

VicHealth's Citizens' Jury on Obesity proved effective, decisive and moving. The Victorians that were selected for the process came from all walks of life and from across the state. During the weekend of face-to-face deliberations, the jurors threw themselves into the topic with seriousness and diligence. The 20 plus 'asks' that made it through, far from being the confused or weak list that some had feared, were coherent and strong.<sup>38</sup> It is too early to conclude whether these recommendations will be fully implemented, but the process showed policymakers, retailers and producers that they may be substantially misreading, and perhaps underestimating, public support for interventions like a sugar tax. It also laid to rest the arguments that issues like obesity are too complex for the public to understand and that a jury of citizens would act in a narrow and self-interested way. Perhaps, even more importantly, it has shown governments across the world how such an approach can be used to consult the public using behavioural evidence, whilst pushing the frontiers of combining both online and in-person debate.

### Encouraging people to get more active

The work with VicHealth helped to inspire a larger programme of trials aimed at unpacking various aspects of group motivation to exercise more. In this context, we were fortunate to be contacted by the Movember Foundation, which since 2003 has raised £402 million and funded around 1,000 projects focused on tackling prostate cancer, testicular cancer, poor mental health and physical activity.

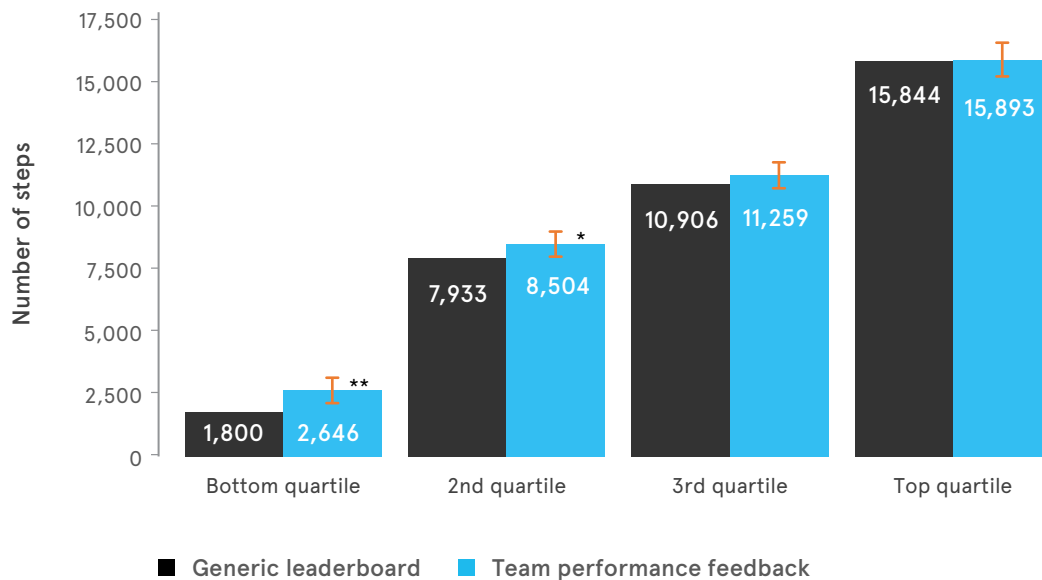
Movember put BIT in touch with Lendlease, who offer employees subsidised FitBits to help them track their performance. They are then encouraged to take further exercise. Our challenge, for Movember 2015, was to devise new ways of increasing levels of physical activity and to use the FitBit devices to measure individuals' daily step count.

Fifty teams (totalling 646 individuals) had been competing in a step challenge. We randomly assigned the teams into two groups, who each received different kinds of feedback. The first group received generic leaderboard information that told them which teams were in the lead. The second group received personalised team performance information that told them what their current rank was as a team, how far they were from the lead team and who the most active individuals in the team were.

The participants' progress was then monitored over three weeks, with one message sent at the beginning of each week. We were interested in the number of steps reached, the amount of energy expended and the number of active minutes.

The personalised team feedback intervention significantly outperformed the generic leaderboard information against each of the outcome measures. It was particularly effective at increasing the activity of women and the effect was strongest for those who were least active.

Figure 10.2: Effect of intervention (by quartile distribution of prior exercise level)



N=14,725

\*\* p&lt;0.01, \* p&lt;0.05, + p&lt;0.1

### Improving cancer screening rates

Detecting breast cancer early, before any symptoms are noticed, maximises the chances of successful treatment. The best way of doing this is through a regular breast screen, not least because it enables you to compare previous X-rays with a current breast screen.

Over the course of the last year, BIT Australia has undertaken a programme of work with BreastScreen Victoria to test different ways of encouraging people to attend breast screening sessions. This included two large scale trials.

The first trial drew on a classic behavioural intervention – encouraging people to plan ahead. Around 7,700 women received one of two letters. Both letters informed the recipients about the risks of breast cancer and about the free breast screening service offered by BreastScreen Victoria.

The second letter was identical to the first but included a simple planning prompt: at the bottom of the letter, recipients were encouraged to write down the time and date of their breast screening appointment. This was intended to prompt people to think about when they might be able to attend, the practicalities involved in getting there, and then