

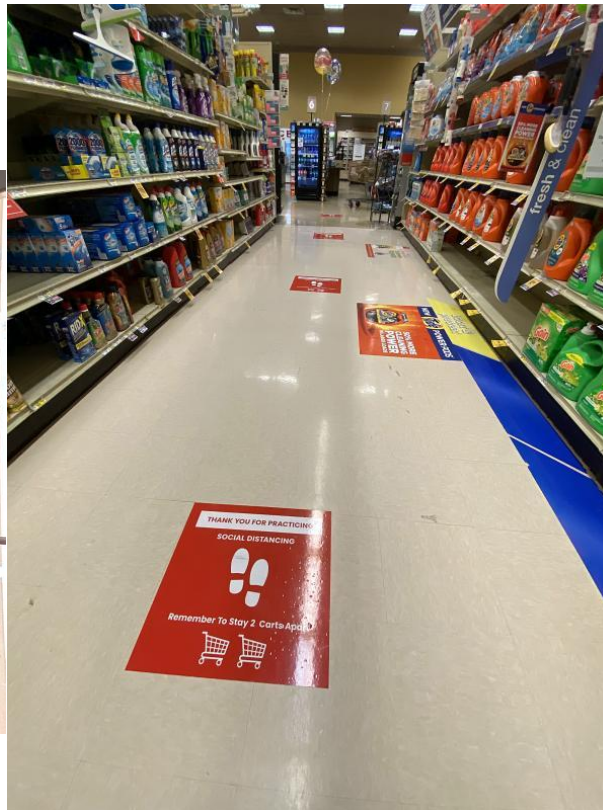
Habit-promoting strategies to encourage regular mask wearing, physical distancing, and hand washing

- Target: form new health habits performed automatically, without thinking – everyday defaults
- How?
 - Give information –identify healthy behaviors
 - Historically has had limited effect
 - We all know we should exercise more, eat less junk food
 - Instead, more effective to directly influence behavior

Make behavior easy to start and repeat

- Remove “friction” in the environment that makes behavior difficult
 - Hospital visitors 5x more likely to use sanitizer when dispenser was in middle of lobby (salient, easy to use)

- Strategies



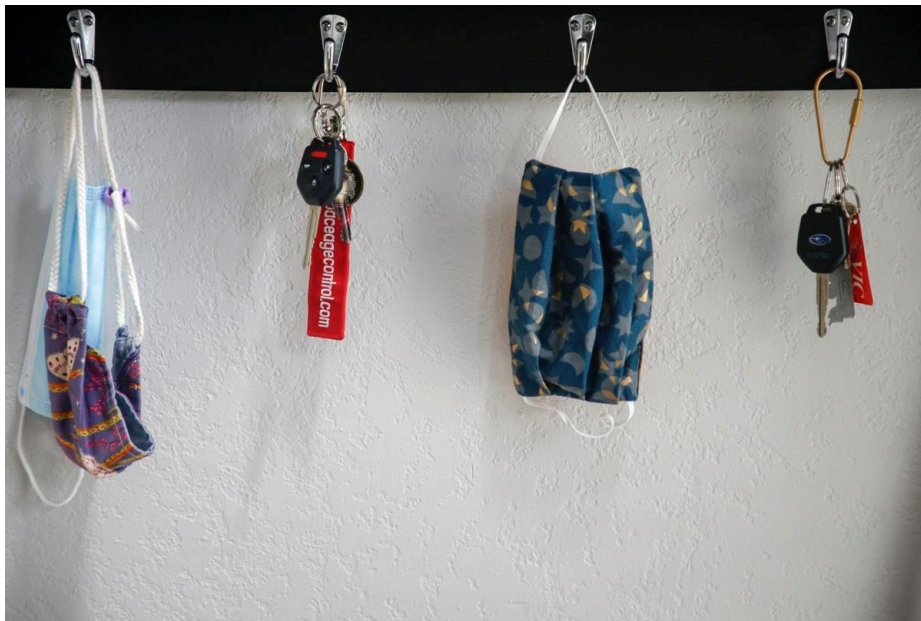
Make behavior rewarding

- People repeat rewarding actions often enough to form for habit memories
 - Kids given translucent bars of soap with a toy inside washed their hands more often and were healthier than kids who got bars and toys separately
 - When paid to go to the gym, people work out more often
- Strategies



Tie behavior to an existing habit

- Stack behaviors onto an existing habit – take advantage of existing automaticity
 - People remember to floss when practice doing it after toothbrushing
- Strategies



Alert people to old, conflicting habits

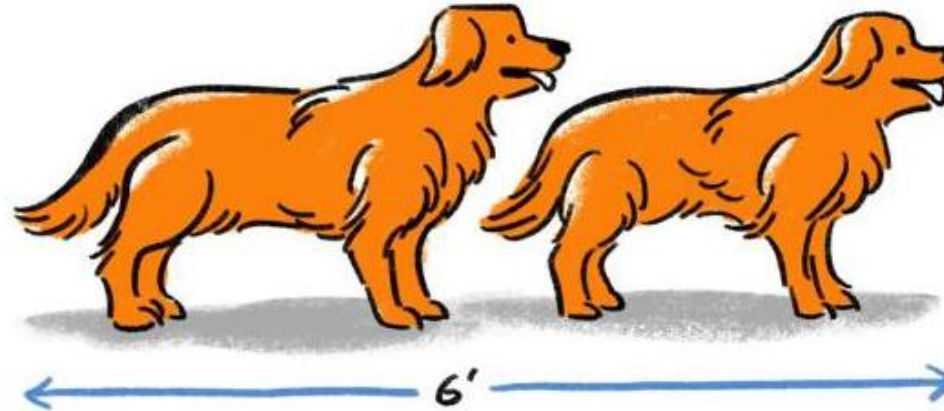
- Control old habits by reminding self in the moment, “Don’t do it!”
 - How people successfully control habit performance in daily life
 - Doesn’t directly affect habit memory but over time, it weakens

- Strategies



Provide clear, specific descriptions of behaviors

- Instead of saying “Socially distance”



“If inside, masks required with extended contact”



“Wash hands when can”



How to influence behavior directly?

- Make it easy
- Make it rewarding
- Tie behavior to existing habit
- Alert people to conflicting habits
- Provide clear, specific descriptions of behaviors