

scarlettabbott

Using behavioural science to create better health campaigns.

IOIC Festival | June 14, 2023



About your facilitator.

- Lead behavioural scientist at scarlettabbott
- *Forbes* contributor
- 15+ years experience, both in-house and consulting
- MSc in Behavioural Science and Decision Making
- Fortune 500 client success stories
- Co-author of *Even Better If: Building Better Businesses, Better Leaders and Better Selves*



Agenda.

Reflections on wellbeing

YOUR TURN:
Choose your wellbeing challenge

5 motivational and mindset barriers to better health

YOUR TURN:
Identifying your barriers

6 workplace wellness interventions

YOUR TURN:
Applying the most effective intervention to your challenge


ALL: Group discussion

Reflections on wellbeing.

Today's focus.

**Behavioural science
brings together
insights from
psychology and
economics to study
human behaviour.**



A close-up, profile view of a dog's head, likely a pit bull mix, with tan and grey fur. The dog is looking intently at a thick, blue, braided rope that it is holding in its mouth. The background is a blurred outdoor setting with dry grass and some green foliage. The overall tone is serious and contemplative.

The conflict between 'want' and 'should'.

**Education
alone doesn't
change
behaviour.**



Choose your
health challenge.



5

motivational and
mindset barriers to
good health choices.



**People choose
the instant hit**



**We think future
us will make
better choices**



**We think of 'future us'
as a different person**



Incorrect lay theories



Pre-existing bad habits

Identify your barriers.



1

**Instant
hit**



2

**Future us will
make better
choices**



3

**Future us
is a different
person**



4

**Incorrect
lay theories**



5

**Pre-existing
bad habits**



6

workplace wellness
interventions.

The background of the slide features two elegant wine glasses filled with a golden liquid, likely white wine. A large, semi-transparent grey number '1' is centered over the glasses. The text 'Guard against future temptation' is written in a bold, white, sans-serif font across the middle of the image.

Guard against future temptation

Find the today hook

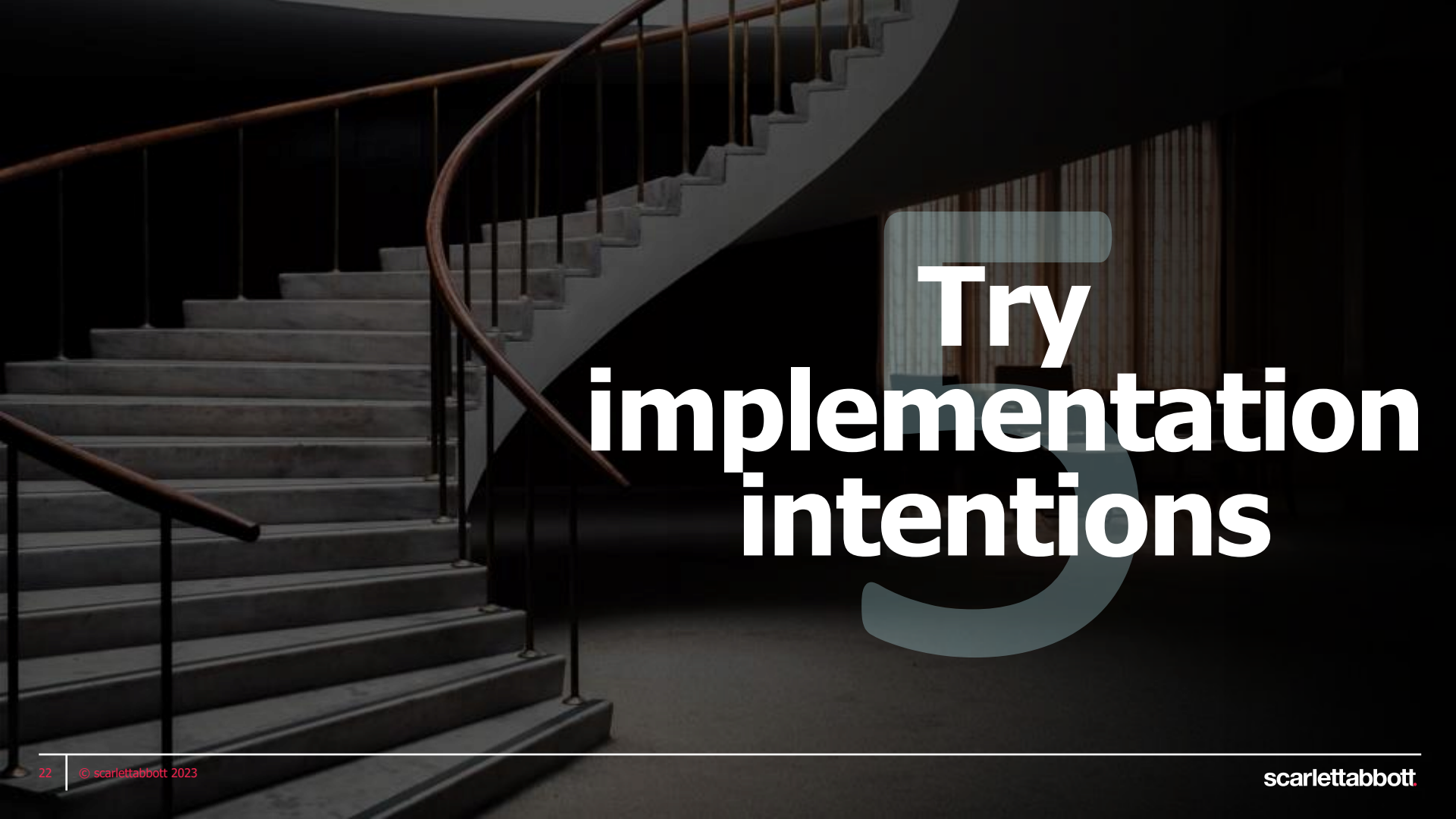




Temptation bundling



Influence the environment




Try implementation intentions



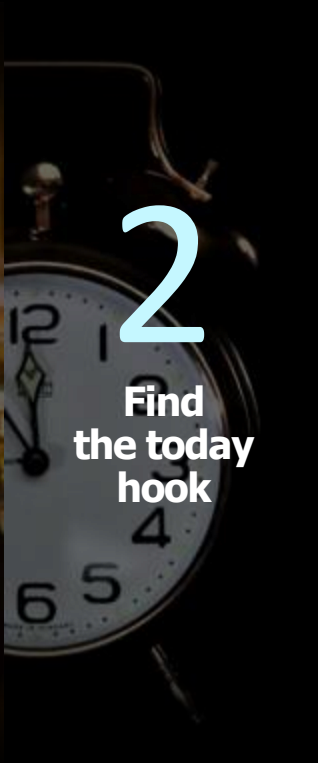
Use commitment contracts

Applying your intervention.



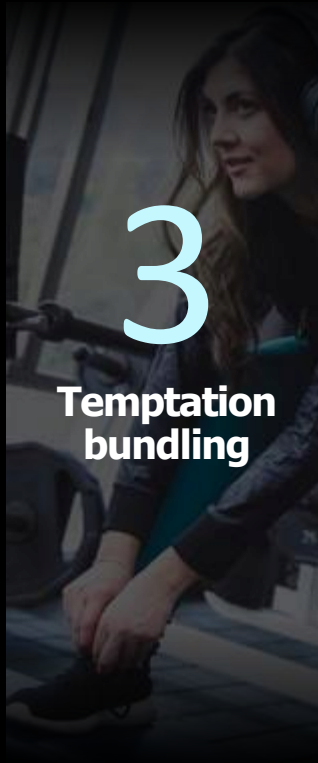
1

**Guard
against future
temptation**



2

**Find
the today
hook**



3

**Temptation
bundling**



4

**Influence the
environment**



5

**Try
implementation
intentions**



6

**Use
commitment
contracts**

Thank you.

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