

It's today!
See you at 11:15 AM in the
York room!!
Jenn and Terry welcome you.

Use of Texting For Improved Outcomes

Friday, September 6, 2019

11:15 AM – 12:15 PM

2019 Summit Conference

Research In Nudging

- In the paper *The Persuasive Power of the Digital Nudge*, it was found that when a nudge is thoughtfully created and tailored to the needs of the intended, a nudge can help. This type of communication is cost effective and easy to implement in a marketing plan. (Fetherston)
- A nudge should always be intended to help an individual make a more informed choice or complete a task they intended to accomplish.
- *Nudging responses to marketing emails: Evidence from London Fireworks Campaign* - They found that using well-tailored emails encouraging a behavioral change, creates a significant difference in email openings and a follow through to a course of action. (Gimblett).

Research cont'd

- Overall, studies show that implementing a well-thought-out digital nudge to encourage participation, will prompt a course of action that otherwise would not have been taken.

Examples of Nudging

- Wisconsin PROMISE
 - Postcards
 - Texts
 - Voice broadcast message – had greatest impact
 - Emails
- CRC workshop
 - Have to opt out, not opt in
 - Welcome text
 - 2 times a week
 - One was study skills
 - One was “module opening that week”

Reinforcement With Text Messages

- CRC Workshop Do you struggle with time management? Here are some strategies to improve time management study habits <https://tapit.us/...>
- CRC Workshop Welcome to week 3! This week we're going to look at group and family counseling as well as crisis and trauma counseling and interventions.
- CRC Workshop Have you heard of the SQ3R reading method? Survey! Question! Read! Recite! Review! <https://tapit.us/...>

Evolution of Increasing Engagement With Emails and Texts

E3 webinars

- Reminders about upcoming webinars
- Email and/or text reminders prior to webinars

PEQA cohort

- Self-directed with little contact by PEQA
- Started with just emails by Erin N. about upcoming event
- Added Coaches with regular contact
- Created a structured nudging campaign
 - First round
 - A reminder of monthly calls
 - Second round
 - Let folks know of couple events coming up
 - Third round
 - Personalized texts/emails tailored to individuals

PEQA Cohort Survey Questions

- Why did you sign up to take the PEQA Evaluation Studies Certificate?
 - *Remember, you came to VR because you want to go to work.*
- What are you interested in accomplishing through the PEQA certification program?
 - *We know it's hard to stay motivated to finish your training but remember, you want to go to work and become independent!*
- How do you plan to apply what you learn to your job?
 - *You've finished your training! It's time to find that job.*

Behavioral Economic Principles

- Keep choices simple when you want to make a behavior as easy as possible to perform. Use default options to guide people towards the desired behavior.
- Use descriptive, specific language to write instructions. Point out one desired way for people to use your product.
- People hate to lose more than they love to win. Get them to feel like they have already committed to something so that they will be highly motivated to avoid losing it.
- People overvalue things that they own or assemble.
- “When you have behaviors that you want to become a habit, build cues into the environment that trigger people to perform that behavior in the same time and same place.” Work with a client to connect Monday mornings with job search, Tuesday with phone calls/ mailing resumes, Wednesday with follow-up.