

HPOG Annual Grantee Meeting | November 30, 2016 |
Washington, D.C.



Behavioral Economics

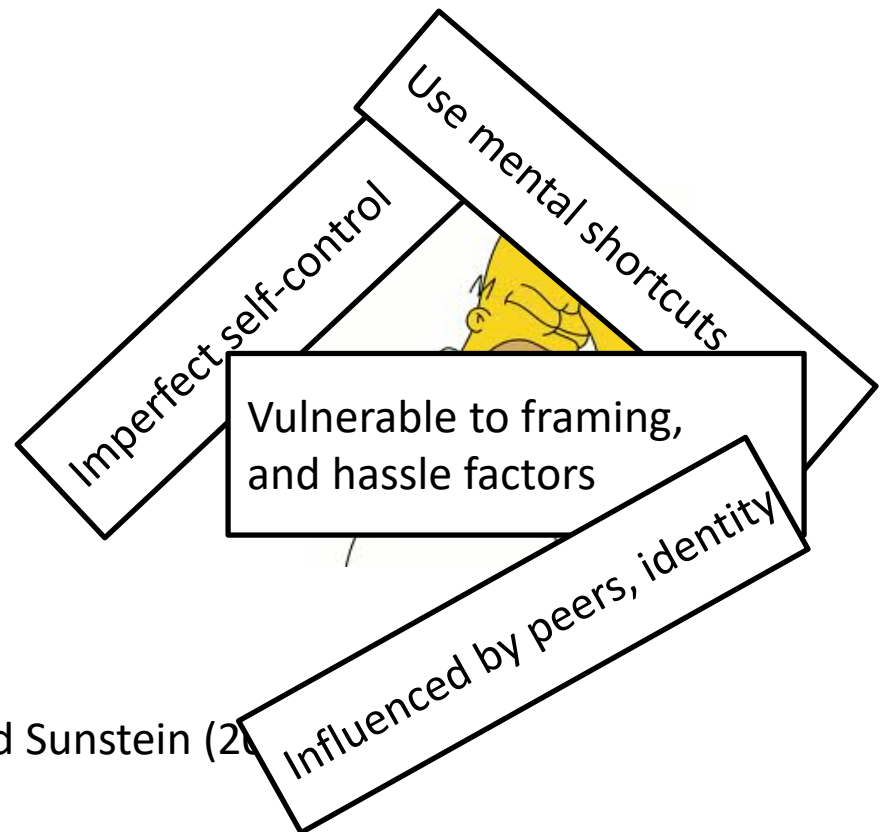
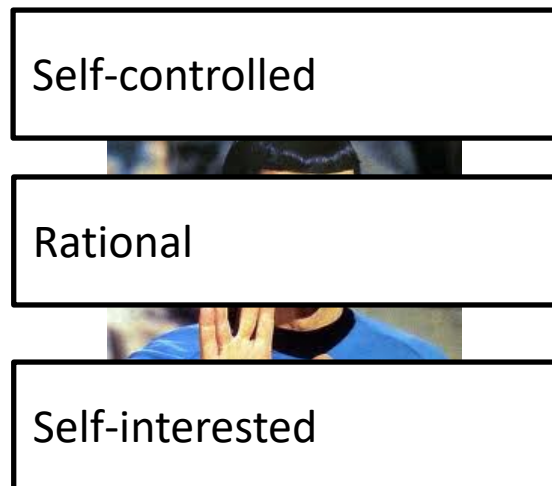
Nadine Dechausay

MDRC's Center for Applied Behavioral
Science (CABS)



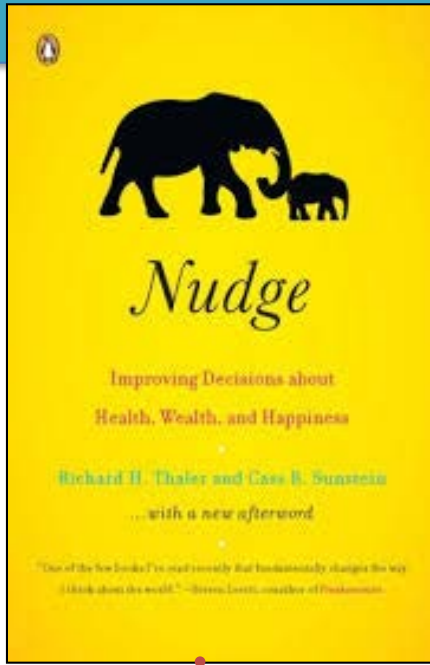
What is Behavioral Economics?

- A mix of psychology and economics that challenges the “traditional” view of human behavior



Thaler and Sunstein (2008)

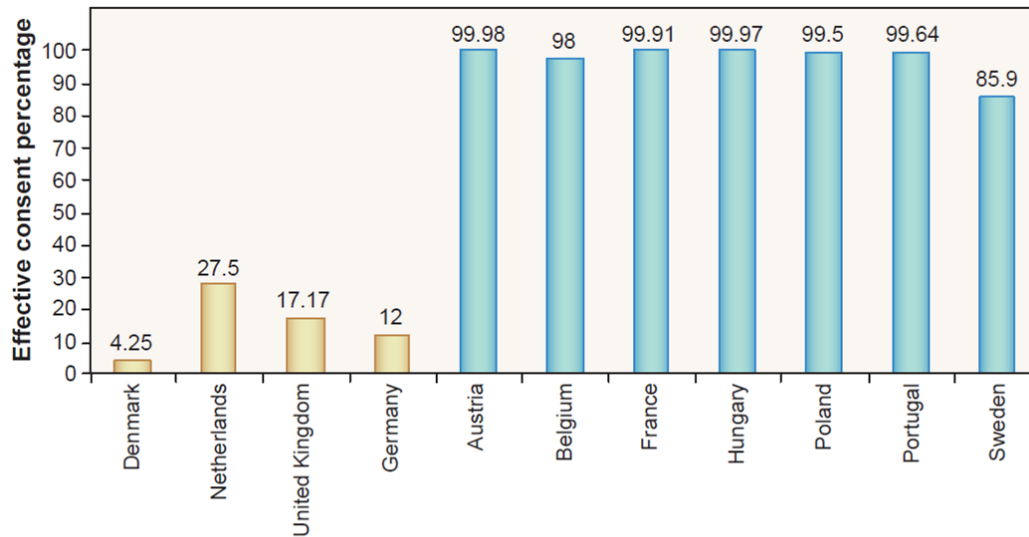
Why it matters



2008

- Can improve wellbeing (and program outcomes) by designing programs for ‘humans’.
- First, identify psychological and behavioral bottlenecks, then **remove** or **leverage** them.
- Doesn’t take sophisticated technology, staff training, or a lot of new money.

Early Proof of Concept



Effective consent rates, by country. Explicit consent (opt-in, gold) and presumed consent (opt-out, blue).

- Consent levels are driven by **program design**- whether asking people to opt in or opt out of donating- not values, education, costs, or other factors.

The Value of Nudges Confirmed: The BIAS Project

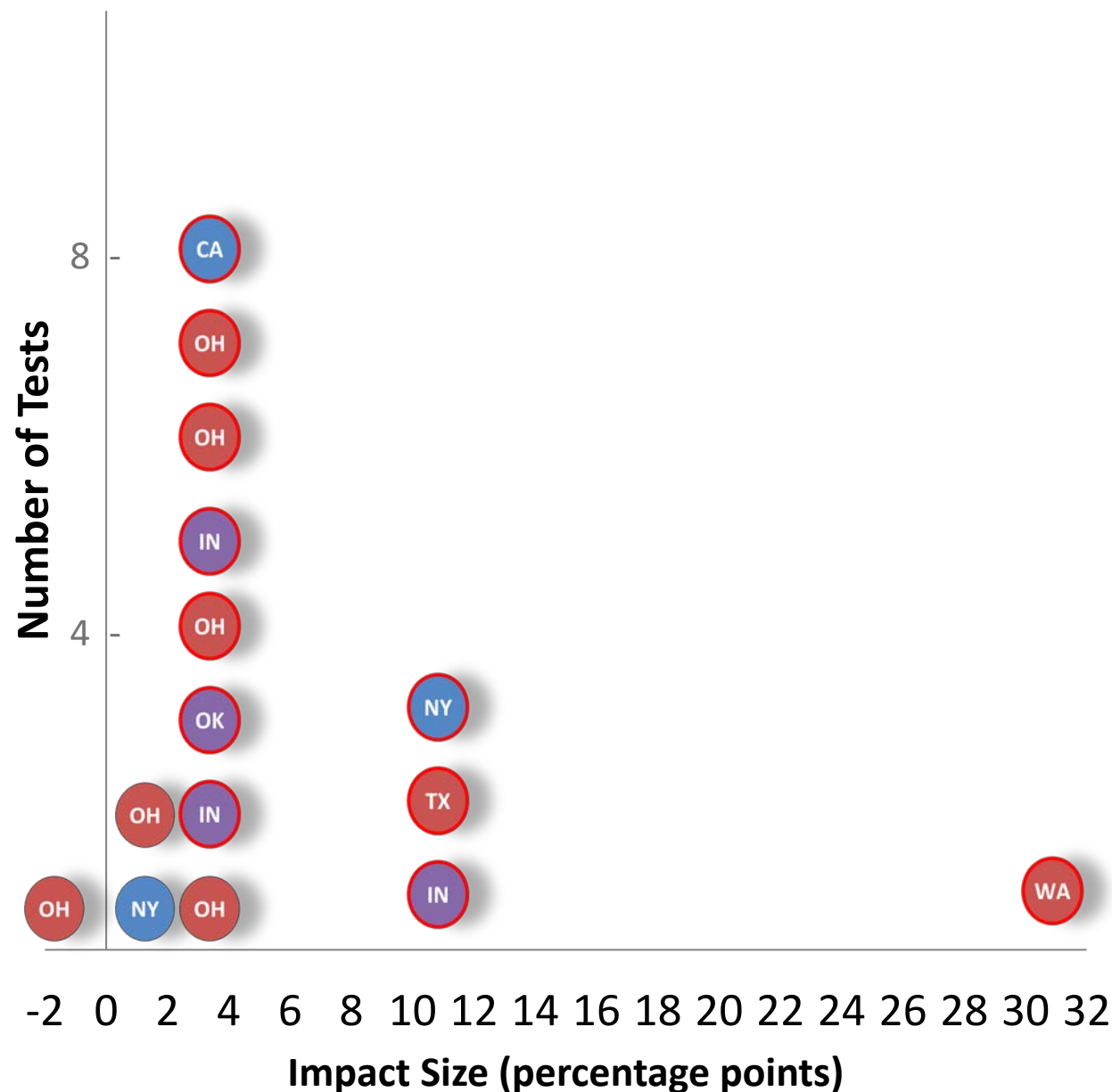
- The BIAS Project was sponsored by the Federal Office of Planning, Research and Evaluation (OPRE) at ACF
- Applied behavioral concepts to large-scale human services programs
- Led by MDRC

Overview of BIAS Pilots

	Site	Problem Focus
Child Support	Texas	<ul style="list-style-type: none"> Order modification for incarcerated parents
	Ohio (Franklin County)	<ul style="list-style-type: none"> Payments on current support
	Ohio (Cuyahoga County)	<ul style="list-style-type: none"> Payments on current support Early payment behavior
	Washington	<ul style="list-style-type: none"> Order modification for incarcerated parents
Child Care	Indiana	<ul style="list-style-type: none"> Selection of quality-rated providers Improved CCDF redetermination process
	Oklahoma	<ul style="list-style-type: none"> On-time redetermination of CCDF voucher
TANF	Los Angeles	<ul style="list-style-type: none"> Reengagement
	Paycheck Plus*	<ul style="list-style-type: none"> Engagement in supplemental meeting

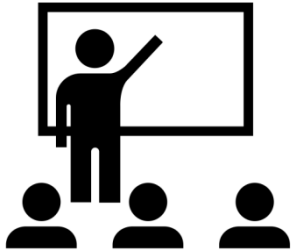
Overview of Findings

- 15 RCTs
- All sites saw a significant impact on at least one primary outcome of interest
- Effect sizes typically ranged from 2 to 4 percentage points, with some impacts that were larger



Goals of HPOG Learning Series

Learn



- 4 **webinars** delivered every other week to 9 grantees
- Included opportunities for discussion and a case study example
- Topics:
 - Introduction to BE
 - Understanding Behavioral Bottlenecks
 - Designing Behavioral Solutions

Apply



- 4 **guided activity sessions** in which grantees met one-on-one with a coach from CABS
- Investigated and designed a behavioral solution for a problem each grantee faced
- Capstone presentations in the final week where grantees got feedback from peers and experts

Grantee Problem Statements

Intake

- How can we get more clients who express interest in the program by filling out a brochure/survey to attend the orientation (“HealthCare 101”) session?
- How can we reduce the percentage of students-25%- who cancel their initial intake appointment?

• Training

- How do we improve decision-making about which occupational program to enter?
- How can we increase attendance among all program participants?
- How do we increase the completion rate / reduce the drop out rate for training?
- How do we increase participation in supplemental learning activities?

Employment

- How can we increase the number of completers who earn required occupational credentials?

What would motivate you to bring a reusable bag?

You will get charged 5 cents for a plastic bag



44%

You will get a 5 cent credit if you bring your own bag



15%

Thank you!

nadine.dechausay@mdrc.org