BEHAVIORAL PUBLIC POLICY ORGANIZATIONS IN BRAZIL

What is the Behavioral Science Program?

Where are the behavioral public policy organizations in Brazil?

**ENAP,** the federal school of public administration, and **GNOVA**, its innovation lab. 2017/ 2018

Nudge Rio
Rio de Janeiro City Hall's Behavioral Science Unit. Based at Fundação João Goulart, which is part of the Treasury Department. 2014/2018

(011).lab
São Paulo City Hall's innovation in government lab. Based at the Innovation and Technology Department. 2017/2018

Behavioral Sciences Program: Awards and Publications
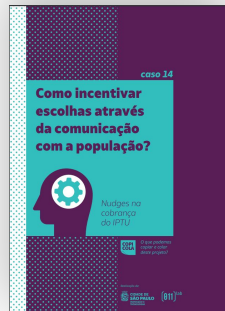
CopiCola Publishing
Guide to Behavioral Science Experiments: How to Encourage Choices Through Public Communication?


Evidence Award
with the project to reduce non-payment tax rates using behavioral sciences

InovaCidade Award
Recognition by the Smart City Business America Institute for initiatives that contribute to improving the quality of life in cities

Apolitical Prize
In the Citizen-Centred Innovation category for the use of behavioral sciences in communicating with the population during the pandemic.
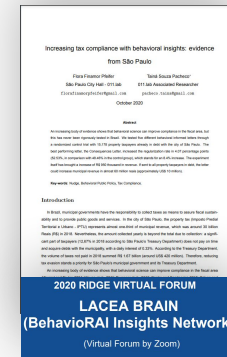
Participation in congresses with cases of behavioral sciences

- LACEA BRAIN 2020
- FGV Behavioral Economics and Finance Meeting

TO INCENTIVIZE PANDEMIC PREVENTIVE BEHAVIORS

During the pandemic we carried out a project to encourage behaviors necessary for the prevention of COVID-19, **such as the use of masks and staying home.**

For this, **text messages** formulated from insights from the Behavioral Sciences were sent, followed by an impact analysis by **telephone survey** and **behavior observations** at bus terminals.

Why text messages?

✓ Literature shows effectiveness to increase adherence to preventive health behaviors;

✓ Easy and fast to test and implement;

✓ 96.5% of São Paulo's citizens have a cellphone (PNAD - IBGE, 2015);

TIMELINE

june.2020

july.2020

dec.2020

jan.2021

1

5 types of text messages with information and commands for preventive behaviors against COVID-19

2

Impact evaluation by telephone survey

3

More effective text messaging for administrative districts with the highest incidence of COVID-19

4

Push notifications in bus terminals

5

Video observations

6

Usage of results to adapt SPTrans communications and campaigns

TO INCENTIVIZE PANDEMIC PREVENTIVE BEHAVIORS

june.2020

1

june.2020

2

july.2020

3

Action: 5 versions of text messages

Funds: SMIT

60.000 people

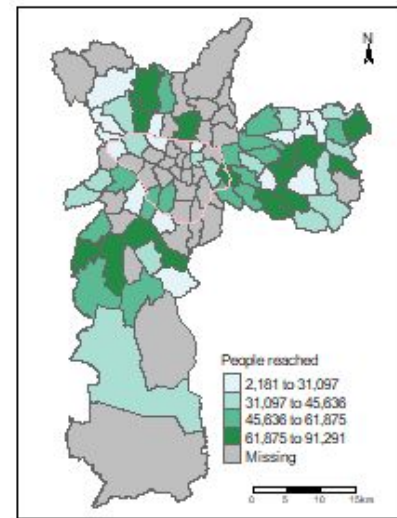**Action**: Impact evaluation by telephone survey

Funds: SMIT

7.000 people

Action: More effective text messaging for districts with the highest incidence of COVID-19

Funds: external resources

2.8 million people

People reached
2,181 to 31,097
31,097 to 45,636
45,636 to 61,875
61,875 to 91,291
Missing

Vital Strategies

IDB Inter-American Development Bank

MESSAGES SENT

PREFEITURA DE SAO PAULO: Para evitar a contaminação por coronavírus, FIQUE EM CASA. Se for essencial sair use MASCARA e mantenha 2 metros de DISTANCIA.

civic duty
PREFEITURA DE SAO PAULO: evitar MORTES de familiares e amigos é SEU DEVER: ficar na rua coloca os outros em risco: fique em casa.

social norm
PREFEITURA DE SAO PAULO: milhões de pessoas estão em suas casas para combater o coronavirus. FAÇA COMO ELAS: fique em casa.

reciprocity
PREFEITURA DE SAO PAULO: Profissionais de saude estao arriscando suas vidas para combater o coronavirus. FACA SUA PARTE PARA AJUDA-LOS: fique em casa.

self-efficacy
PREFEITURA DE SAO PAULO: Cada um fazendo sua parte, venceremos o coronavirus. A SUA ACAO IMPORTA: fique em casa.

risk perception
PREFEITURA DE SAO PAULO: Pessoas podem estar contaminadas sem saber. UMA DELAS PODE SER VOCÊ. Não coloque outros em risco: fique em casa.

PREFEITURA DE SAO PAULO: use mascara de tecido ao sair de casa cobrindo BOCA e NARIZ e justa ao rosto.Troque quando ficar umida e LAVE SEMPRE depois de usar.

civic duty
PREFEITURA DE SAO PAULO: Evitar MORTES de familiares e amigos é SEU DEVER: se for essencial sair use mascara e mantenha 2 metros de distancia.

social norm
PREFEITURA DE SAO PAULO: a maioria das pessoas já está usando máscara. FACA COMO ELAS: se for essencial sair use mascara e mantenha 2 metros de distancia.

reciprocity
PREFEITURA DE SAO PAULO:Profissionais de saude estao arriscando suas vidas.FACA SUA PARTE PARA AJUDA-LOS:se essencial sair use mascara e mantenha 2m de distancia

self-efficacy
PREFEITURA DE SAO PAULO: Cada um fazendo sua parte, venceremos o virus. A SUA ACAO IMPORTA: se for essencial sair use mascara e mantenha 2 metros de distancia

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civic duty

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self-efficacy

PREFEITURA DE SAO PAULO: Cada um fazendo sua parte, venceremos o coronavirus. A SUA ACAO IMPORTA: fique em casa.

risk perception

PREFEITURA DE SAO PAULO: Pessoas podem estar contaminadas sem saber. UMA DELAS PODE SER VOCÊ. Não coloque outros em risco: fique em casa.

Impact evaluation by telephone survey: questions as "how many times have you left home in the last week?" "when you left home, did you wear a mask?"
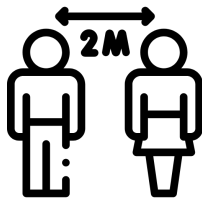
RTC: comparing responses to the telephone survey with the message received, and with people who have not received any messages

Civic Duty: people who received this message were more likely to report preventive behavior against covid-19
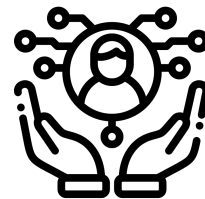
RESULTS

Text messages are an **effective tool to inform** the population.

Citizens who received the text messages were **12.75% more likely to report the correct distance** than those who did not.
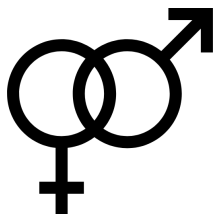
The ones who received frame versions 'civic duty' were **3% more likely to report 'always' wearing a mask.**
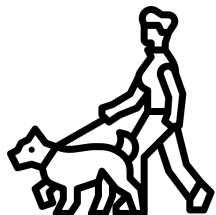
The **'civic duty' message,** designed to prime a sense of duty to protect family and friends, **was more consistent through results**, and thus it was the motivational message escalated.
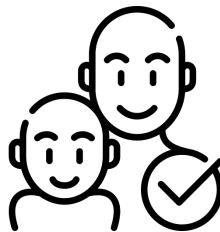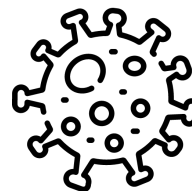
Men have more risky behavior than women;

People in **richer neighborhoods** left home more often to **exercise and walk their dogs;** people in **poorer neighborhoods** left home more often to **go to work;**

Older people wear masks more often and go out less often.

People who **have already had the disease** have **less fear** and are **more supportive** of **social isolation** measures.

People who **know someone** who has already had or who has **died** by the disease have **more fear** and are **more supportive of mask wearing** measures.

FINAL MESSAGES SENT

SMS 1 - inform (08/10)

segunda-feira, 10 de ago • 20:04

PREFEITURA DE SAO PAULO:Se precisar sair use MASCARA e mantenha 2 METROS DE DISTANCIA.Vai passar o dia fora?Planeje-se p/ trocar mascaras.Mais em bit.ly/33q6JeR

⟳
Toque para carregar e visualizar

SÃO PAULO CITY HALL: if you need to go out wear a MASK and keep a 2 METERS DISTANCE. Are you going to spend the day outside? Plan ahead to change masks.More at bit.ly/33q6JeR

SMS 2 - instruct (08/12)

quarta-feira, 12 de ago • 09:55

PREFEITURA DE SAO PAULO: use mascara de tecido ao sair de casa cobrindo BOCA e NARIZ e justa ao rosto. Troque quando ficar umida e LAVE SEMPRE depois de usar.

SÃO PAULO CITY HALL: wear a fabric mask when you go out covering MOUTH and NOSE and tight to your face. Change it when it gets wet and ALWAYS WASH IT after use.

SMS 3 - motivate (08/14)

sexta-feira, 14 de ago • 09:01

PREFEITURA DE SAO PAULO: evitar MORTES de familiares e amigos e SEU DEVER: se precisar sair use mascara e mantenha 2 metros de distancia dos outros.

SÃO PAULO CITY HALL: to avoid DEATHS from family and friends is YOUR DUTY: if you need to go out wear mask and keep 2 meter distance from others.

- **8.24 million messages** were sent to **2.8 million people;**

- Administrative districts with the highest incidence per capita of the disease were prioritized (60 out of 96);

- Fully financed with external resources - IDB and Vital Strategies;

- **Who received?** 92% do not have health insurance; 93% do not own a property; 71% do not declare income tax.
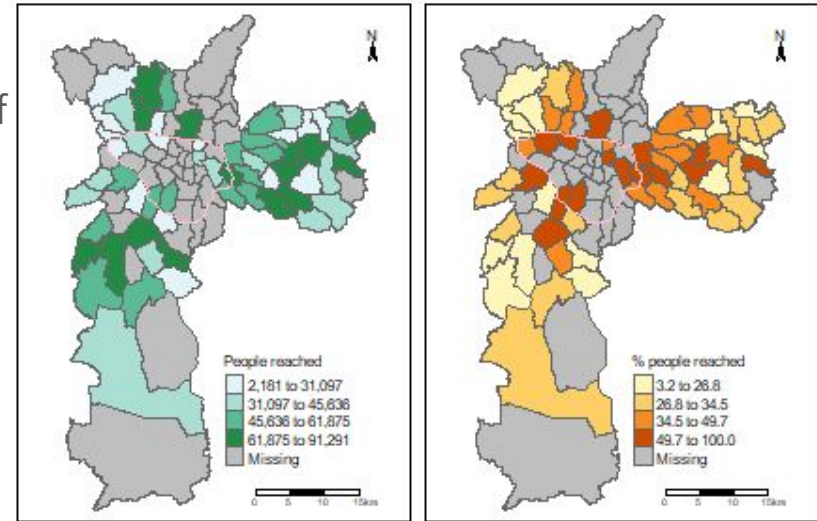
TIMELINE
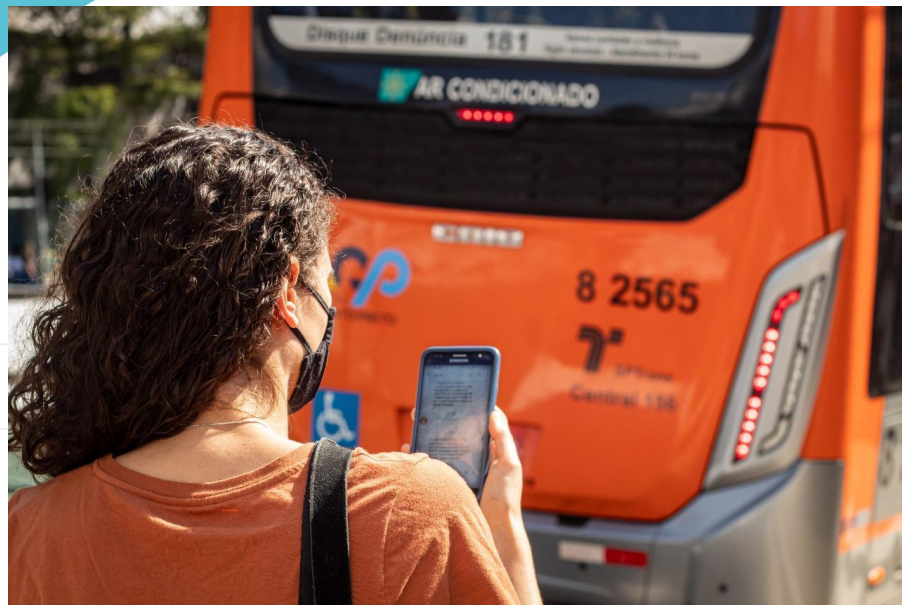
dec.2020

jan.2021

5

Video
observations

4

6

Push notifications
in bus terminals

Use of results to
adapt SPTrans
communications
and campaigns

WHY BUS TERMINALS?

Gradual return of the economy: increased movement of people on public transportation

The content of the message using the **civic duty** insight was **readjusted** to guide citizens at terminals and commuting

Encouraged behaviors:

- wear a mask correctly,

- wash hands,

- keep your distance from others,

- avoid touching your face or eating during the bus ride

Push Notifications in bus terminals

We adapted the previous messages into one text and image communication strategy that was sent to ~1 million public transport users at all municipal bus terminals using a geofence technology.

Push Notification: message + image

COVID-19 ALERT: to avoid DEATHS from family and friends is also YOUR DUTY. Outside your home, wear a mask covering MOUTH and NOSE all the time. At the terminals, keep DISTANCE from people in the queue. Inside buses, avoid eating or touching your face and always use HAND SANITIZER. Help keep the transportation system safe! More at bit.ly/PMSP_covid19

JORNAL DO ÔNIBUS

RESPEITE OS DEMAIS PASSAGEIROS, USE A MÁSCARA CORRETAMENTE

SE PRECISAR FALAR AO TELEFONE MANTENHA A MÁSCARA COBRINDO O QUEIXO, BOCA E NARIZ.

Informações oficiais sobre o transporte por ônibus:
www.sptrans.com.br   Central de atendimento 156

Original Message (Portuguese)

ALERTA COVID19: Evitar MORTES de familiares e amigos também é SEU DEVER! Fora de casa, use máscara cobrindo BOCA e NARIZ o tempo todo. Nos terminais, mantenha DISTÂNCIA das pessoas na fila. Dentro dos ônibus, evite comer ou tocar o rosto e use sempre ÁLCOOL GEL nas mãos. Ajude a manter o sistema de transporte seguro! Mais em bit.ly/PMSP_covid19

Push Notifications in bus terminals

- **Criteria**: peak time were defined according to data from SPTrans

- The **31 terminals** received the campaign messages

- **3 hours** a day

- **During the 5 days**: between 07th and 11th of December
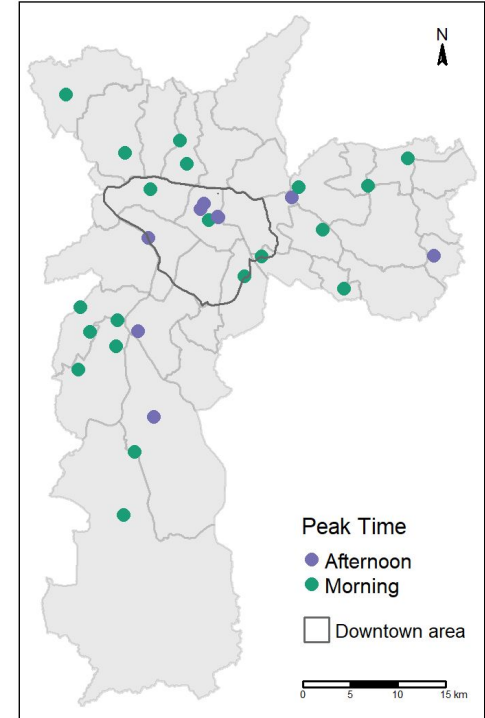
Bus terminals in the city of São Paulo
Source: (011).lab

- To understand the extent to which the messages were effective in changing people's behavior, we decided to **rely on observation**.

- That was the chosen strategy because there are no data collection of **"masks properly used"**, or **"hands properly cleaned"**. With this strategy, we will not have a causal inference about the effect of our communication campaign.

- Nevertheless, with the observations we can have insights into **typical behaviors** to inform and improve SPtrans communications and campaigns.

Takeaway 1: Most people comply with the preventive behaviors

When there are not many people on line, passengers keep a safe distance and avoid crowding. They obey the floor markings when it is possible.

Takeaway 2: The vast majority of people wear a mask and keep their distance at terminals - when this is possible.

When there are many people in line, **passengers do not keep their distance**

We can see that people keep a safe distance when waiting for the bus in a small line.
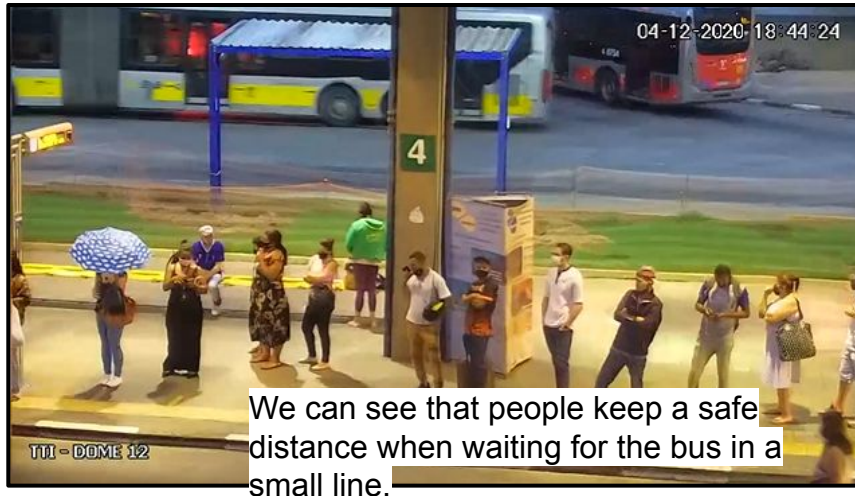
When the line is big, passengers don't respect the safe distance. There are two lines, side by side.

Takeaway 2: The vast majority of people wear a mask and keep their distance at terminals - when this is possible.

When there are many people in line, **passengers do not keep their distance**

Recommendation: Mask is even more important when it is not possible to maintain distance

Communicative poster positioned next to the crosswalk and the terminal's recharging station

**Virtual poster encouraging social distancing in waiting line**

Takeaway 3: Terminals' workers need to comply with the sanitary rules - they are the example

The behavioral science literature shows that people are influenced by what others do (social norms). Knowing that, it is crucial that bus terminals' workers, from shopkeepers to bus drivers follow the rules because passengers will use them as an example of how to behave

Takeaway 3: Terminals' workers need to comply with the sanitary rules - they are the example

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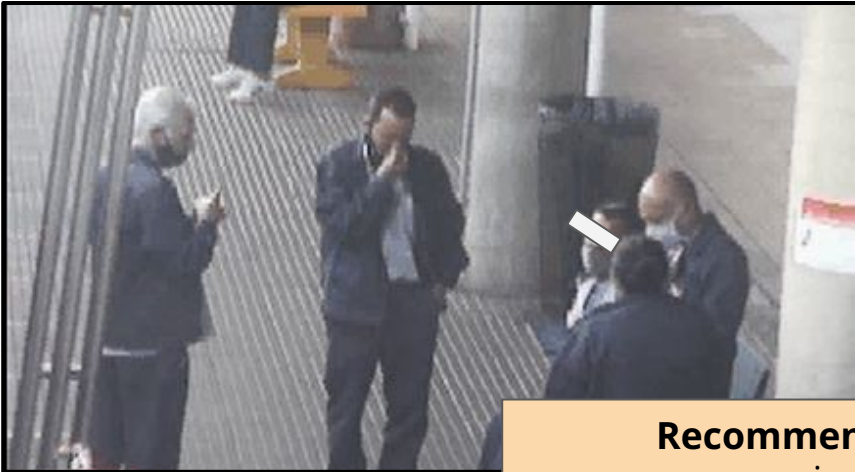
**Recommendation:** reinforce communication with workers

Takeaway 4: People crowd and don't wear a mask around cafeterias

Cafeterias are places of agglomeration and places where people do not comply with preventive measures because they are eating
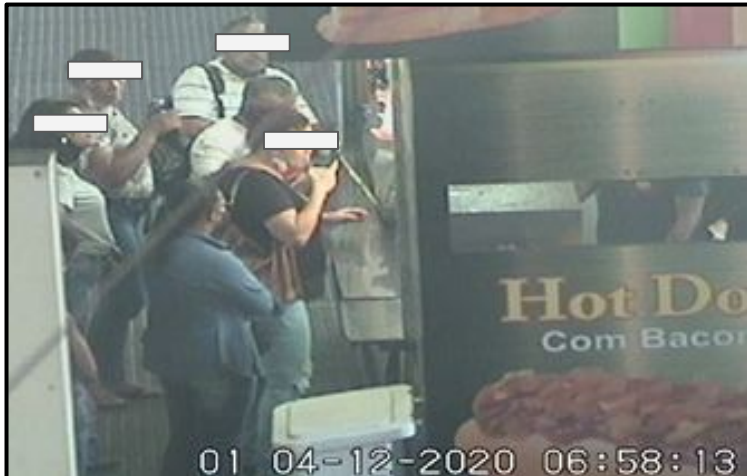
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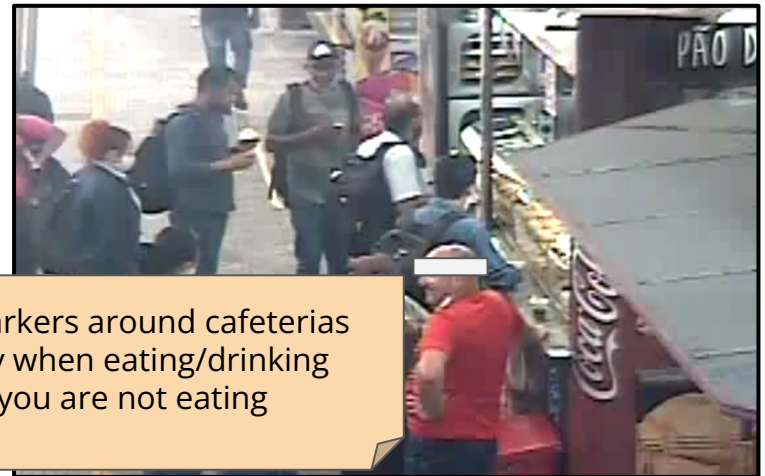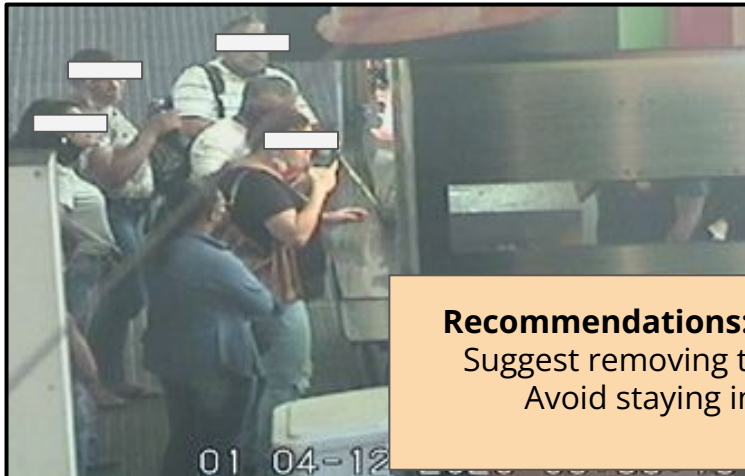
Recommendations: Distance markers around cafeterias
Suggest removing the mask only when eating/drinking
Avoid staying in the place if you are not eating

Virtual poster with behavior instructions in the cafeterias of the terminals
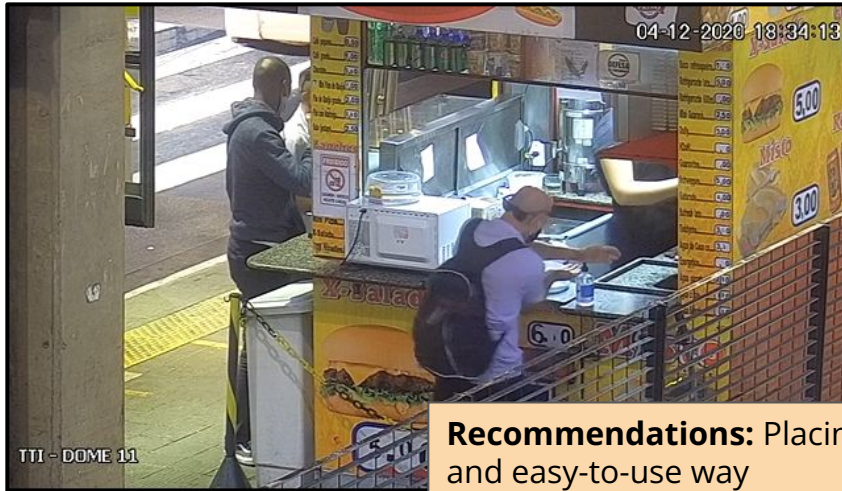
Takeaway 5: Hand sanitizer needs to be of easy access for people

Hand sanitizer is in distant and hidden places

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Hand sanitizer is in distant and hidden places

Recommendations: Placing hand sanitizer in an accessible and easy-to-use way

Takeaway 6: When people are talking in the cell phone they often don't use the mask properly

We see in the videos that people often remove the mask to talk or to send an audio in the cell phone.

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We see in the videos that people often remove the mask to talk or to send an audio in the cell phone.

Recommendations: It highlights the importance to communicate that it is mandatory to wear a mask even if you are using your cell phone

Virtual poster encouraging the use of a mask when talking on the cell phone

Lessons Learned

What have we learned with this project?

✔ designing public policies that **consider the behavioral dimension** leads us to more effective actions for **real citizens**

✔ more **assertive**, **short** and **constant** communications are important for **risky** behavior, instead of doing big generic campaigns

✔ **observe** people's behavior, **test** and **experiment** solutions rather than **assuming** how they would behave