



# A **BIG** Difference for BC

Notes from Using Behavioural Insights in Practice



BRITISH  
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BC BEHAVIOURAL  
INSIGHTS GROUP

Where ideas work

**UBC SAUDER**  
SCHOOL OF BUSINESS

**DIBS**  
Decision Insights for Business & Society

**CITY OF  
VANCOUVER**

November 29, 2019 | UBC Robson Square, Vancouver



# A BIG Difference for BC

Notes from Using Behavioural Insights in Practice

## Schedule at a Glance

Friday, November 29, 2019  
C300 Theatre at UBC Robson Square

9:00am - 9:30am	Registration & Coffee
9:30am - 10:00am	Welcome
10:00am - 11:30am	Keynote Address and Moderated Q&A
11:30am - 1:00pm	Lunch on Your Own
1:00pm - 2:15pm	Lightning Talks from BI Practitioners
2:15pm - 2:30pm	Coffee Break
2:30pm - 3:45pm	Lightning Talks from BI Practitioners
3:45pm - 4:00pm	Closing Remarks
4:00pm - 5:00pm	Networking Nudge: Reception and Poster Session <i>Join us for a catered happy hour and poster session with cash bar. First drink is on us! Your drink ticket is behind your name tag.</i>

We're trying to make a BIG difference by having a SMALL carbon footprint.  
Conference swag and printed materials have been minimized to reduce waste.

# Detailed Schedule

## Morning Session

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9:00 - 9:30 am **Registration & Coffee**

9:30 - 10:00 am **Welcome**

*Kirstin Appelt\**, University of British Columbia and BC Behavioural Insights Group (BIG)  
*Heather Devine\**, BC Behavioural Insights Group (BIG)

10:00 - 11:30 am **Keynote Address and Moderated Q&A**

Behaviourally Informed Organizations  
*Dilip Soman\**, University of Toronto Behavioural Economics in Action at Rotman (BEAR)

11:30 am - 1:00 pm **Lunch on Your Own**

Join a group of fellow conference attendees to chat more about behavioural insights over lunch! We recommend the food trucks up on street level, the restaurants along Robson Street or surrounding Robson Square, or the food court at Pacific Centre. **Please make sure to return in time for our first post-lunch session, which will start promptly at 1:00pm.**

## Afternoon Session

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1:00 - 2:15 pm **Lightning Talks from BI Practitioners**

- 1) Increasing Comprehension of Investor Fee Disclosures Through Behavioural Insights  
*Sasha Tregebov\**, Behavioural Insights Team (BIT)
- 2) Enhancing Anti-Money Laundering Capabilities Through Data-Driven Analytics  
*Trevor Lee\**, BCLC; & *Stephen Tam*, BCLC
- 3) Effectively Harnessing People's Emotional Energy for Conservation  
*Arien Korteland\**, BC Hydro; & *Heather Scholefield\**, BC Hydro
- 4) Behavioural Insights in Action in the Regulatory Cycle at Environment and Climate Change Canada  
*Karen Muttersbach\**, Environment and Climate Change Canada
- 5) Using Behavioral Interventions to Reduce Plastics Waste in an Office Environment  
*Jeremy Douglas\**, Ocean Wise; *Yu Luo*, University of British Columbia; & *Jiaying Zhao*, University of British Columbia

2:15 - 2:30 pm **Coffee Break**

2:30 - 3:45 pm

### Lightning Talks from BI Practitioners

- 6) Opening Up the Conversation: Using Behavioural Insights to Encourage Physicians to Have Different Conversations with Patients about Pain Management  
*Kerri Buschel\*, WorkSafeBC*
- 7) Behavioural Insights, Health Services, and Preventive Medicine  
*Takuro Ishikawa\*, University of British Columbia, BC Injury Research and Prevention Unit, and BC Children's Hospital Research Institute; & Mariana Brussoni, University of British Columbia, BC Injury Research and Prevention Unit, and BC Children's Hospital Research Institute*
- 8) Circle Practice as a Behavioral Insights Tool to Support the Process of Reconciliation  
*Stephanie Papik\*, Emergency Management BC & Circle Way*
- 9) Can We Apply the Psychology of Risk Perception to Increase Earthquake Preparation?  
*Iris Lok\*, University of British Columbia; Evan Eschelmuller, University of British Columbia; Terje Haukaas, University of British Columbia; Carlos Ventura, University of British Columbia; Armin Bebamzadeh, University of British Columbia; Paul Slovic, Decision Research and the University of Oregon; & Elizabeth Dunn, University of British Columbia*
- 10) BIG at 3: Notes from Three Years of Using Behaviours Insights to Solve Policy Challenges  
*Heather Devine\*, BC Behavioural Insights Group (BIG)*

3:45 - 4:00 pm

### Closing Remarks

*Katherine White\*, University of British Columbia*  
*Dale Griffin\*, University of British Columbia*

4:00 -5:00 pm

### Networking Nudge: Reception and Poster Session

*Join us for a catered happy hour and poster session with cash bar.  
First drink is on us! Your drink ticket is behind your name tag.*

- 1) Behavioural Insights with Ghostwriter: A Digital Solution to a Paper Problem  
*Vince Hopkins\*, BC Behavioural Insights Group (BIG); & Michael Buttazzoni, BC Behavioural Insights Group (BIG)*
- 2) Designing and Evaluating Behavioural Interventions with Line Graphs  
*Harley Lang\*, Freelance Researcher*
- 3) ICBC's Techpilot Project: Using Behavioural Interventions to Improve Driving Behaviour and Reduce Crashes  
*Ben Horrocks\*, ICBC; & Mark Milner\*, ICBC*
- 4) Early Childhood Outside (ECO): Development of a Digital Tool to Support Outdoor Play Provision in Early Childhood Education Centres  
*Fritha Munday\*, University of British Columbia; Megan Zeni, University of British Columbia; Christina Han, BC Children's Hospital Research Unit, BC Injury Research & Prevention Unit; Mariana Brussoni, University of British Columbia, BC Injury Research and Prevention Unit, and BC Children's Hospital Research Institute*
- 5) Interactive Two-Way mHealth Interventions for Improving Medication Adherence: An Evaluation Using the Behaviour Change Wheel Framework  
*Nicole Chiang\*, Independent Researcher; Michael Guo, University of British Columbia; K. Rivet Amico, University of Michigan; Lou Atkins, PhD; University College London; and Richard T. Lester, University of British Columbia*

- 6) Charity Avoidance: Understanding Why Consumers Walk Away (and When They Won't)  
*Wade Wade\**, University of British Columbia; & *Katherine White*, University of British Columbia
- 7) Embarking on a BI Trial to Send Dog Licence Renewal Rates Through the Woof  
*Tobin Postma\**, City of Vancouver; *Isabelle Andresen*, City of Vancouver; *John Gray*, City of Vancouver; *Catherine Constantini*, City of Vancouver; & *Vince Hopkins*, BC Behavioural Insights Group (BIG)
- 8) Ready to RIDE: Launching a Behavioural Insights Project  
*Kathryn Henderson\**, BC Behavioural Insights Group (BIG); *Sarah Smythe\**, BC Behavioural Insights Group (BIG); & *Traviss Ram\**, BC Behavioural Insights Group (BIG);
- 9) Tools for the RIDE: Behavioural Research Methods  
*Michael Buttazzoni\**, BC Behavioural Insights Group (BIG); & *Mikayla Ford\**, BC Behavioural Insights Group (BIG)
- 10) Learn More about Applying Behavioural Insights: BI Boot Camps & the Upcoming BI Certificate Program  
*Kirstin Appelt\**, University of British Columbia & BC Behavioural Insights Group (BIG); *Dale Griffin\**, University of British Columbia; & *Heather Devine\**, BC Behavioural Insights Group (BIG)
- 11) Behavioural Insights for Sustainability  
*Rishad Habib\**, University of British Columbia; *Katherine White\**, University of British Columbia; & *David Hardisty\**, University of British Columbia

*\*Indicates presenter*

# What is Behavioural Insights?

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Using a combination of social science methods (especially psychology and economics), the discipline of Behavioural Insights (BI) examines how people behave and make decisions in the real world. Although most of us have good intentions – we want to eat better, save more, and exercise more – we don't always make decisions in our own best interest.

By accounting for the ways that people behave in the real world, we can better design programs, policies, services, and products. We can use this knowledge to design and test improved approaches or new ways to encourage positive changes in consumers, citizens, or employees.

Richard Thaler and Cass Sunstein's 2008 book *Nudge* urged policymakers and executives to consider making small *evidence-based* changes to policy and product design to encourage people to make choices that will increase "health, wealth, and happiness". Importantly, they argued that these changes should be rigorously tested before being rolled out widely.

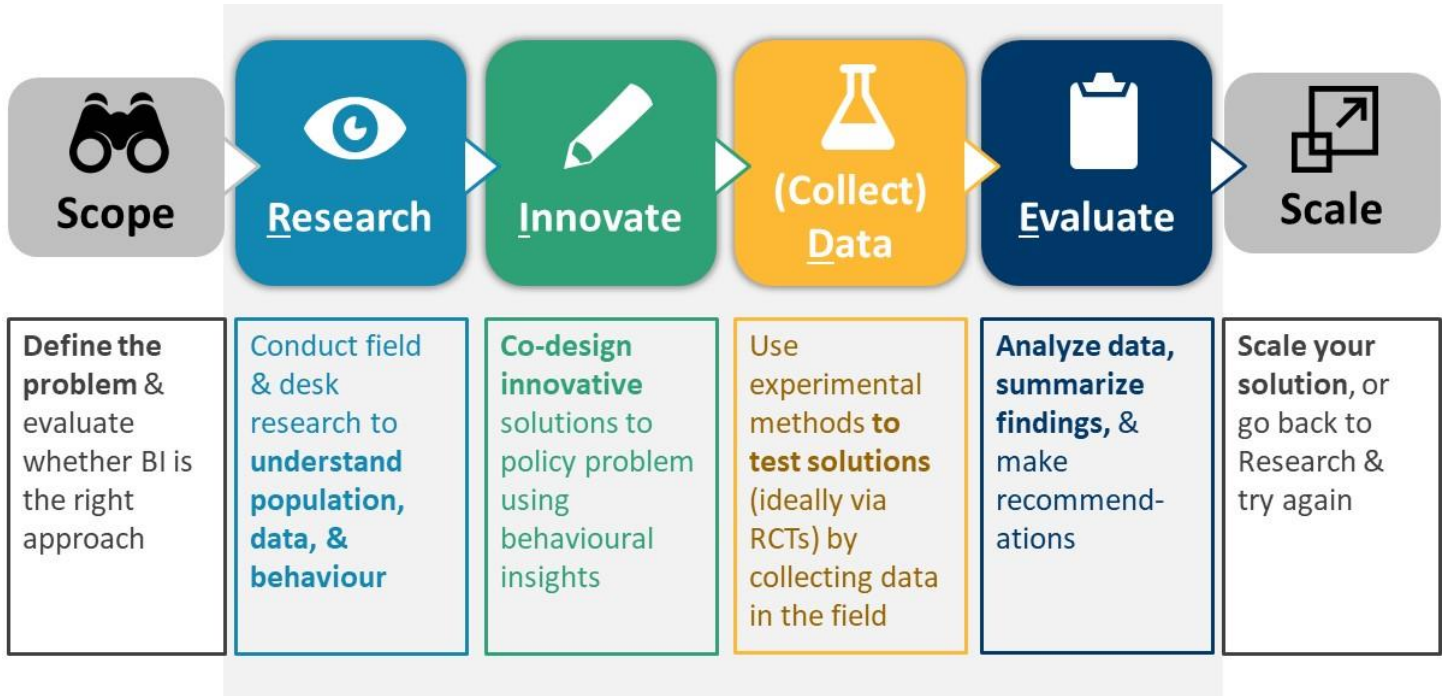
In the decade since *Nudge* was published, there has been a growing body of research that examines how to effectively bring about behaviour change. Simultaneously, businesses and governments around the world have started to see the potential in designing programs, policies, services, and products for how people *actually* behave. Integrating BI into policy and product development provides an alternative to complex legislation and/or costly marketing; BI changes often cost very little to test and implement, yet can have disproportionately large impacts.

Governments and organizations around the world are building BI capacity into their operations. At last count, there were well over 200 BI units around the world. Canada is no exception with BI units at the federal, provincial, and municipal levels of government, and BI being actively used by over a dozen Crown corporations and within many leading Canadian businesses.

Adapted from: Hardy, E., & Ghali, G. (2019). Moving beyond nudges: What's next for behavioural insights? *Apolitical*. Retrieved from [https://apolitical.co/solution\\_article/moving-beyond-nudges-whats-next-for-behavioural-insights/](https://apolitical.co/solution_article/moving-beyond-nudges-whats-next-for-behavioural-insights/)

# BIG's RIDE Model for Behaviour Change

The BC Behavioural Insights Group (BIG) uses a scope-RIDE-scale model to address behaviour-driven policy challenges.



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# The EAST Framework

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The Behavioural Insights Team (BIT) created the EAST framework to organize behavioural insights tools: Decision-makers are more likely to choose the option that is easy, attractive, social, and timely.



## EASY

- **Defaults:** Provide a pre-set option people will tend to stick with
- **Simple messages:** Communicate information quickly & clearly
- **Reducing hassle:** Decrease time & effort needed for action
- **Checklists:** Provide simple step-by-step instructions
- **Call to action:** Highlight the take-away message & next step



## ATTRACTIVE

- **Design:** Draw the eye with simple, clean layouts
- **Personalization:** Draw attention with pre-populated fields
- **Tailoring:** Include relevant information, cut irrelevant information
- **Smart incentives:** Provide effective rewards & penalties



## SOCIAL

- **Descriptive social norms:** Explain what most people do
- **Injunctive social norms:** Explain what people should do
- **Public commitments:** Make people feel accountable to others
- **Trusted messengers:** Draw attention & are more influential



## TIMELY

- **Deadlines:** Put an end to procrastination
- **Timely prompts:** Provide information just in time for use
- **If-then plans:** Include strategies for overcoming likely obstacles
- **Present vs. future:** People want benefits now & costs later



# Decision Insights for Business & Society

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**Decision Insights for Business and Society (DIBS; <http://dibs.sauder.ubc.ca/>)** is a behavioural research and policy solutions initiative at the UBC Sauder School of Business. Our mission is to use Behavioural Insights to improve outcomes across major societal challenges by improving our understanding of decision-making and helping people make better choices—choices that are better for themselves and better for the world.

- **Partner with us:** Together with our government and industry partners, we conduct cutting-edge decision science research and use Behavioural Insights (BI) to tackle challenges—from increasing savings rates to reducing energy usage to increasing compliance with regulations and beyond.
- **Join our network:** Together with the BC Behavioural Insights Group (BIG), we are connecting BI researchers, practitioners, and stakeholders in government, industry, academia, and the community.
- **Learn more:** We develop and deliver training about the theory and practice of behavioural insights, evaluation and research methods, and more.

## BC Behavioural Insights Group

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The **BC Behavioural Insights Group (BIG)** is a corporate research and evaluation unit in the Government of British Columbia dedicated to using insights and research methods from the behavioural sciences (psychology, neuroscience, economics) to design and test solutions to policy challenges. Where possible the team uses experimental methodology such as randomized controlled trials to generate evidence of what works (and what doesn't) to encourage behaviour change across a variety of policy domains, such as finance, health, education, hiring, environment and natural resources.

# Our Partners

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BIG Difference BC is a collaboration between



BIG Difference BC is made possible through additional sponsorship from

