

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.**





The conflict between 'want' and 'should'.

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

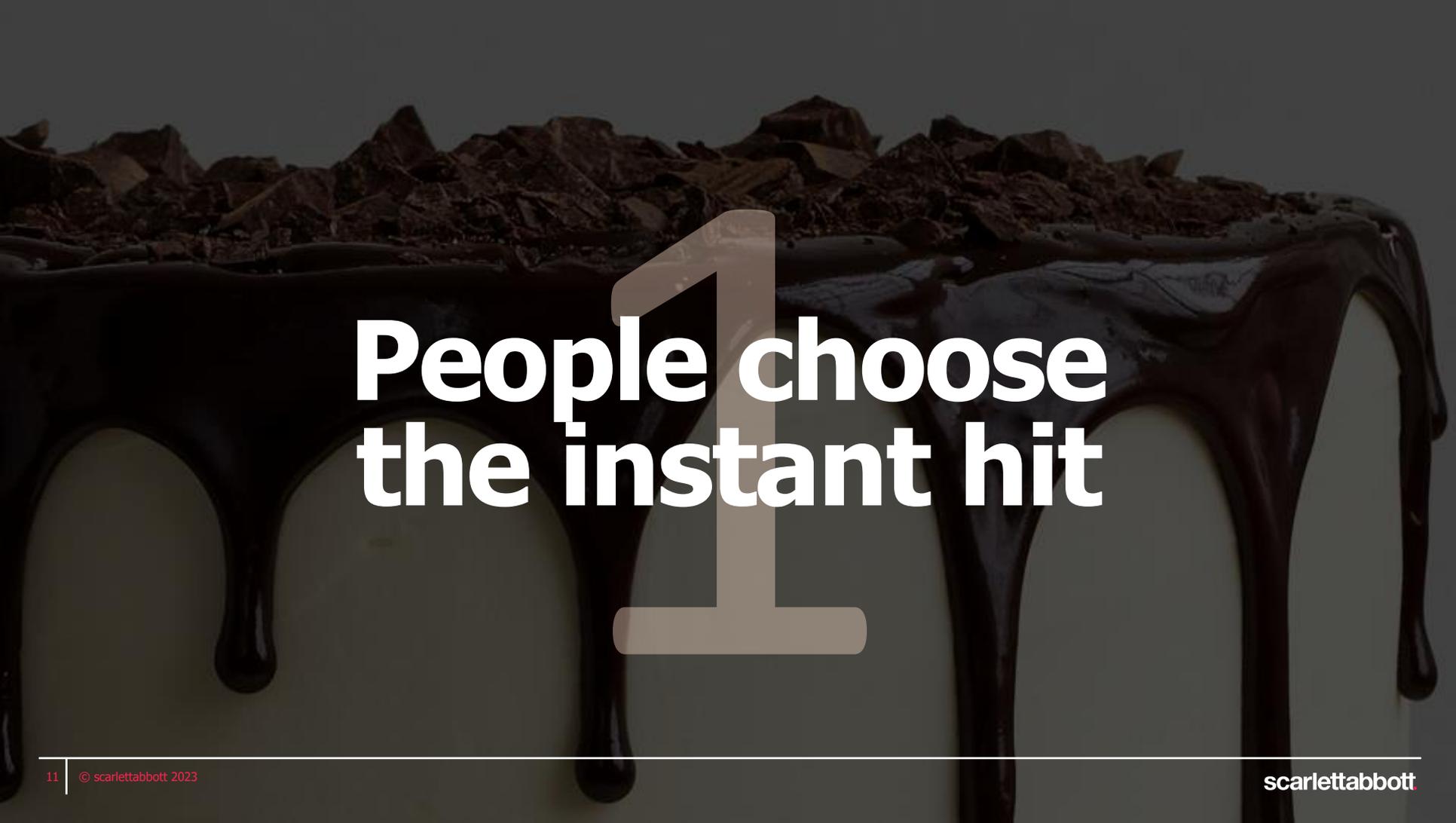


Choose your
health challenge.



5

motivational and
mindset barriers to
good health choices.



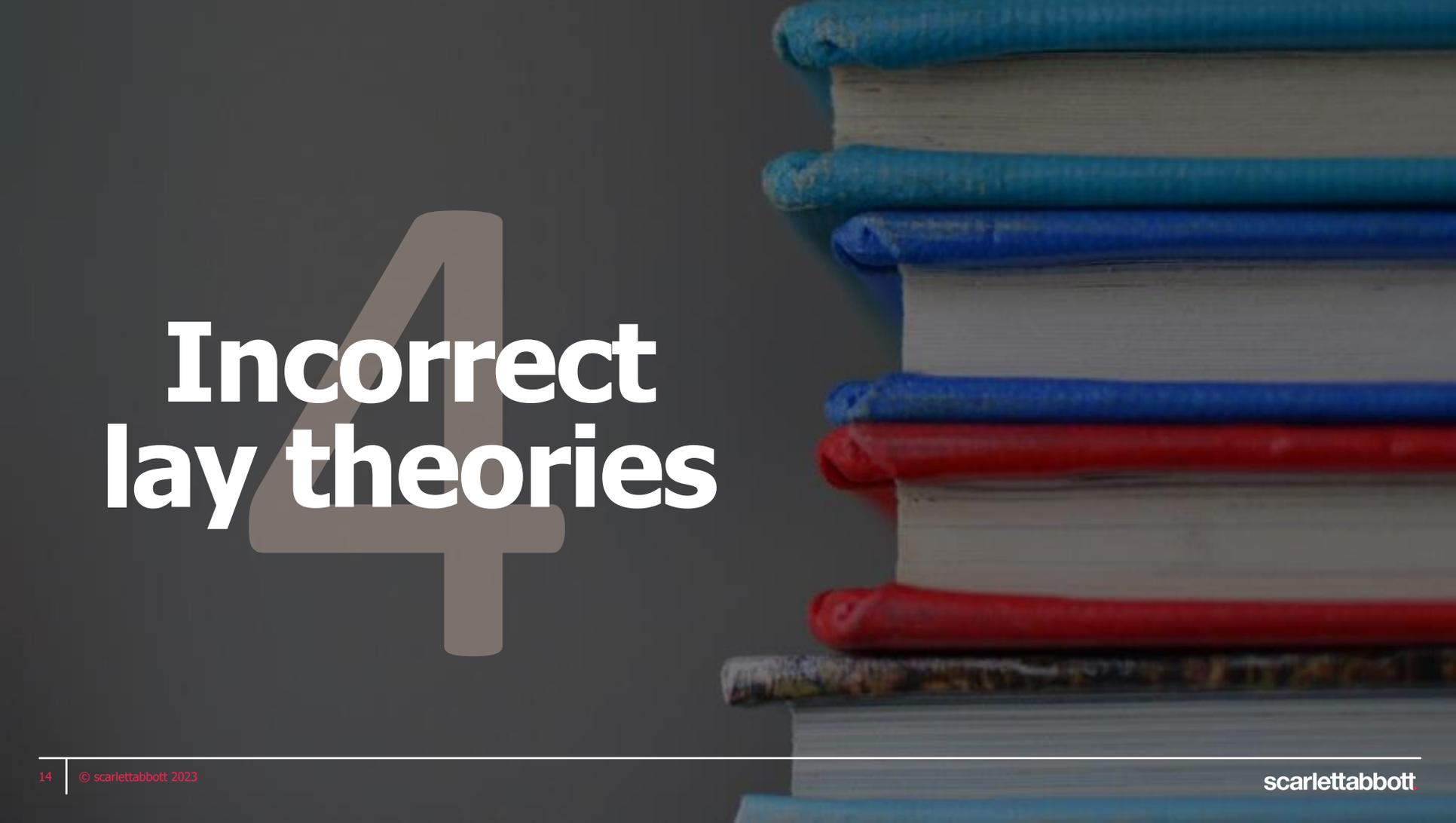
**People choose
the instant hit**



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



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

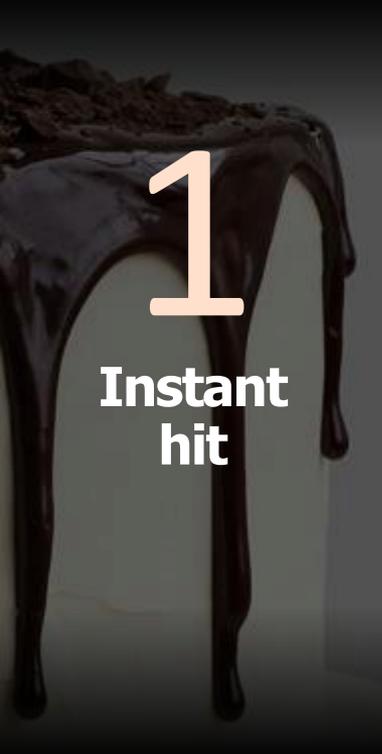


4 Incorrect lay theories



Pre-existing bad habits

Identify your barriers.



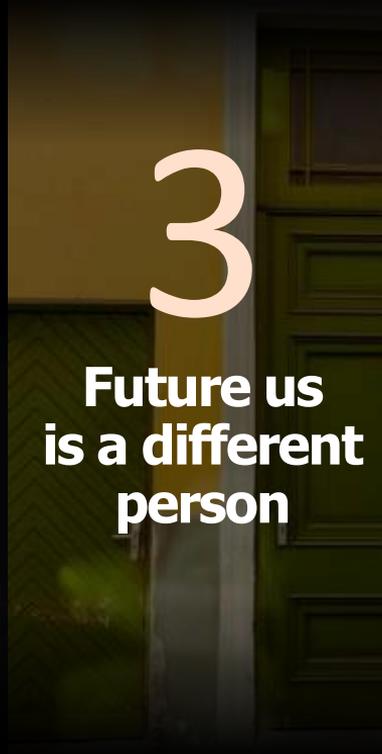
1

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

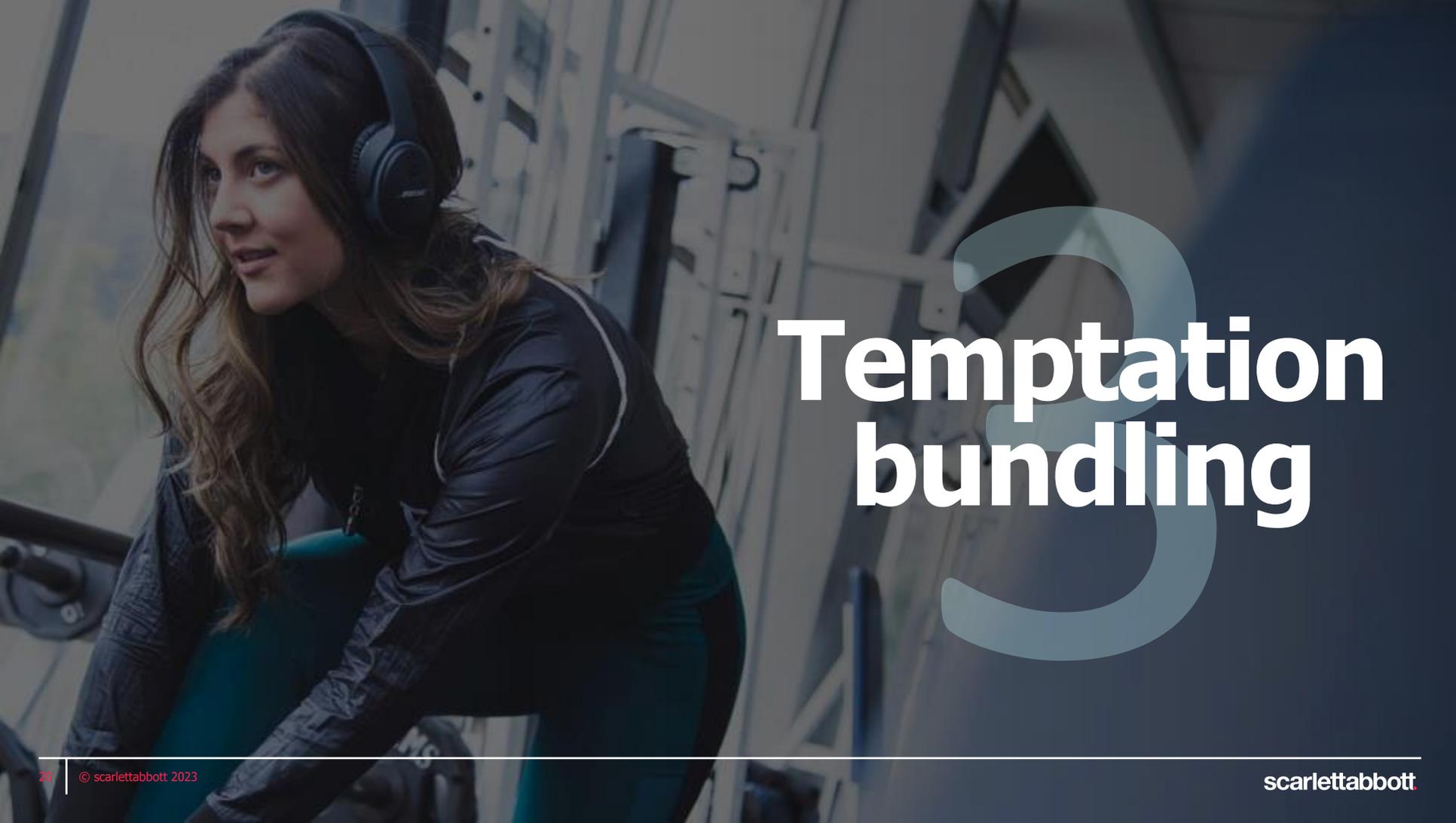
workplace wellness
interventions.

The background of the slide features two glasses of whisky, one in the foreground and one slightly behind it, both containing a golden liquid. 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.

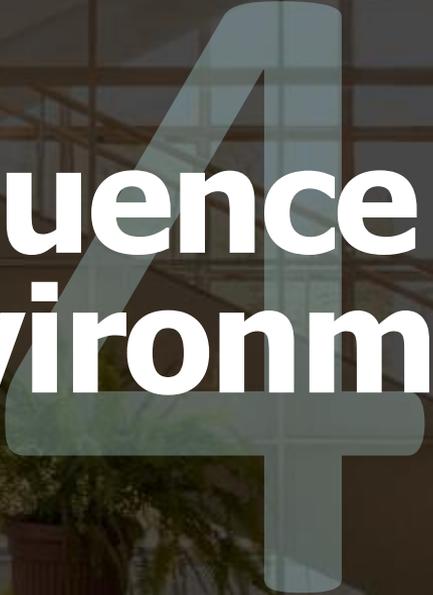
Guard against future temptation

Find the today hook

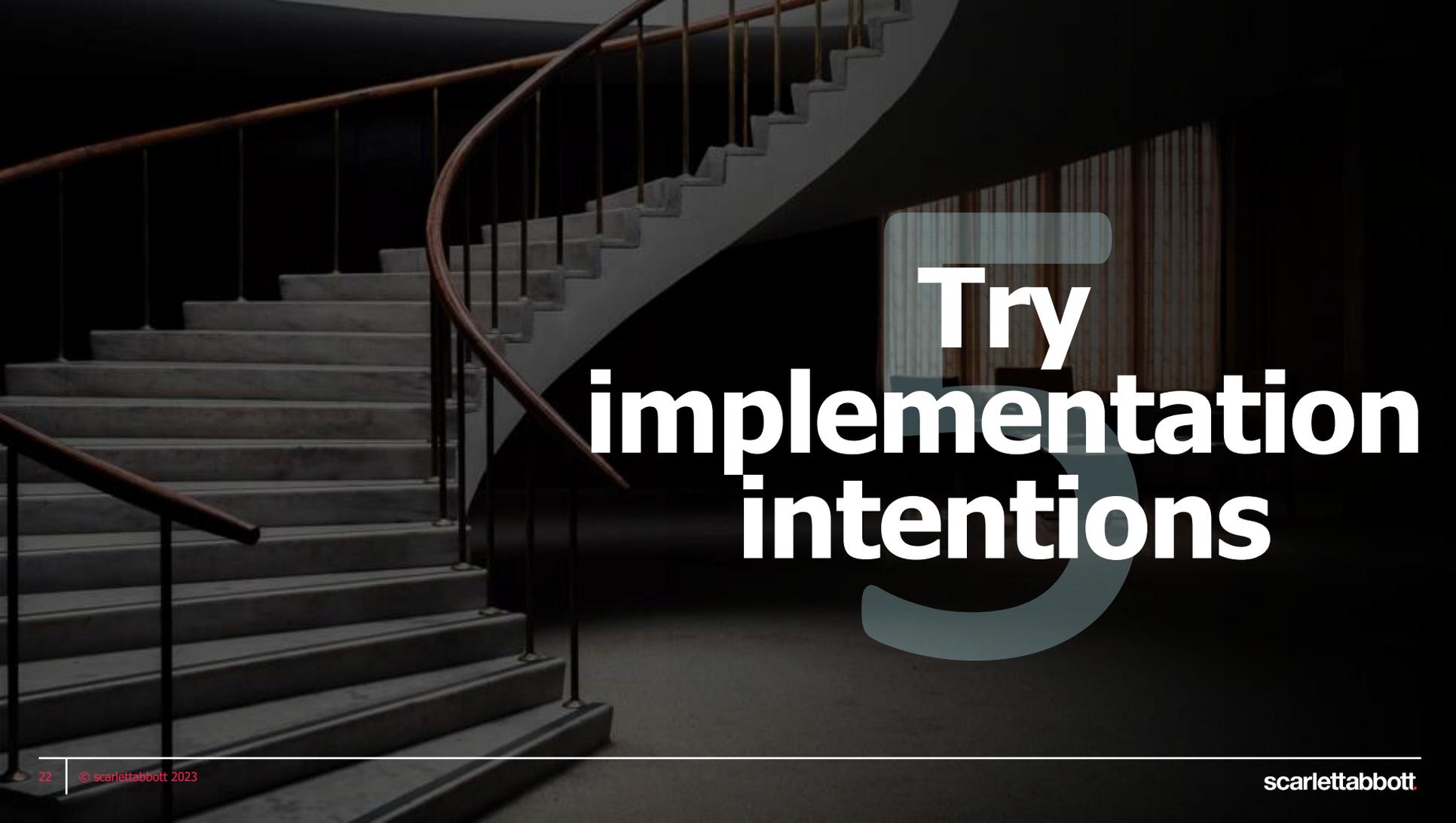




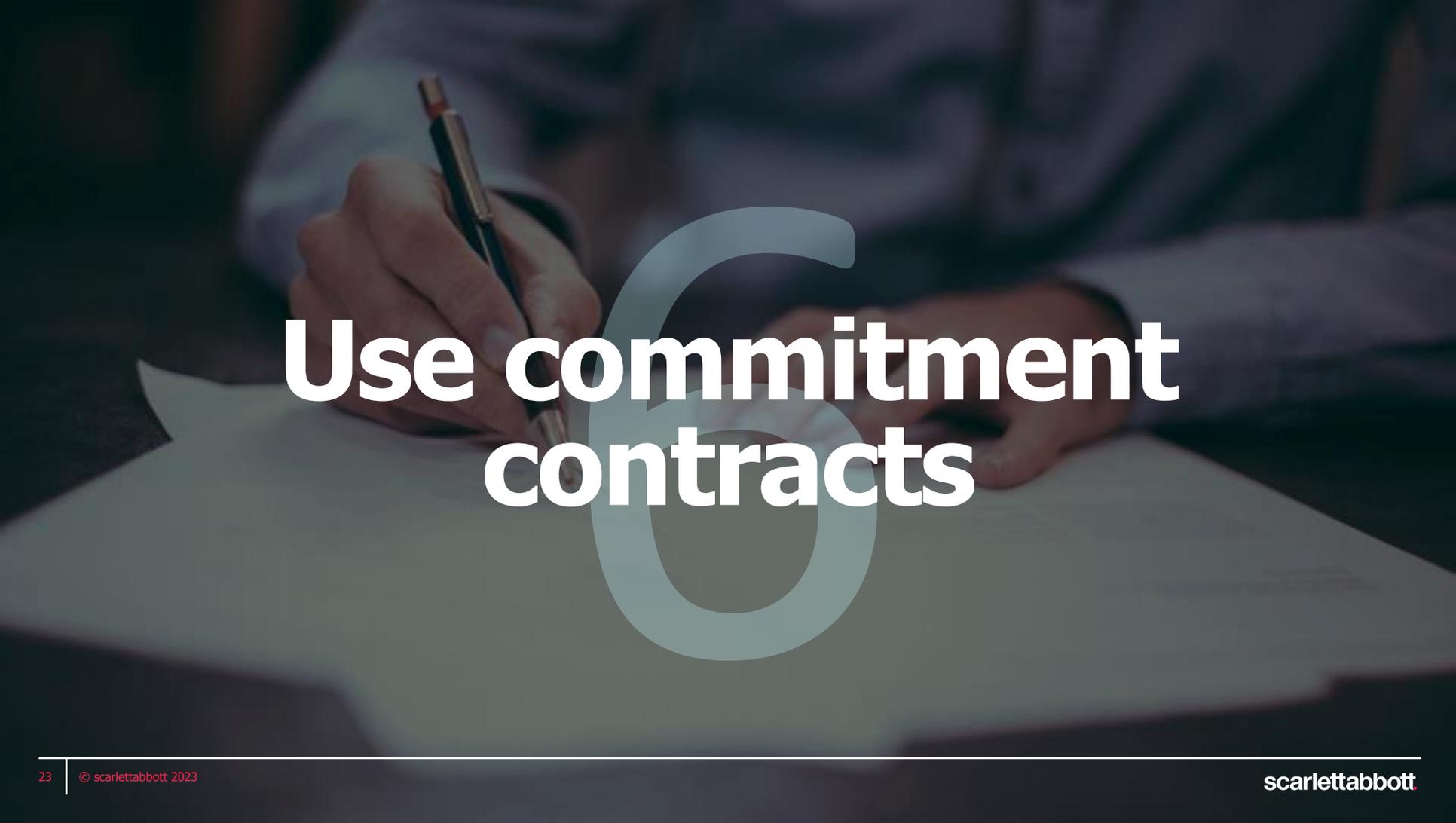
Temptation bundling



Influence the environment



Try implementation intentions



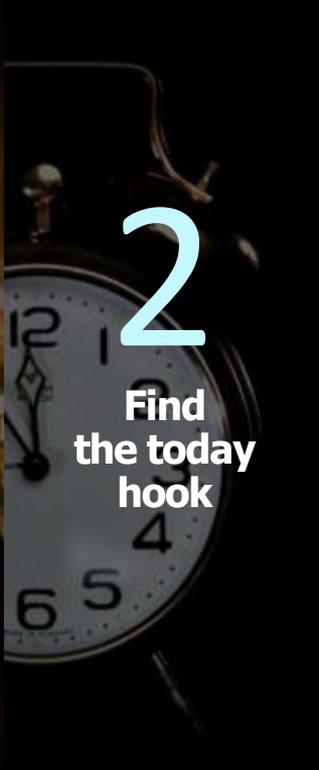
Use commitment contracts

Applying your intervention.



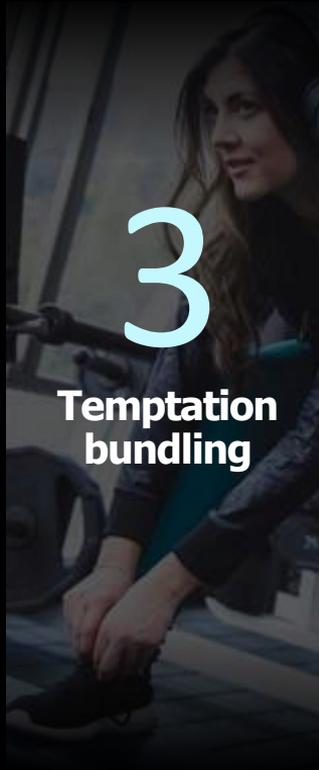
1

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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