

TRAINING AND EMPLOYMENT NOTICE	NO . 15-21
	DATE November 17, 2021

TO: STATE WORKFORCE AGENCIES

FROM: ANGELA HANKS /s/
Acting Assistant Secretary

SUBJECT: Announcing the National Association of State Workforce Agencies (NASWA) Unemployment Insurance (UI) Integrity Center’s Behavioral Insights Toolkit

1. **Purpose.** To inform State Workforce Agencies (SWAs) about the launch of the NASWA UI Integrity Center’s Behavioral Insights Toolkit and to provide states with information on how to access the Toolkit resources.
2. **Action Requested.** The U.S. Department of Labor’s (Department) Employment and Training Administration (ETA) requests that SWA Administrators provide information contained in this Training and Employment Notice (TEN) to appropriate staff.
3. **Summary and Background.**
 - a. Summary – The Behavioral Insights Toolkit is now available for states to use in addressing program compliance challenges and improving UI program integrity. It was developed by the UI Integrity Center, which is funded by the Department and operated by NASWA. The toolkit includes a sub-collection of resources, articles, templates, and how-to information housed within NASWA’s online Knowledge Exchange Library.
 - b. Background – Behavioral Insights brings together practices from the field of behavioral science to promote UI program integrity and reduce improper payments. Drawing on principles from the fields of psychology, neuroscience, and behavioral economics, Behavioral Insights applies observations about human behavior to strategies that can improve decision-making and program outcomes. Behavioral Insights offers a framework for understanding people’s behaviors and choices, and the motivators and tendencies, which underlie the decisions they make.

In the fall of 2018, ETA asked the UI Integrity Center to take on an enhanced technical assistance initiative, called State Intensive Services (SIS), with a goal of reducing the national UI improper payment rate by providing concentrated support and targeted assistance to states designated as High-Rate/High-Impact by the Department. Through this effort, the NASWA team, which included subject matter experts and contracted

behavioral insights consultants, conducted comprehensive on-site assessments to examine the states' operational, administrative, technological, policy, and messaging practices.

The SIS effort was suspended in March 2020, due to the Coronavirus-19 pandemic. Despite the disruption to the SIS project, there were many lessons learned and best practices gleaned from the effort that allowed the NASWA team to develop the Behavioral Insights Toolkit and share this information with the broader UI community. The purpose of the Behavioral Insights Toolkit is to provide practical information to state UI agencies to assist them in applying the learnings and methods of behavioral insights to address program compliance challenges and improve UI program integrity.

4. **Behavioral Insights Toolkit.** The Behavioral Insights Toolkit resides as a sub-collection within NASWA's Knowledge Exchange Library at <https://library.naswa.org/bitoolkit>. It includes a collection-level homepage and three additional landing pages¹ to help orient users and promote the discovery of resources. The main types of resources within the Behavioral Insights Toolkit are:

- **Overviews and How-to Information:** These resources include overviews of behavioral strategies and interventions developed for UI agencies, including strategies focused reducing improper payments related to work search, benefit year earning (BYE), and separation issue errors. They include lessons learned, guidance on evidence supporting the strategies and likelihood of successful replications, and how-to information to assist states in adapting the strategies for their own use.
- **Behavioral Insights Articles, Tools, and Templates for UI:** These resources were developed for the UI community to support users' efforts to understand and use behavioral science. Sample text messages, pop-up messages, videos, correspondence templates, and model handbook documents are available for UI agencies to customize and adapt for their own use. Examples of some of these resources include:
 - BYE Pop-up Messages – to encourage accurate earnings reporting.
 - Work Search Reminder Text Messages - behaviorally-informed text message language related to conducting meaningful work search activities.
 - Model Claimant Handbook – a guide for states that want to simplify or update their claimant handbook – draws upon behavioral insights and document layout best practices to assist states in producing a handbook that is easy for claimants to read and understand. The model handbook resource includes instructions for how to use and modify the handbook, as well as an editable template that can be used by UI agencies to customize the handbook.

¹ Beyond the Behavioral Insights Toolkit's homepage (accessible at <https://library.naswa.org/bitoolkit>), the additional landing pages include Behavioral Strategies (accessible at <https://library.naswa.org/behavioralstrategies>), Behavioral Insights Principles (accessible at <https://library.naswa.org/behavioralprinciples>), and Behavioral Insights Educational Content (accessible at <https://library.naswa.org/educationalcontent>).

- Publications: This group of resources include relevant publications curated from the field of behavioral science to shed light on core behavioral concepts and research.

The UI Integrity Center is hosting a webinar titled “Tooling up for Integrity: How the Behavioral Insights Toolkit Can Help UI Agencies” on Wednesday, November 17, 2021, from 3:00 p.m. to 4:00 p.m. Eastern Time. ETA encourages SWA staff to register and attend the webinar to learn about Behavioral Insights and how the Behavioral Insights Toolkit can be useful to address challenges in state UI programs. Staff can register for the webinar [here](#).

5. Accessing the Behavioral Insights Toolkit. Federal and SWA UI staff must use their existing WorkforceGPS or NASWA.org credentials to access the Behavioral Insights Toolkit in NASWA’s Knowledge Exchange Library. Full access to the resources is restricted to state and federal UI staff. However, SWA and ETA staff outside of UI can access the external Behavioral Insights publications curated for the Toolkit sub-collection. Basic access to Library materials is granted automatically upon logging in for the first time.

a. Information for users with existing Knowledge Exchange Library accounts:

There are two ways for existing Knowledge Exchange Library users with UI credentials to access the full Behavioral Insights Toolkit:

- *Option #1:*
 - Go to <https://library.naswa.org> and click the log-in button in the upper right of the screen. (The log-in provides the option to log in via WorkforceGPS or NASWA.org).
 - Hover your cursor over “Collections” in the menu bar and select “Behavioral Insights” from among the colored boxes to the right of “Featured Collections” to navigate to the Behavioral Insights Toolkit collection.
- *Option #2:*
 - Go directly to the Behavioral Insights Toolkit collection at <https://library.naswa.org/bitoolkit>.
 - Click the log-in button in the upper right of the screen.

b. Information for new users of the Knowledge Exchange Library:

- Establish your credentials by going to the Knowledge Exchange Library homepage at <https://library.naswa.org>.
- Click the log-in/register button in the upper right of the screen and click either the NASWA.org button or WorkforceGPS.org button to establish an account.

All new user accounts are reviewed by NASWA library staff to verify whether the user is authorized to receive elevated access, which includes access to the resources of the Behavioral Insights Toolkit. Account reviews are completed within two business days.

- Follow the instructions in section (5)(a) above to access the Behavioral Insights Toolkit.

6. **Inquiries.** General inquiries for ETA should be directed to Jennifer Garrett at Garrett.Jennifer.L@dol.gov, with a copy to the appropriate ETA Regional Office. Any questions regarding access to Library resources should be directed to library@naswa.org. Inquiries regarding the Behavioral Insights Toolkit or any of the Integrity Center's applications or resources should be directed to the state's corresponding UI Integrity Center State Liaison. Information regarding your state liaison can be found at <https://www.naswa.org/integrity-center/state-services>.

7. **References.**

- Payment Integrity Information Act of 2019 (Pub. L. 116-117);
- Improper Payments Information Act of 2002 (Pub. L. 107-300);
- Improper Payments Elimination and Recovery Act of 2010, Pub. L. 111-204;
- UIPL No. 19-11, *National Effort to Reduce Improper Payments in the Unemployment Insurance (UI) Program*, issued June 10, 2011, https://wdr.doleta.gov/directives/corr_doc.cfm?DOCN=3036;
- TEN No. 10-17, *Update on the Unemployment Insurance Integrity Center's Activities: Launch of the Suspicious Actor Repository, the Integrity Knowledge Exchange, the National Integrity Academy, and Upcoming Informational Webinars*, issued December 20, 2017; https://wdr.doleta.gov/directives/corr_doc.cfm?DOCN=5143;
- UI Integrity Strategic Plan, Fiscal Year 2020, https://oui.doleta.gov/unemploy/pdf/ui_prog_integrity.pdf;
- A Behavioral Insights Guide for Improving Payment Integrity, <https://www.cfo.gov/assets/files/Behavioral%20Insights%20Guide%20for%20Improving%20Payment%20Integrity.pdf>;
- U.S. Department of Labor, Chief Evaluation Office, <https://www.dol.gov/agencies/oasp/evaluation/topic-areas/behavioral-interventions>.

8. **Attachment(s).** Not Applicable.