



Press release

31 December 2010

Cabinet Office behavioural insight team launches health report – Intelligent Health

A discussion paper on applying behavioural insight to health has been published today (31 December 2010) by the Cabinet Office.

The paper, written by the new Behavioural Insights Team in the Cabinet Office, draws on insights from behavioural science and behavioural economics and shows ways in which health improvements can be made without resorting to legislation or costly programmes.

The *Step2Get* project, created by Transport for London and Intelligent Health is featured in the report:

A summary of the *Step2Get* project can be viewed on pages 20 & 21 of this report:
http://www.cabinetoffice.gov.uk/sites/default/files/resources/403936_BehaviouralInsight_acc.pdf

For further information, visit: <http://www.cabinetoffice.gov.uk/news/behavioural-insight-team-launches-health-report>

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Notes to editors

For more information about Intelligent Health and Step2Get visit
www.intelligenthealth.co.uk