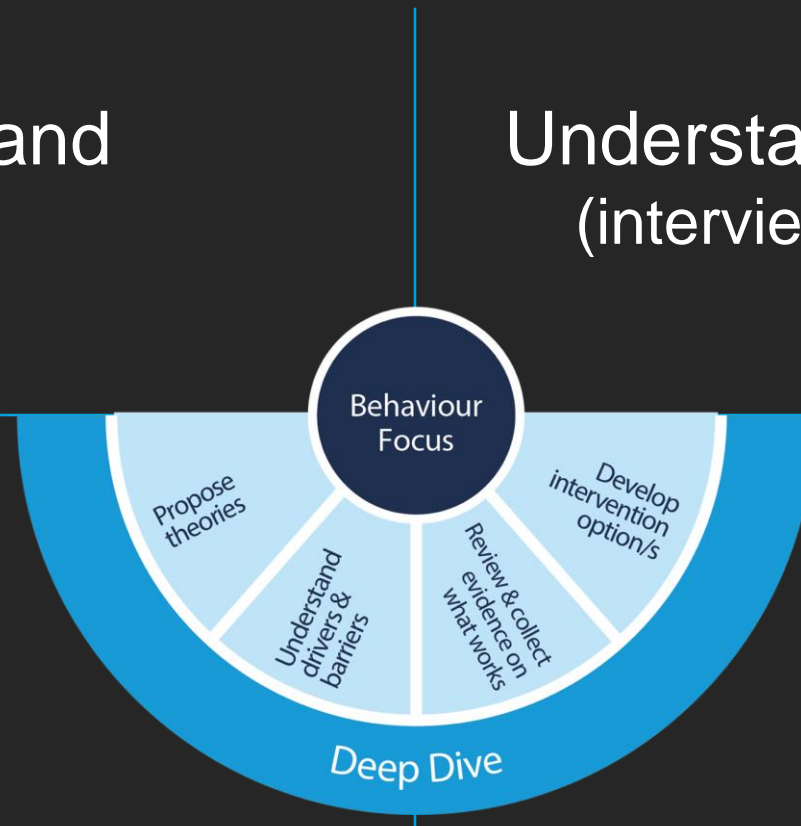
Behaviour identification
and prioritisation

Behavioural theories and frameworks

Understand drivers and barriers (interviews, surveys, observations)

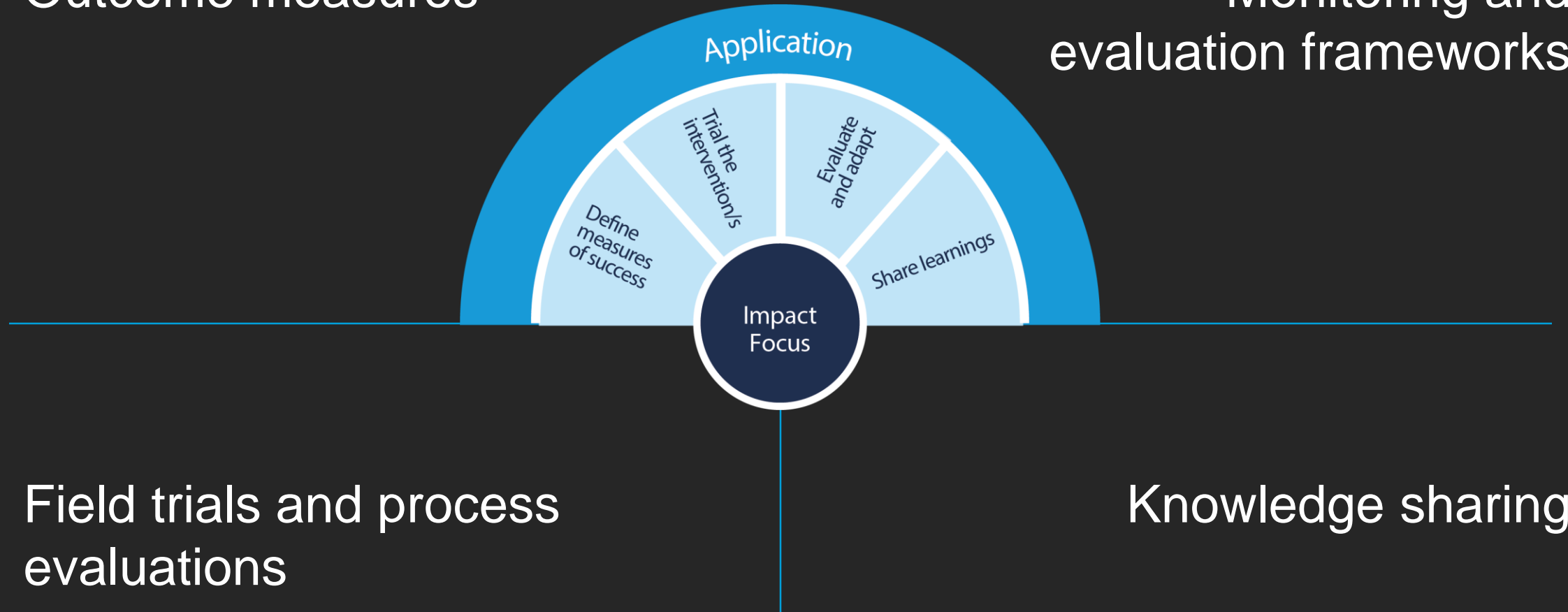
Literature and practice evidence reviews (what works)

Intervention design



Outcome measures

Monitoring and evaluation frameworks



Field trials and process evaluations

Knowledge sharing

Digital Participation: A view of Australia's online behaviours

Partner: Australia Post

Kim Borg: Doctoral Researcher, Behaviour Change Graduate Research Industry Partnership (GRIP) and Research Fellow, BehaviourWorks Australia

Julia Symons: Community Relations Manager, Marketing & Community, Australia Post



BACKGROUND

With the increasing digitisation of services, people who never or rarely use the internet are at risk of being left behind – ‘digitally excluded’.

Everyone should have the opportunity to participate in and benefit from the digital world.

In 2016 Australia Post partnered with BehaviourWorks Australia to explore how people use – or do not use – the internet.

METHOD

Aim

Explore why and how Australians are using (or not using) the internet.

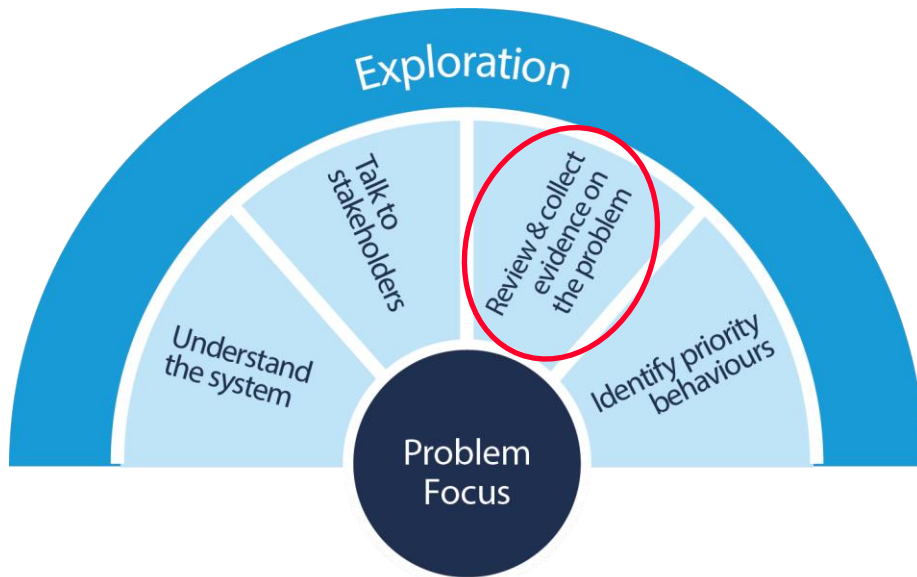
Step 1: Rapid evidence review

Three key factors affect digital inclusion:

1. Physical access,
2. Digital skills, and
3. Attitudes towards the internet.

Step 2: National survey

- 1,611 Australian adults
- Telephone survey + paper survey for homeless persons



KEY FINDINGS

5 behaviour-based profiles

Non-Users 9%
Never use the internet



Samplers 17%
Rarely engage with the internet



Socialisers 18%
Prefer social-related online behaviours



Pragmatics 25%
Largely prefer practical behaviours



Enthusiasts 31%
Typically use the internet, regardless of the activity



The online journey



IMPLICATIONS FOR PRACTICE

What is Digital Discovery?

Digital Discovery will teach you how to navigate the web and digital world through our online courses. This includes guided lessons and simple activities with the support of lecturers and the online learning community. The courses are suitable for people with minimal experience using computers. All you need to get started is an email address.

Digital Discovery courses have been designed by Deakin University, supported by us and delivered through Future Learn.



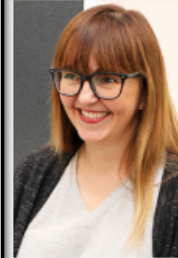
Digital Discovery 1: Build your confidence online

This course covers the following:

- Introduction to the course and online learning community
- Build your digital skills and confidence
- Protect your identity and information online
- Protect yourself against scams

This two-week course is available from 4 June 2018 until 20 July 2018.

> Enrol via Future Learn



Kylie Lewis

Australia Post

Kylie holds a BA in Psychology and Sociology and a Masters of Business in eBusiness and Communication. She is also an accredited executive coach.

Kylie is now working with Australia Post to investigate how to increase digital participation and give vulnerable Australians the skills and knowledge they need to take up digital technology and thus gain greater access to online services.

Kylie worked as an executive digital strategist for over 20 years and founded the consultancy Of Kin in 2013. Intellectually hungry and a pragmatic self-starter, Kylie then went on a mission to humanise work and build courageous cultures, communities and families.

Take your e-waste to a better place

Partner: Sustainability Victoria, Department of Environment, Land, Water and Planning

Lena Jungbluth: Research Officer, BehaviourWorks Australia

Rennae Christensen: Campaign Lead, Social Change & Engagement, Sustainability Victoria

TAKE YOUR E-WASTE TO A BETTER PLACE



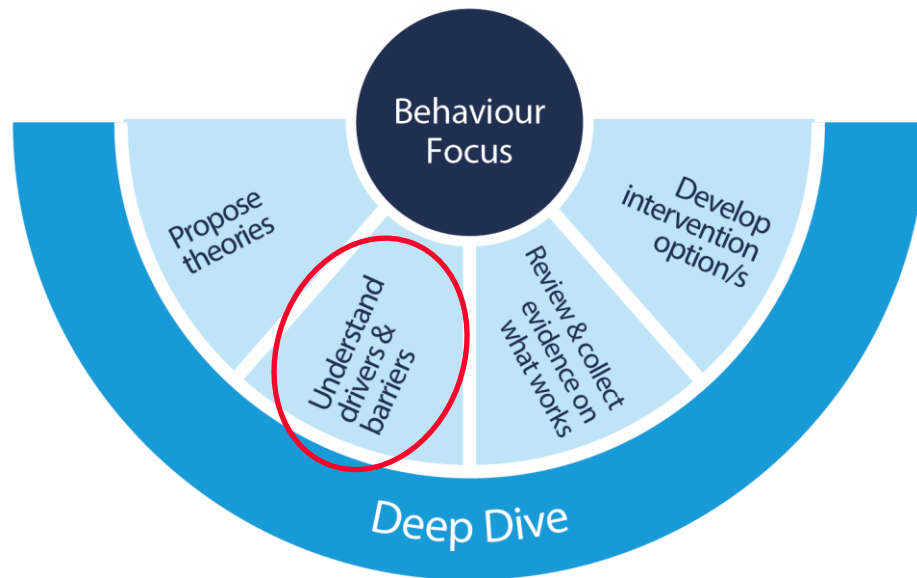
BACKGROUND

E-waste is one of the fastest growing waste streams worldwide

On 1 July 2019, e-waste will be banned from Victorian landfills

Need to prepare Victorians for the ban, including supporting behaviours





Target Audiences

Victorian householders and small to medium enterprises (SMEs)

Target Behaviour

Taking unwanted electronic items to e-waste collection facilities for recycling

Methods

Interviews
Online survey

KEY INFLUENCES



Lack of knowledge

(e.g. many Victorians did not know what “e-waste” was)



Social and environmental outcomes

(e.g. recovering rare and valuable materials)



Ease

(e.g. knowledge, proximity, fees, transport)



Trust

(e.g. Will e-waste actually be recycled?)

WHAT IS E-WASTE?



ACCEPTABLE ITEMS

Computer hard drives (internal and CD drives)
Computer mice
Web camera's
USB's

iPad
Notepads
Palmtops
Television
Camera

Phone chargers
Scanners
Faxes
Multi-adaptor plugs
Keyboard

Refrigerator
Washing machine
Dryer
Fluorescent tubes
Light bulbs

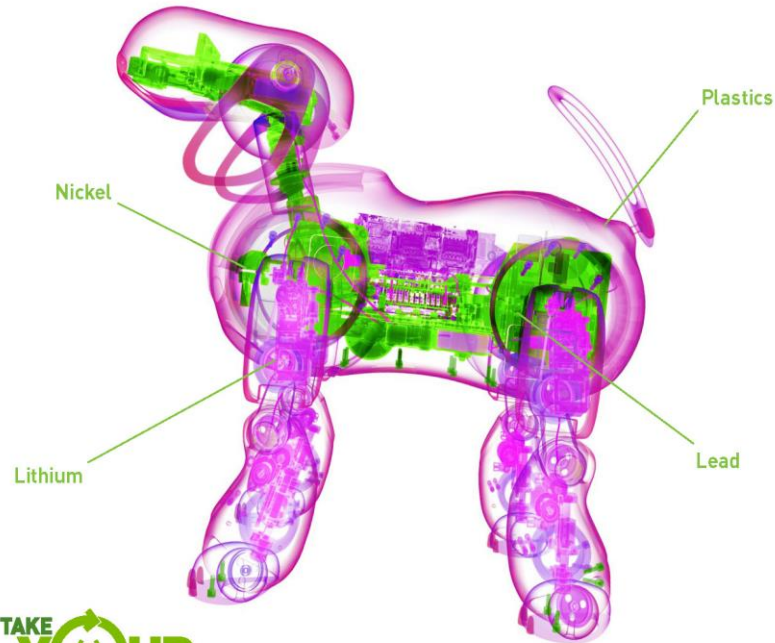
TAKE YOUR E-WASTE TO A BETTER PLACE

www.ewaste.vic.gov.au



PLENTY OF LIFE IN THIS OLD DOG

There's a better place for e-waste than your rubbish bin.



TAKE YOUR E-WASTE TO A BETTER PLACE

Visit ewaste.vic.gov.au or contact your local council, to find your nearest e-waste drop off point.



Authorized by the Victorian Government, 1 Treasury Place, Melbourne

Nudging the herd: Using behaviour change for immunisation

Partners: Victorian Department of Premier and Cabinet, Victorian Department of Health and Human Services

Peter Bragge: Associate Professor, BehaviourWorks Australia

Kim Sutton: Senior Policy Officer, Women's & Children's Policy, Department of Health and Human Services

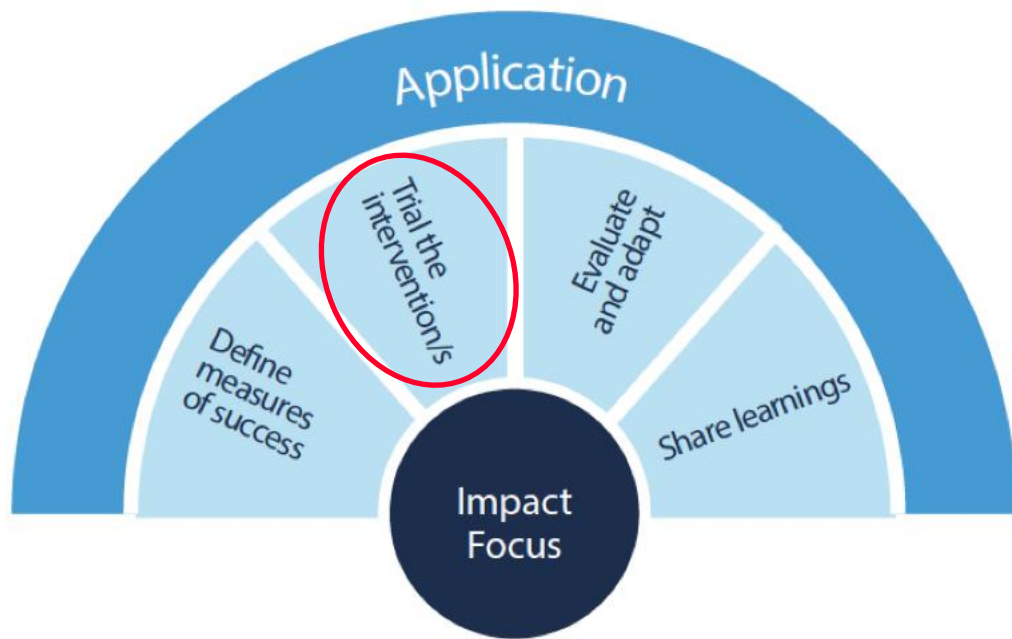


BACKGROUND

The Human papillomavirus (HPV) immunisation rate is below herd immunity (80%)

The influenza vaccination rate for Aboriginal and Torres Strait Islander children are only 2% despite the vaccine being free

In 2016, the Victorian Department of Premier and Cabinet funded BehaviourWorks Australia to address these challenges



METHOD

Rapid literature review

Recall and reminder strategies using new media e.g. SMS have positive impact

Stakeholder consultation with Schools, Government and Local Councils:

1. Shortcomings in immunisation data
2. Numerous actors in the system
3. Many possible behavioural pathways

Four randomised controlled trials

- HPV: parents, schools, local councils
- Influenza: parents

KEY FINDINGS: HPV



This is how we nudged Victoria's parents to get their kids the HPV vaccine

Opinion: The success of three new trials shows benefits of government-academia collaboration

SHARE

https://apolitical.co/solution_article/this-is-how-we-nudged-victorias-parents-to-get-their-kids-the-hpv-vaccine

This opinion piece was written by: Peter Bragge, Fraser Tull, Kim Borg, and Liam Smith (BehaviourWorks Australia); Jessica Kaufman (LaTrobe University); Justin Halliday and Cameron Knott (Victorian Department of Premier and Cabinet); and Stephen Pellissier, Kim Sutton and Megan Beasley (Victorian Department of Health and Human Services).

SPEAK TO SOMEONE INVOLVED IN THIS PROJECT

Peter Bragge
Associate Professor and Director, Health Programs - BehaviourWorks Australia

[View Profile](#)

<https://apolitical.co/solutions/>

CHANGING BEHAVIOUR AT HOME

Some children don't turn up to school for their HPV vaccination.

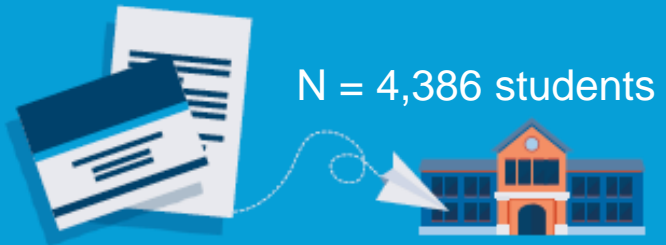


89%
STUDENTS WITH
CONSENT IMMUNISED
vs. 85.71% without an SMS reminder

N = 4,386 parents
We sent SMS reminders to parents about upcoming school HPV vaccinations.

CHANGING BEHAVIOUR IN SCHOOLS

Some schools don't ensure HPV vaccination consent cards are returned, meaning less students are vaccinated.



N = 4,386 students

We sent schools a letter showing how they are performing on consent card returns compared to other schools and we delivered consent cards direct to schools rather than via local councils.

92.6%
CONSENT CARD RETURN RATE
= vs. 89.1% control group

80.6%
VACCINATION RATE
= vs. 78.9% control group

Some schools don't provide student and parent contact information to the local council immunisation team. This means councils cannot record vaccinations or send reminders when they are missed.



N = 307 schools

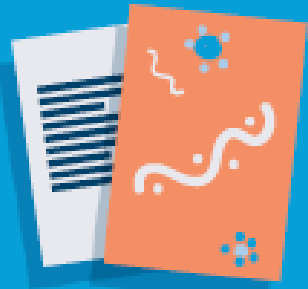
We sent a letter emphasising the importance of providing data, along with instructions on how to do this.

30%
MORE SCHOOLS
PROVIDED DATA THAN
THE CONTROL GROUP

KEY FINDINGS: Influenza

CHANGING BEHAVIOUR IN ABORIGINAL FAMILIES

Many Aboriginal families don't take advantage of the free influenza vaccination for their kids, who are more at-risk than the non-Aboriginal population.



=

30%

MORE ABORIGINAL KIDS

immunised against influenza
than the control group

N = 5,534 households

We sent a letter from the state immunisation co-ordinator with content informed by behaviour change theory.

Vaccine 36 (2018) 6790–6795



ELSEVIER

Contents lists available at [ScienceDirect](#)

Vaccine

journal homepage: www.elsevier.com/locate/vaccine



Communication-based interventions for increasing influenza vaccination rates among Aboriginal children: A randomised controlled trial



Kim Borg^{a,*}, Kim Sutton^b, Megan Beasley^b, Fraser Tull^a, Nicholas Faulkner^a, Justin Halliday^c, Cameron Knott^d, Peter Bragge^a

^a BehaviourWorks Australia, Monash Sustainable Development Institute, Monash University, Melbourne, Australia

^b Immunisation Section, Health Protection Branch, Department of Health and Human Services, Victorian State Government, Melbourne, Australia

^c Public Sector Innovation, Department of Premier and Cabinet, Victorian State Government, Melbourne, Australia

^d Behavioural Insights Unit, Department of Premier and Cabinet, Victorian State Government, Melbourne, Australia

IMPLICATIONS FOR PRACTICE

Nudges work to give small % increase in vaccination

Therefore

- where the baseline rate is high (HPV), nudges can boost immunisation to herd immunity levels;
- where baseline rate is low (influenza), other strategies are needed

Close collaboration over time with all stakeholder groups is critical to understanding and addressing wicked problems

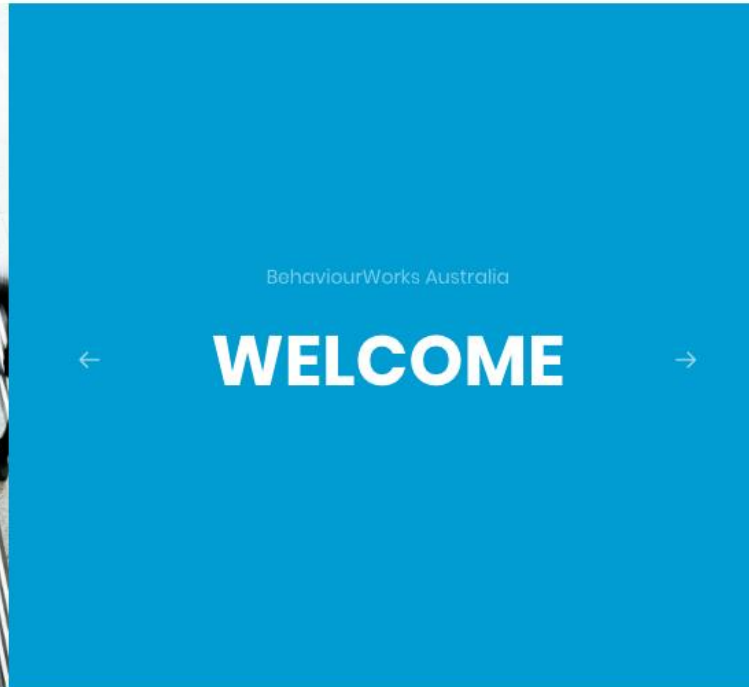
<https://www.behaviourworksaustralia.org/>



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Monash Sustainable Development Institute

We bring leading behaviour change researchers and practitioners together to find behavioural solutions to real-world problems.

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The answer is yes. The question is below...

Oct 18, 2018



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Jeff Sachs - worlds busiest man (well, Monday October 15 at least)

Oct 11, 2018

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