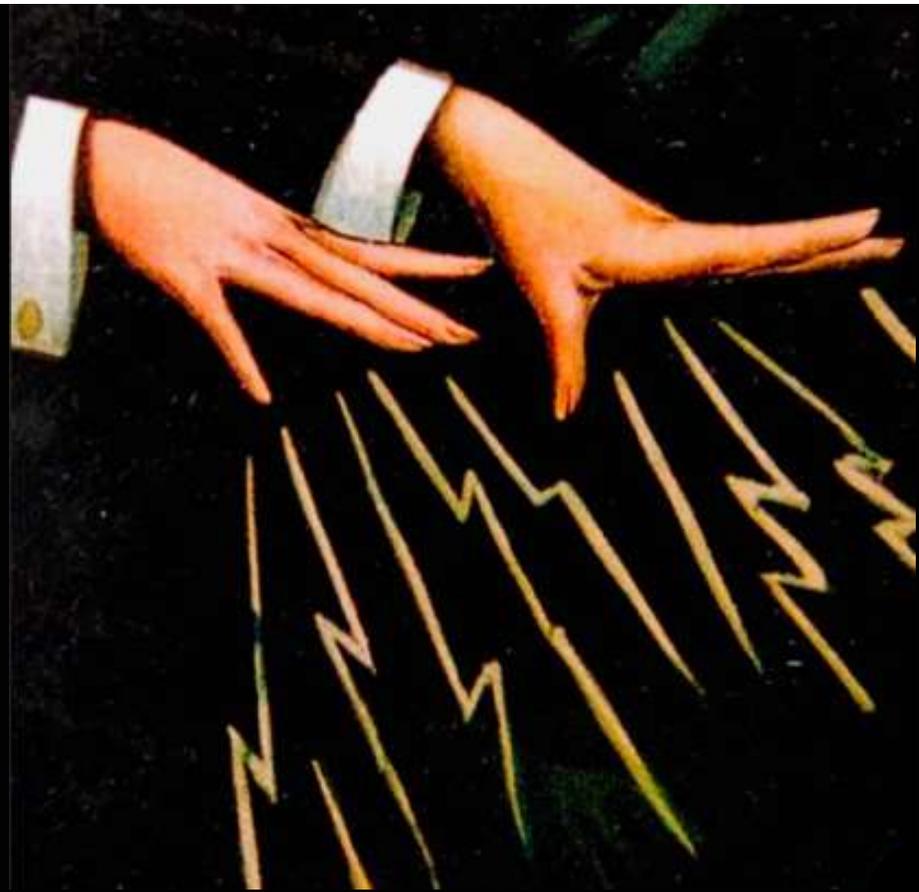# So-Mo

We make change happen, because we focus on making it easy for people to change.

For over 10 years So-Mo have been helping people make different choices and build better habits.

Our ground-breaking work has helped hundreds of organisations improve the health, wealth and happiness of the people who work for them and the populations they serve.
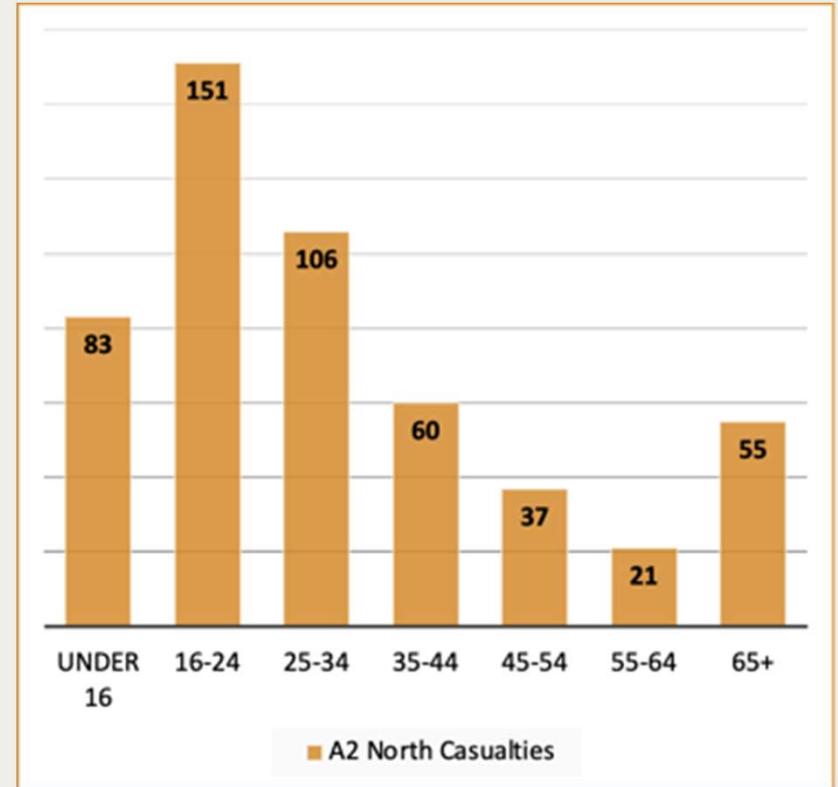
Behavioural Science

- a modern-day equivalent of the dark arts?

Birmingham UK

- Road casualty figures in **East Birmingham** were disproportionately high

- Passenger casualties (33% of all casualties)

A2 North Casualties chart:

Age group	Casualties
UNDER 16	83
16-24	151
25-34	106
35-44	60
45-54	37
55-64	21
65+	55

8% of car occupants do not wear a seatbelt
(DfT, 2018)

In East Birmingham, this figure rises to 38%
Observational study of 507 vehicles

The majority of passenger casualties were experienced by people of South Asian origin ~80%
Demographic analysis of the casualties

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Decades of high-profile, well regarded seatbelt campaigns have succeeded in achieving one of the highest wearing rates in the world

What had gone wrong?

You Know it Makes Sense 1963

Your Seatbelt is Their Security 1970

Clunk Click Every Trip 1971

The Clunkers Late 70's / Early 80's

Belt up in the Back 1998 (& 2007)

Clunk Click Even on the Shortest Trip 1981

The Blunders 1983

Don't Do It 1983

Elephant 1993

THINK! Wear a seatbelt 2003

THINK! Reverse Advert 2006

Three Strikes 2008 (& 2010)

Embrace Life 2010

" People are more likely to empathise and feel an emotional response when identify with the campaign ' actor' and its content"

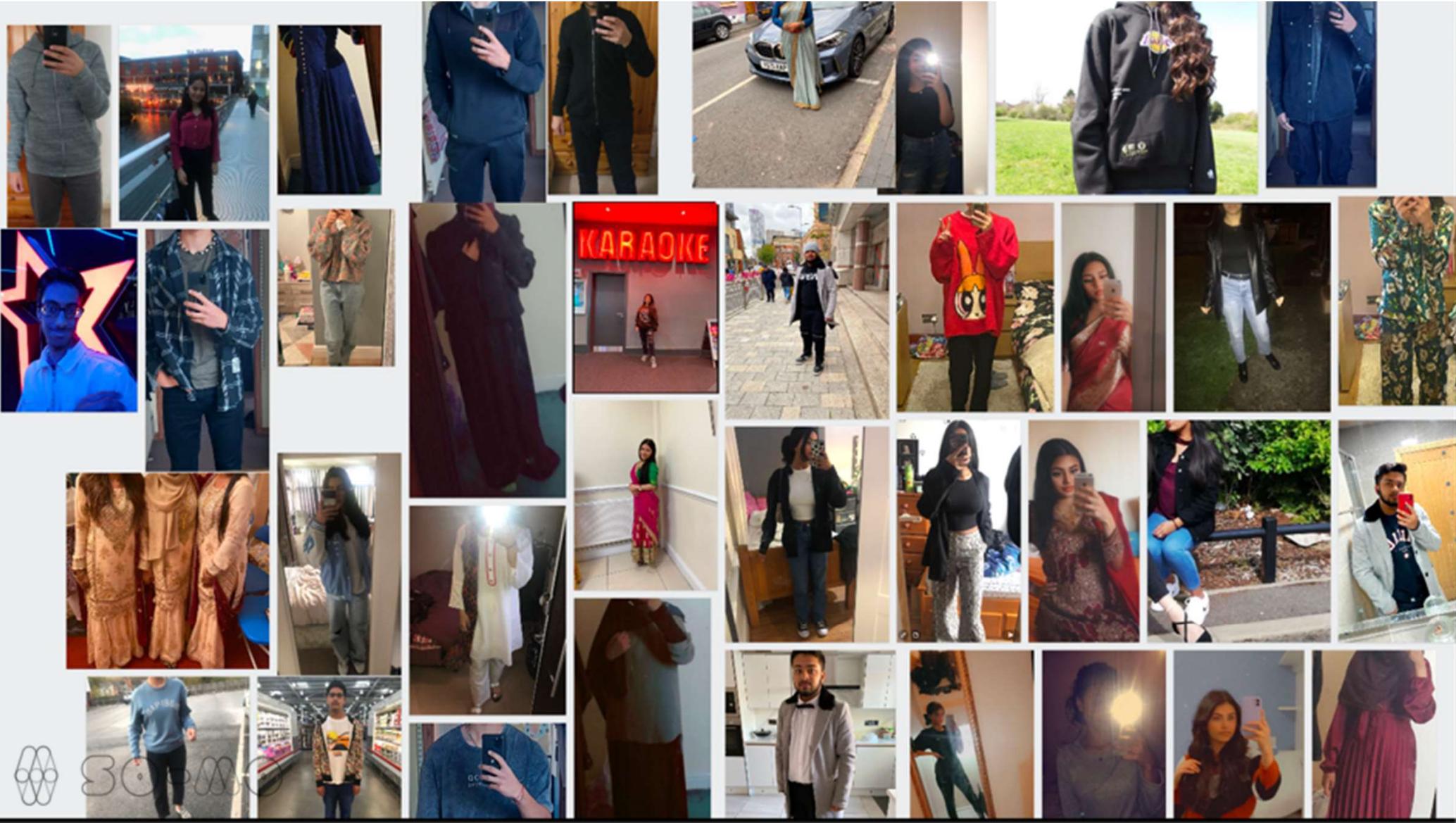(Noar et al., 2007)

Message not received?

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City Council

ROAD
SAFETY
TRUST

Making Roads Safer

The logic we developed developed was this:

If we could increase the use of seatbelts, we would see a reduction in passenger casualties

Any intervention to increase seatbelt use would need to be targeted and tailored to a South Asian population

Online test: assessing attitudes towards different road risks

Cards

Hide | Color | Group | Export | **Save Changes** | Reset All

	Card	Edit Color	Label	Average Rank	Dangerous	Rank
↑↓	3	🟣	Doing drugs and driving	2.89	19 (100%)	2.89
↑↓	8	🔴	Careless driving	3.84	19 (100%)	3.84
↑↓	2	🔵	Drinking and driving	3.56	18 (100%)	3.56
↑↓	5	🟡	Driving over the speed limit	4.79	19 (100%)	4.79
↑↓	4	🟢	Driving while holding a phone	5.05	19 (100%)	5.05
↑↓	9	🟢	Underage driving	5.67	18 (100%)	5.67
↑↓	1	🔴	Not wearing a seatbelt	6.11	18 (100%)	6.11
↑↓	10	🔵	Driving when tired	6.44	18 (100%)	6.44
↑↓	7	🔵	Old car parts and/or not servicing the car when needed	7.11	18 (100%)	7.11
↑↓	6	🟠	Driving at night	9.12	17 (100%)	9.12

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Anticipated Regret

a feeling experienced in the present, of regret we may feel in the decisions we're currently considering making
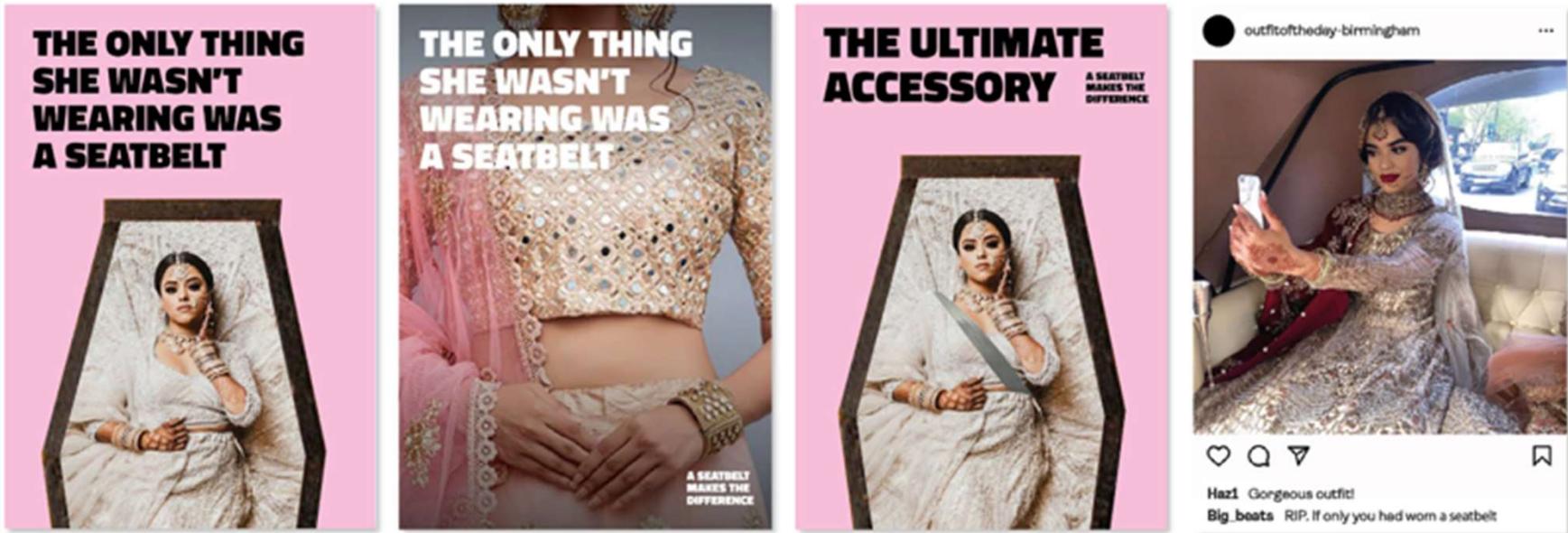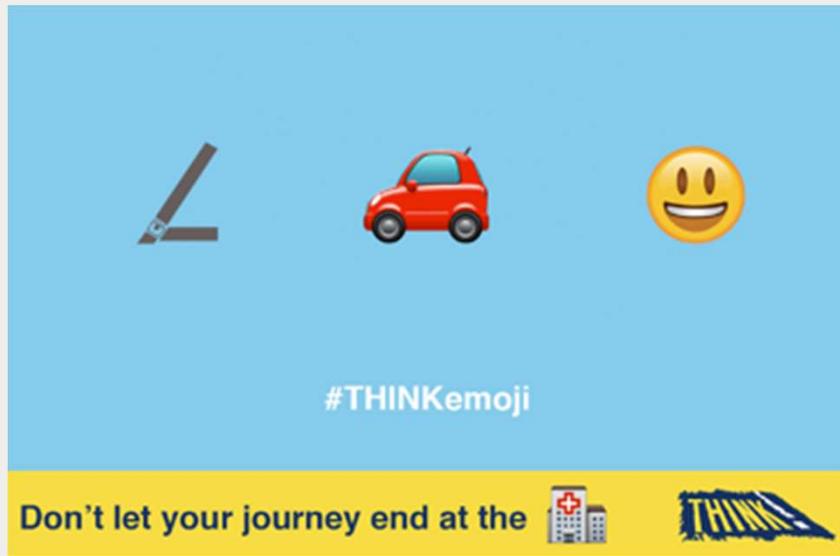
Co-design: we created two behaviourally optimised, tailored campaigns

Comparators: most recent national campaign, recent regional campaign, and an 'information only campaign'

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Trial methodology

Campaigns were evaluated using a **randomised survey**, completed by **400** Birmingham residents aged 16–22. We split respondents into those who identified as **South Asian (185)** and those from **other ethnic groups (215)**. Each respondent was shown only 1 of 5 possible campaigns.

Responses were described using simple statistics and compared using regression analyses appropriate to the outcome measure (significance reported at $p < 0.05$).

We measured each participant's response to the campaign they were shown regarding:

- Their intention to wear a seatbelt after viewing the campaign
- What they thought the intention of their peers would be if shown the campaign (normative intent)
- Their emotional response to the campaign
- How likely they were to share the campaign with others

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Headline results - <u>all</u> respondents

AISHA 16 - SHE NEVER ARRIVED AT HER COUSIN'S WEDDING IF ONLY SHE'D WORN HER SEATBELT — You are 3 times more likely to die in a car crash if you don't wear a seatbelt. Fasten up your future.

AHMED 21 - HE WAS ABOUT TO GRADUATE IF ONLY HE'D WORN HIS SEATBELT — You are 3 times more likely to die in a car crash if you don't wear a seatbelt. Fasten up your future.

The insights we'd uncovered, were relevant to the experience of being a young person more generally

Mean intention (6.48 SD(3.03) versus 7.33(2.72), p=0.0005), higher normative intention to wear a seatbelt (6.14 SD(2.90) versus 7.06(2.64), p<0.0001), and double the number of emotions (1.66 versus 0.8 emotions, p<0.0001)

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Headline results – South Asian young people

Those who identified as **South-Asian** showed a **35% increase in the number of emotions** generated from viewing the tailored campaigns

"People are more likely to empathise empathise and feel an emotional response when they identify with the with the campaign 'actor' and its and its content"

(Noar et al., 2007)
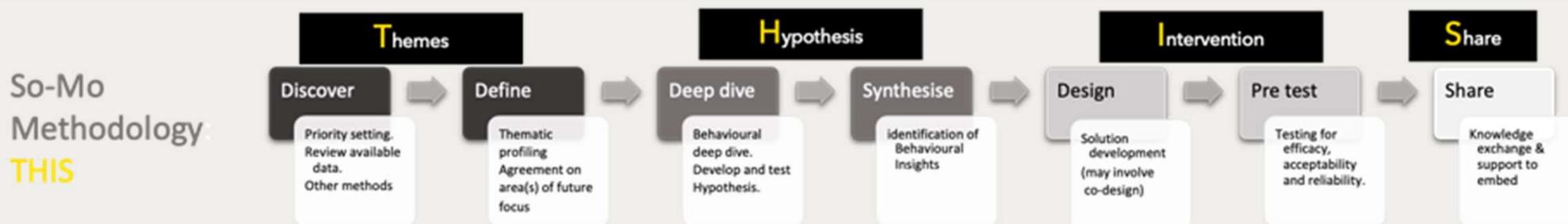
What is the significance for the wider community? community?

The approach is highly transferable to a wide range of behavioural opportunities:

- modal shift
- climate agenda e.g., emissions
- road safety

So-Mo Methodology: **THIS**

Themes
Hypothesis
Intervention
Share

Discover	Define	Deep dive	Synthesise	Design	Pre test	Share
Priority setting. Review available data. Other methods	Thematic profiling Agreement on area(s) of future focus	Behavioural deep dive. Develop and test Hypothesis.	identification of Behavioural Insights	Solution development (may involve co-design)	Testing for efficacy, acceptability and reliability.	Knowledge exchange & support to embed

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As for the big question of the day...

Arts & magic?

- Lateral thinking
- Correctly identified Behavioural Insights can 'feel like magic'
- Collaboration and creativity

Or science?

- Diagnostic approach
- Developed hypothesis then tested using QED
- Deepened insight through ethnography, psychological and behavioural tests
- Embedded insights into prototypes then rigorously tested using a randomised trial

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