Using Behavioral Design to Make the Healthy Choice the Easy Choice for Nutrition and Physical Activity

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Joel Kimmons DNPAO / CDC: Behavioral Design Overview

Liz York Chief Sustainability Officer (OCOO) / CDC: Getting to YES in Healthy Building Operations

Joanna Frank CEO & President Center for Active Design: Active Design
Prevalence of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, 2016

Prevalence estimates reflect BRFSS methodological changes started in 2011. These estimates should not be compared to prevalence estimates before 2011.

*Sample size <50 or the relative standard error (dividing the standard error by the prevalence) ≥ 30%.
Behavioral design strategies enable and incentivize people toward healthier choices and actions.
Physical Activity

Central biological factors

Peripheral biological factors

Mood

Emotion

Food intake

Food choice

Obesity

Altered brain signaling
Social Ecological Model (SEM)

Policy/Enabling Environment
(national, state, local laws)

Organizational (organizations and social institutions)

Community (relationships between organizations)

Interpersonal (families, friends, social networks)

Individual (knowledge, attitudes, behaviors)
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Policy/Enabling Environment (national, state, local laws)

Knowledge, Literacy, and Culture
- Knowledge
- Culinary skills/training
- Planning (diet, Menu)
- Recipe modification
- Food production forecasting
- Norms and habits
- Goal setting and monitoring

Economics & Incentives
- Bundling
- Pre-ordering
- Consumer Promotions
- Trade Promotions
- Loyalty memberships
- Subsidies
- Benefit to community
- ROI and Cost/benefit

Choice Architecture
- Defaults
- Placement
- Proximity
- Order
- Abundance
- Sizing
- # of exposures
- Safety

Design and Atmospherics
- Space
- Materials
- Lighting
- Color
- Sound/Noise Control
- Scent

Leadership and Organizational Support
- Champions
- Managerial support
- Organizational policies
- Food Service Contracts
- Food service staff buy-in
- Back of kitchen

Communication & Marketing
- Messaging
- Promotion
- Wayfinding
- Labeling
- Prompting
- Priming
- Branding
- Media

BD Strategies

Availability and Access
- Cost and affordability
- Geographically accessible
  - Personal: access
  - Product: Regionally available
  - Group: On or near site access
- Cultural appropriateness
- Variety
- Quantity
- Ratio
- Profile
- PA
  - Universal design and ADA
  - Trails that meet accessibility guidelines
  - Opportunities
  - Equipment
  - Infrastructure
  - Routes
  - Destinations
Individual (knowledge, attitudes, behaviors)

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- Promotion
- Wayfinding
- Labeling
- Prompting
- Priming
- Branding
- Media
  - Social, digital, print, etc
**Individual** (knowledge, attitudes, behaviors)

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Individual

- Individually adapted health behavior change programs
- Point-of-decision prompts
- Use of activity monitors to increase physical activity among overweight and obese adults

Interpersonal (Social Support)

- Social support in community settings
- Family-based interventions to increase physical activity among children

Institutional

- Enhanced school-based physical education
- Worksite programs intended to improve diet and/or physical activity behaviors for reducing weight among employees

www.thecommunityguide.org
Community
• Community-wide campaigns
• Creation of, or enhanced access, to places for physical activity combined with informational outreach activities

Environmental
• Built environment approaches that combine one or more interventions to improve pedestrian or bicycle transportation systems with one or more land use and environmental design interventions
• Active travel to school