

Increasing Attendance at group information sessions

A Behavioural Economics Experiment



Irish Government Economic & Evaluation Service

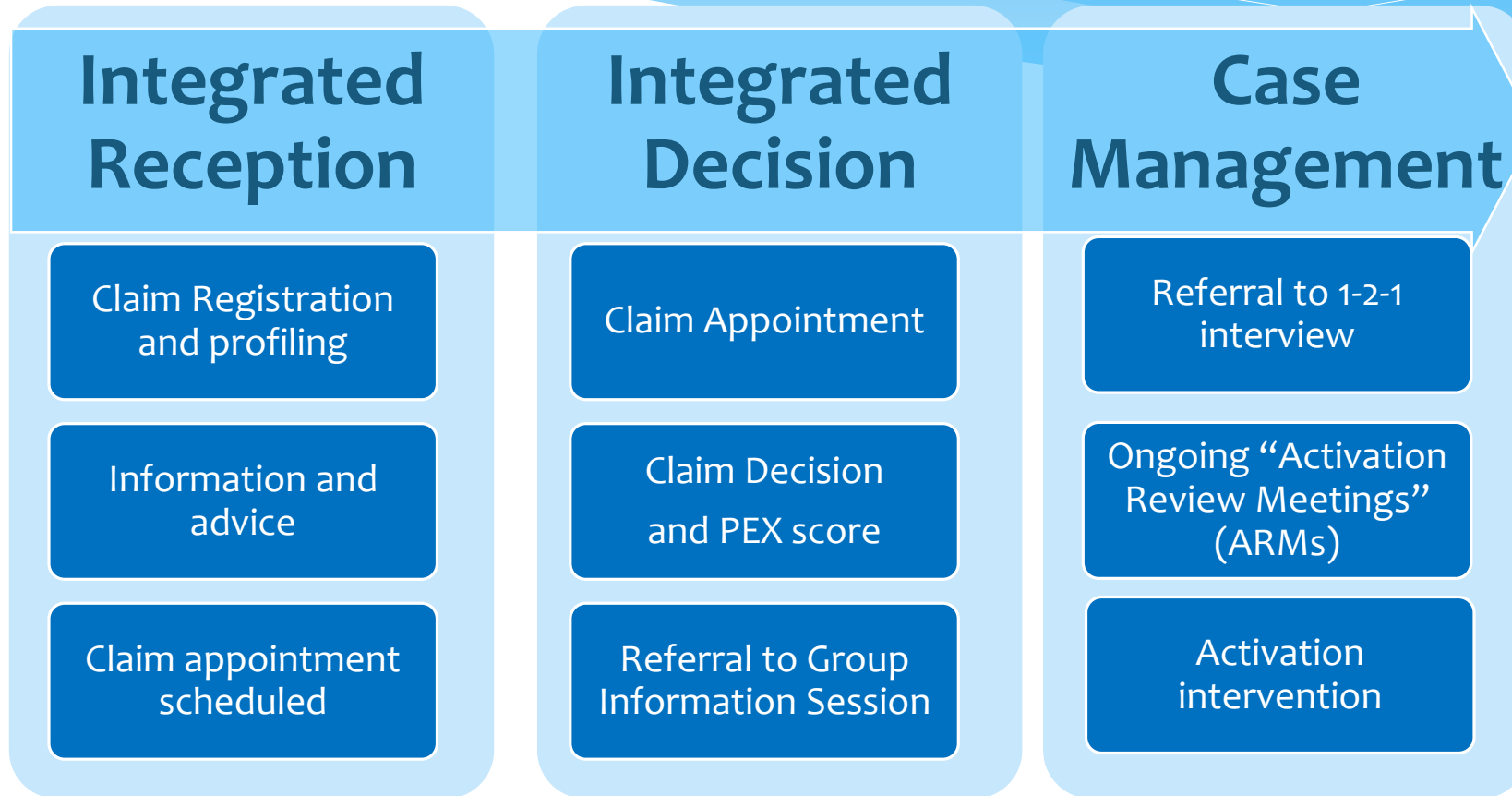


An Roinn Coimirce Sóisialaí
Department of Social Protection

Overview

- * Background
- * Trial Parameters
- * Analytical Models
- * Results
- * Findings

Intreo Service Model

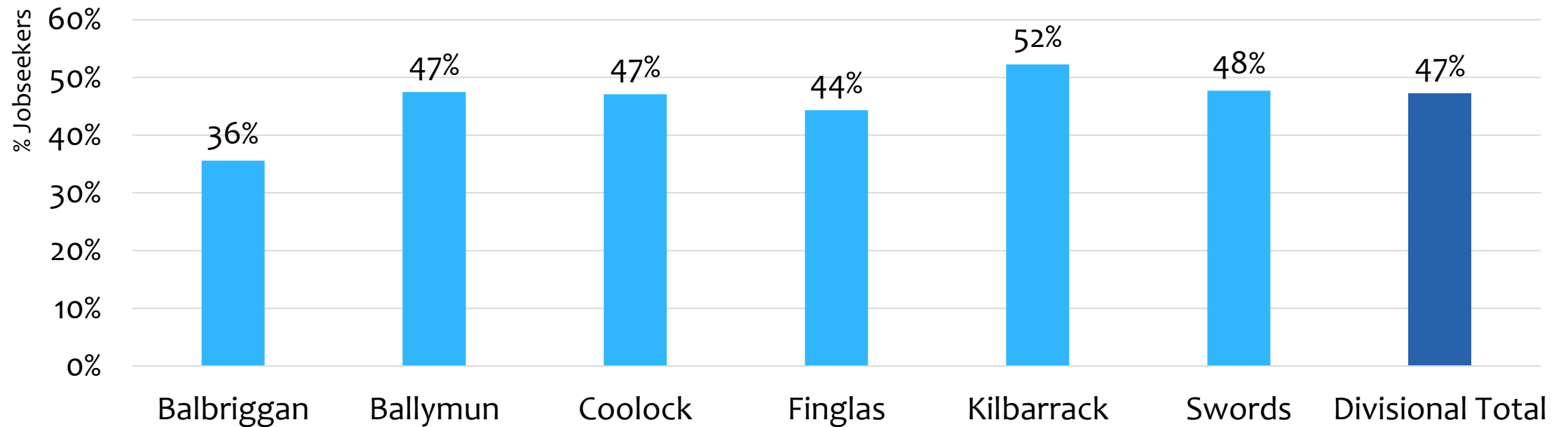


Group Information Sessions

- * Occur within 2-3 weeks of claim award
- * Jobseekers selected on basis of duration since claim award
- * Low and Medium PEX Jobseekers together
- * Case Officer presentation to new Jobseekers:
 - * Rights and responsibilities
 - * The activation process
 - * Available supports and schemes
 - * General advice
 - * Information pack
- * Referral to 1-to-1 appointment with Case Officer for career guidance

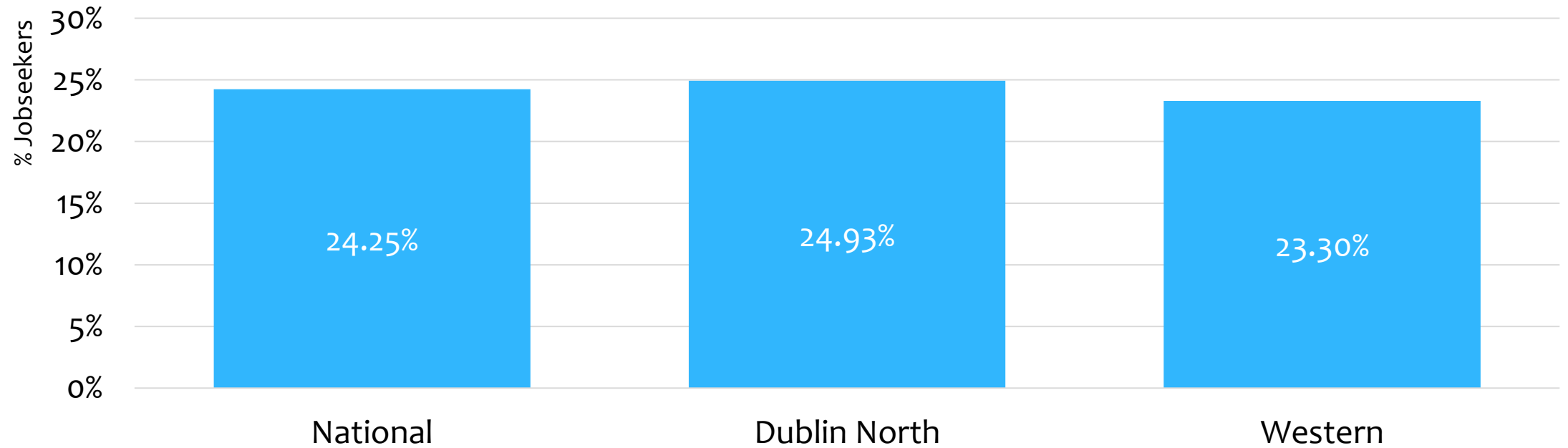
The Challenge of Non-attendance

**Non-attendance (%) at Group Information Sessions (Pre-Trial) -
Aug 2015 to Jan 2016**



Comparison of DNA Rates

Average Annual DNA Rates, 2015



Letter Designs

Department of Social Protection
www.welfare.ie

Original Letter (Control)

Date: <<Sent date>> PPSN: <<PPSN>>

NOTIFICATION TO ATTEND GROUP INFORMATION SESSION

Dear Mr/Mrs. <<Surname>>,

The Department of Social Protection helps jobseekers to secure work by providing employment advice, assisting in job search and providing access to work experience and further education and training opportunities.


We are pleased to invite you to avail of these services and in particular to invite you to attend an information session along with other jobseekers at the following date and time:

Date: <<Appointment date>>
Start Time: <<Start time>> **End Time:** <<End time>>
Location: <<Location of appointment>>

The purpose of this meeting is to give you some details of the range of supports available to you, including employment, work experience, education, training and development opportunities, and to give you the chance to ask questions about the options available.

Following this meeting, you may also be invited to attend an individual meeting with a Case Officer, to review your particular employment objectives, to assess your education, training, or development needs and agree a Personal Progression Plan. This Plan will set out the steps you can take, with our support, to advance your progress to work.

People in receipt of jobseekers payments from the Department of Social Protection are expected to work with the Department and to take-up any offers of support including offers of group and individual meetings and any subsequent offers of training, education and development opportunities.



Intreo




Revised Letter 1 (1)

I have booked you a place on an **Intreo Jobseekers Information Session**

Dear <<First Name>>,
I have booked you a place at our next information session for jobseekers as follows:

DATE:	<<APPOINTMENT DATE>>
START TIME: <<START TIME>>	<<END TIME>>
LOCATION:	<<ADDRESS LINE 1>> <<ADDRESS LINE 2>> <<ADDRESS LINE 3>> <<ADDRESS LINE 4>>

The session will include useful information to help you find work, including some tips on how to:

-  - find a job that suits you
-  - identify options for work experience and
-  - learn about possible education and training options


The information session will also set out the plans for you to meet with your Case Officer to discuss your employment options in more detail and agree your own Personal Progression Plan to find a job.

Do you know almost three out of four jobseekers from your area said the "information session was useful to understand my options"? Find out why they said that and please check the notes below to make sure you are ready. I look forward to meeting you soon.

Yours sincerely,
<<Activation Service Team Member Name >>
Employment Support Team

What you need to know:

- If you cannot attend for a good reason, please ring me directly at <<Phone Number>> as soon as possible so that I can arrange a more suitable date for you.
- Please remember, if you do not attend without a good reason, your payment could be reduced or suspended.






Intreo

Revised Letter 2 (2)

I have booked you a place in an **Intreo Jobseekers Information Session**

Dear <<First Name>>,

I have booked you a place at our next Information Session for Jobseekers – details of the session are shown in the box across.






	<<Date of appointment>>
	Starts: <<Start time>> Ends: <<End Time>>
	<<Address line 1>> <<Address line 2>> <<Address line 3>> <<Address line 4>>

At this session, you will learn more about the range of supports that are available to you to help you find work.

These include employment, work experience, education and training options. Any questions you have can be answered after the session also.

Almost 3 out of 4 jobseekers in your area said they found the session helpful.

I look forward to seeing you there,
<<Activation Service Team Member Name>>,
Employment Support Team

Why Should I Attend?	What if I Cannot Attend?
 To continue receiving your welfare payments	 To re-arrange your appointment, please call <<Phone Number >>.
 To help you find jobs and opportunities for work experience.	 If you do not attend, we must record this as a missed appointment and this could affect your payment.
 To help you find educational and training courses.	

Personalisation:
Use of first name
personalises the
letter

<<Office Address Line 1>>
<<Office Address Line 2>>
<<Office Address Line 3>>
<<Office Address Line 4>>
<<Eircode>>

<<Irish Address Line 1>>
<<Irish Address Line 2>>
<<Irish Address Line 3>>
<<Irish Address Line 4>>
<<Eircode>>

<<Today's date>> <<First Name>> <<Surname>> PPSN: <<PPSN>>
<<Client Address Line 1>>,
<<Client Address Line 2>>,
<<Client Address Line 3>>,
<<County>>

*I have booked you a place on an **Intreo** Jobseekers Information Session*

Dear <<First Name>>,
I have booked you a place at our next information session for jobseekers as follows:

DATE:	<<APPOINTMENT DATE>>
START TIME: <<START TIME>>	END TIME: <<END TIME>>
LOCATION:	<<ADDRESS LINE 1>> <<ADDRESS LINE 2>> <<ADDRESS LINE 3>> <<ADDRESS LINE 4>>

The session will include useful information to help you find work, including some tips on how to:



- find a job that suits you
- identify options for work experience and
- learn about possible education and training options

The information session will also set out the plans for you to meet with your Case Officer to discuss your employment options in more detail and agree your own Personal Progression Plan to find a job.

Do you know almost three out of four jobseekers from your area said the *"information session was useful to understand my options"*? Find out why they said that and please check the notes below to make sure you are ready. I look forward to meeting you soon.

Yours sincerely,
<Activation Service Team Member Name >
Employment Support Team

What you need to know:
• If you cannot attend for a good reason, please ring me directly at <<Phone Number>> as soon as possible so that I can arrange a more suitable date for you.
• Please remember, if you do not attend without a good reason, your payment could be reduced or suspended.

Reciprocity:
"I have done this for you,
now please do this for
me"

Salience:
Making benefits
clear

Social Norms

Salience:
Making consequences
salient to client.

Salience + Simplification
Improving readability.

Timely Prompt:
Client likely near a
phone when reading
letter.

Personalisation: Use of 1st name personalises letter

Social Norm

Salience and Accessibility:
Benefits outlined clearly.
Easier to read for those with
lower levels of literacy.

<<Irish Address Line 1>>
<<Irish Address Line 2>>
<<Irish Address Line 3>>



<<English Address Line 1>>
<<English Address Line 2>>
<<English Address Line 3>>

<<Sent Date>> <<Client First Name>> <<Client Surname>> <<Client PPSN>>
<<Client Address 1>>
<<Client Address 2>>
<<Client Address 3>>

I have booked you a place in an **Intreo** Jobseekers Information Session

Dear <<First Name>>,

I have booked you a place at our next Information Session for Jobseekers - the date, time, and location of your information session are shown in the box across.

At this session, you will learn more about the range of supports that are available to you to help you find work.

These include employment, work experience, education and training options. Any questions you have can be answered after the session also.

Almost 3 out of 4 jobseekers in your area said they found the session helpful.

I look forward to seeing you there,

Carol McGann

Carol McGann,
Employment Support Team

	Tuesday 8th March 2016
	Starts: 10:00 AM Ends: 10:45 AM
	Finglas Intreo Office, Mallows Road, Dublin 11

Why Should I Attend?		What if I Cannot Attend?	
	To continue receiving your welfare payments		To re-arrange your appointment, please call <<Phone Number >>.
	To help you find jobs, educational and training courses.		If you do not, we must record this as a missed appointment and this could affect your payment.

Reciprocity:
“I have done this for you,
now please do this for me”

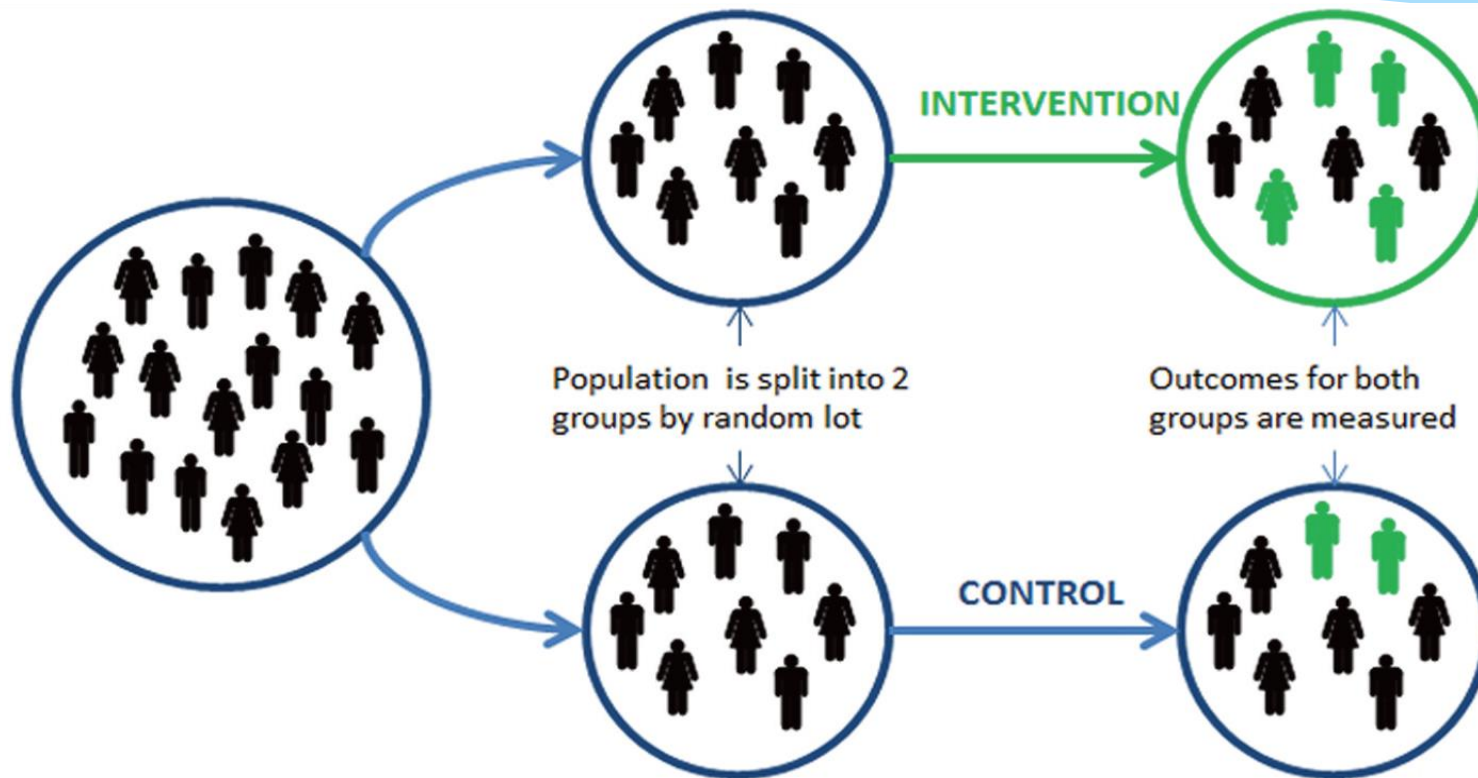
Appointment details simplified,
made salient, and accessible.

Rule of thirds:
Key Information has been placed
in the areas where people’s eyes
check 1st.

Timely Prompt:
Client likely near a phone when
reading letter.

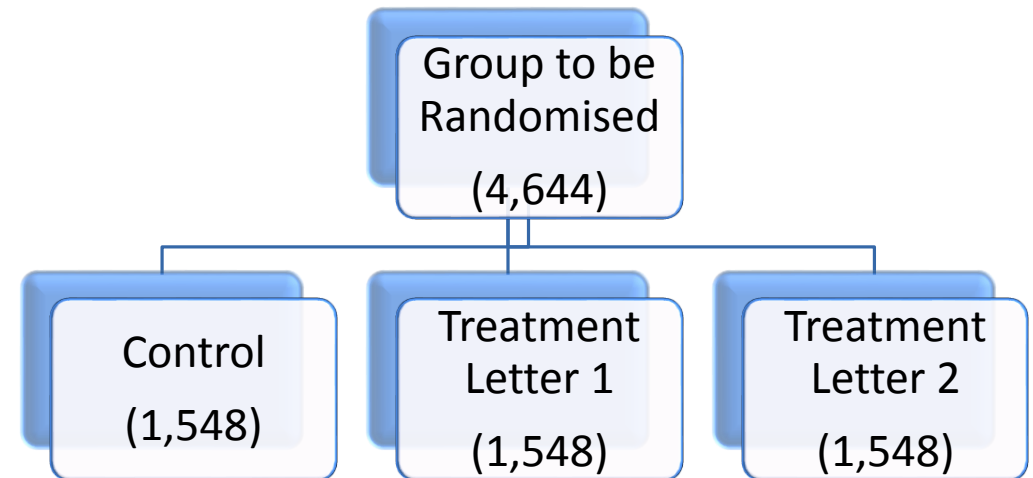
Observer Effect:
The BIT in the UK found this
message to be most effective in
reducing “did-not-attends” at
the hospitals they studied.

Which Letter works best?



Trial Parameters

- * Powers Analysis
 - * Powered for 5 percentage point change in attendance with 80% confidence
 - * Required sample of 4,644 to test 3 way treatment
- * Sample Size
 - * Estimated historical monthly average GIS referrals: $1,200 * 4 = 4,800$
 - * RCT ran for 20 weeks, May to September = 4,956



Trial Parameters

- * 10 offices in Dublin North Division and Western Division
- * Weekly randomised assignment of letter types to new claimants
- * Attendance at GIS recorded as:
 - * Attended
 - * Did Not Attend
 - * Cancelled
 - * Rescheduled
- * Data collected and validated after GIS every week.
 - * Cleaned and matched with administrative data to produce final sample for testing

Profile of Participants

Sample Characteristics by Letter (n=3,600)

	Gender		Age			Family		LR History			Previous Occupation		
	Female	Male	< 25	25-54	> 55	CDAs +/ ADAs	No CDAs +/ ADAs	No History	< 1 Year	> 1 year	Prof.	Non- Prof.	None
Letter 1	45.1%	54.9%	43.0%	54.4%	2.6%	18.5%	81.5%	0.1%	76.8%	23.2%	17.2%	71.4%	11.4%
Letter 2	41.5%	58.5%	39.8%	56.7%	3.6%	19.1%	80.9%	0.1%	77.2%	22.8%	19.8%	68.8%	11.3%
Letter 3	44.8%	55.3%	39.2%	57.0%	3.8%	20.8%	79.2%	0.0%	75.8%	24.3%	20.3%	68.5%	11.3%

Analytical Methods

Descriptive Analysis (n=4,395):

- * Observed outcome differences between letter designs

Inferential Analysis (n=3,600):

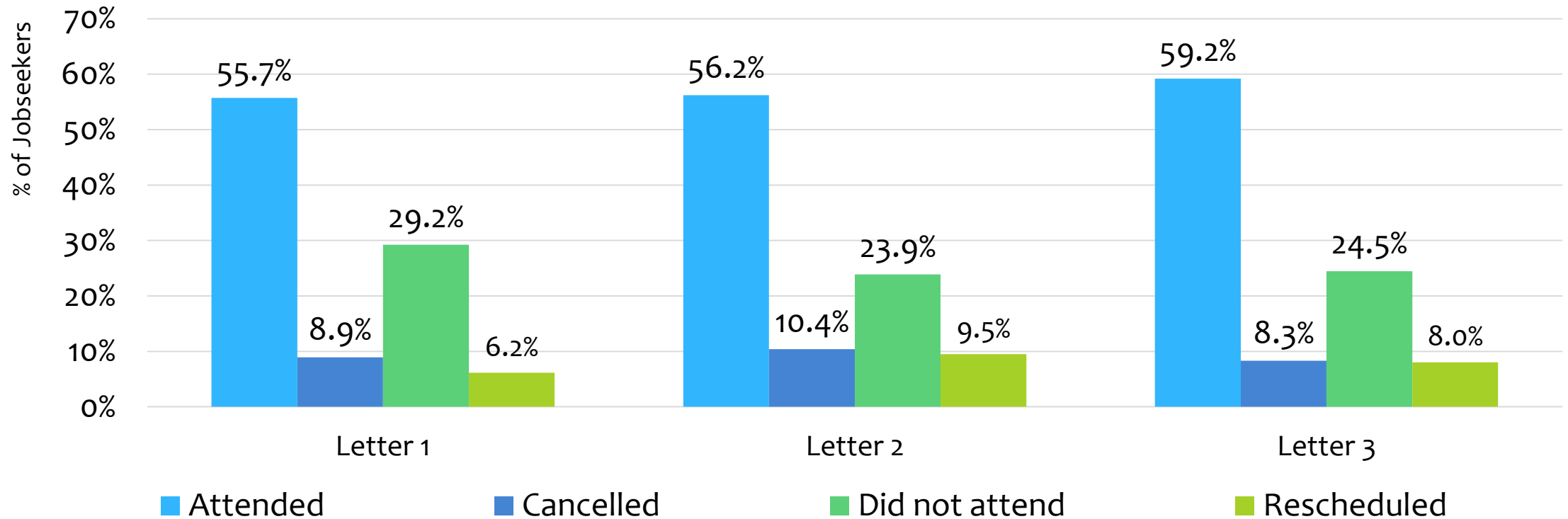
- * Binary + Multi-nomial logit regressions
- * Naïve Estimator: $Y(\textit{Attendance}) = \beta_0 + \beta_1(\textit{Letter Type}) + \varepsilon_i$

Cost Benefit Analysis:

- * Admin Overhead – Postage & Printing
- * Staffing – Person hours

Descriptive Analysis: All Outcomes

Attendance Outcome by Letter Type (n=4,395)



Descriptive Analysis: Did Not Attend Rates

DNA Rate by Letter Type (n=4,395)



Inferential Model 1, Difference in Attendance relative to Letter 1

Binary Logit Results (n=3,600)

	Letter 2	Letter 3
Naïve Model	0.007 (0.082)	0.133 (0.083)
MV Model	0.003 (0.084)	0.121 (0.085)

Note:*p<0.1; **p<0.05; ***p<0.01

Inferential Model 2: Other Outcomes vs. Attendance relative to Letter 1

Multi-nomial MV Logit Results (n=3,600)

	Did not attend	Rescheduled	Cancelled
Letter 2	-0.187* (0.100)	0.457*** (0.164)	0.200 (0.147)
Letter 3	-0.190* (0.099)	0.224 (0.168)	-0.092 (0.154)

Note:*p<0.1; **p<0.05; ***p<0.01

Cost Benefit Analysis

Estimated National Annual Savings in Admin and Time Per Year (Observed Differences)

	Letter 2	Letter 3
Effect of Letter (% Reduction in DNA's)	4.30%	3.30%
<i>Time Savings Per Year - All Intreo Offices</i>		
Total Time Savings	51,656.28 Mins	39,643.19 Mins
Total Time Savings Per Year	861 Hrs and 33 Mins	660 Hrs and 43 Mins
<i>Admin Savings Per Year - All Intreo offices</i>		
Total Cost per invite (Postage & Printing)	€ 0.72	€ 0.72
Total Cost Savings Per Year	€ 1,127.88	€ 865.58

Findings

- * Letters 2 and 3 outperform the original letter in attendance and DNA rates
- * The difference between letters 2 and 3 more ambiguous
- * Descriptive analysis showed letter 2 had lowest DNA rate but letter 3 had highest attendance and lowest rescheduling & cancellation rates
- * Inferential analysis showed no result for attendance but letter 3 had lowest DNA rate
- * **On the balance of evidence, letter 3 was shown to be the most effective in reducing DNA's and maximising attendance overall.**
- * Preliminary cost-benefit analysis shows letter 3 could produce time savings of over ~660 person hours per year, if rolled out nationwide.

Thank you



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Questions?