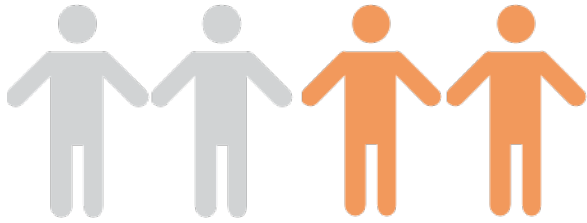


BEHAVIORAL INSIGHTS STUDY

SIMPLE ENCOURAGEMENT EMAILS INCREASED TAKE-UP OF REEMPLOYMENT PROGRAM



Fewer than **half** of the Unemployment Insurance (UI) claimants assigned to participate in the Reemployment and Eligibility Assessment (REA) program at Michigan Works! Southwest scheduled their first mandated REA session in the first quarter of 2015.

The REA program has been shown to reduce UI benefit claim durations. The Department of Labor (DOL) funded a study to determine whether simple, low-cost emails informed by behavioral science could improve participation rates in this effective program in Michigan.

A SERIES OF SIMPLE EMAILS RESULTED IN BIG BENEFITS

A SERIES OF EMAILS DESIGNED TO BOOST REA PARTICIPATION LED TO A



14

percentage point increase in UI claimants completing the REA program.

STUDY SNAPSHOT

A quick **experiment** (randomized controlled trial) to measure impacts of simple emails that included

747

Michigan UI claimants selected to participate in the REA program across

4

counties in 2015.

Administrative data on participation in the REA program was used to determine the impact.

EMAILS ADDRESSED BEHAVIORAL BARRIERS TO ENCOURAGE PARTICIPATION

The study team identified the following behavioral factors that may affect UI claimants' participation in the REA program and designed emails to address them:



Feeling **discouraged** or choosing to **avoid** unpleasant reemployment-related tasks



Not paying attention to the initial UI agency notification letter, **procrastinating**, or **forgetting** to schedule a session



Underestimating the potential value of the REA program

Learn more about this study at <http://www.dol.gov/asp/evaluation/BISstudy/>