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How Behavioural Insights are useful for operational response in COVID-19

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Introduction



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UCL CENTRE FOR BEHAVIOUR CHANGE
@UCLBehaveChange

Collaborations and networks

- Researchers, consultants, trainers & practitioners in behaviour change
- A cross-disciplinary community of academic experts at UCL & beyond
- Global network of > 4,000 contacts

Translation of science

- International Summer Schools
- Annual Conference
- MSc in Behaviour Change
- Hubs for exchanging skills, ideas, resources
 - Environment & Behaviour
 - Digi-hub



CBC COVID-19 Scientific Advice to Governments



1. Member of UK Government behavioural advisory group



2. COVID-19 consultant advisor to WHO Behavioural Insights team

This talk: Using behavioural insights

1. How a behavioural science approach can help in **responding** to COVID-19
2. How a behavioural approach can enable **translating data** into actionable recommendations
3. A **template** to support countries in making data useful and useable for their own context
4. An **exercise** in translating data

Behavioural Insights

1. **Human behaviour** is the
 - a. route by which the Coronavirus is transmitted between people
 - b. means by which the Covid-19 pandemic will be suppressed
2. **Behavioural insights** has much to contribute in reducing transmission behaviours
3. **Communicating** behavioural science can be done efficiently with frameworks, and templates

Working with behavioural insights

Challenges

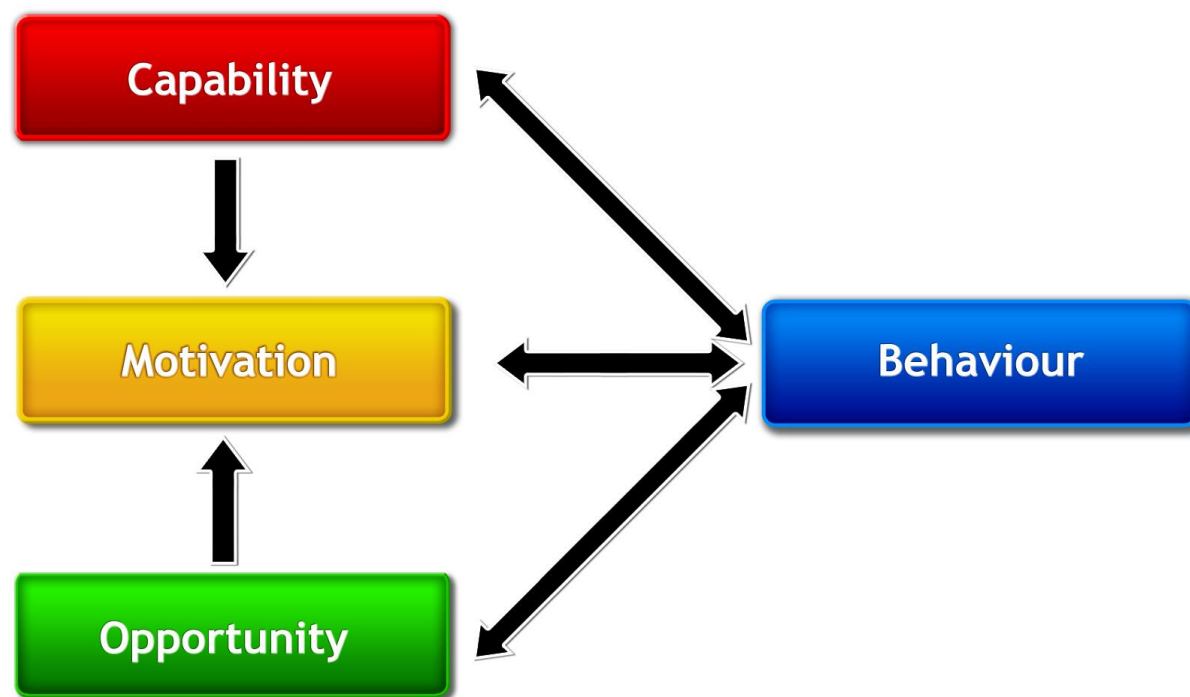
- Working with and across Government
 - differing agendas, incentives and terminology
- Ensuring that behavioural science thinking and evidence have an impact



Solutions

- Use frameworks and models that simplify and translate
- Use templates to structure complex information into actionable recommendations

Draw on a simple model of behaviour: COM-B



Michie et al (2011) *Implementation Science*

Understanding behaviour: translating data into recommendations

- Countries have access to large amounts of complex data but differ greatly in their resources to:
 - Interpret data
 - Translate data into actionable recommendations

Survey data: may be global or national

Example

KANTAR

Kantar's COVID19
National Barometer:
Snapshot 2

Snapshot of the 27th-30th March

Prepared for WHO
7th April 2020



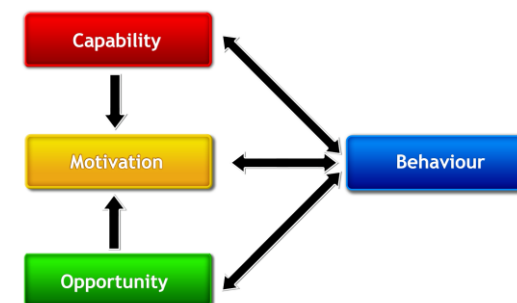
WHO behavioural insights team



How to make large amounts of complex data useable and useful to countries?

Translating data into actionable recommendations

- Developed a template to
 1. Structure data available in surveys
 2. Interpret it according to country context
 3. Translate it into policy and practice in country's context



Template Questions

1. How is the population
 - a. Feeling (e.g. concern, anxiety)
 - b. Thinking (e.g. knowledge, risk perception)
 - c. Behaving (e.g. health-related behaviours, media consumption)?
2. To what extent is the population adhering to guidance?
3. What are the influences on adherence
 - Capability, Opportunity and Motivation?



Excerpt from Template: Philippines



1. How is the population
 - a. **Feeling** (e.g. concern, anxiety)
 - b. Thinking (e.g. knowledge, risk perception)
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2. To what extent is the population adhering to guidance?
3. What are the influences on adherence
 - Capability, Opportunity and Motivation

| How is the population: | Survey finding | Context/ interpretation | Application: Action point/s |
|--|--|--|--|
| Feeling (add rows as appropriate) | | | |
| Feeling 1 | 67% of the population report concern about 'falling sick' and 85% of the population report high levels of general concern regarding the coronavirus pandemic | The Philippines has the third highest number of cases of Covid-19 in Southeast Asia, and the President has warned that those violating rules risk being shot | <p>Ensure that government and media communications acknowledge levels of concern and provide clear messaging about the likelihood of being infected and steps the population can take to decrease that likelihood.</p> <p>Ensure that rules and violations are clearly and extensively communicated via digital channels, such as YouTube and Facebook, TV, print media, press releases and hoardings to maximise the ability of the population to avoid punishment.</p> |

Data collected between March and April 2020



Excerpt from Template: Philippines



1. How is the population
 - a. Feeling (e.g. concern, anxiety)
 - b. **Thinking** (e.g. knowledge, risk perception)
 - c. Behaving (e.g. health-related behaviours, media consumption)
2. To what extent is the population adhering to guidance?
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Thinking (add rows as appropriate)

Thinking 1

The main topics of coronavirus-related advice sought, within the population, are identification of symptoms (54% reported seeking this information) and the likelihood of infection (50% reported seeking this information)

The Philippines has the third highest number of Covid-19 cases in Southeast Asia

Ensure that government agencies and national media channels provide clear messages about symptom identification and the likelihood of catching the virus, alongside making the same information from international advisory bodies available.

Communications regarding measures related to personal finances should be made via increasingly popular social media channels, such as YouTube and Facebook, alongside TV and print media to ensure the information is not restricted to those with internet access.

Excerpt from Template: Philippines



1. How is the population
 - a. Feeling (e.g. concern, anxiety)
 - b. Thinking (e.g. knowledge, risk perception)
 - c. **Behaving** (e.g. health-related behaviours, media consumption)
2. To what extent is the population adhering to guidance?
3. What are the influences on adherence
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| Behaving (add row as appropriate) | | | |
|-----------------------------------|---|---|--|
| Behaviour 1 | 72% of the population report to have 'bought a lot of extra items to be prepared in case I can't get them due to the coronavirus situation' | A high proportion of the population have taken action to mitigate potential impact of pandemic on supply lines of goods | Ensure that sufficient amounts of goods are available for purchase. Communications regarding measures related to personal finances should be made via increasingly popular social media channels, such as YouTube and Facebook, alongside TV and print media to ensure the information is not restricted to those with internet access. |

Data collected between March and April 2020

Example of Top-line Summary (Kantar Omnibus survey April)

1. **Provide clear communications** from trusted sources to stop the spread of the virus through adherence to guidelines, **whilst managing concern**
2. Ensure **clear policies** regarding **mitigation of financial hardship** felt by citizens as a consequence of the pandemic
3. Ensure **clear policies**, communicated clearly and precisely, aimed at maintaining high levels of adherence for **personal protective behaviours** and **social distancing**
4. **Ensure facilities are available** to maintain high levels of adherence to guidance for **personal protective behaviours** and **social distancing**

Exercise

- Country A
 - Concern about the health aspects of this crisis are high – with nearly half (45%) worried about getting sick no matter what precautions they take. Over half (60%) state that their most trusted source of information regarding the pandemic are international health bodies.
 - During lockdown, nearly a third (30%) reported attempts to eat more healthily. Generally speaking, media consumption continues to increase – especially among digital channels. Use of WhatsApp has particularly expanded, with 50% now reporting a significant increase in use.

Exercise

- Country A context
 - This country has high rates of COVID-19 morbidity and mortality compared to other countries in the region.
 - This country has an older than average population and 40% of the population do not have internet access.
 - The biggest source of employment in this country is factory work.
 - There is some distrust regarding how the government has handled the pandemic.

Exercise

| 1. Interpreting and Applying Survey Data Table | | | |
|--|----------------|-------------------------|-----------------------------|
| Name of Country/WHO HQ: | | | |
| Data Used: | | | |
| How is the population: | Survey finding | Context/ interpretation | Application: Action point/s |
| Feeling (add rows as appropriate) | | | |
| Feeling 1 | | | |
| Feeling 2 | | | |
| Feeling 3 | | | |
| | | | |

Exercise

| How is the population: | Survey finding | Context/ interpretation | Application: Action point/s |
|---|----------------|----------------------------|-----------------------------|
| Thinking (add rows as appropriate) | | | |
| Thinking 1 | | | |
| Thinking 2 | | | |
| Thinking 3 | | | |

Exercise

| How is the population: | Survey finding | Context/ interpretation | Application: Action point/s |
|---|----------------|-------------------------|-----------------------------|
| Behaving (add rows as appropriate) | | | |
| Behaving 1 | | | |
| Behaving 2 | | | |
| Behaving 3 | | | |

Exercise Feedback

- Any challenges with this data?
- What other information would be useful?
- Why is it important to have an understanding of the context?

Conclusion

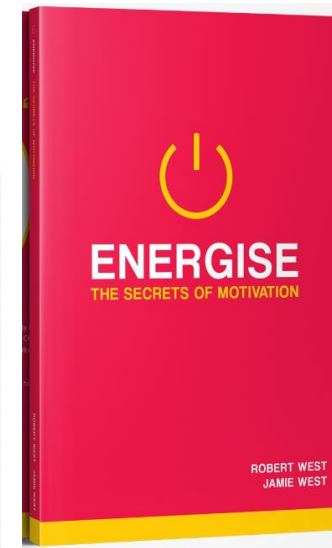
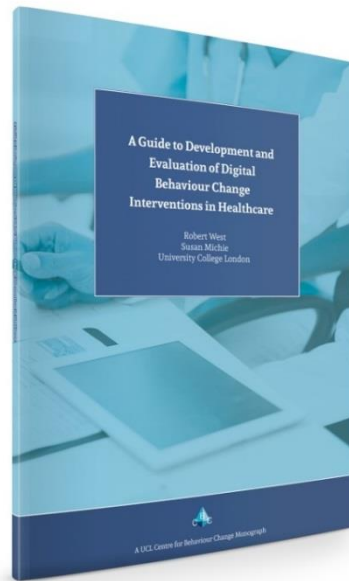
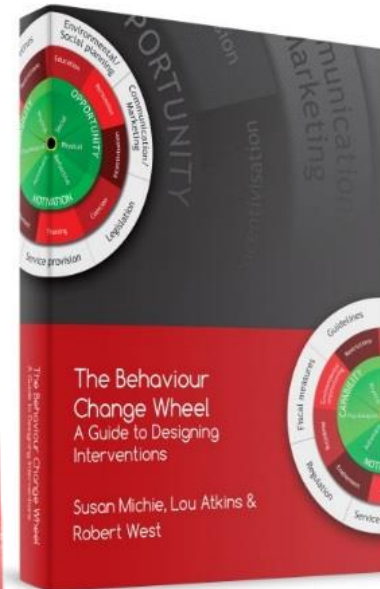
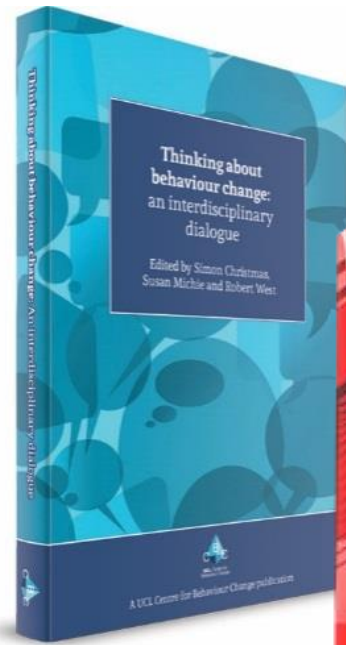


1. **Behaviour** is at the heart of transmitting Covid-19 and at the heart of suppressing it
2. To most effectively change population-wide behaviour, need to draw on the **behavioural insights**
3. **Models** and **templates** are useful in
 - summarising and communicating what we know accessibly
 - translating scientific thinking and evidence into policy and practice



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Centre for Behaviour Change resources... e.g.



www.ucl.ac.uk/behaviour-change

All proceeds from CBC teaching, training, books and products go to further development