



Behavioural Insights in Practice

Webinar for Apolitical

March 2, 2022

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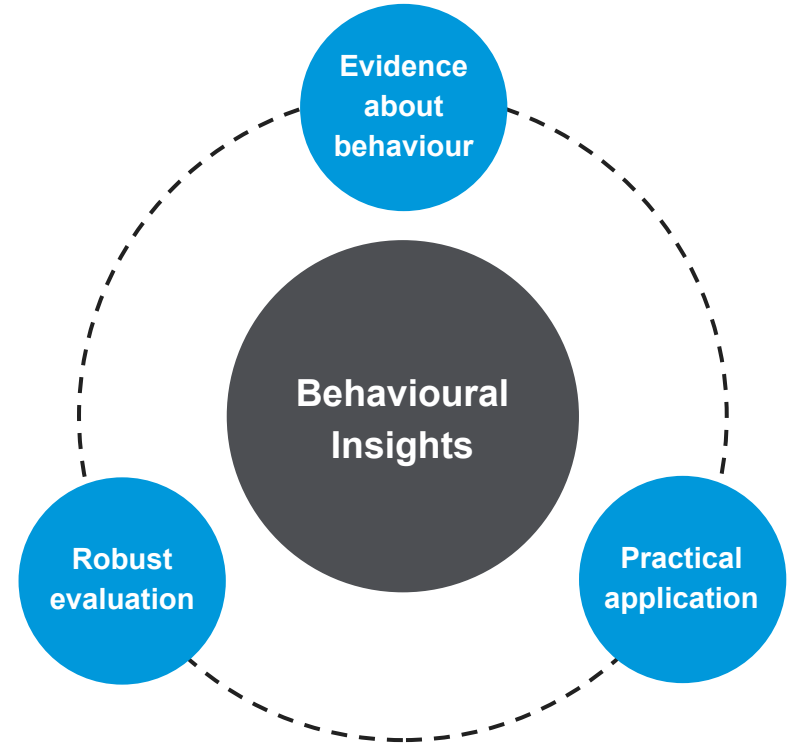


The behavioural insights approach

The behavioural insights approach uses evidence of the **conscious and nonconscious drivers of human behaviour** to address practical issues.

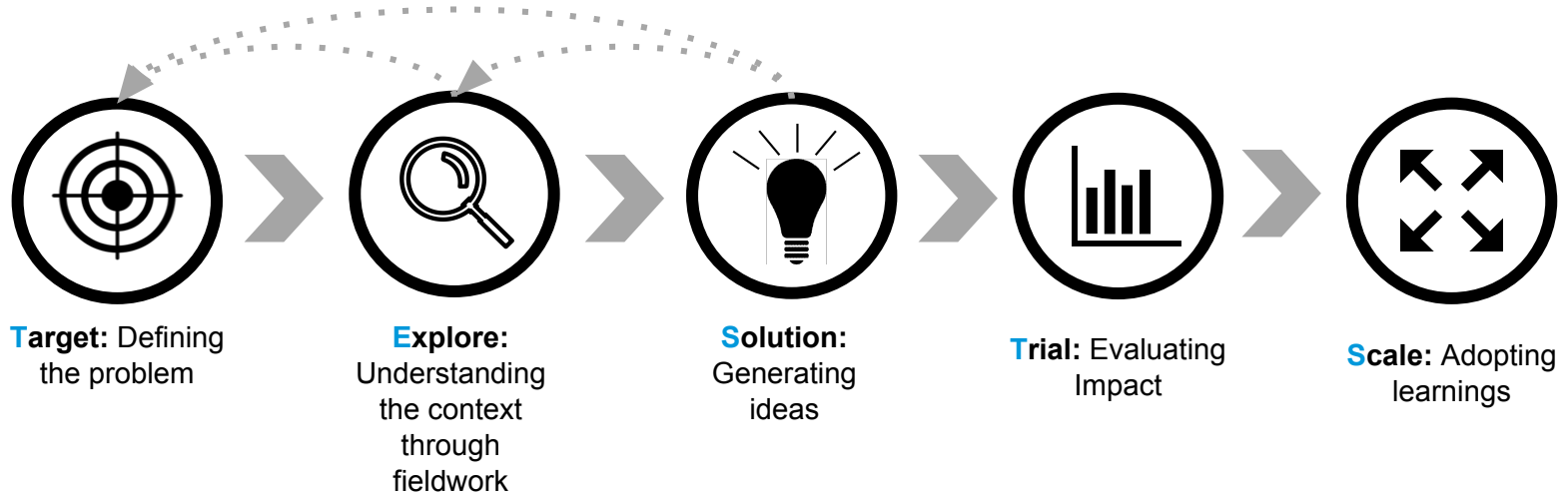
Behavioural Insights

By Michael Hallsworth and Elspeth Kirkman





The behavioural insights process

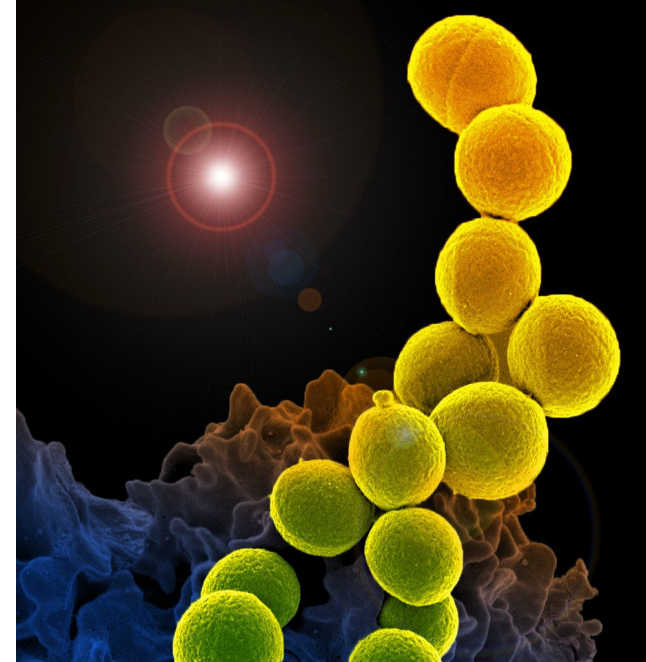




Anti-microbial resistance

- Antimicrobial Resistance (AMR) occurs when bacteria, viruses, fungi and parasites change over time and no longer respond to medicines making infections harder to treat and increasing the risk of disease spread, severe illness and death.
- AMR is one of the top 10 global public health threats facing humanity
- 10 million people could die from drug-resistant diseases each year by 2050 if the status quo continues.

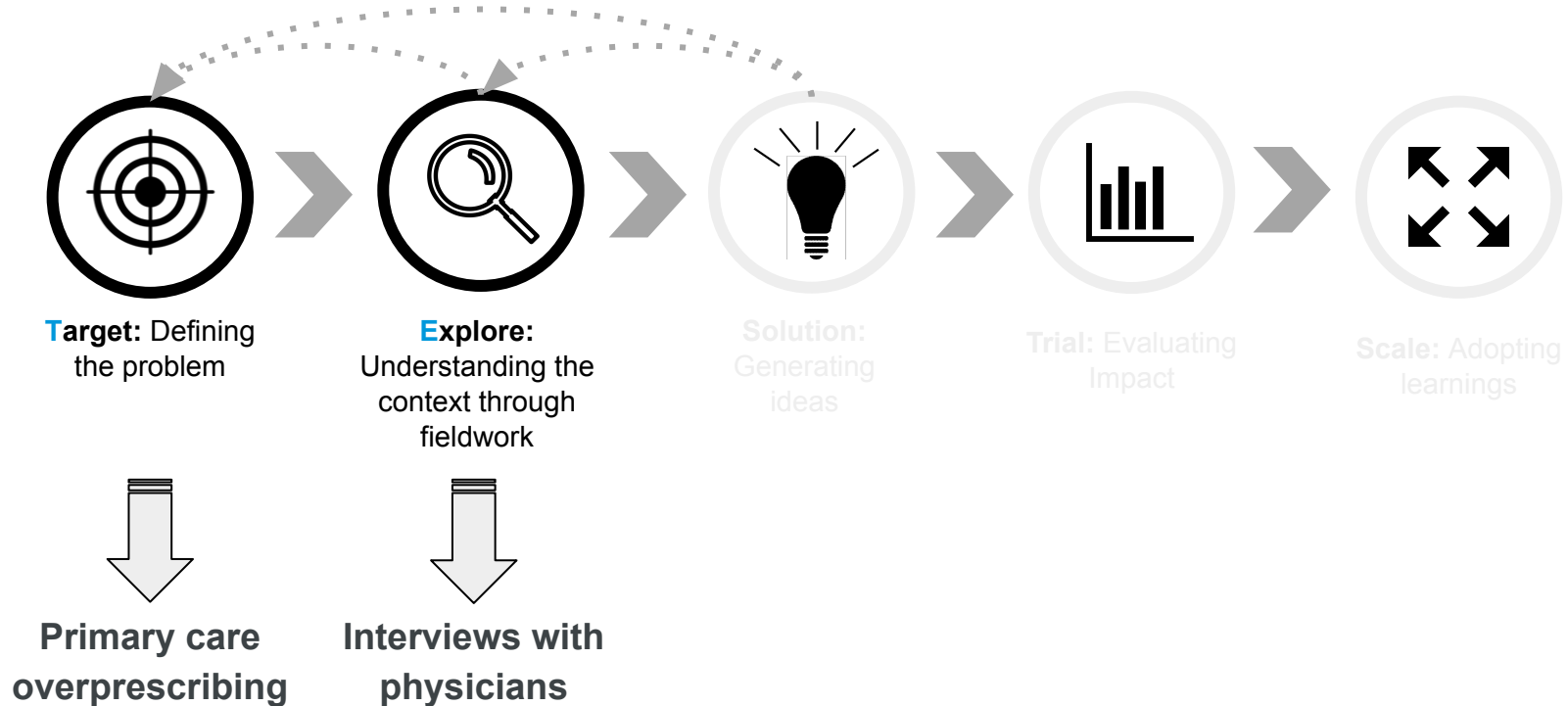
Sources: *World Health Organization*



Methicillin-Resistant Staphylococcus aureus (MRSA)

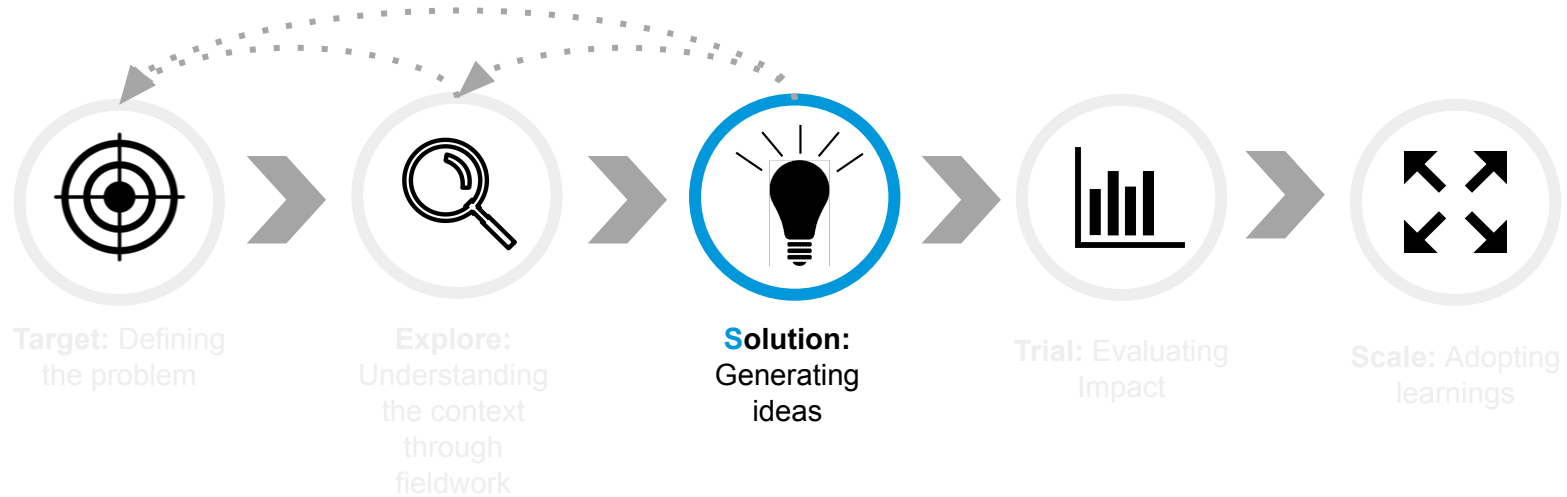


The behavioural insights process





What do we mean by research process?





Anti-microbial resistance: Solution

The great majority (80%) of practices in Birmingham and the Black Country prescribe fewer antibiotics per head than yours

30th March 2015

NOTE TO PRACTICE MANAGERS: PLEASE FORWARD IMMEDIATELY TO GP ADDRESSED

Dear Mr Sample

Antibiotic usage in your practice

Antimicrobial resistance is a serious and growing threat to our health. Reducing unnecessary prescriptions in primary care may help prevent a public health catastrophe.

The great majority (80%) of practices in Birmingham & the Black Country prescribe fewer antibiotics per head than yours.*

Many practices are already taking action to reduce antibiotic prescriptions while safeguarding patients' health. Please join them by taking three simple actions:

1. Give patients advice on self-care instead – you can use the leaflet enclosed or search online for the "TARGET antibiotics toolkit".
2. Consider offering a back-up (delayed) prescription instead – this could be post-dated or collected by the patient a few days later if still necessary.
3. Talk to other prescribers in your practice to ensure they are also acting – data on prescribing is recorded at practice level.

I know that prescribers are aware of this problem and that prescribing is not a simple issue. But there are small changes we can all make that will have a big effect on everyone's health.

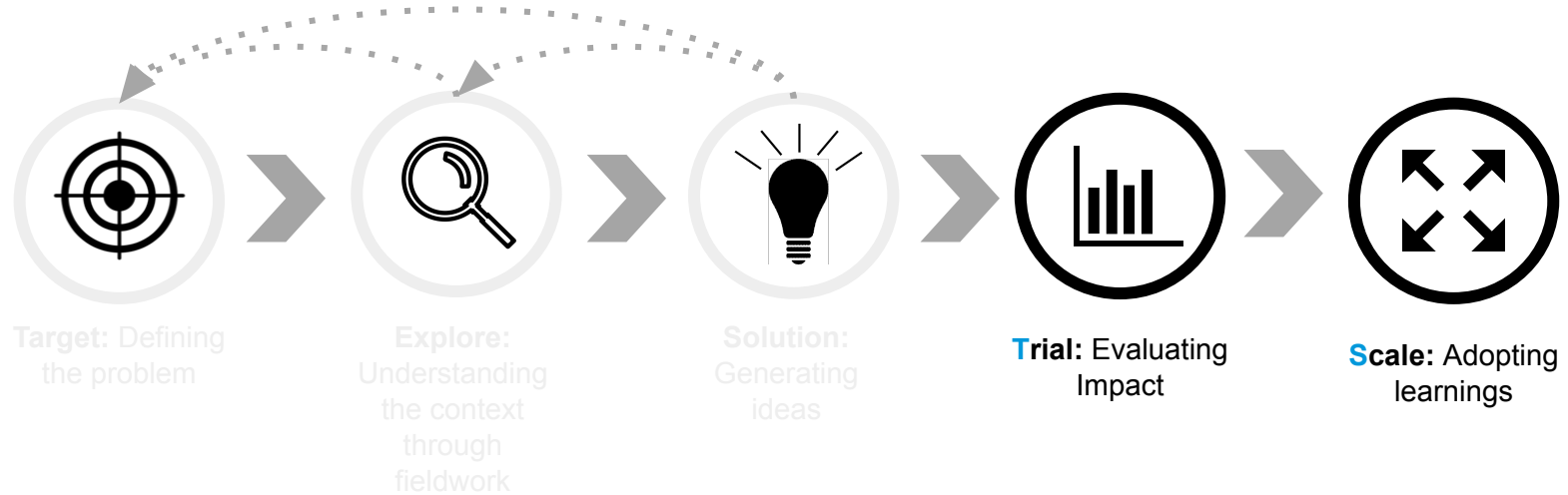
Please join us in reducing antibiotic use.

Yours,

**PROFESSOR DAME SALLY C DAVIES
CHIEF MEDICAL OFFICER**



What do we mean by research process?





Anti-microbial resistance: Trial and Scale

- Over six months, those who received the letter **reduced their antibiotic prescribing rates by 3.3%** compared to those who didn't.
- If the letter had been sent to all eligible practices (as it was at the end of the trial), **England's overall antibiotic prescribing rate would have fallen by 0.85%.**
- The Five Year UK strategy had a target to reduce antibiotic prescribing by 4%.

Prescriptions of antibiotics by GPs per 1000 population





Get in touch!

If you are interesting in working with the Behavioural Insights Team, please contact us!

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