**[ define your challenge ]**

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| **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: |