

# A Behavioural Science Approach to Wellbeing Adoption...at Scale



Dr Darren Coppin

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# 1. 'Fluffy' Perception





CBHS  
The Wellbeing Model



Bracken Ridge State High ...  
Wellbeing



# 1. 'Fluffy' Perception



Devon Schools Wellbein...  
5-Ways-to-Wellbeing - ...



ACT Government  
Domains and indicators - ...



Bendigo Community Health Services  
5 Ways to Wellbeing - BCHS



Johns Hopkins Bloomberg School of Public Healt...  
Workplace Mental Health and Well-Being ...



www.wilma.org.au  
What is Wellbeing? – Wilma



Startups Magazine  
Businesses to Invest in Mental Health ...



Blogs at Flinders University  
Wellbeing is complex. hence why ...



Medicare Mental Health  
Medicare Mental Health



The National Children's  
Mental Health and Wellbeing Strategy

National Mental Health Commission  
Mental Health and Wellbeing Strategy ...



Mind Australia  
Mental Health and Wellbeing L...

# 1. 'Fluffy' Perception



University of Canberra  
What Is Good Publ...

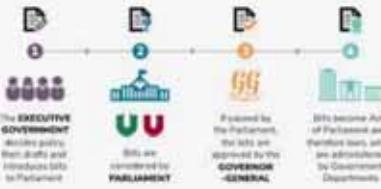
## Government Policy

Impact of government policy in the economy



Defining 'Policy' | Digital NSW

### FROM POLICY TO LAW



Parliamentary Education Office  
What is the difference between Policy ...



LiveCareer  
What Is Government Policy? | Jobs ...



APS Academy  
Australian Public ...



Your Say Maroondah - Maroondah City Council  
Local Government Act 2020 - Strategic ...



LGNSW  
Policy | LGNSW



Cultural Development Network  
Policy domains for local govern...



Parliamentary Education Office  
How is government policy shaped and ...



EDITABLE STROKE



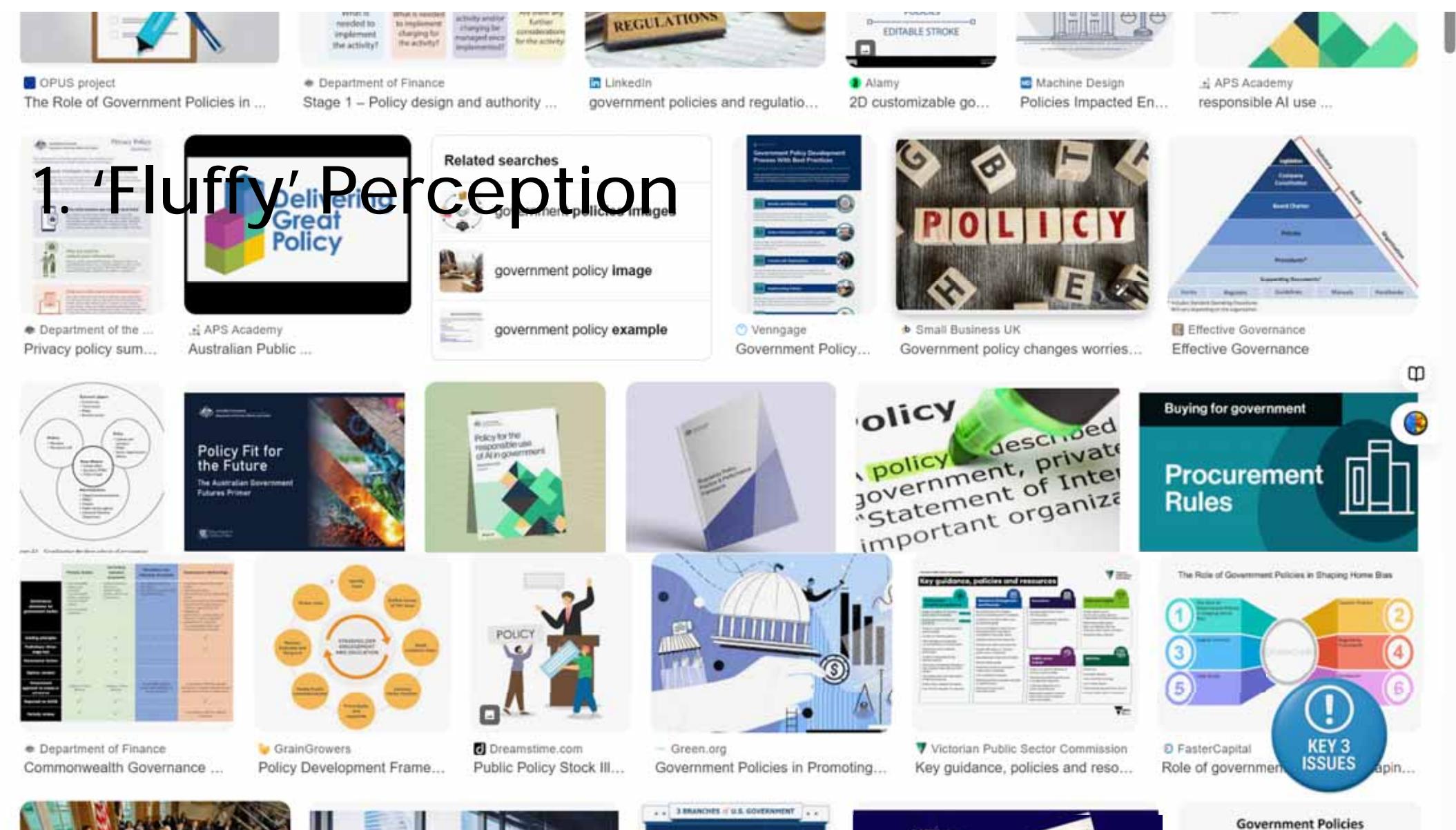
GOVERNMENT  
POLICIES



KEY 3  
ISSUES

Policy 1  
responsibility  
of AI in government



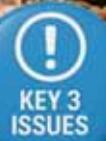


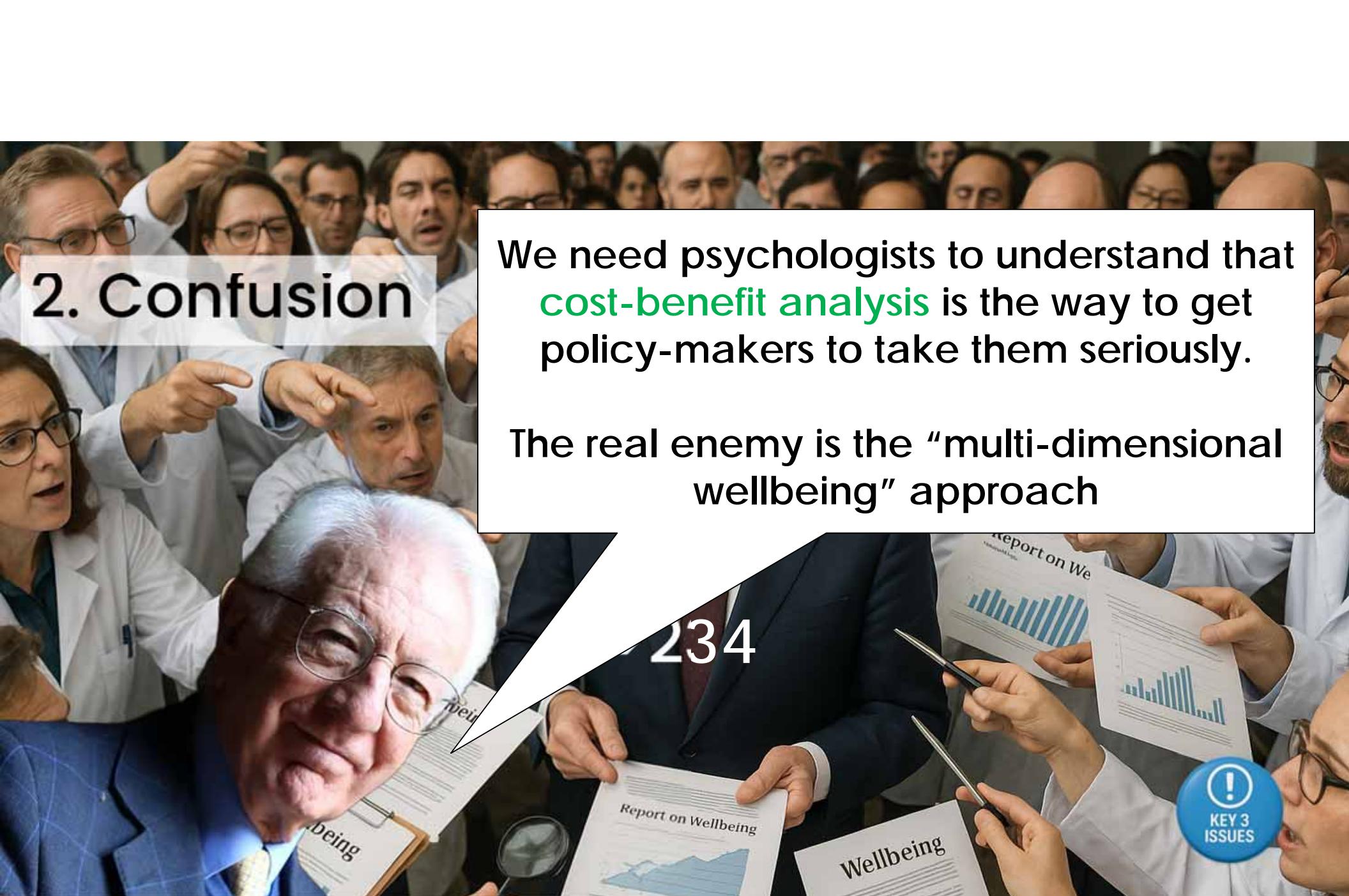


# FOOD



# FAMILY





## 2. Confusion

We need psychologists to understand that **cost-benefit analysis** is the way to get policy-makers to take them seriously.

The real enemy is the “multi-dimensional wellbeing” approach

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### 3. Individual Focus

Of 50 most-cited JOPP papers, 96% focused *only* on the individual.

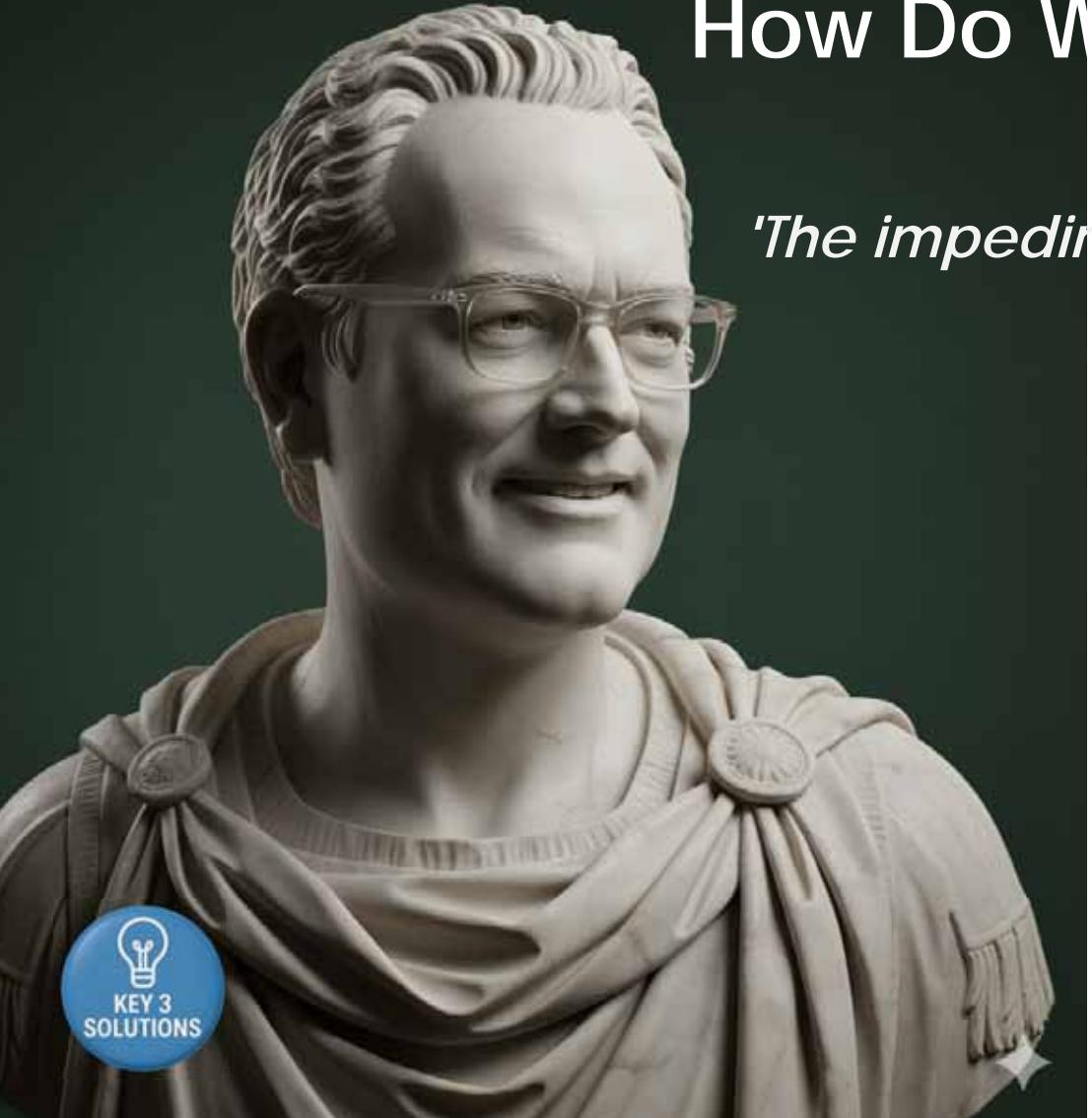


# How Do We Speed Up Adoption?



Marcus Aurelius:

*'The impediment to action advances action.'*



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Marcus Aurelius:

*'The impediment to action advances action.'*

Each challenge:

- Fragmentation
- Short-termism
- Individual-focus
- Perceived fluffiness

**informs a successful strategy.**

**Single-measure, quick wins  
of hard outcomes at scale.**



# How Do We Speed Up Adoption?

Pure behavioural economics.

What works elsewhere? E.g. Climate action

## FEAR

Prompts action. FOMO.

## SOCIAL NORMS

Other countries, avoiding embarrassment/  
enhancement of reputation.

## FISCAL

\$ benefits, quick wins and  
measurable targets.





**3 CASE  
STUDIES**

# Evidence: The Jobseeker Case Study

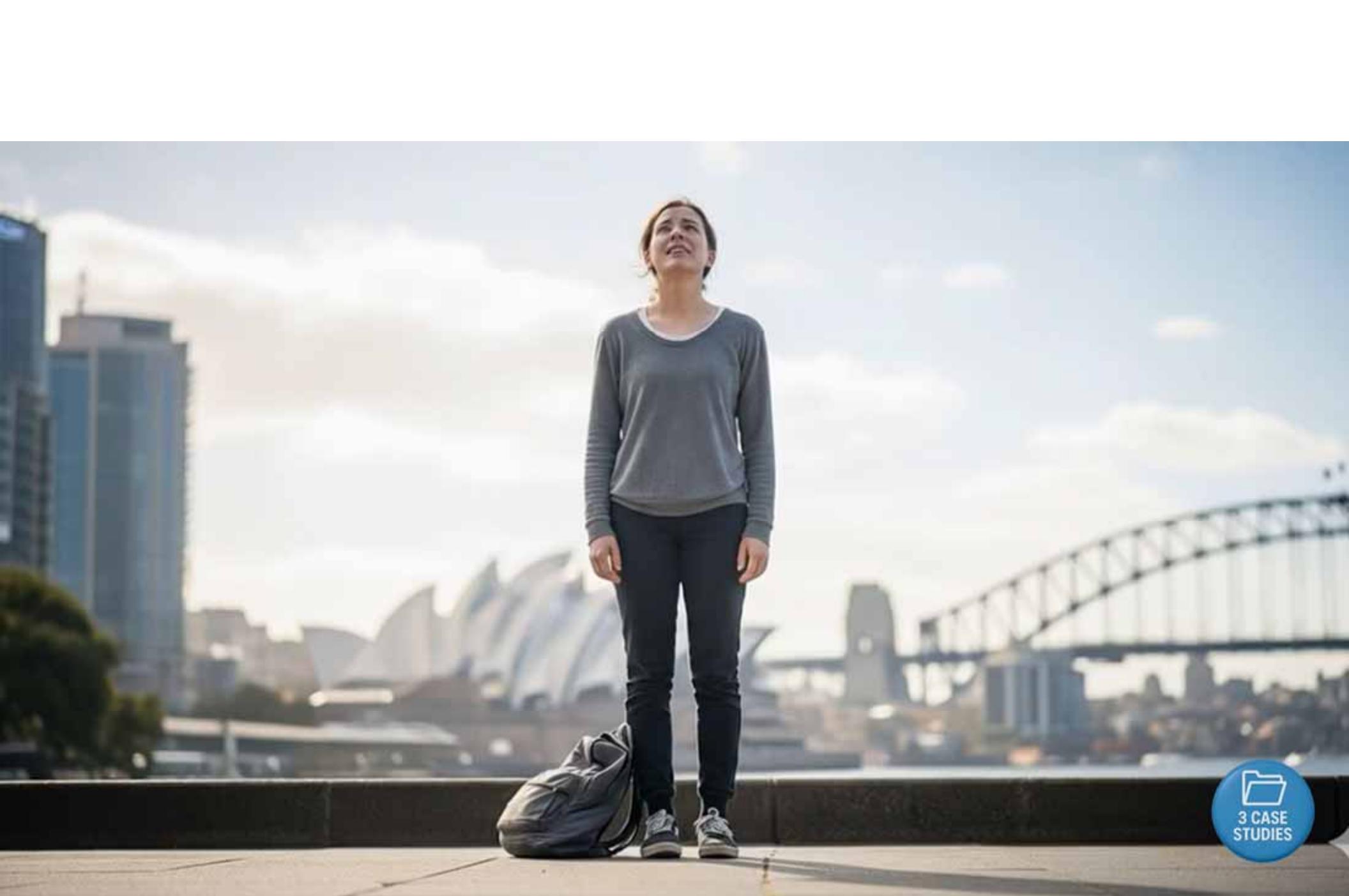
## Resilience Workshops

Prescriptive Analytic -> Tailored

Results: +48% vs BAU

14X RoI





# Evidence: The US Military



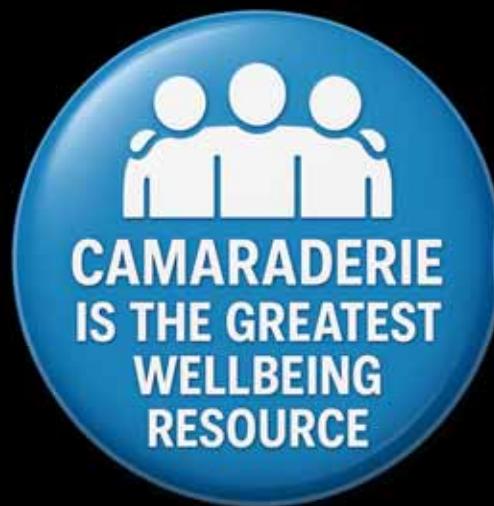
# Work Cover: Return to Work

1. 500 staff interviews across State.
2. 106,000 staff Data & intervention.

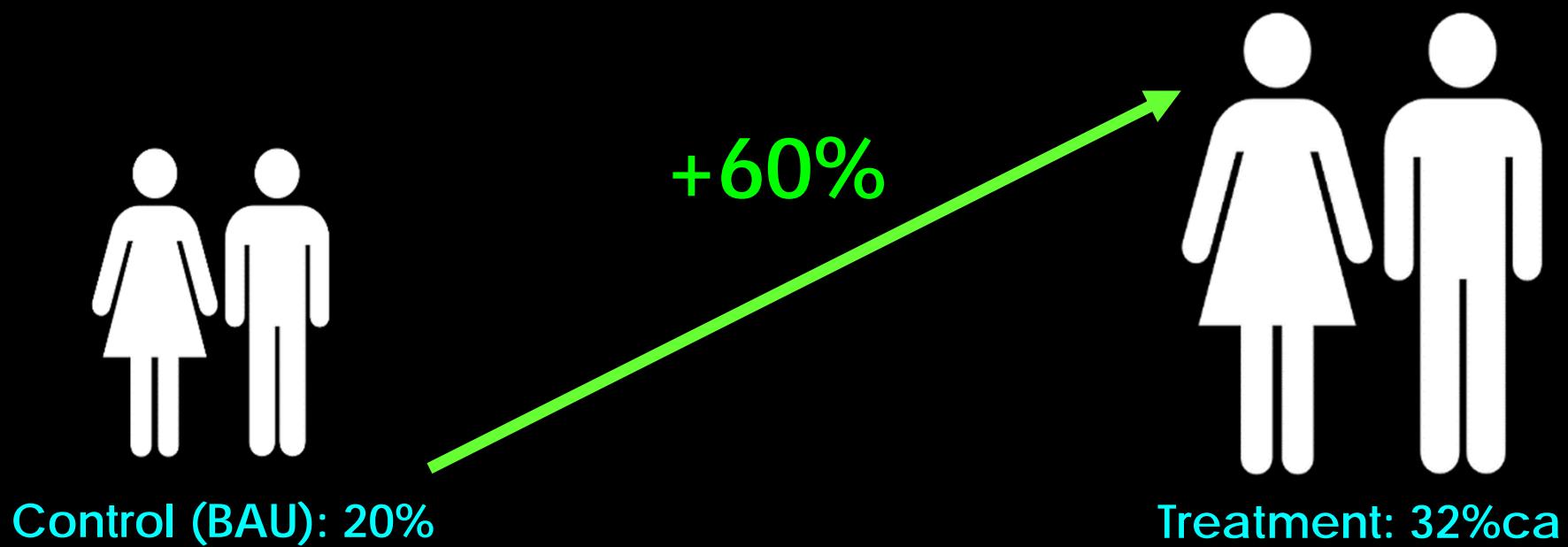


# Prevention: what reduces employee absence?

*(n=480 govt employees)*



## Results: Return to Work



Not using \$  
as the key measure  
lacks pragmatism.



# PUSH TO A TIPPING POINT



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