

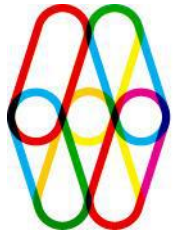
A nudge in the right direction

Changing Health & Exercise Behaviours

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So-Mo





We focus on changing behaviours, using behavioural science and innovation based methodologies.

Our portfolio includes; government, local authorities, education, international NGOs

who we've helped

as seen in



Workshop – what we will be covering



- How we **'think'** people make decisions
- How they **actually** make decisions
- How **Behavioural Insights** can with a behavioural problem
- Practical:
 - Identify a problem behaviour
 - Try to understand the **context**
 - The **why** - what is getting in the way of a good decision?
 - Think about an intervention that may help



Introductions

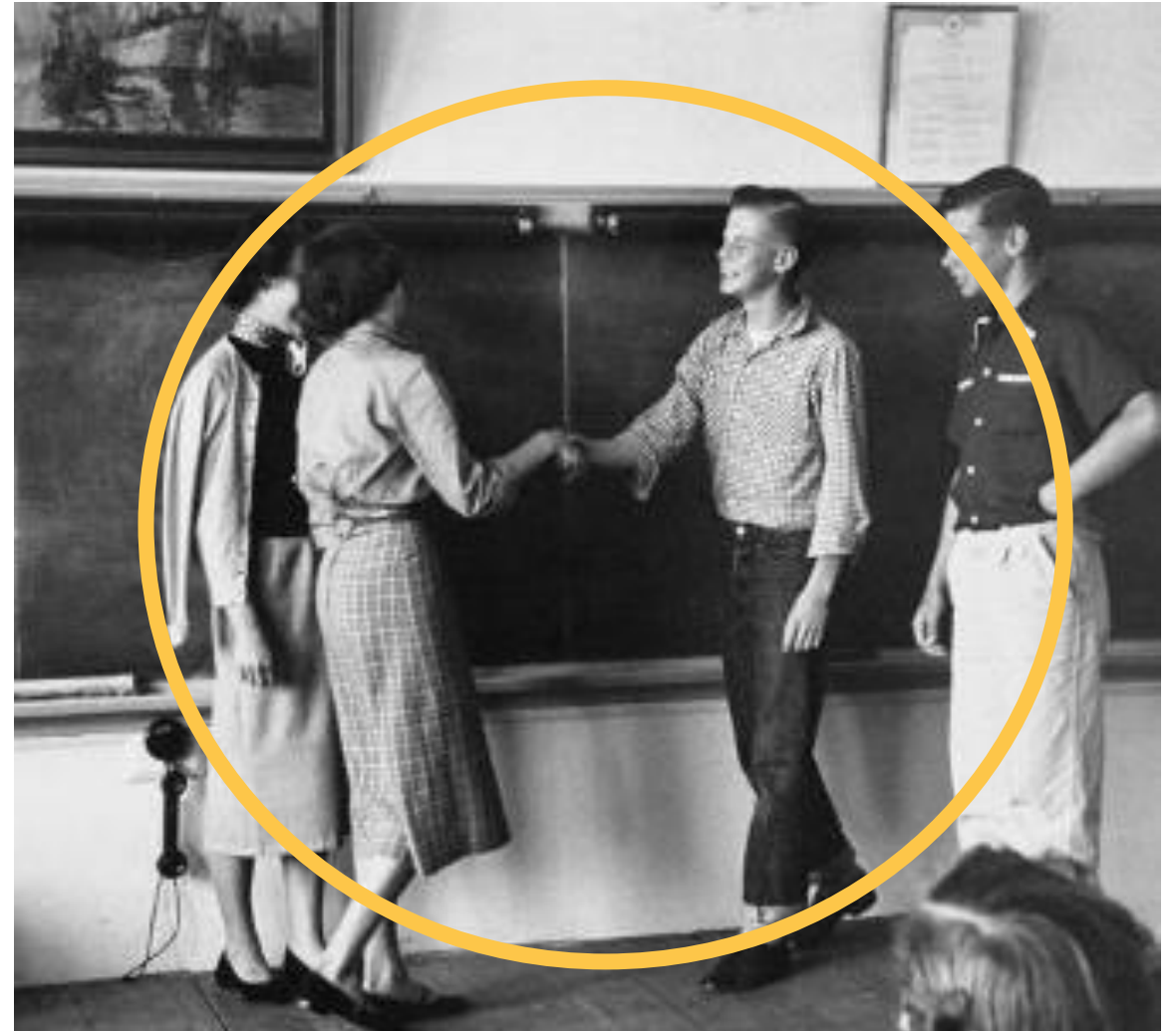


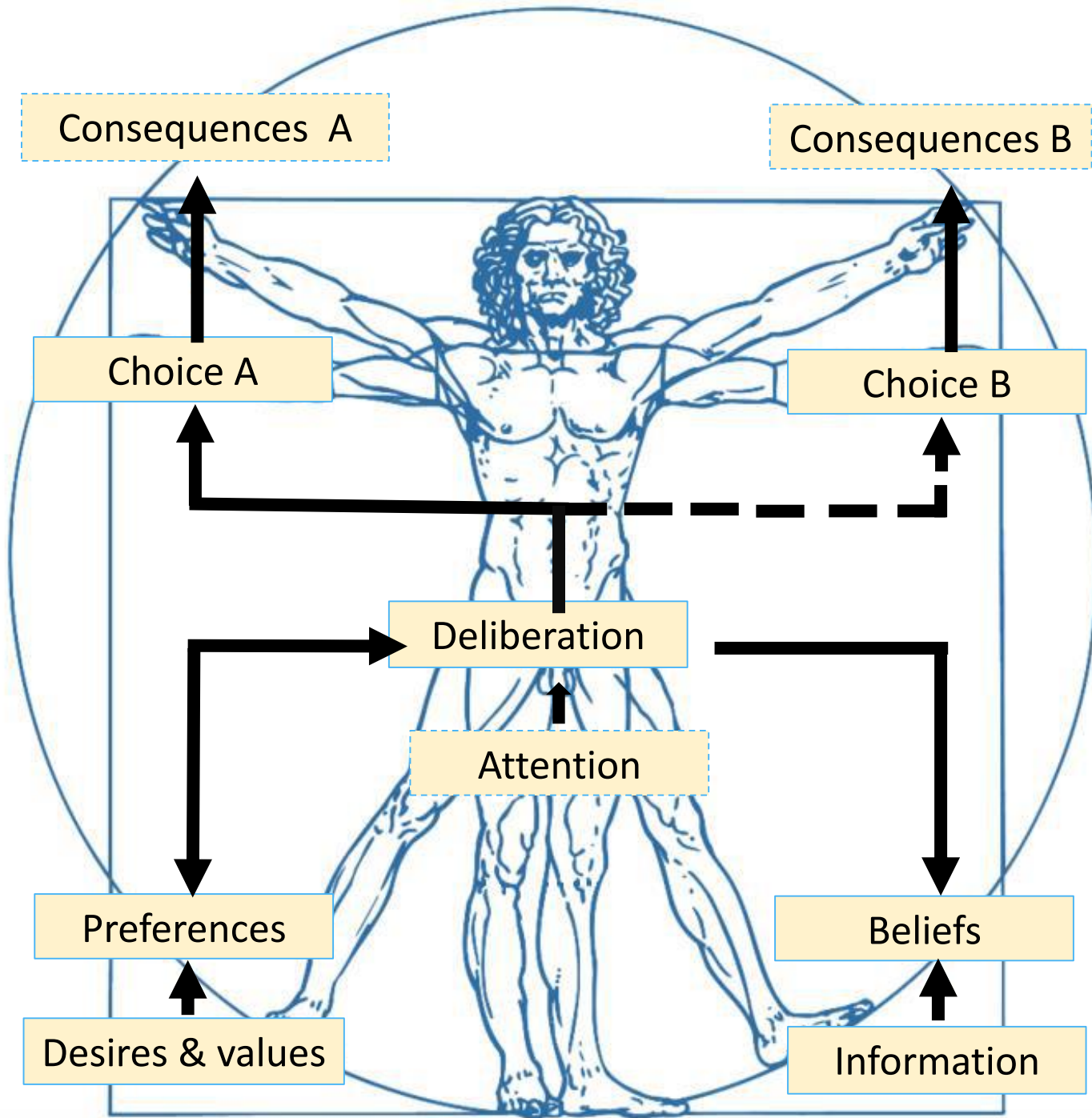
Please tell us your:

- Name
- Job role
- Locality

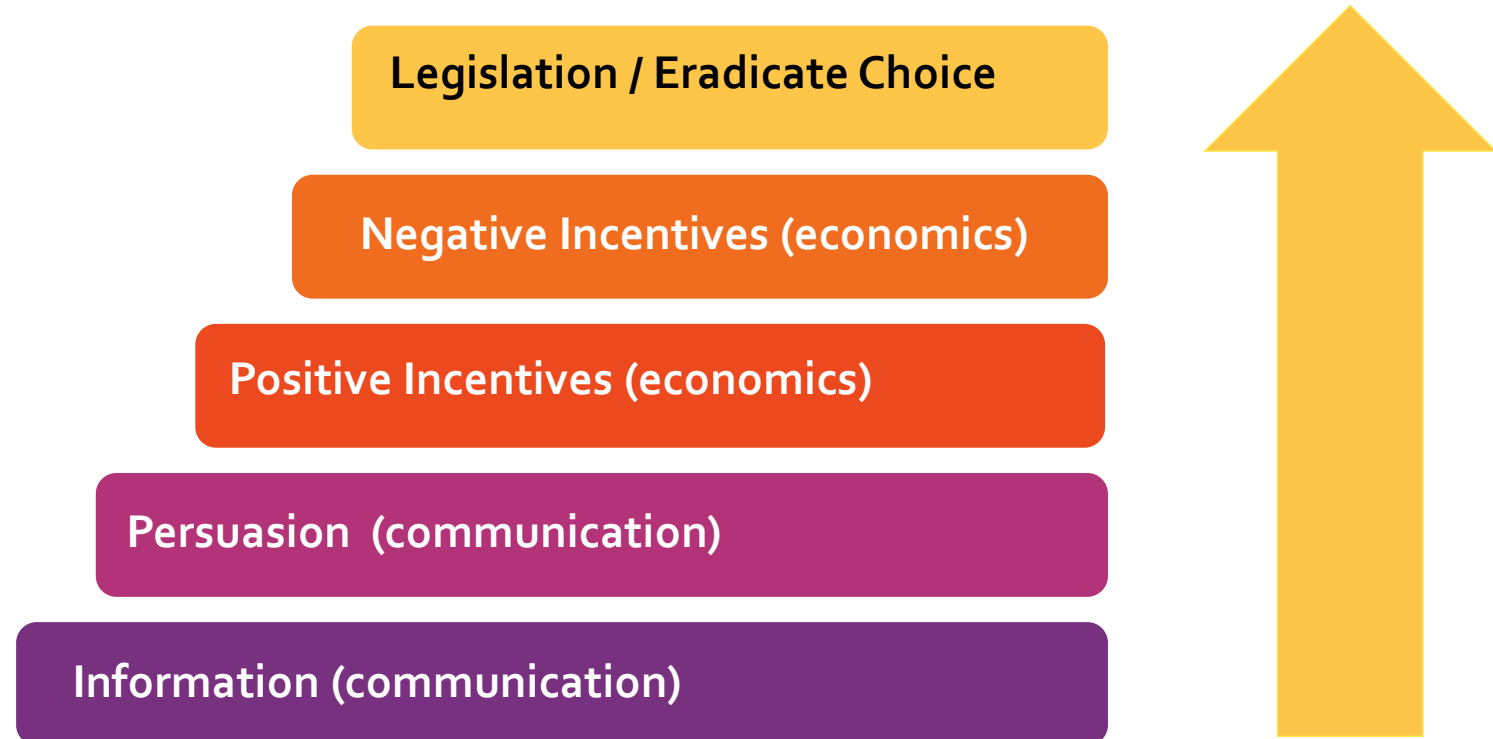
THEN in 1 word either

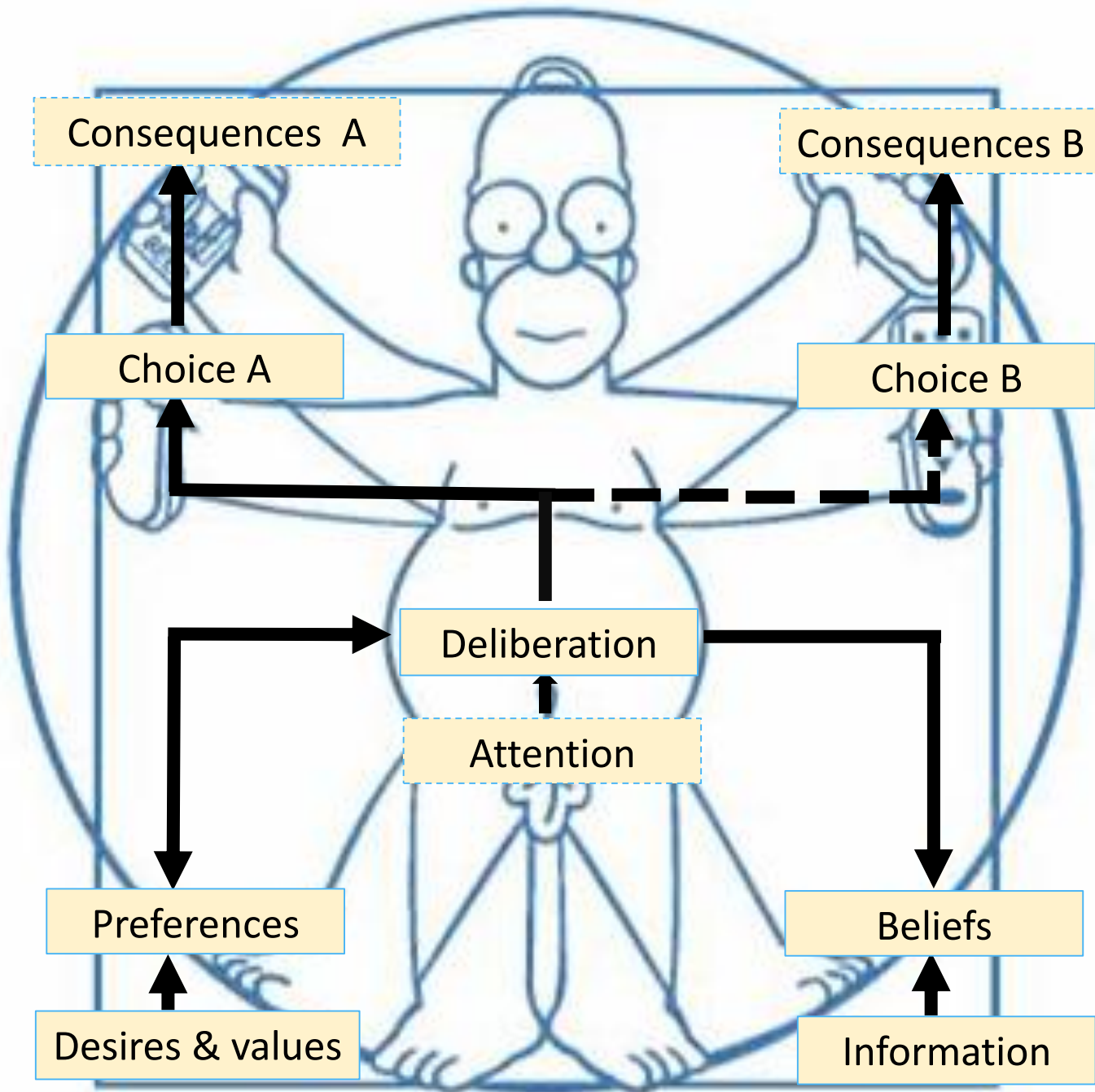
- How you are feeling right now OR
- What you hope you gain from the session





Behavioural intervention ladder

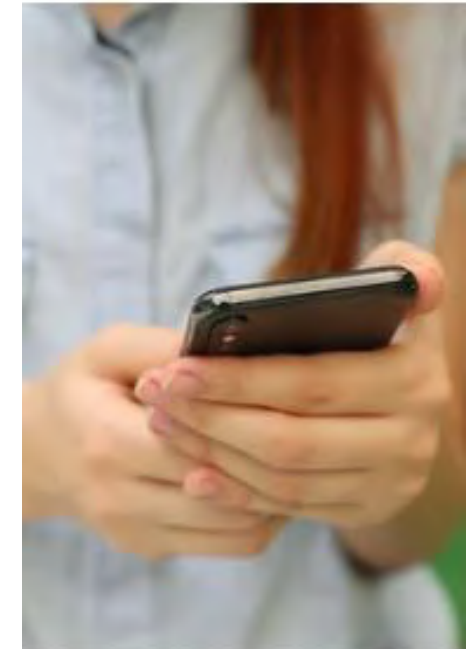
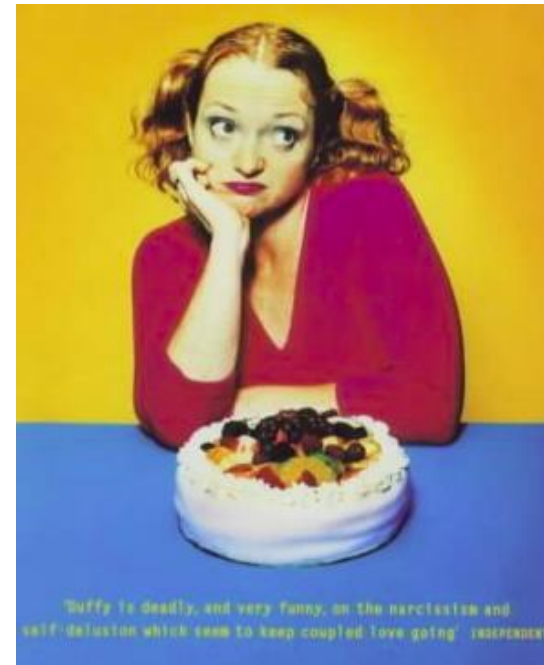




Behavioural problems in the real world...



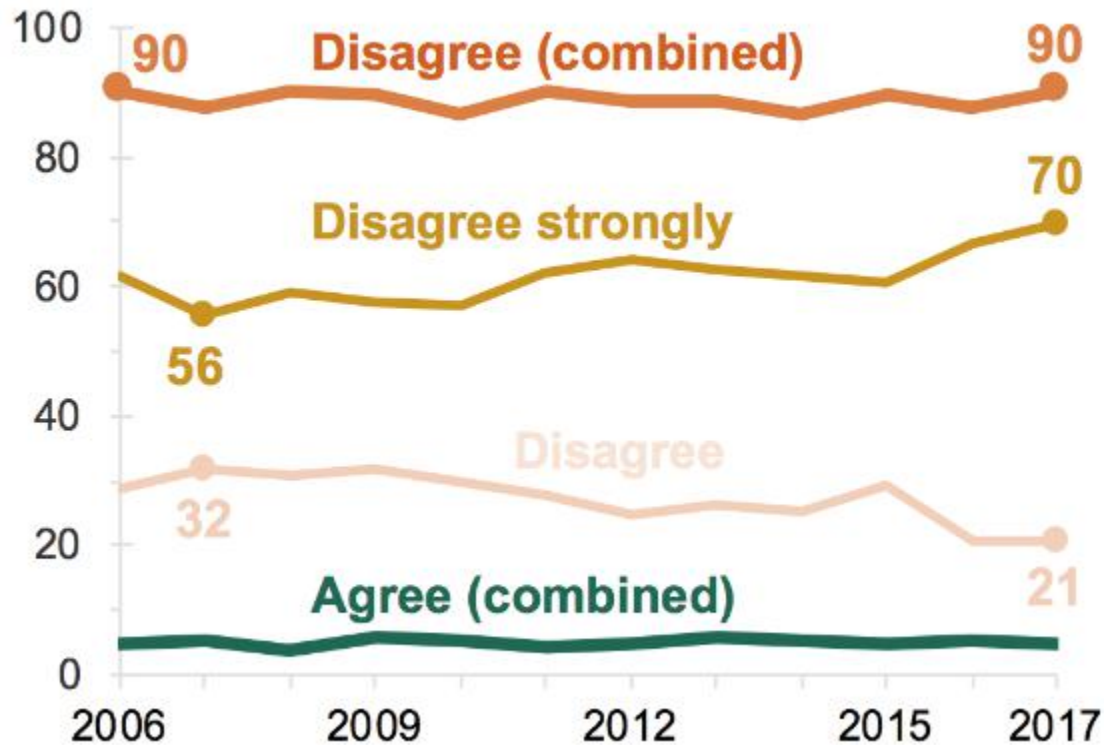
Source: [BlogSpot](#)



Attitudes do not necessarily determine behaviour



“It is perfectly safe to talk on a hand-held mobile phone while driving”



British Social Attitudes Survey 2017: Public attitudes towards transport

Mobile phone use: a growing problem of driver distraction



Distracted driving is a serious and growing threat to road safety. With more and more people owning mobile phones, and the rapid introduction of new “in-vehicle” communication systems, this problem is likely to escalate globally in the coming years. However, to date there is insufficient evidence on the risks associated with different sources of distraction, and what interventions can be put into place to reduce their impact upon road traffic crashes.

Mobile phone use:

There are different types of driver distraction, but the use of mobile phones while driving is of primary concern to policy-makers. Evidence suggests that this behaviour is increasing rapidly as a result of the exponential growth in the use of mobile phones more generally in society. Nonetheless, mobile phone use may be considered as one example of the broader problem of driver distraction.

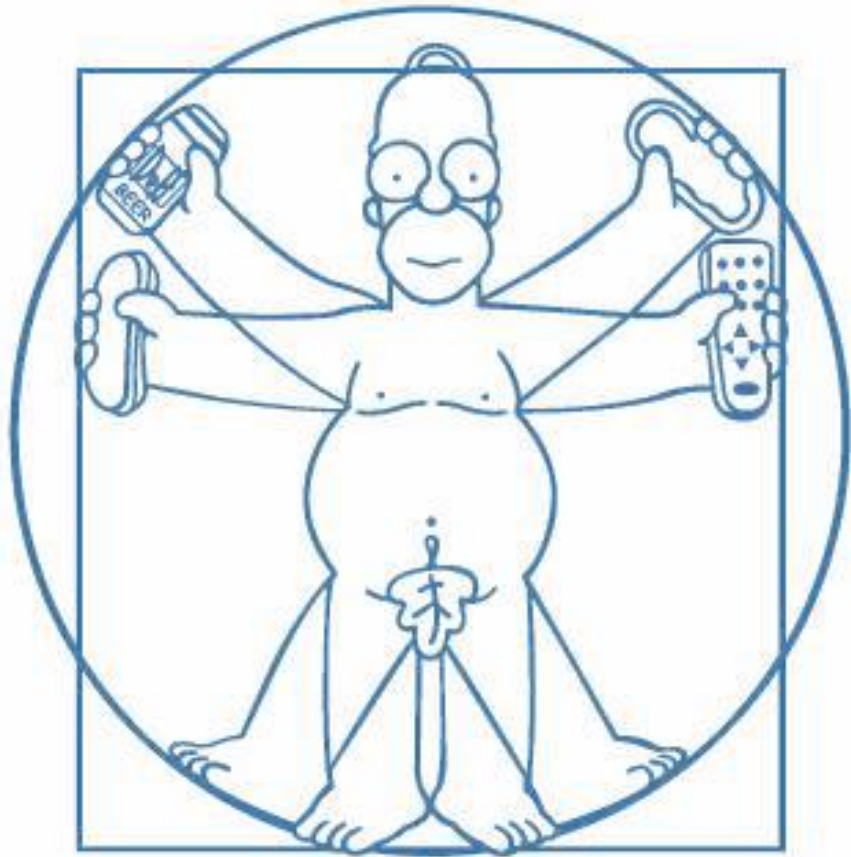
on driving behaviour. Evidence shows that the distraction caused by mobile phones can impair driving performance in a number of ways, e.g. longer reaction times (notably braking reaction time, but also reaction to traffic signals), impaired ability to keep in the correct lane, and shorter following distances. Text messaging also results in considerably reduced driving performance, with young drivers at particular risk of the effects of distraction resulting from this use.

Effects of mobile phone use on crash risk:

Studies suggest that drivers using a mobile phone are approximately four times more likely to be involved in a crash than when a driver does not use a phone. At the time of writing, there is no conclusive evidence to show that hands-free phoning is any safer than hand-held phoning, because of the cognitive distraction involved with both types of phones.

WHO 2011 - 2020

Diagnosing a behavioural problem



A behavioural problem is a behaviour that occurs despite people having good reasons to act otherwise, as judged by themselves..

Why do we make poor choices even when we know (rationally) that these choices are bad for us?



Our ability to be perfectly rational is limited by

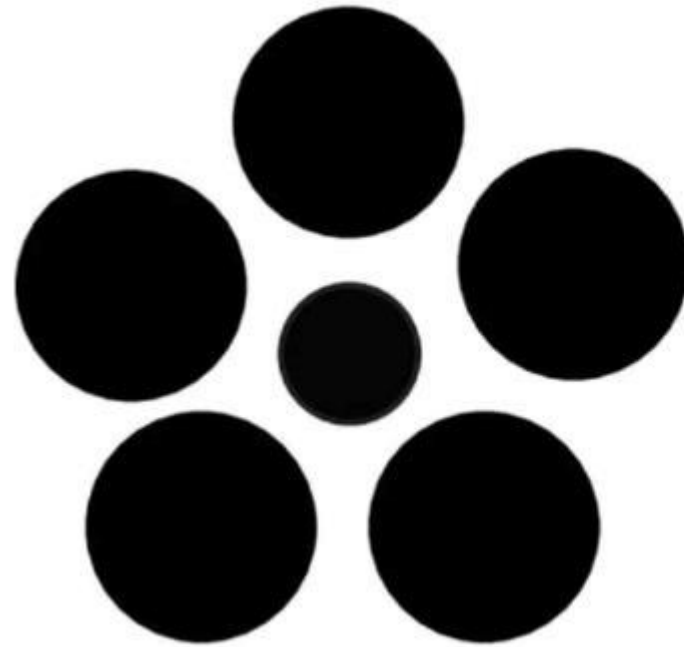
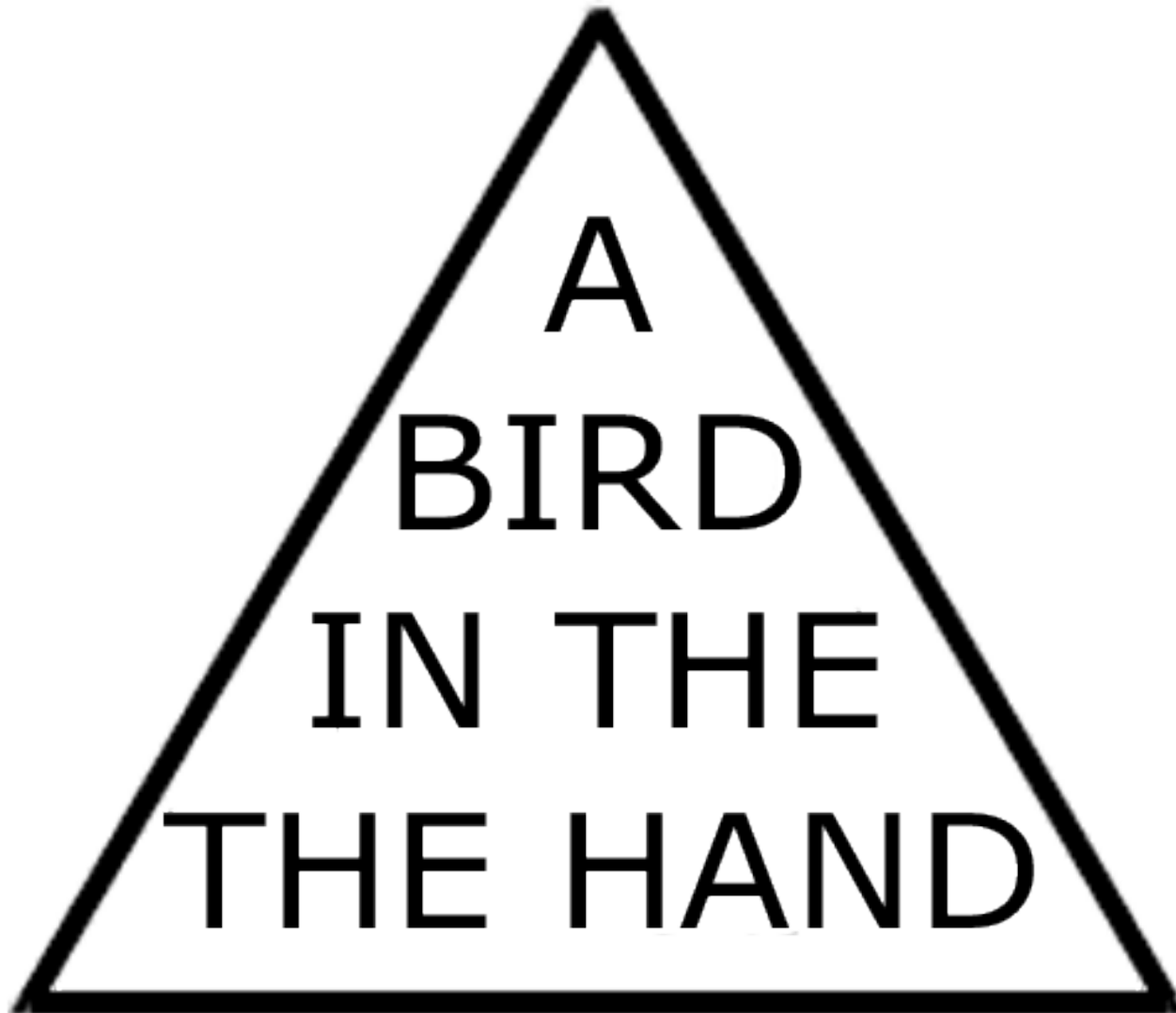
- Time
- Attention/ Retention
- Self restraint

This means that most of the time we rely on 'rules of thumb' and other cognitive strategies

- Habit (if it worked last time it's probably work again)
- Social norms (what do others do?)
- Filtering out the noise
- Taking the easy route
- Being guided by our emotions



Mental short cuts



Framing: Which option would you choose?



Chemotherapy with 80% of survival?

Radiation with 20% risk of dying?

Social Proof



**SEE WHAT
OUR CUSTOMERS
HAVE TO SAY**

READ THE REVIEWS

Dual System Thinking

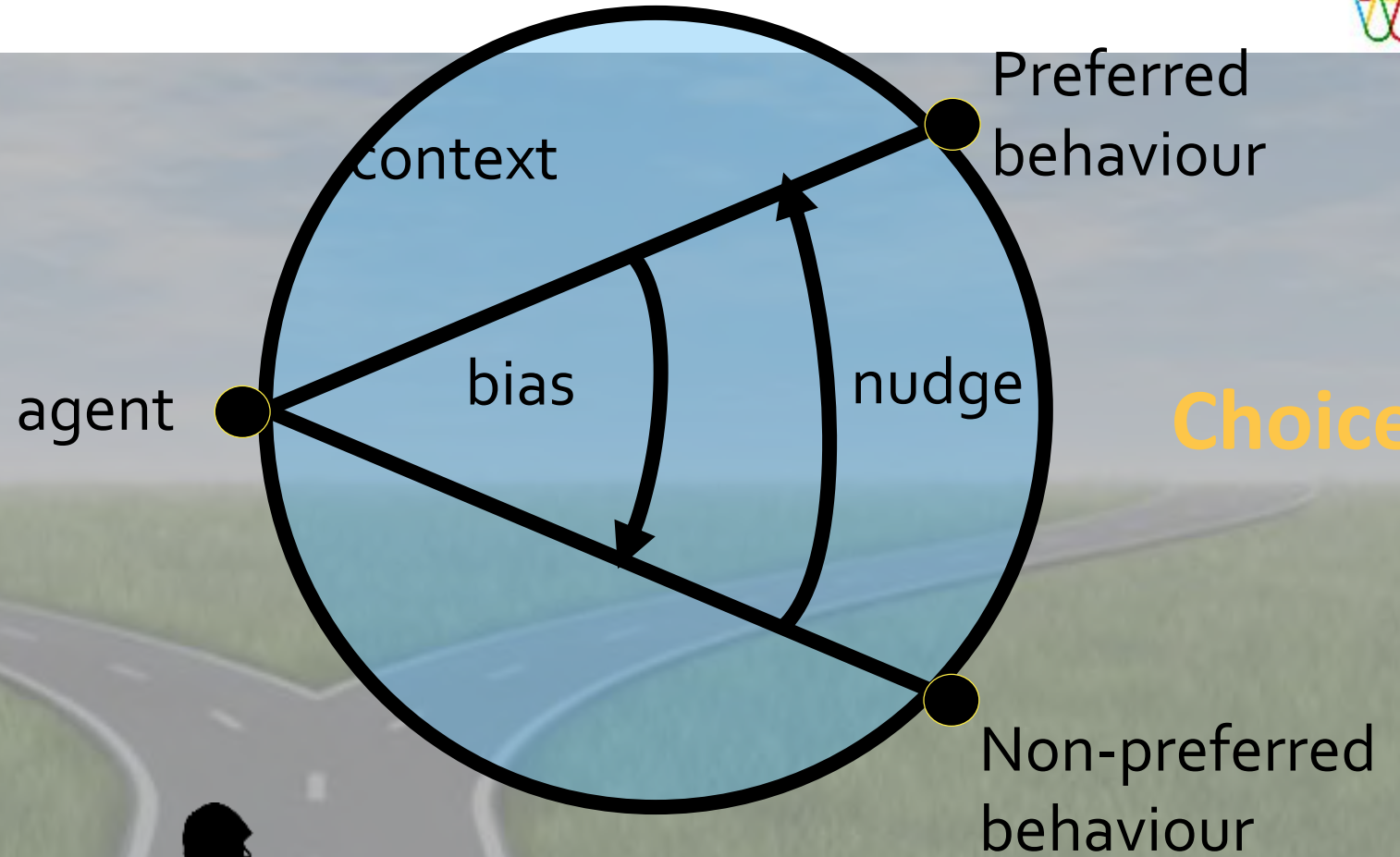


$$48 \times 293 = ?$$

Cognitive bias



Choice a



Choice b

Lets have a go at working through a behavioural problem

Start by identifying behaviours you'd like to change



Meet Jim

A persona developed from data, interviews, and observations:

Jim is 78. He lives on his own in a block of flats.

He used to be a metal worker which was involved a lot of physical work. He knows that exercise is good for him he'd like to be more active and he certainly doesn't want to be infirm –or dependent on his family.

But since he retired he's lived a pretty sedentary lifestyle.

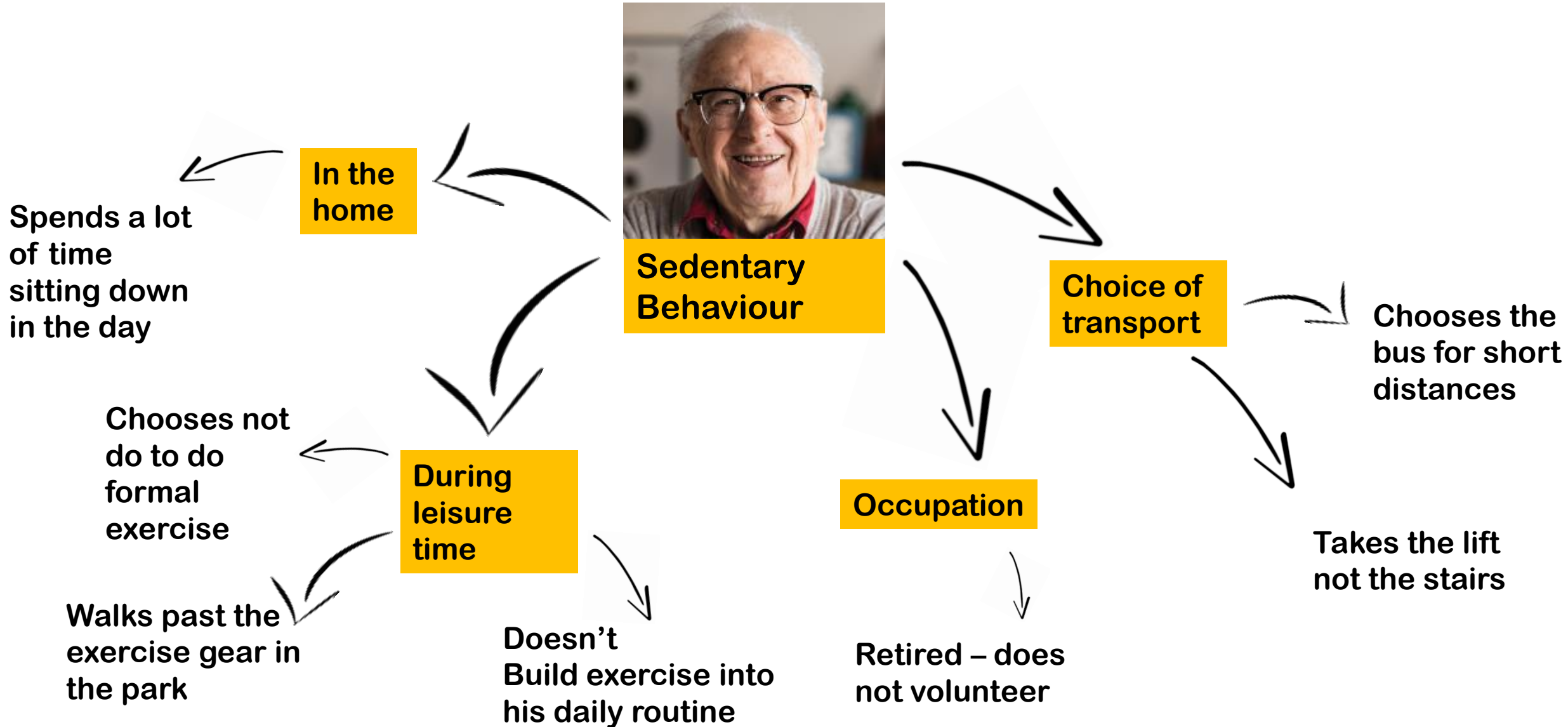
He walks through the park to the local shop one or twice a week but that's it really in terms of exercise.

His church group has started an older persons exercise class but he isn't really sure if that's for him.

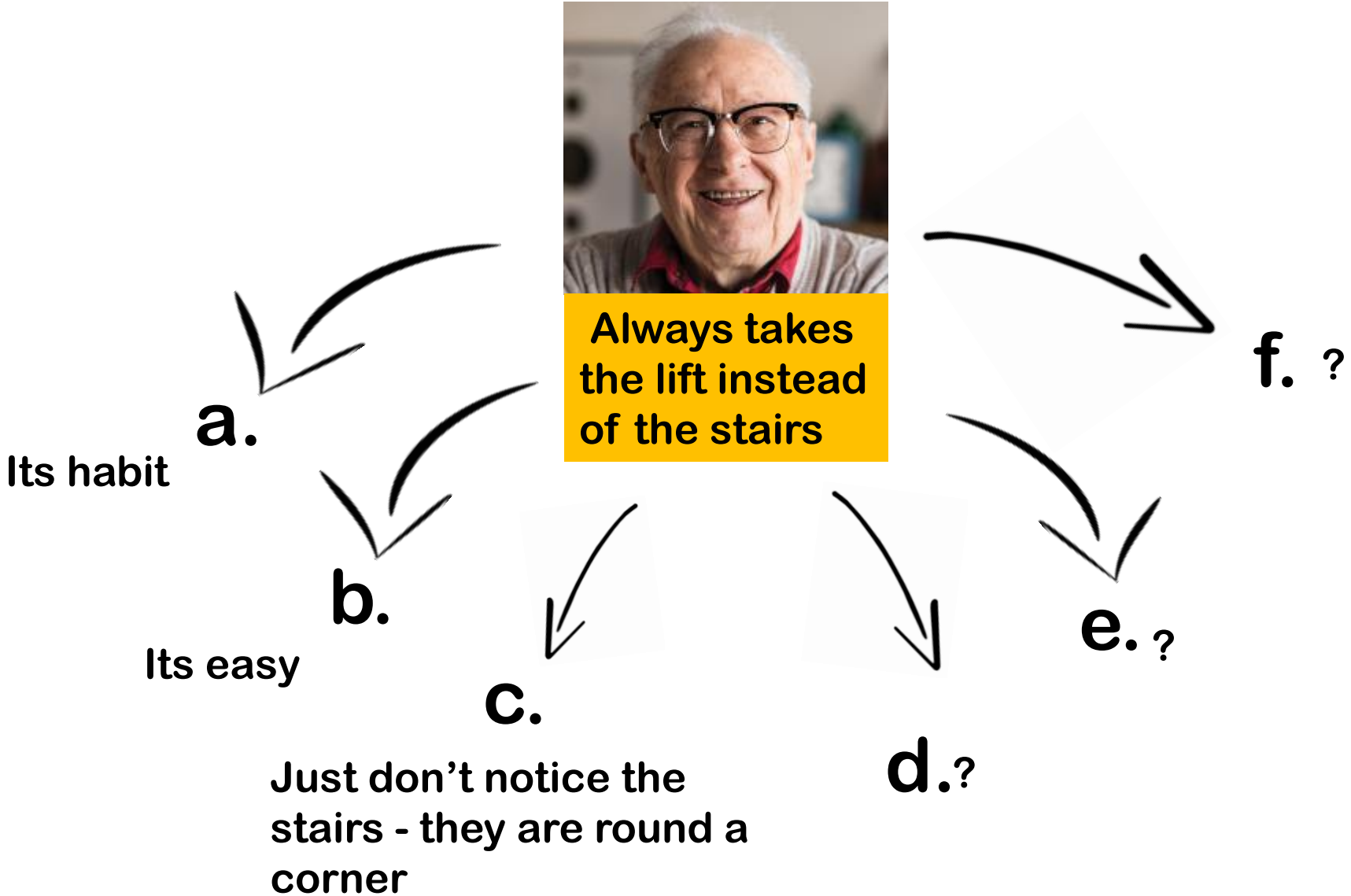
Is this a behavioural problem?



Behavioural reduction – Domains & Behaviours



Behavioural reduction – Behavioural Insights



Actor – Behaviour – insights (the why)



Who	Problem	Insight (reason why)
Older men 70+	Sedentary in home <ul style="list-style-type: none">• Sitting	Insight – doesn't enjoy house work the same as he enjoyed his gardening Easy – The TV's always there Death of partner – limited incentive
Older men 70+	Sedentary in transport <ul style="list-style-type: none">• Not walking	Friction It's easier to take the bus/ the lift Habit – caught the same bus for 7 years now Time – it's quicker Salience – Sees the lift first Fear – If it's raining I might slip
Older men 70+	Sedentary in leisure time <ul style="list-style-type: none">• Not joining formal groups• Not exercising 'on the move'	Status Quo Reluctant to engage in new or different types of activity, even though it may be enjoyable and good for him. Doesn't like feeling out of his comfort zone. Doesn't like to go out at night – not confident Social awkwardness - Doesn't know anyone

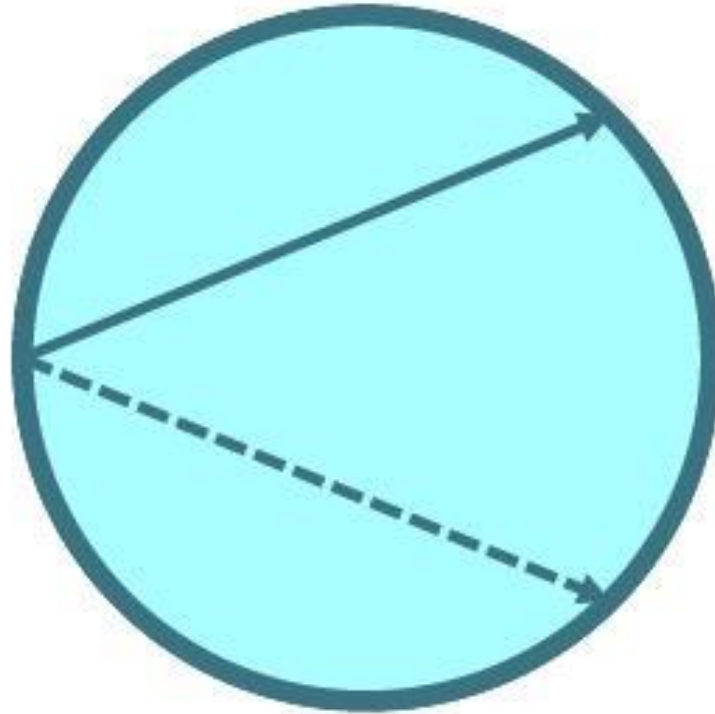


Exercise - pick one behaviour & map out what you know



Who:

Where/When:



Optimal behaviour

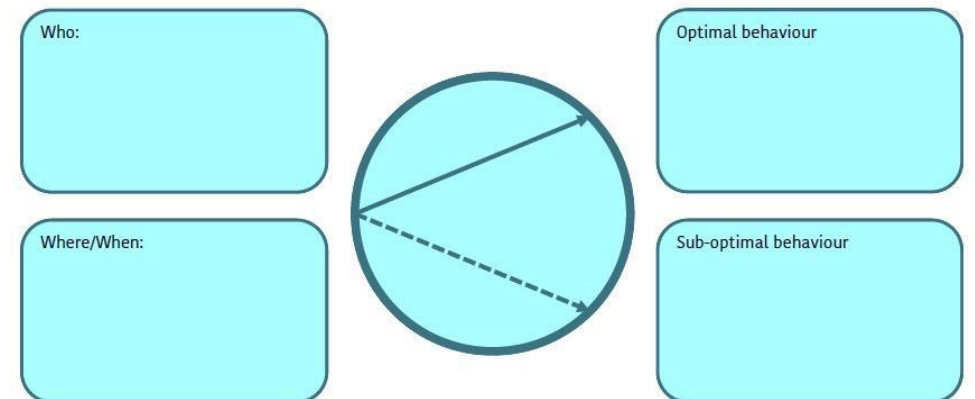
Sub-optimal behaviour

What is getting in the way of a good choice / action?

Task



1. Pick ONE Problem behaviour from the handout or choose one of your own
2. Try to fill in as many of the boxes making sure you list the positive behaviour AND the one that will make Jim worse off in the long run...
3. THEN consider the WHY – what is potentially stopping or restraining Jim from taking the optimal choice?



Nudges/ Interventions

So now we know why what can we do about it?

Actor: Older man 70+ (JIM)



Problem	Insight (reason why)	How might we ?
<ul style="list-style-type: none">Sitting	<p>Insight doesn't enjoy house work the same as he enjoyed his gardening</p> <p>Easy – The TV's always there</p> <p>Death of partner – limited incentive</p>	Find a way for Jim to access a gardening activity, near to home with people he's enjoy spending time with?
<ul style="list-style-type: none">Not walking	<p>Friction It's easier to take the bus/ the lift</p> <p>Habit – caught the same bus for 7 years now</p> <p>Time – it's quicker</p> <p>Salience – Sees the lift first</p> <p>Fear – If it's raining I might slip</p>	Nudge Jim to first <u>notice</u> and then <u>take the stairs</u> ?
<ul style="list-style-type: none">Not participating in formal exercise	<p>Status Quo Reluctant to engage in new or different types of activity, even though it may be enjoyable and good for him. Does't like feeling out of their comfort zone.</p> <p>Social awkwardness - Does't know anyone</p>	How might we redesign our enrollment process to make it less daunting for people like JIM



Insight-led solutions – some things that may work



Consider whose voice you amplify People we trust or perceive to be like us are often more trusted and listened to than people who are remote to ourselves. Harness the power of the messenger



Different types of influencers

Don't be afraid to challenge accepted wisdom solutions to complex challenge can sometime appear counter intuitive – but remember if the answer were logical, someone would have already found it by now.

Power of social norms When people are facing a n uncertain situation they will rely on social norms – amp them up is good try to challenge is negative ...



Example of a negative social norm

Insight-led change – some things that work



Instead of making people feel bad – help them to feel useful – most people want to be considered as good citizens, avoid demonising poor behaviour....people will literally switch off!

Incentivise positive behaviour – or disincentivise risky or selfish behaviour

Public commitments can work – private ones seldom do

Use cues – try cuing pedestrians to the stairs using visual cues

Remove friction – make it easy to do the right thing (or introduce friction to make it harder to make a poor choice).



Footsteps cue people to bins in Copenhagen



Highways England solved littering by removing points of friction – with these bins a truck driver doesn't need to leave the cab!

Why BI & nudging should become standard practice



- **Traditional approaches to Behavioural approaches seldom work**
Behavioural insights allow you to understand why people behave the way that they do – even when those behaviours seems irrational
- **It helps you to tailor your solution to the problem**
Correctly diagnosing the problem ensures you get value from your intervention (opposite of the scatter gun approach)
- **Allows you to test your hypothesis**
In an evidenced way

Thank you & well done 😊

If you are interested in learning more – we can help you with:

- Training
- Co-designing behavioural interventions with your team/ users
- Act as a trusted advisor / mentor

