

## **Update from Subgroup on Behavioural Change for NPHEt meeting 30/07/2020**

- The Subgroup held its last meeting on Friday 24<sup>th</sup> July.
- The members indicated their willingness to continue to contribute to NPHEt's work and the national response to Covid through the proposed advisory group as set out in the paper noted by NPHEt at its meeting on 23<sup>rd</sup> July.
- In terms of further areas where behavioural insights may contribute, the group identified a potential role in improving the engagement and uptake of testing and contact tracing through modifying the communications to the public. The group cited previous projects where behavioural insights had improved response to hospital appointment attendance letters and suggested that this may be useful to explore in terms of non-responses to invitations for testing or contact tracing, depending on what analysis may be available on why people may not be engaging. This suggestion will be followed up by the Department research and relevant policy units to explore further.