

Page 1 – Summarise points

Pitch structure

The Brief (in brief)

1. Problem framing
  - Poor referral uptake, and drop out prior to program completion
2. What behaviours? What outcomes?
  - Improve face-to-face referral, change initial rejections to participation, add relationship element over time, and provide tangible progress self-monitoring
3. The meat in the sandwich (proposed nudges)
  - Brochure re-design, SMS text (recruitment), SMS text (retention, relationship element), and Progress book
4. Evaluation; how will we know it works?
  - Frequency of those who say no and stay that way, versus no -> yes
  - Time of drop-out/length of retention for nudge vs. no nudge vs. control
5. Recommendations
  - Short term; SMS relationship building, brochure redesign and **progress book**
  - Long term; Segmentation study and comparison study (pending recidivism 2 year data)

**EAST summary**

	<b><u>Brochure re-design</u></b>	<b><u>SMS recruitment</u></b>	<b><u>SMS retention</u></b>	<b><u>Progress book</u></b>
<b><u>Easy</u></b>	Reduced cognitive overload	Easy access through mobile function	Default bias: opt-out	Default bias: opt-out
<b><u>Attractive</u></b>	Infographics and appropriate colour scheme	Informal and approachable language	Use of name and case officer's name	Loss-aversion, opportunity cost of no-show
<b><u>Social</u></b>	Testimonials from other participants	Relationship building between CM & participant	Contains message relevant to participant	Testimonials (success stories, social normalising)
<b><u>Timely</u></b>	Clarity pre-triage	Text message will be sent within 48 hours of triage. Cooling off effect.	48 hours prior to meeting to address cognitive limitations	Availability bias, green stamp for weekly completion

- Top left – Brochure (nudge 1)
- Top right – SMS - recruit (nudge 2)
- Bottom left - SMS – retain (nudge 3)
- Bottom right – Progress book (nudge 4)

