

Nudging families to lead healthy lives

Dr Alan Maryon Davis

Richard H. Thaler
Cass R. Sunstein

Nudge



Improving Decisions
About Health, Wealth,
and Happiness

Nudge

Thaler &
Sunstein
2008

Understanding the customer

- The influences on them
- Their social context
- How they make choices
- Why they choose what they choose
- What are the barriers, catalysts and triggers



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Nudge, nudge, wink wink... How the Government wants to change the way we think

Martin Hickman lifts the lid on the secret Whitehall policy unit dreaming up psychological tricks to alter our behaviour

Monday, 3 January 2011

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How it works

Ideas from commercial marketing:

- Social norming – 'bandwagon effect'
- Healthy defaults – making it easy
- Rewarding healthy choices
- What's 'cool'

Nudge Unit's proposals:

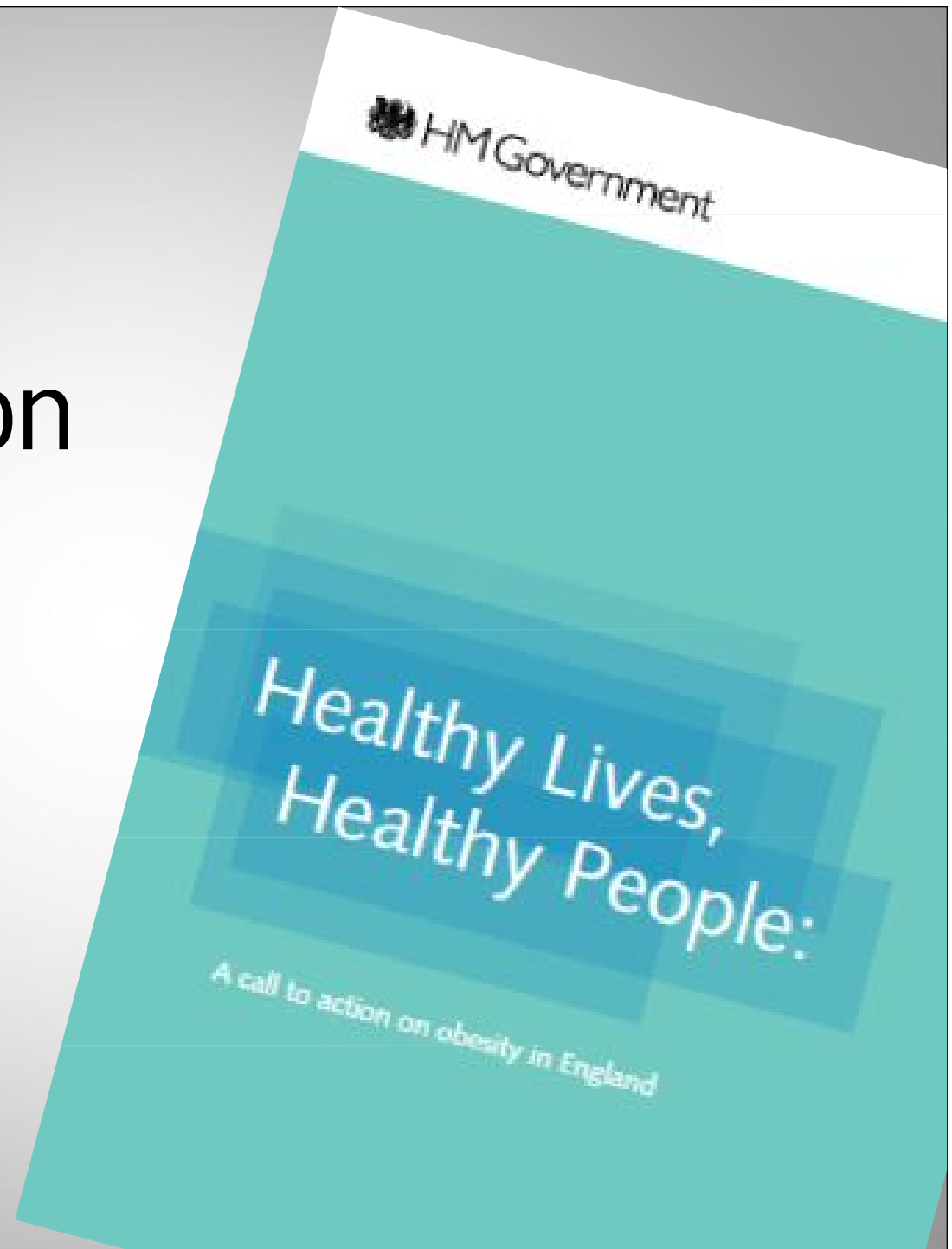
- Organ donation opt in with driving licence application
- Salt reduction in prepared foods
- Calorie labelling of alcoholic drinks
- Smokeless nicotine-delivery 'cigarettes'

Nudging to tackle obesity

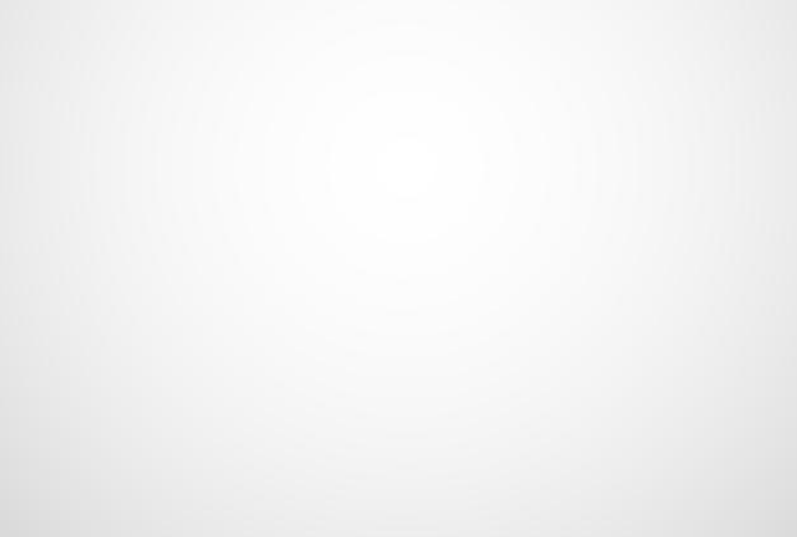
- Breastfeeding as the norm
- Early years – feeling good about healthy food and active play
- School – healthy meals, PE and sports
- Food labelling, low-cal alternatives
- Social marketing campaigns
- Safe walking and cycling routes
- Inexpensive leisure facilities
- Normative culture of active living

change
4 life

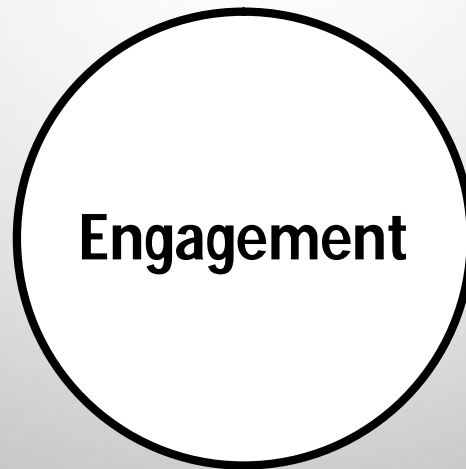
Obesity: a call to action



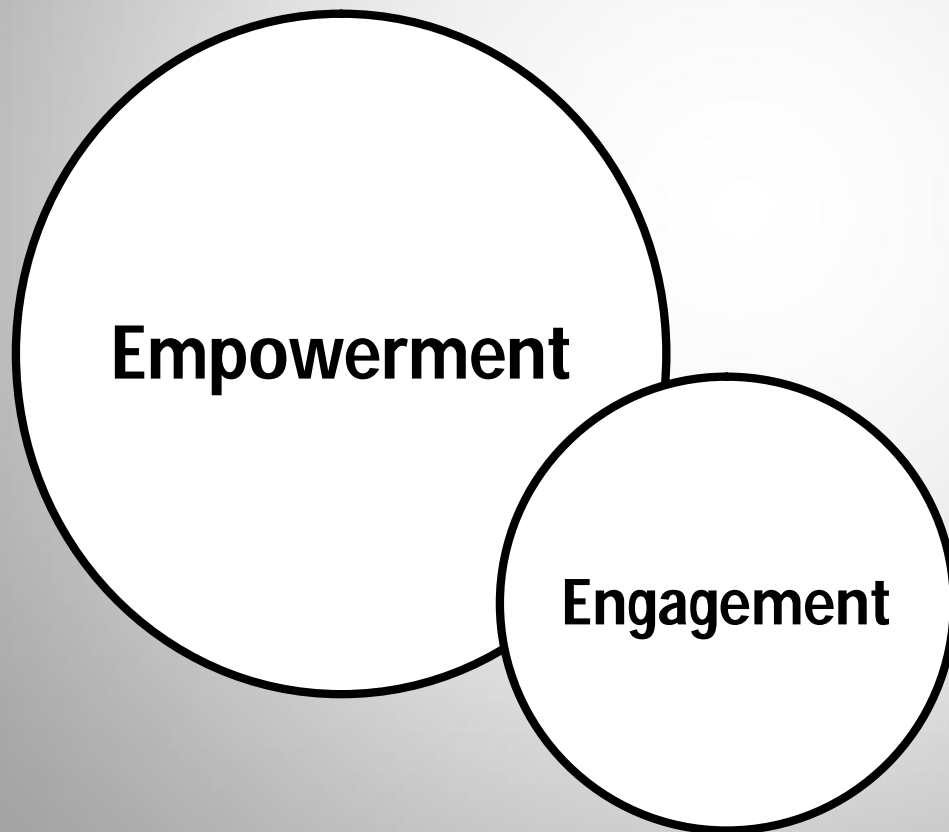
Three 'E's for Behaviour Change



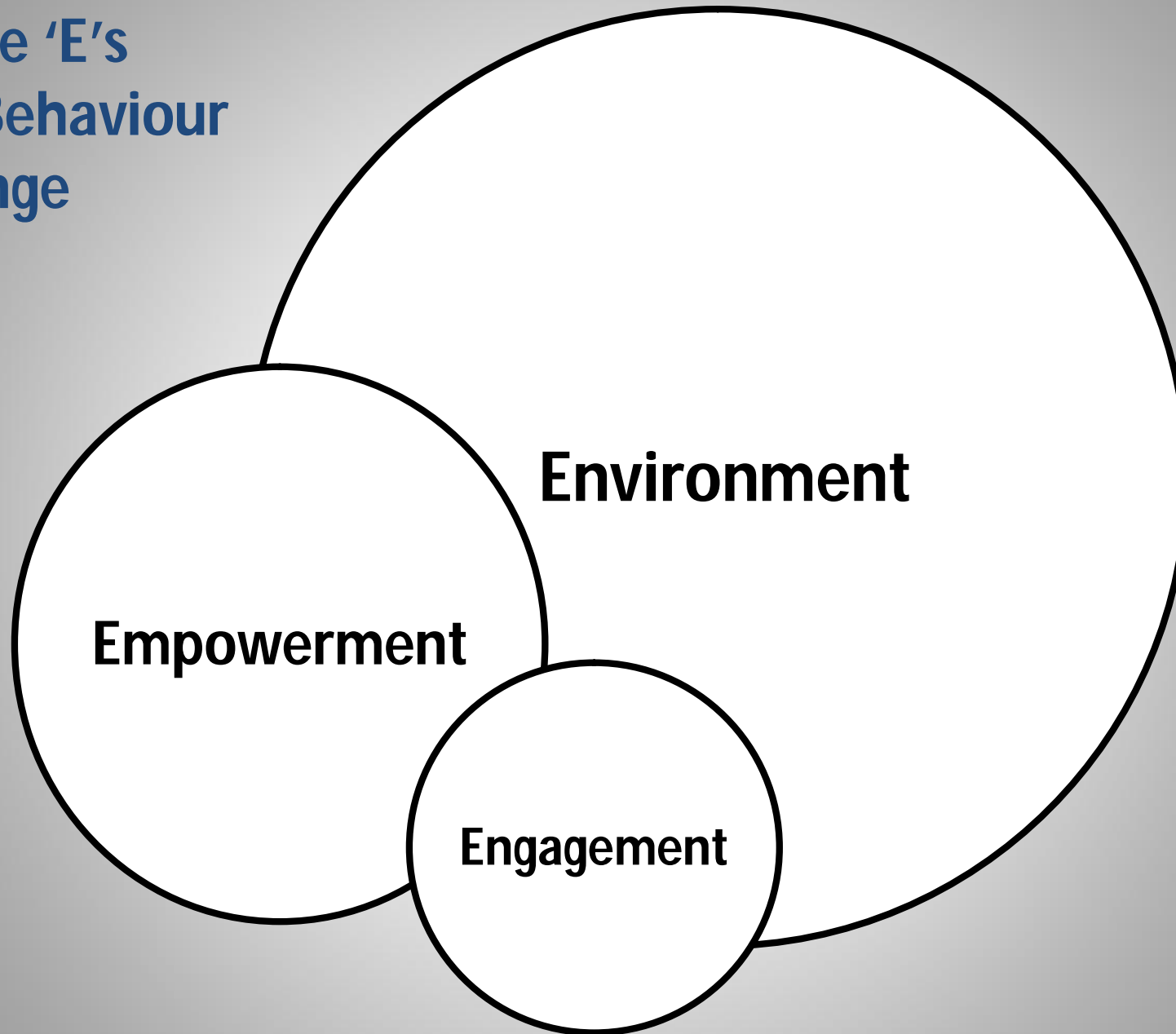
Three 'E's for Behaviour Change



Three 'E's for Behaviour Change



Three 'E's for Behaviour Change



Monday 17 October 2011

The Telegraph

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Health News

It'll take more than a nudge, say public health experts

The Government's policy of nudging people into healthy lifestyles with rewards will not work, according to leading public health experts.



By **Stephen Adams**, Medical Correspondent

6:30AM GMT 26 Jan 2011

 7 Comments

The evidence that people can be "nudged" to better health is "weak", the

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Saturates

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1.5g

Salt

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of your guideline daily amount





The Food Dudes programme

The 3Rs



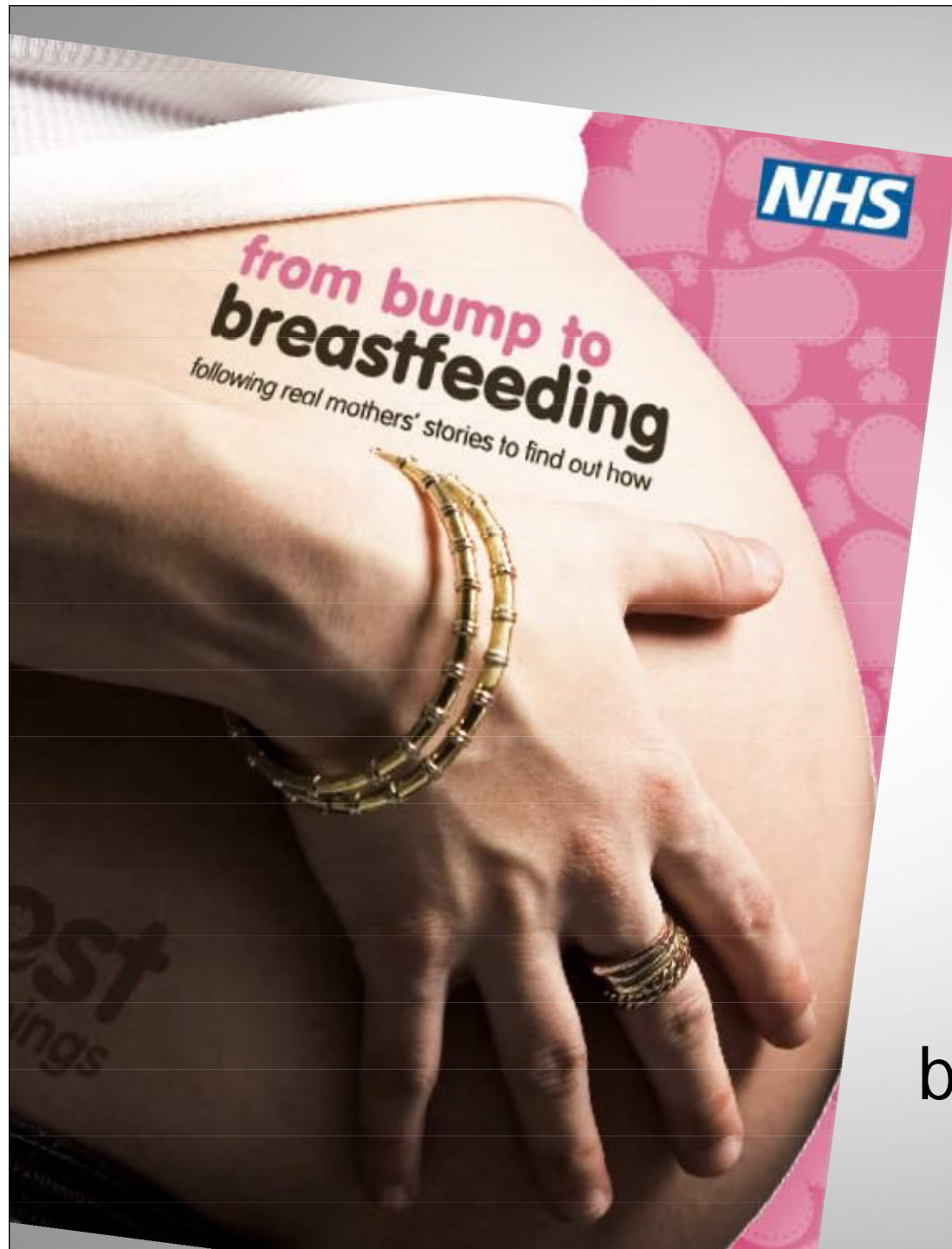


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