

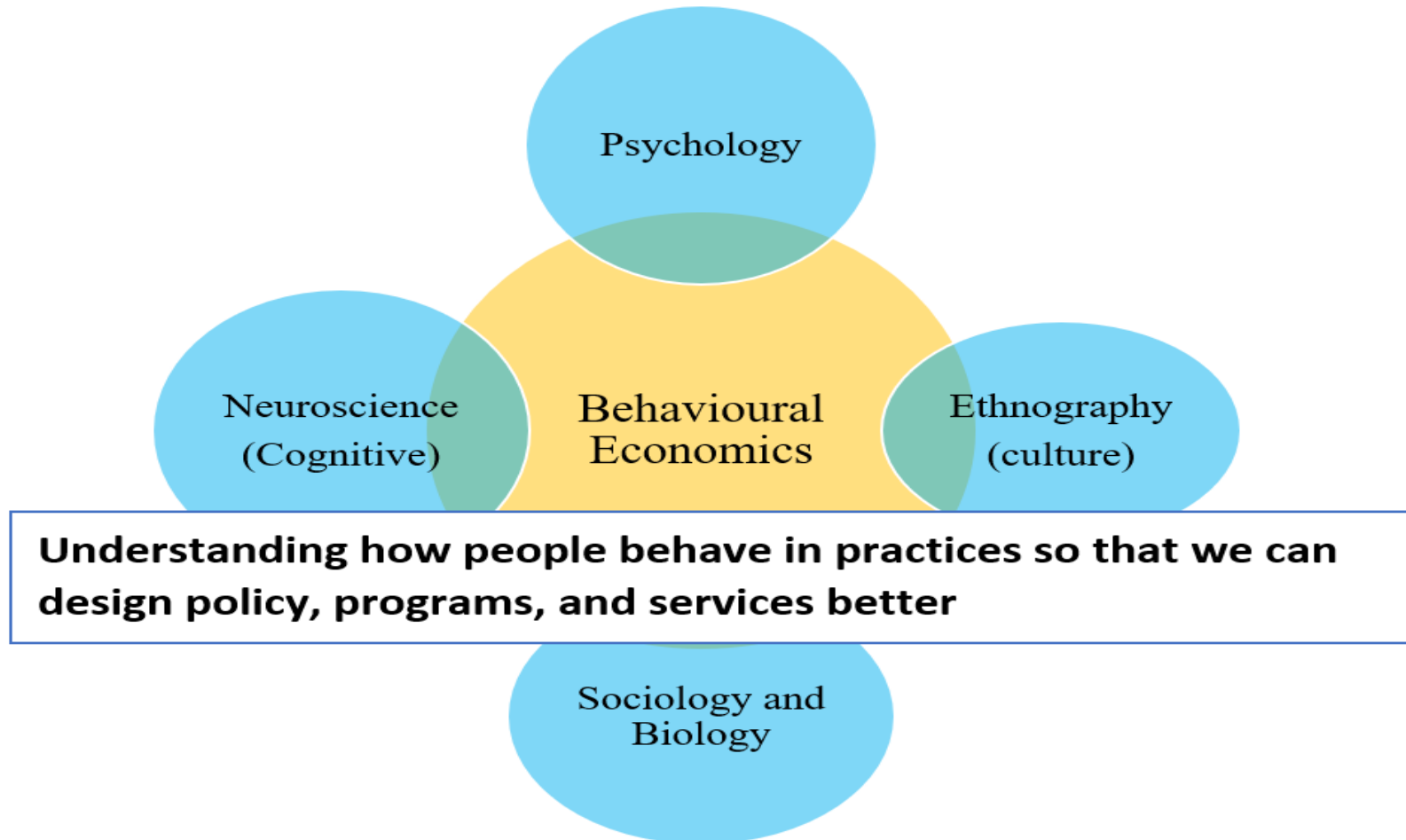
From public health challenges to public health management: the 'darling' bridge of behavioural economics

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Behavioural economics focuses on what we do (how we behave) and not necessarily on what we say or think



Rationality vs. Reality: Implications for public health and policy

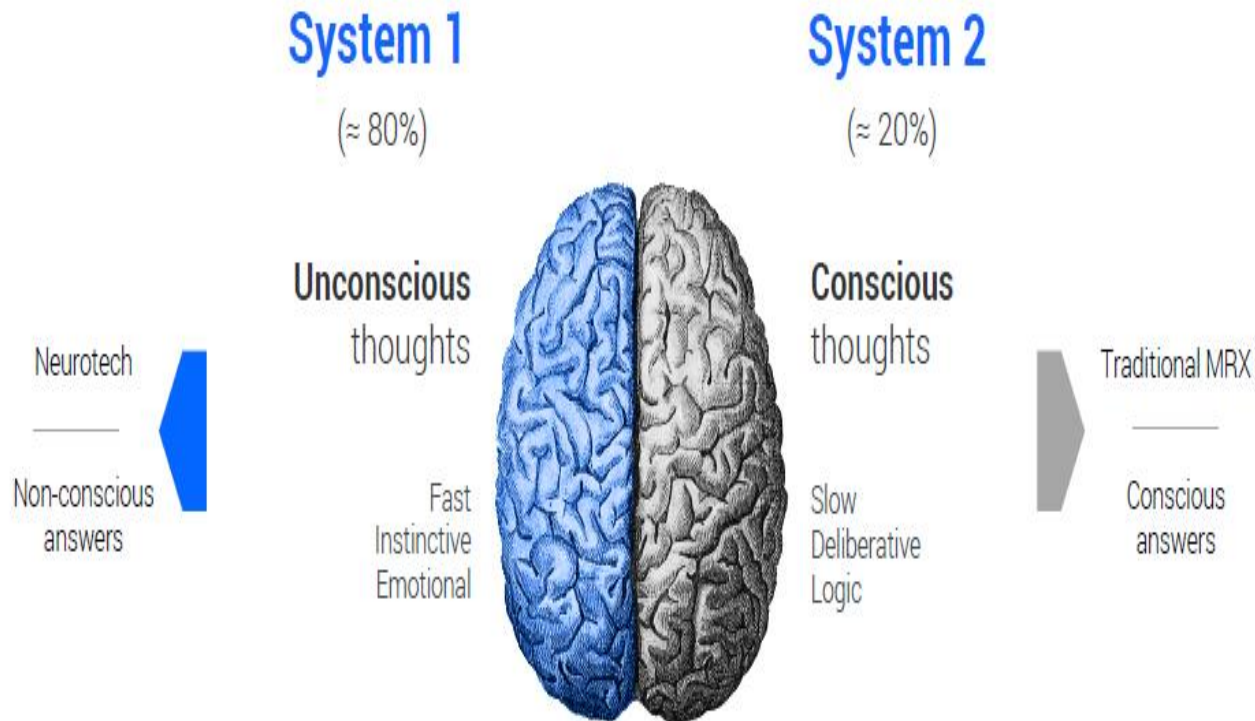


Is it rational (escalator vs. staircase to gym)? Probably not

Implications for public health interventions and policy

- Oversimplification/Misconception: As long as policy/ programmes/ intervention is rational and logical, it will lead to success/ smooth implementation
- The need to incorporate
 - ✓ Biases, cognitive limitations, Mistakes
 - ✓ Social /environmental factors
 - ✓ Habit
 - ✓ Cultural etc factor for better outcome

Understanding behaviour for public health intervention and policy



Inferences based on theories and practices



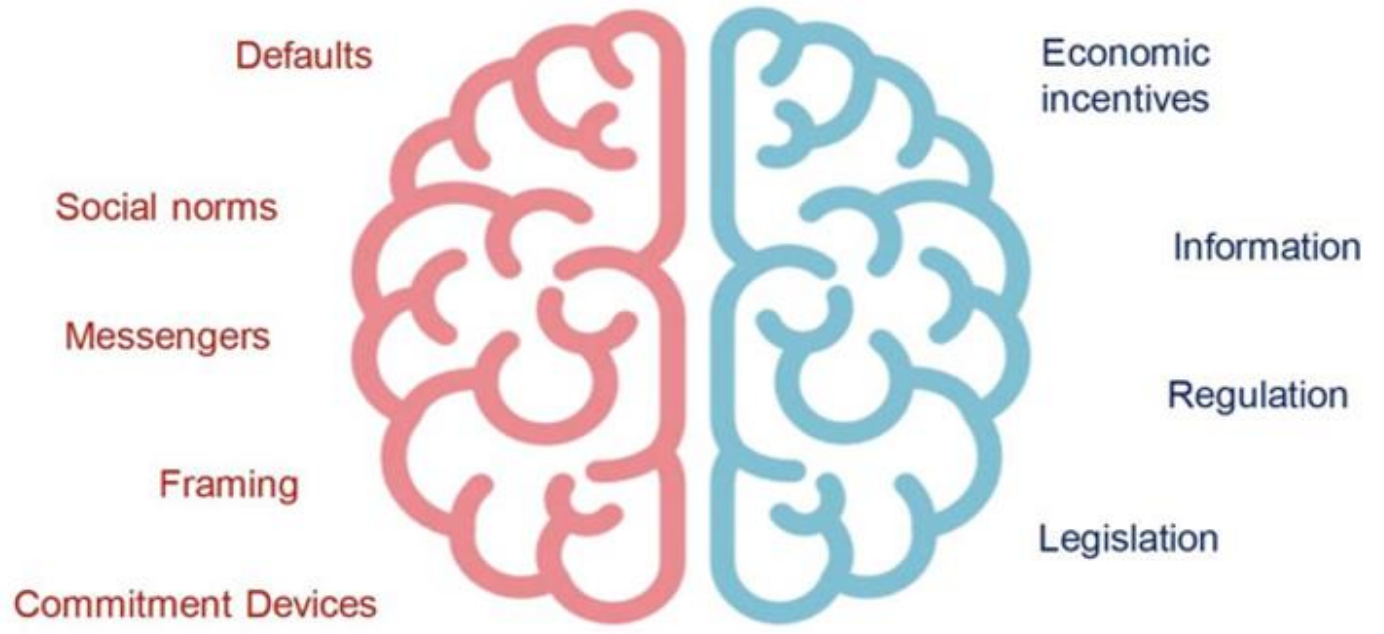
About 2 out of every 10 interventions or policies based solely on rationality and logics are likely to **succeed**



About 8 out of every 10 interventions or policies based solely on rationality and logics are likely to **fail** (cf: Kahneman, 2003; 2011)

Insights from behavioural economics and existing government tools

Insights from behavioural economics complements existing government tools



Behavioural economics insights

SALIENCE

Our attention is drawn to novel things that seem relevant to us.

DEFAULTS

We "go with the flow" of pre-set options.

NORMS

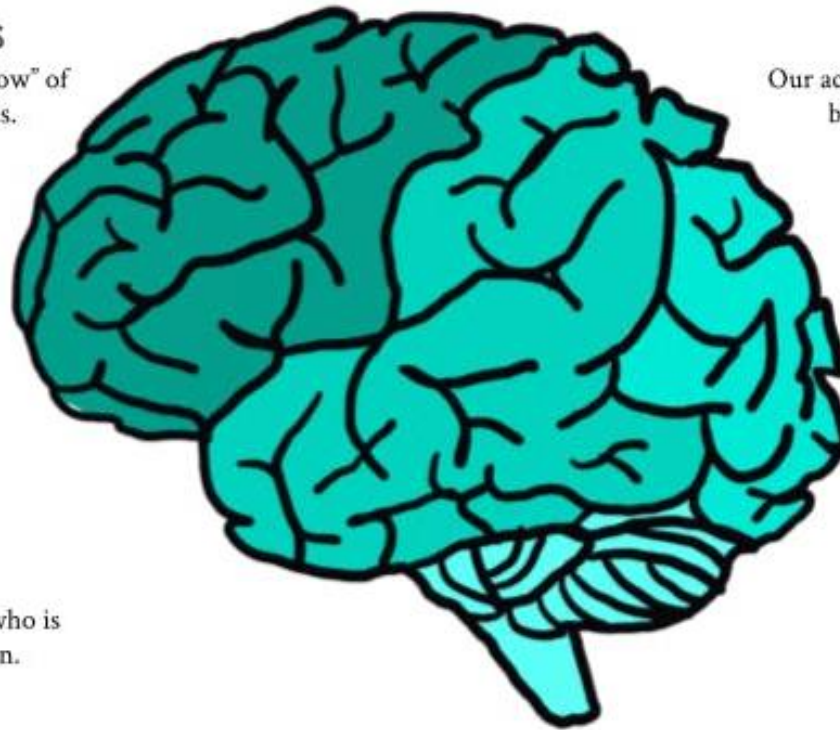
We are heavily influenced by what others do.

INCENTIVES

Responses to incentives are shaped by the mental shortcuts, such as the strong desire to avoid losses.

MESSENGER

We are heavily influenced by who is communicating information.



PRIMING

Our actions are often influenced by subconscious cues.

AFFECT

Our actions can be powerfully shaped by our emotional associations.

COMMITMENTS

We seek to be consistent with our promises and to reciprocate actions.

EGO

We act in ways that make us feel better about ourselves.

Focus of our work

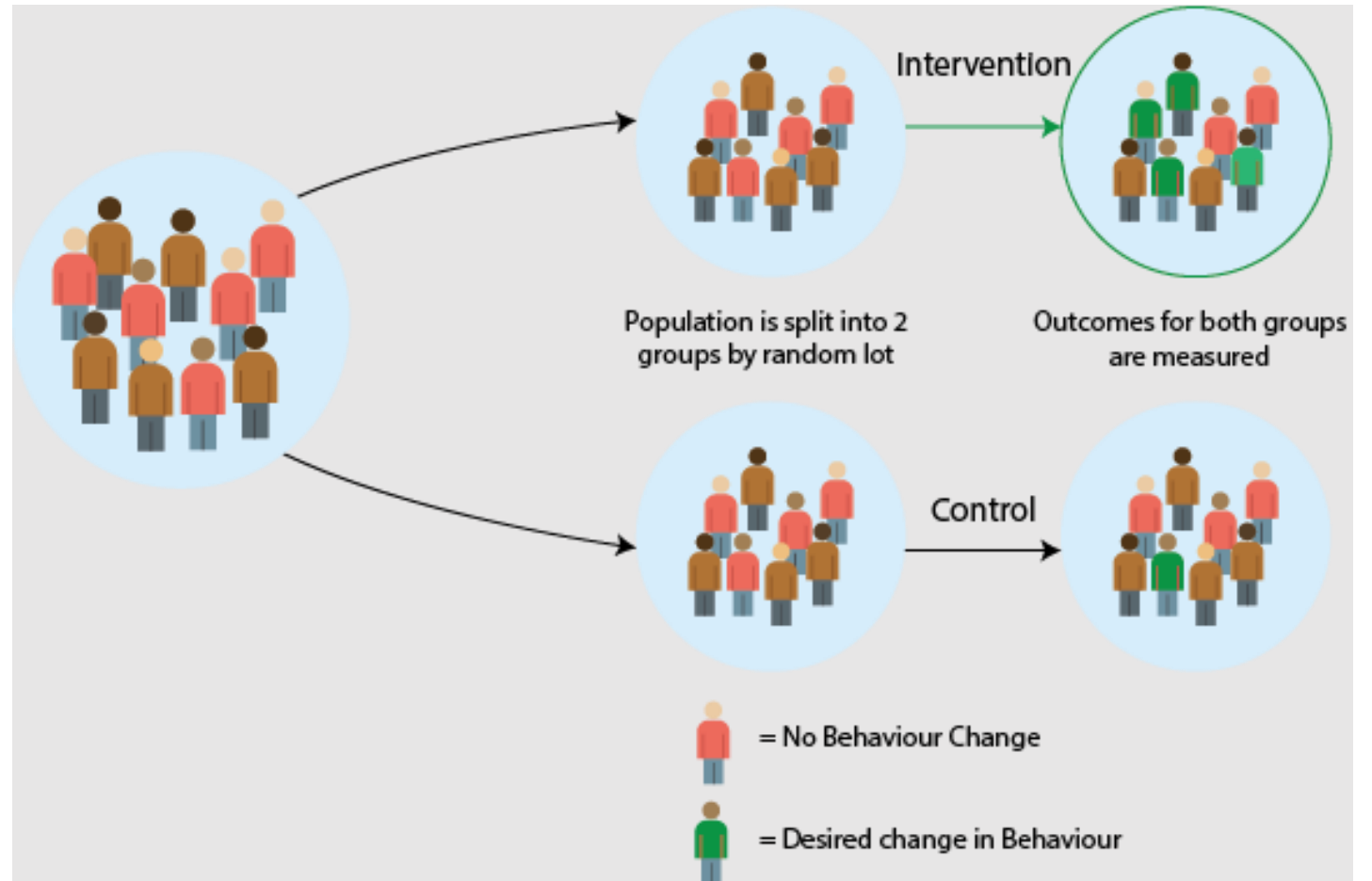
BEHAVIOURAL INSIGHTS



EXPERIMENTAL
METHODS



How we work :
Our approach to
Public health
interventions
and policy



Activities and Public Health Issues

- Public health
 - ✓ Communicable disease prevention and management (e.g. cholera, malaria, Hepatitis)
 - ✓ Non-communicable (e.g. Cardiovascular Heart, stroke, diabetes and cancer)
 - ✓ Addiction (e.g. drug and smoking)
- Healthcare provision: Enhance efficiency and decision-making by health practitioners (eg, prescription decision and adherence to medication by patients)
- Policy decisions: Design and implementation of policy using insight from behavioural economics

Conclusions

- In order to improve health outcomes, we need a better understanding of behaviour
 - ✓ Public health
 - ✓ Healthcare provision
 - ✓ Policy decisions
- Insights from behavioural economics offer new solutions to policy problems
- Behavioral insights can improve health and healthcare

Research interests and Call for collaboration

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THANK YOU

