Message Rubin, James | Irrelevant & Sensitive From: 14/03/2020 08:48:42 Sent: To: Ben Warner [BWarner@no10.gov.uk]; Vallance, Patrick (GO-Science) [P.Vallance1@go-science.gov.uk]; Chris.Whitty@dhsc.gov.uk CC: Rogers, Brooke Irrelevant & Sensitive; SAGE Mailbox (Go-Science) [SAGE@ ; Government Chief Scientific Adviser (GO-Science) [GCSA@go-science.gov.uk] RE: Behavioural science [OFFICIAL] Subject: Will circulate my draft to this group later today. From: Ben Warner < BWarner@no10.gov.uk> Sent: 14 March 2020 08:48 To: Rubin, James < Irrelevant & Sensitive; Vallance, Patrick (GO-Science) < P. Vallance1@go-science.gov.uk >; Chris.Whitty@dhsc.gov.uk **1&S** Cc: Rogers, Brooke | Irrelevant & Sensitive |>; SAGE Mailbox (Go-Science) < SAGE Government Chief Scientific Adviser (GO-Science) < GCSA@go-science.gov.uk> **Subject:** RE: Behavioural science [OFFICIAL] Can I have this to? Would be useful for me to be able to sage advice was... Regards, Ben Irrelevant & Sensitive From: Rubin, James Sent: 14 March 2020 08:47 To: Vallance, Patrick (GO-Science) < P.Vallance1@go-science.gov.uk >; Ben Warner < BWarner@no10.gov.uk >; Chris.Whitty@dhsc.gov.uk Cc: Rogers, Brooke | Irrelevant & Sensitive | ; SAGE Mailbox (Go-Science) < SAGE | SAGE Mailbox (Go-Science) | Government Chief Scientific Adviser (GO-Science) < GCSA@go-science.gov.uk> Subject: RE: Behavioural science Thank you. I will crack on immediately SAGE secretariat – I have been trying to delete SAGE documents from you as a data security principle once meetings have passed. To assist with this, could you please send me a file of SAGE minutes to date, in case I need to cross-check

anything as I go?

Bw

James

From: Vallance, Patrick (GO-Science) < P. Vallance1@go-science.gov.uk> Sent: 14 March 2020 08:43 To: Rubin, James < Irrelevant & Sensitive | Ben Warner < BWarner@no10.gov.uk >; Chris.Whitty@dhsc.gov.uk Cc: Rogers, Brooke | Irrelevant & Sensitive | SAGE Mailbox (Go-Science) | SAGE (; Government Chief Scientific Adviser (GO-Science) < GCSA@go-science.gov.uk> Subject: RE: Behavioural science

James

Yes that would be very helpful. I want to make it clear that measures will not be delayed and have not been, because of behavioural science. We need to get onto the front foot on this. Unfortunately I think some of the questions about timing have been interpreted as being based on behavioural science assumptions (eg "fatigue" comment)

Patrick

| From: Rubin, James Irrelevant & Sensitive |
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| Sent: 14 March 2020 08:40 |
| To: Ben Warner < BWarner@no10.gov.uk >; Vallance, Patrick (GO-Science) < P.Vallance1@go-science.gov.uk >; |
| Chris.Whitty@dhsc.gov.uk |
| Cc: Rogers, Brooke Irrelevant & Sensitive SAGE Mailbox (Go-Science) < SAGE I&S |
| Subject: Behavioural science |

Dear Ben, Patrick and Chris

I have just listened to the Today programme's attempts to work out what behavioural scientists are up to. I am concerned that this is being seen as "dark art" that is slowing the response.

To be clear, from our perspective, the modelling tells us what interventions will work. Behavioural science simply tells us how to make it as easy as possible for people to adhere to those interventions, and our social psychology colleagues have been helping in telling us possible unintended consequences that policy makers need to be aware of.

We discussed in SAGE about releasing material to the public.

Would it be helpful for me to write a short statement that summarises the content of the reports that SPI-B has been asked to submit to SAGE to date, for publication? I hope that will help blow away some of the mystery. I can do that today.

James

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