



**ENVOLVE CENTER**  
**FOR HEALTH BEHAVIOR CHANGE™**

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A research collaboration between  
Brown School at Washington University in St. Louis,  
The Center for Advanced Hindsight at Duke University  
and Centene Corporation

## **Health Behavior & Health Decisions**

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Social Determinants and Health Care | May 3, 2017

# A Message from Dan Ariely



## How do we change our health?



## Typical Strategies

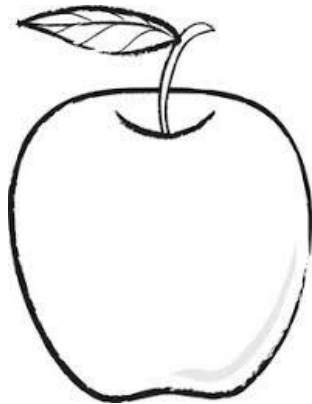


A photograph of a McDonald's menu board for the Angus Third Pounder. The menu is divided into 'Sandwich' and 'Meal' sections. The 'Sandwich' section lists three options: Deluxe (760 Cal.), Bacon & Cheese (820 Cal.), and Mushroom & Swiss (820 Cal.). The 'Meal' section lists three options: 1120-1360, 1180-1420, and 1180-1470. To the left of the menu, there is a price of 99¢ 'Each' and 99¢ 'Meal'. A small image of a McDonald's meal (hamburger, fries, and a drink) is visible on the left side of the menu board.

	Sandwich	Meal
Deluxe	760 Cal.	1120-1360
Bacon & Cheese	820 Cal.	1180-1420
Mushroom & Swiss	820 Cal.	1180-1470



# Why doesn't information work?



# How does our brain work against us?



LATER



## HYPERBOLIC DISCOUNTING

People put an unrealistically high value on the here and now and an unrealistically low value on the future.

## SCARCITY MINDSET

People who lack a resource, such as money, time or calories, tend to tunnel in on the scarce resource and carry a larger cognitive load.

## OSTRICH EFFECT

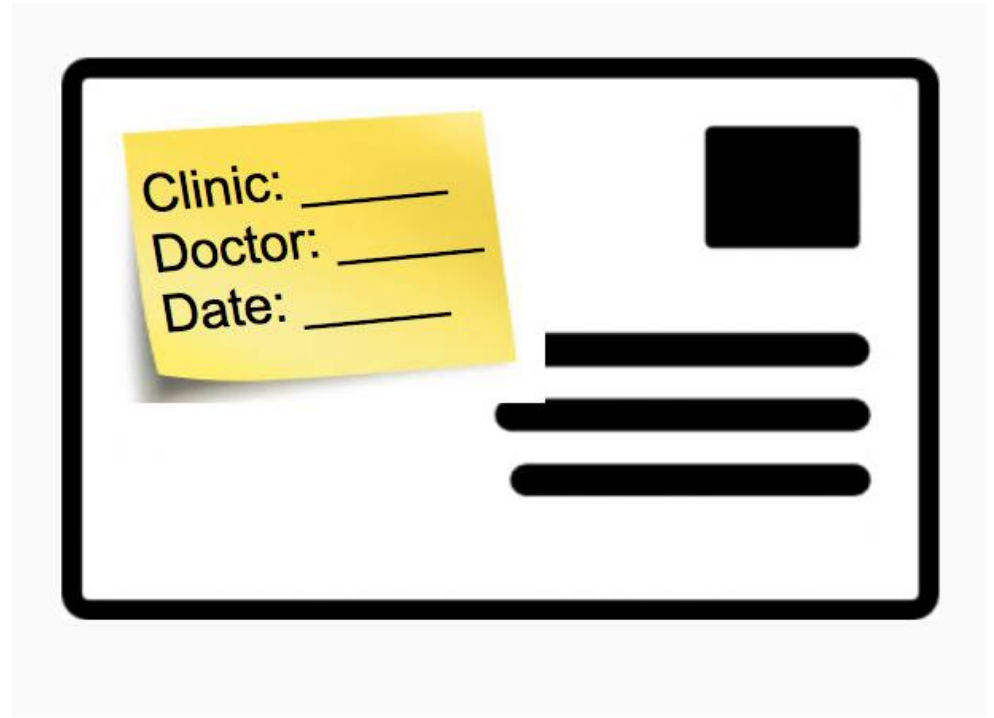
People who are worried they have fallen off track don't want to know how they're doing.

# How can we help?



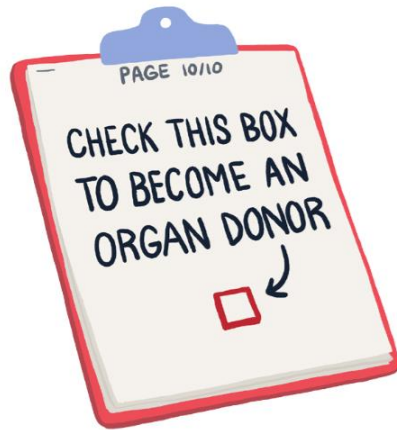
## IMPLEMENTATION INTENTIONS

People are more likely to do something when they specify how, when, and where they will do it.



16% increase in attendance rates... for colonoscopies!

# How can we help?



## DEFAULT BIAS

People pick the easiest option to avoid complex decisions. Defaults provide a cognitive shortcut and signal what people are supposed to do.



1/3 accepted to downsize  
Ate at least 200 fewer calories



Questions?