

Message

From: Rubin, James [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=EMC.KCL.AC.UK-55149-STQA8239C17]
Sent: 23/04/2020 16:48:32
To: David Halpern [david.halpern@bi.team]
CC: Richard O'Brien [richard.obrien@bi.team]
Subject: RE: Guardian

Hi David

Sorry to hear this.

As you say, this is an awkward one as we can't talk about the decisions. Govt do seem to be letting people be more proactive at the moment though. E.g. NERVTAG got to issue a rebuttal via Science Media Centre to the nonsense directed at them. I am tempted to say that you and I should simply write a joint letter to the guardian saying "not us". But I think we could only do that if CMO joined us and said words to the effect of "this is getting silly. It was a rather clumsy attempt at a metaphor by a non-psychologist to explain why quarantine is unpleasant and which conflated frustration, distress, motivation, economic stressors etc."

I am not sure if that would put it to bed or not though. Are you around for a quick call?

J

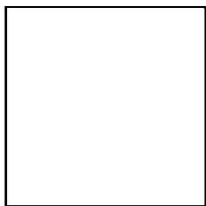
From: David Halpern <david.halpern@bi.team>
Sent: 23 April 2020 15:53
To: Rubin, James <[REDACTED]>
Cc: Richard O'Brien <richard.obrien@bi.team>
Subject: Guardian

Hi James

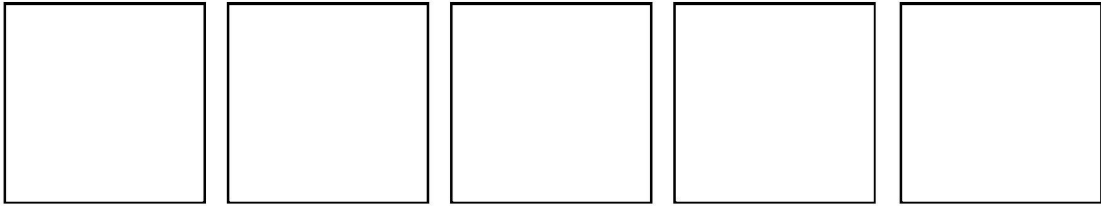
We've had a particularly persistent journalist pushing on the behavioural fatigue stuff. We're really in the thick of it on trying to make the testing and tracing work, and my hands are tied behind my back in terms of being able to respond. They seem to be pushing us partly because there are SPI-B members are saying that BIT gave the line on 'behavioural fatigue' (I'm sure not you!). Perhaps you could politely remind SPI-B members to be cautious in their remarks. As you know, not only did the fatigue line not come from me or you, BIT actively pushed Patrick and Chris for earlier, more specific implementation of social distancing measures!

Hope you're well

david



2nd Floor, 4 Matthew Parker Street, London, SW1H 9NP
<https://www.bi.team>



CONFIDENTIALITY NOTICE: This email and any attachments are confidential and may be subject to legal privilege. Any use, copying or disclosure other than by the intended recipient is unauthorised. If you have received this message in error, please notify the sender immediately by email (or to info@bi.team) and delete this message and any copies from your computer and network. For more information on how we process personal data, including on how to opt-out of receiving emails from us please see: <https://www.bi.team/privacy-policy>

The views expressed in this email are those of the author and do not necessarily reflect the views of Behavioural Insights Ltd. Behavioural Insights Ltd is a limited company registered in England and Wales. Registration number: 08567792. Registered office: 2nd Floor, 4 Matthew Parker Street, London, SW1H 9NP