



BEHAVIORAL ECONOMICS

WHAT IS THE IMPACT FOR HEALTH AND DEVELOPMENT?

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BEHAVIORAL ECONOMICS

“Successful development programs rely on people to behave and choose in certain ways, and behavioral economics helps us understand why people behave and choose as they do.

Approaching problems in development using behavioral economics thus leads to better diagnosis, which in turn leads to better-design solutions.”


Suatto Datta and Sendhil Mullainathan. “Behavioral Design: A New Approach to Development Policy”. CGD Policy Paper 016, November 2012





BEHAVIORAL ECONOMICS – WHERE ARE WE NOW?

- It's complicated – Behavioral economics allows us to expand our understanding of how people make decisions and the effect of internal and external factors on individual decision making.
- Growing body of real world evidence – “Nudges”, PBF, Health Insurance, Incentives, etc.
- Changing landscape in evidence gathering – The approaches we are using to gather and analyze community insights is necessarily changing, or it should.
- Continued debate over the application of behavioral economics.



BEHAVIORAL ECONOMICS – POTENTIAL CHALLENGES

- How and what can be applied broadly to current health and development programs? Should we even try?
- How do we avoid potential pitfalls from BE interventions?
- Potential challenges to designing interventions through a BE lens for scale?
- Is Behavioral Economics the next silver bullet?



QUESTIONS?
