

NUDGEATHON 2019 – Intervention Brief

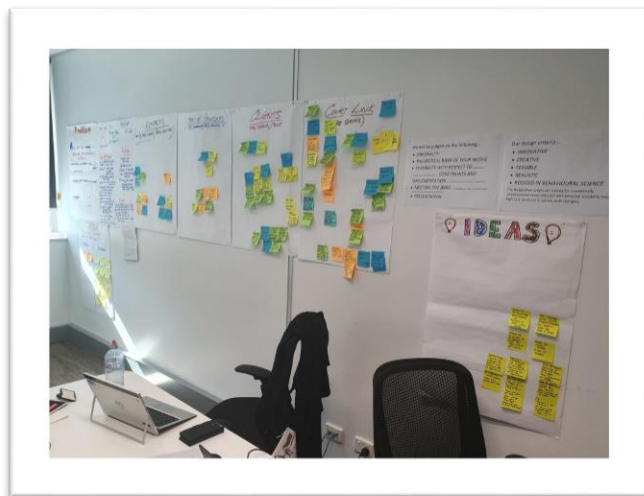
How can behavioural insights be used to increase the rate of referrals to Court Link?

Our approach

We have utilised principles of Human centred Design (HcD) to guide our exploration of the Court Link experience as viewed by its various stakeholders.

The activities we undertook include:

- Conducting primary and secondary research
- Carrying out a ‘Walk in the Shoes’ exercise by visiting the Magistrates Court
- Interviewing a staff member of Court Link
- Talking to a volunteer from an NGO with a client base similar to that of Court Link
- Carried out a site visit to a government service centre that supports a similar demographic to Court Link
- Created stakeholder profiles and analysed known biases
- Workshopped and ideated behavioural interventions based on those biases
- Themed and ranked intervention ideas against the brief criteria provided
- Used these intervention ideas to create concepts rooted in Behavioural Science.



Our analysis

Potential Court Link participants face multiple, complex issues including alcohol and substance

abuse, mental health issues, homelessness. During the initial conversation with a Court Link officer, which may take place in a watch house, they may be withdrawing from drugs and cigarettes, they may not have slept, they may be suffering anxiety over what lies ahead and may be without necessary medications. Their emotional state also directly impacts their decision making.

Court Link stakeholders – including Queensland Police Service officers, Legal Aid solicitors, Queensland Health Officers and other referrers – may suffer from a lack of awareness about the program and its unique, individualised services. They may also lack confidence in the 12-week case management program resulting in a lack of advocacy for and referrals to the Court Link program.

The Court Link program is delivered from offices located within the Magistrates Court. This environment creates a number of obstacles to access including a CBD location, intimidating security measure and a formal and bureaucratic setting that is sterile and not conducive to building trust and facilitating open and honest conversations about sensitive and personal issues. Other government service centres have already encountered and solved this problem through innovative office design that has improved satisfaction levels for both staff and customers. The success of the Court Link case management program is reliant on each participant’s willingness to engage with and trust their case manager that we believe can be directly influenced by the environment.

Along with conducting research into the needs of stakeholders, we undertook a survey (n=52) to assess what the Court Link name meant and what the program offered. 100% of participants responded with descriptions that in no way reflected what Court Link actually does. This indicated a gap between public perception of the Court Link identity and the services provided. This prompted consideration of the Court Link brand including the colour scheme, design of marketing

collateral, visibility and identity of Court Link staff at the Magistrates Court

Our strategy

In order to cater for the diverse needs of stakeholders, we decided a multi-faceted intervention program was required in conjunction with a strategy to build a stronger brand and identity to raise awareness of the 12-week case management program.

Behavioural interventions

These are the key points around our suggested interventions:

- Two key recommendations:
 - Multi-faceted intervention program
 - Build a stronger brand and identity for Court Link
- Multi-faceted intervention program:
 - The name of this program could be 1-2-3-CHANGE., simplifying what it's about, and framing the service positively and reflecting the Goal Setting nature at the core of the program.
 - Set day each month e.g. last Friday, hold a social gathering that includes a group sharing and mentoring time followed by a light lunch and refreshments. Invite 12-week program graduates back to share their stories and encourage current participants and celebrate milestones. Cues herd mentality and incentivisation.
 - Customised video messaging featuring supportive magistrates targets specific stakeholder groups including potential referrers and support agencies. Cues Authority Effect and Call to Action.
 - Dedicated social media platform presence e.g. Facebook. Provides consistent contact point for Court Link participants - more reliable than SMS contact. Also use to push out network opportunities to build relationships. Cues the Power of Networks.
- Building a stronger brand and identity for Court Link:
 - Suggest changing name to one that doesn't include the word 'Court' e.g. 'Bench Mates'. Reframes service as independent from the Courts. Cues impartiality, supportive service.
 - Adopt new colour scheme with strongly identifiable logo - cues immediate recognition, decreases uncertainty - in calming colours e.g. blue to cue trust.
 - Adding a uniform shirt e.g. polo shirt (informal) to aid immediate recognition of Court Link staff wherever they are including in court or the community.
 - Behaviourally crafted marketing material that simplifies the services on offer and language to ease cognitive load and give greater salience to the potential positive outcomes for both the participant and the community at large.
 - Creating a more welcoming and more easily accessible environment in the Court Link offices. Adding comfort features such a water cooler, phone chargers and Wi-Fi decreases the formality and sterility of traditional government settings. Cues positive framing and making it easier and more comfortable to access these services.

Implementation

In keeping with the principles of Human-centred Design and Behavioural Economics, we recommend piloting each proposed intervention using a test and learn approach. In addition to this, we would also recommend the pilot be conducted in a regional location where case managers currently experience lighter caseloads and would potentially have more manoeuvrability within the iterative process.

About Us

Our team

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