David Halpern
CEO, BIT
National Advisor on What Works
INSIDE THE NUDGE UNIT

HOW SMALL CHANGES CAN MAKE A BIG DIFFERENCE

DAVID HALPERN

Foreword by Richard H Thaler co-author of Nudge
Good ideas don’t necessarily work…

Schoolchildren in north London taught lessons on life behind bars

Children put in handcuffs and prison van in anti-gang drive

Handcuffs: pupils are handcuffed and put in a prison van (Picture: Glenn Copus)
How did the British start winning in cycling?
Nine out of ten people pay their tax on time.
Social norms to increase tax payment rates within 23 days (1 month)

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control (8,558)</td>
<td>33.6%</td>
</tr>
<tr>
<td>UK Norm (8,300)</td>
<td>35.1%</td>
</tr>
<tr>
<td>Local Norm (8,403)</td>
<td>35.9%</td>
</tr>
<tr>
<td>Debt Norm (8,779)</td>
<td>37.2%</td>
</tr>
<tr>
<td>Local + Debt Norm (8,643)</td>
<td>39.0%</td>
</tr>
</tbody>
</table>
Job centre results: % off benefits at 13 weeks...now national practice

- Control: 51%
- Treatment: 60%
- Treatment Adjusted: 5%

5% Treatment effect
4% Benefit history difference

Now across the UK
You try!
1. Control

Service
Thank you.
Please join the NHS Organ Donor Register.

Join » or find out more.

2. Norm

Service
Thank you.
Please join the NHS Organ Donor Register.

Every day thousands of people who see this page decide to register.

Join » or find out more.

3. Norm & Picture

Service
Thank you.
Please join the NHS Organ Donor Register.

Every day thousands of people who see this page decide to register.

Join » or find out more.

4. Norm & Logo

Service
Thank you.
Please join the NHS Organ Donor Register.

Every day thousands of people who see this page decide to register.

Join » or find out more.
5. Three Die

Three people die every day because there are not enough organ donors.

Join or find out more.

6. Nine Lives

You could save or transform up to 9 lives as an organ donor.

Join or find out more.

7. Reciprocity

If you needed an organ transplant would you have one? If so please help others.

Join or find out more.

8. Action

If you support organ donation please turn your support into action.

Join or find out more.
Proportion joining the organ donor register after a simple online prompt

Control: 2.3%
Take Action: 2.8%
1000s: 2.9%
Heart: 2.9%
Lives: 2.9%
3 Die: 3.1%
Would you: 3.2%
People: 2.2%

100,000 extra pa!
The What Works approach

Generate ➔ Transmit ➔ Adopt
What Works centres produce simple summaries for practitioners

<table>
<thead>
<tr>
<th>Topic</th>
<th>Cost</th>
<th>Evidence</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts participation</td>
<td>£ £ £</td>
<td></td>
<td>+2 months</td>
</tr>
<tr>
<td>Aspiration interventions</td>
<td>£ £ £</td>
<td></td>
<td>0 months</td>
</tr>
<tr>
<td>Behaviour interventions</td>
<td>£ £ £</td>
<td></td>
<td>+4 months</td>
</tr>
<tr>
<td>Block scheduling</td>
<td>£ £ £</td>
<td></td>
<td>0 months</td>
</tr>
<tr>
<td>Collaborative learning</td>
<td>£ £ £</td>
<td></td>
<td>+5 months</td>
</tr>
<tr>
<td>Digital technology</td>
<td>£ £ £</td>
<td></td>
<td>+4 months</td>
</tr>
</tbody>
</table>
The first six ‘What Works’ centres…

NICE

EEF

Early Intervention Foundation

Local Economic Growth

Crime reduction

Better Aging
Relative efficacy – 100x average differences

Cost-effectiveness: DALYs per $1,000

Toby Ord, 2013
The Moral Imperative toward Cost–Effectiveness in Global Health
Conclusion

- A different approach to policy
- Evidence-based professions
- A public good
- Let’s collaborate!
- …our children will ask us ‘how else did you do it?’