Hartlepool Behavioural Insight Nudges:

We are aware that service users failing to turn up for their appointments has a direct impact on services; methods need to be used to increase retention rates.

- **Nudge 1 (Recommendation 1) Appointment cards**: Systematically provide an appointment card for every appointment and send automated text reminders the day before the scheduled appointment. Cards need to include the following information:

  Next appointment:
  
  Date:               Time:               
  Practitioner name: Location:               

- **Nudge 2 (Recommendation 1) Text reminders** - All practitioners to use the same (automated) text and use consistent wording in all messages sent to service users.

  We are expecting you at (location) on (day, date and time).
  Not attending costs HART approx. £2,960 last month.
  Please call HART on xxxx if you need to cancel or rearrange.

- **Nudge 3 (Recommendation 3) Display the cost of missed appointments** - Calculate the cost of each missed appointment and display it clearly within the treatment agency.

  In December 2019
  
  There were 251 missed appointments.
  Not attending costs HART £2,960.14
  Please let us know if you need to cancel or rearrange.

- **Nudge 4 (Recommendation 6) Display the timetable of service offer and use Motivational Interviewing skills to engage service users in Psychosocial Interventions (Recommendation 4)** - provide ALL service users with details of the whole service
offer (including groups etc.) and provide a clear expectation of what treatment will entail.

Examples of motivational interviewing questions used:

**Discuss the consequences of action and inaction**

It may be helpful to ask the client how they imagine their life to be if they continue to drink/use drugs as they have done before.

‘What do you think will happen if you continue to drink/use drugs? Where do you see yourself in 3, 6 and/or 12 months’ time?’

The stating of a goal can be elicited by questions like

‘What do you want your plan for the coming weeks to look like?’

**Making a plan to attain the treatment goal.**

This is the step in which action plans are made. Reiterate the goal and check it is as closely defined as possible.

‘You have decided you want to stop drinking for two weeks; what is going to help you to do that?’

The aim here is for the client to begin to describe how the change is going to take place and the point of asking what or who will help is to focus on building their self-efficacy.

‘When are you going to make these changes?’

End the session with a positive affirmation and advise the client that next time you meet you will talk about the progress they have made and their plans for the future. Agree a date and time for the session.

‘It has been great to talk to you today about the positive changes you are going to make. I will look forward to hearing about your progress next Tuesday when we meet.’

An example of the available group timetable is shown below;
<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30-12:30</td>
<td>Mindful Monday Check-in 11:30-12:30 Mindfulness **</td>
<td>Conflict</td>
<td>Understanding Your Addiction</td>
<td>Mutual Aid 10:30-11:30 Advice and Guidance 11:30-12:30 (integrated Service User Group first Thursday of the month)</td>
<td>SMART **</td>
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<td>12:30-13:00</td>
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<td></td>
<td>Food and Mood (cooking time)</td>
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<tr>
<td>13:00-14:00</td>
<td></td>
<td>Well-being</td>
<td>Recovery Football @ The Domes</td>
<td>Introduction to Thinking Skills **</td>
<td>Food and Mood eating plus psycho-education</td>
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<td>14:00-14:15</td>
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<tr>
<td>14:15-15:15</td>
<td>Complimentary Therapies</td>
<td>Acupuncture</td>
<td></td>
<td>Introduction to Recovery **</td>
<td>Acupuncture</td>
</tr>
<tr>
<td>15:15-16:15</td>
<td>Complimentary Therapies/Indian Head Massage</td>
<td>Acupuncture</td>
<td></td>
<td></td>
<td>Veteran’s Group</td>
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<tr>
<td>16:15-17:00</td>
<td>SMARTTALK (starts at 16:00) (for 16 – 20 year olds ONLY) **</td>
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<td></td>
<td>Relaxation</td>
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<tr>
<td>18:00-20:00</td>
<td>SMART ** Complimentary Therapy (starts at 19:00)</td>
<td></td>
<td></td>
<td></td>
<td>** = OPEN GROUPS</td>
</tr>
</tbody>
</table>
Schedule of nudges

Nudge 1 was implemented from Wednesday 1st September 2019

Nudge 2: Unfortunately, an application for funding to send out text messages was not successful; therefore, this nudge was not implemented. However, the use of reminder text messages has been written into the service re-design to be implemented in June 2020.

Nudge 3: From the 1st December 2019, the cost of missed appointments has been calculated and displayed in the main reception and waiting room of HART services. HART have committed to continuing to calculate this every month and display it.

Nudge 4: The timetable displaying the entire service offer has been displayed since 1st November 2019.

In addition, staff started pro-actively using motivational interviewing to encourage clients previously only in receipt of a prescription to access the psychosocial interventions service offer that was available (recommendation 5)