## SSA Ticket to Work behavioral map

|                             | 1. Applying for disability benefits   |   | 2. Learning about Ticket to Work (TTW)                                |   |  |   | 3. Exploring EN/VR options  |   |  | 4. Working with EN/VR to prepare for employment opportunity |                                       |   |             | 5. Participating in<br>Ticket to Work           |  |
|-----------------------------|---|---|---|---|--|---|---|---|--|---|---------------------------------------|---|-------------|---|--|
| Steps taken<br>by applicant | Apply for disability benefit (SSDI and/or SSI)  Get a notice that disability benefit in approved  SSA Communication Touchpoint  |   | Open the TTW packet   | Read the enclosed materials   | Decide to Consider TTW   | Identify which EN/VR to contact   | ÇOntact □<br>EN/VR  | Decide whether to work with this EN/VR  | Assign the Cicket  | Show up to appointments with the EN/VR                      | Develop an Individual Work Plan (IWP) | Identify a desirable and appropriate employment opportunity | Begins work | Benefits are reduced or stopped due to earnings |  |
| Behavioral<br>barriers      | CAN I work? Perceived inability to work due to disability, either internally or externally imposed (i.e. learned helplessness, negative identity); Perception that no one will hire them because of the disability;  Unaware of peers with similar experiences and disability |   |   |   |  |   |   |   |  |   |                                       |   |             |   |  |
|                             |   | <b>Do I WANT TO work?</b> Lack of or wrong information about wage potential; Discouraged from previous work attempts; Concerns about loss of benefits and/or hassle of re-application |   |   |  |   |   |   |  |   |                                       |   |             |   |  |
|                             | Increasing externa stressors  Negative identity priming ("I was no allowed to work while applying," or am no longer able twork")  | Lack of salience (Returning to work is not salient when receiving the TTW packet (the more delayed the mailing.   | Inattention Bandwidth tax Managing competing goals/avoidance behavior | Information overload  Too hard to pick out the most salient information  Bandwidth tax  Managing competing goals/avoidance behavior | See cross-cutting<br>issues above                                  | Choice overload<br>Lack of heuristics to<br>guide choice  | Hassle factor  Lack of clear actions (What do I even ask?)  | Hassle factor  Lack of clear actions (What do I even ask?)  | Hassle factor  | Hassle factor<br>Bandwidth tax                              |                                       |   |             |   |  |
|                             |   | Appeal to identity around work ethics   |   |   |  |   |   |   |  |   |                                       |   |             |   |  |
| Potential<br>interventions  |   | Social proof testimonial  |   |   |  |   |   |   |  |   |                                       |   |             |   |  |
|                             | Send TTW notice of<br>a teaser with<br>SSI/SSDI notices   | Revise timing<br>of sending<br>TTW packets;<br>Identify and utilize<br>"fresh start"<br>moments   | (for illustration only)<br>Changes to the<br>mailer                   | Streamline the<br>Notices (action<br>steps how to enroll,<br>program incentives,<br>etc.)   | Add behaviorally<br>informed language<br>to the Notice<br>language | Direct beneficiaries to the Help Line; Include a short list of nearby or virtual ENs/VRs; "There are X EN's within Y miles/in your state" (with no specific EN/VR listed); A list customized to areas or disabilities | Create active choice; Include implementation prompts; Personalized with a counselor name or other ways to encourage contact | Create active<br>choice; Checklist<br>of what to look for<br>in an EN/VR<br>included in the TTW<br>packet | Strengthen the<br>endowment effect<br>of the hard ticket;<br>Include a clear<br>statement of<br>benefits | Direct recipients to<br>Virtual ENs                         |                                       |   |             |   |  |

