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**From:** David Halpern [david.halpern@bi.team]  
**Sent:** 28/07/2020 08:06:16  
**To:** Sacks, Gila [Gila.Sacks@dhsc.gov.uk]; Hugo Harper [hugo.harper@bi.team]  
**CC:** Smith, Jodie [Jodie.Smith@dhsc.gov.uk] **NR** [redacted]@dhsc.gov.uk **NR** [redacted]@dhsc.gov.uk **NR** [redacted]@bi.team]; **NR** [redacted]@bi.team]; **NR** [redacted]@bi.team]; Ridley, Simon - CO (OFF-SEN) [Simon.ridley@cabinetoffice.gov.uk]  
**Subject:** Re: trialling incentives to get tested

Hi Gila

Yes - of course - and totally agree about the need. We're also looking at the financial incentives issue for Simon Case right now, to see if we can move CX, who's starting position is quite sceptical. Risk is that the national campaign - if in doubt, get a test...' - due for Thurs could be dogged by this lack of support, esp in key target groups. [Btw - are you confident you have the testing numbers ready for testing contacts and quarantine?]

The analysis of the social care 'natural expt' shows that where workers had access to pay while self-isolating, **there was a 13% reduction in patients developing covid**, suggesting clear evidence of increased compliance (ie getting a test and self-isolating).

Lots of questions remain, inc about which form of incentive / support would be maximally effective (and marginal cba) - and agree that we need to look at employer as well as employee perspective, given that cases v likely to cluster. **My gut feeling is that HMT will be hard to move to Statutory sick pay change, but could be persuaded to go for an Australian style 'hardship fund' administered by LAs. Your 'test-a-town' scenario is v strong test-case.** Note that non-cash support could also help a lot.

David

David Halpern  
CEO BIT

National Advisor on What Works

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On Mon, 27 Jul 2020 at 19:54, Sacks, Gila <[Gila.Sacks@dhsc.gov.uk](mailto:Gila.Sacks@dhsc.gov.uk)> wrote:

Hi David, Hugo,

David as I think you know, alongside our wider work on how to encourage more people to get tested, we're doing some additional work this week on what it might take to deliver whole population testing within a given geography.

Clearly, to get testing levels high we'd need to go much further than we do now to address individual (and probably employer) incentives. We're interested in working out what kind of incentives we might be able to test, and how we'd do this.

Is this something you/your team might be able to help us with – initially over the next couple of days, but likely beyond that too?

Many thanks

Gila

Gila Sacks

Director of Testing Strategy & Policy

DHSC

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