How do we change our health?
Typical Strategies
Why doesn’t information work?
How does our brain work against us?

**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?

16% increase in attendance rates... for colonoscopies!
How can we help?

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