**[ define your challenge ]**

|  |  |  |
| --- | --- | --- |
| **Behavioural insight** | **How to influence patients or the public** | **How to influence clinicians and other staff** |
| **Easy*** Simplify messages
* Reduce the hassle factor
* Change the default option
 | Ideas:*

 *

  | Ideas: *

  |
| **Attractive*** Attract attention
* Design effective incentives
* Communicate authenticity
 | Ideas:  *

  | Ideas: *

  |
| **Social*** Show the social norm
* Use peer to peer networks
* Encourage commitments
 | Ideas:  *

  | Ideas: *

  |
| **Timely*** Provide timely prompts
* Make benefits feel immediate
* Help people make plans and set goals
 | Ideas:  *

  | Ideas:  *

  |