

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



Dr Darren Coppin

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



**KEY 3  
ISSUES**



**KEY 3  
SOLUTIONS**



**3 CASE  
STUDIES**

Dr Darren Coppin



# 1. 'Fluffy' Perception



LinkedIn  
wellbeing and wellness ...



University of ...  
Ways of WellBeing ...



University of ...  
Ways of WellBeing ...



Albany Senior High School  
Introduction to Health and Wellbeing at ...



Forbes  
Wellbeing As Serious...



LinkedIn  
An Inside-Out Approach...



CEO Monthly  
Employee Wellbeing Strategy ...



Spanner in the Works? - Men's health  
Using the Wheel of Wellbeing to help ...



WellRight  
Employee Wellbeing in 2024 ...



Taking Charge of Your Wel...  
The Wellbeing Model | T...



ReachOut Schools  
Five ways to wellbeing | Reac...

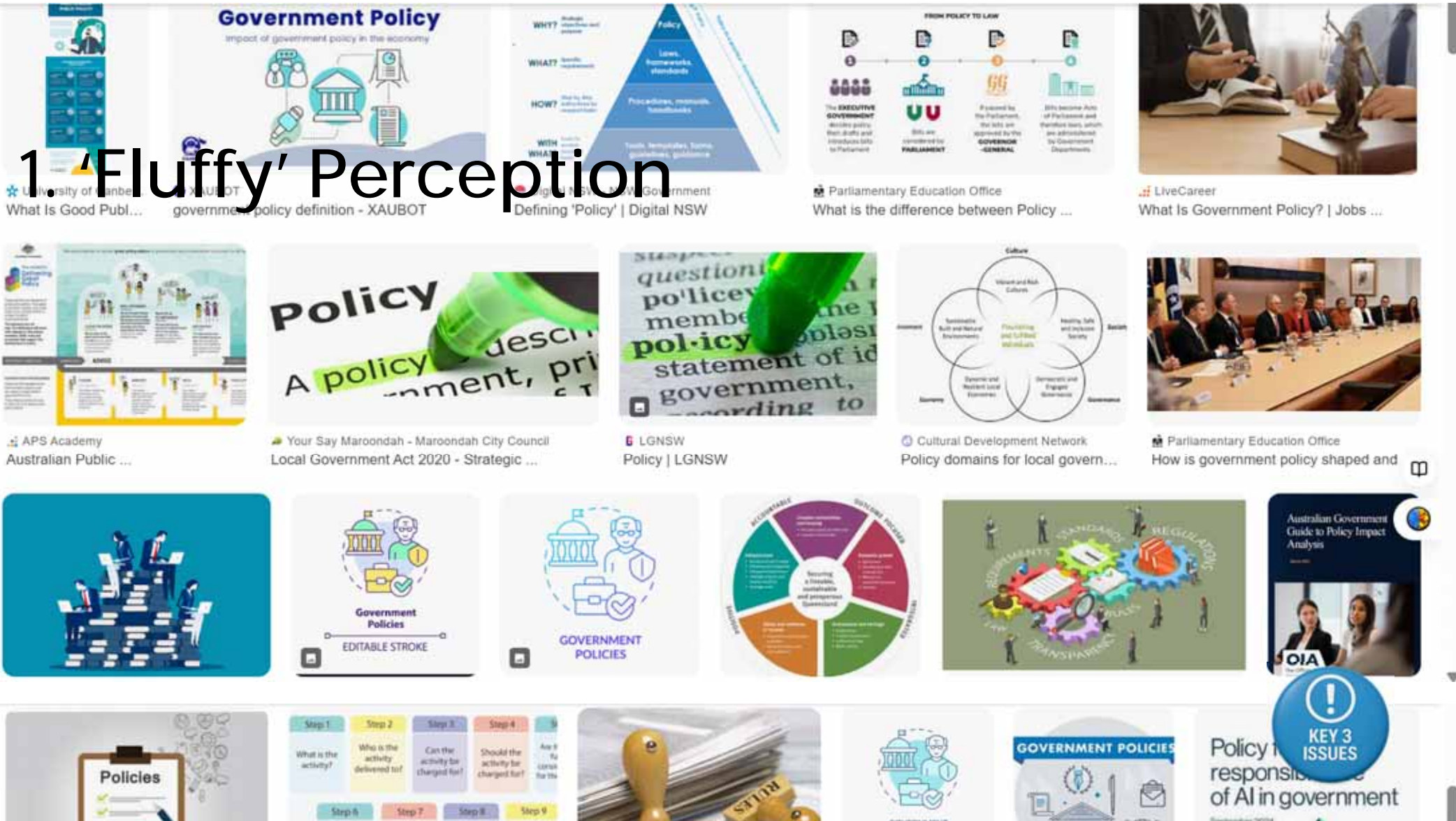


# 1. 'Fluffy' Perception

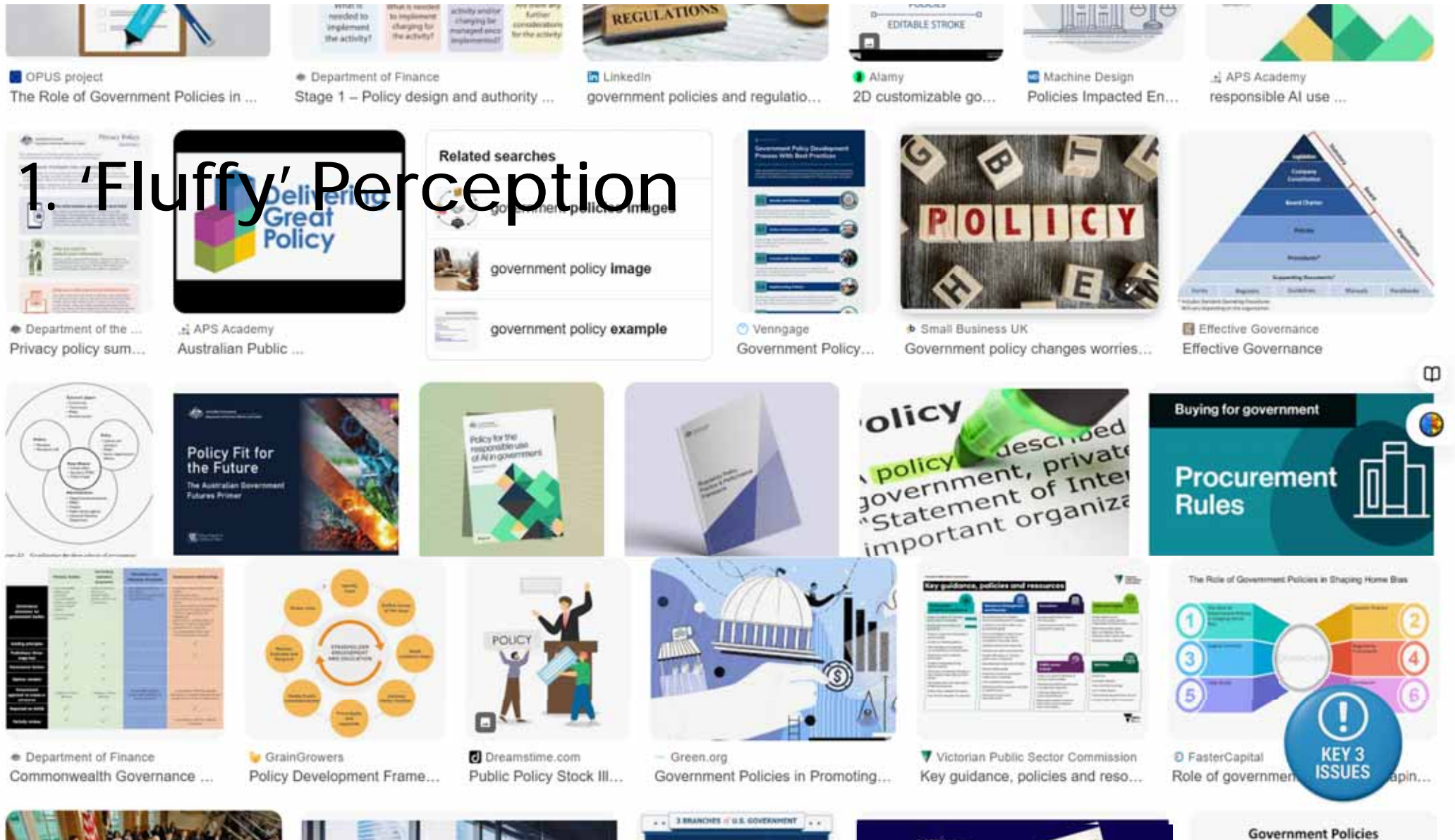




# 1. 'Fluffy' Perception



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FOOD



FAIRGROUND



FAMILY



! KEY 3 ISSUES



## 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:

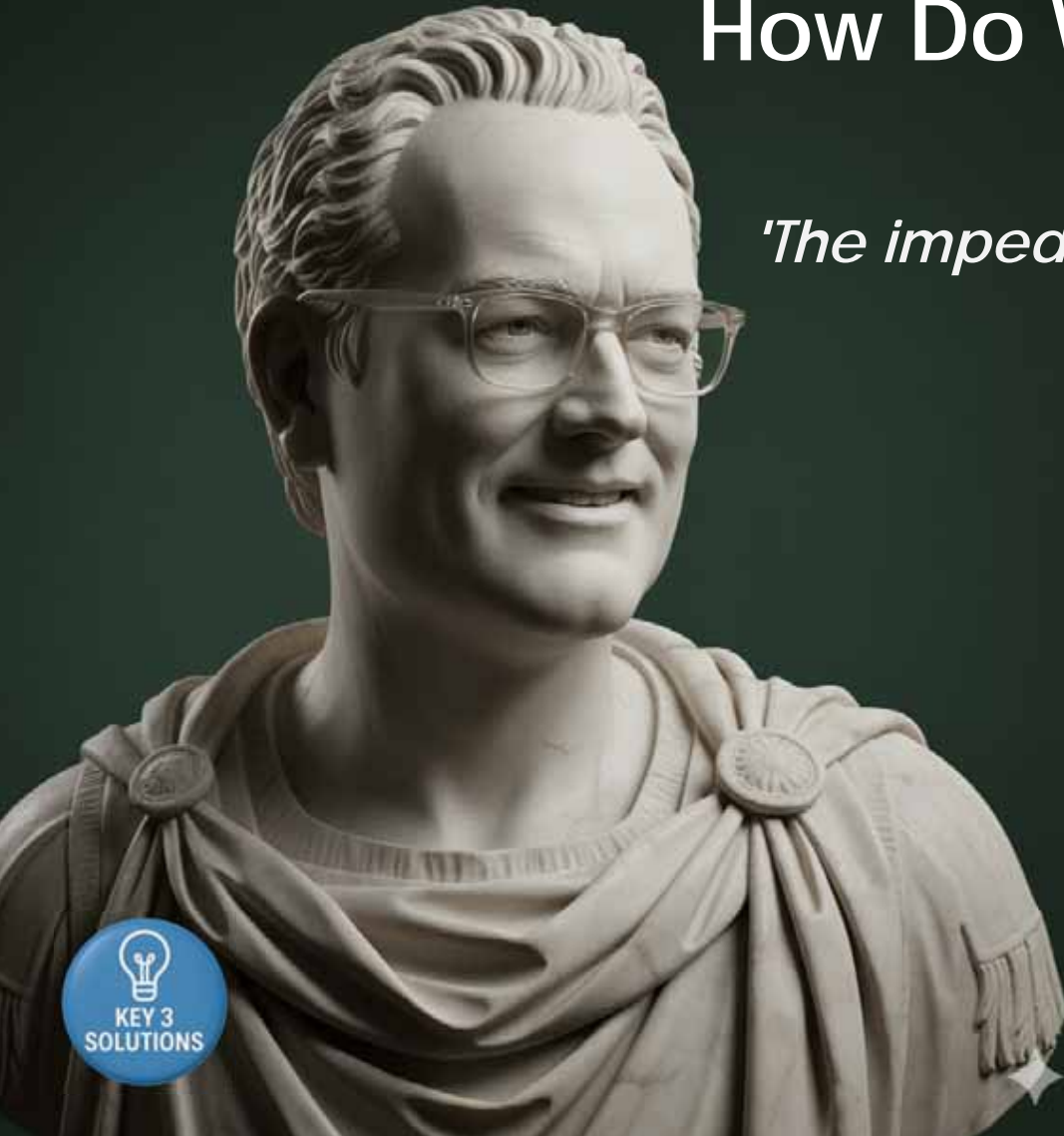
*'The impediment to action advances action.'*

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~~ 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.



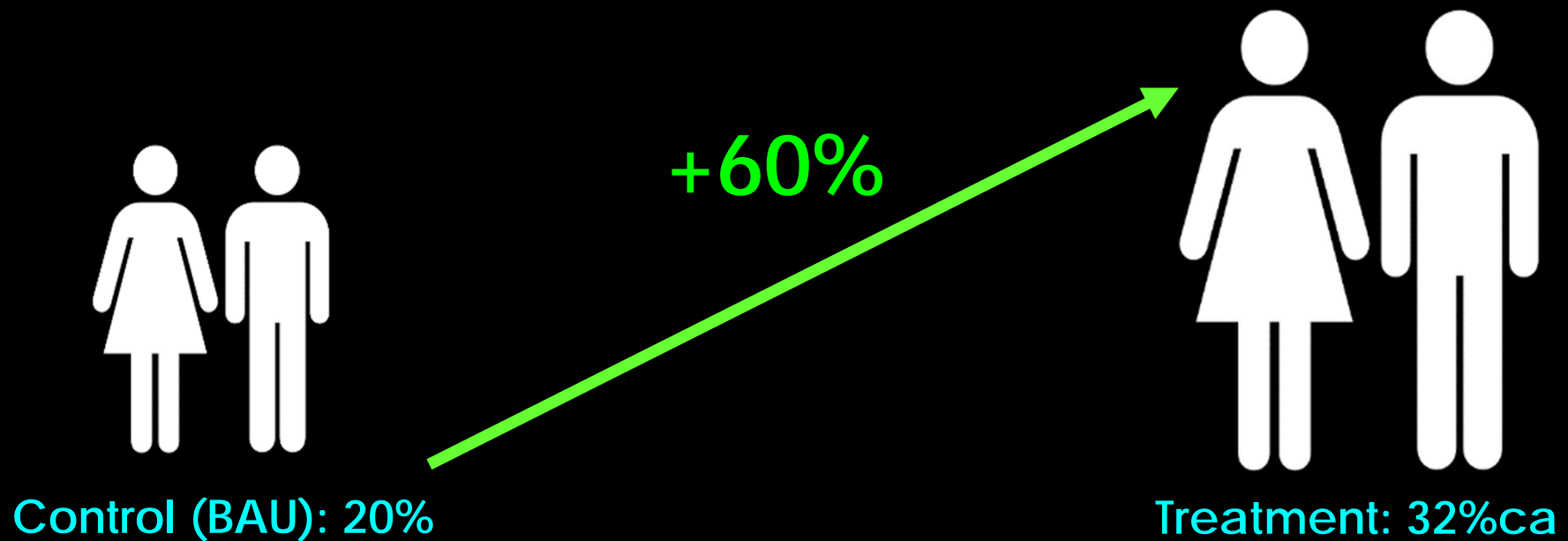


# Prevention: what reduces employee absence?

*(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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