Improving Public Policy with Behavioral Science

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Chair of the Social and Behavioral Sciences Team
The White House
Challenges
Behavioral Science to the Rescue!

Data tells you *what* people are doing

Behavioral science tells you *why*
So for example...

Increasing take-up – *active choices and framing*

Promoting good choices – *personalization and simplification*

Optimizing a program’s benefits – *timing*
Four things I learned building a start-up within the government
1. Convert interest into impact.
Using Behavioral Insights to Improve Federal Program Results

May 23rd, 2013
10-12 pm

Co-hosted by the White House Office of Science and Technology Policy, the Council of Economic Advisors, the Office of Management and Budget and the Department of Treasury

AGENCY PROPOSALS

Contact:
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2. Quantify your wins.
I promise that the information I am providing is true and accurate. **Doug Powell** (typed signature)

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3. Celebrate small wins: they add up.
Email → Active choice → Auto-enrollment

Yes/No

[Google Gmail]

[Inbox (3)]

[COMPOSE]
Conclusions

1. Convert interest into impact
2. Quantify impact
3. Celebrate small wins
4. Generate organic buy-in
Thanks to Strata!

(and to California, for being generally awesome and not D.C. right now)