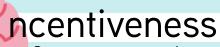


INFLUENCING BEHAVIOUR HAS ALWAYS BEEN A CENTRAL ASPECT OF PUBLIC POLICY. BY SHAPING POLICY MORE CLOSELY AROUND THE IN-BUILT RESPONSES SPELT OUT BY THE MNEMONIC BELOW, WE CAN POTENTIALLY BECOME MORE EFFECTIVE IN THE WAY WE IMPROVE INDIVIDUAL WELL-BEING AND SOCIAL WELFARE.

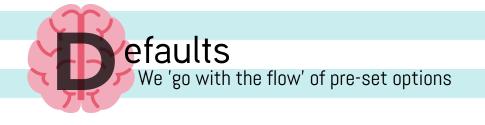


essenger We are heavily influenced by who communicates information



Our responses to incentives are shaped by predictable mental shortcuts such as strongly avoiding losses

orms We are strongly influenced by what others do



Our attention is drawn to what is novel and seems relevant to us.

riming Our acts are often influenced by sub-conscious cues.



Our emotional associations can powerfully shape our actions.



go

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## ommitment

We seek to be consistent with our public promises, and reciprocate acts.

We act in ways that make us feel better about outselves.

Adapted from "The Institute of Government and the Cabinet Office (UK) (Dolan, Hallsworth, Halpern, King & Valaev, 2009)" Created by: MSF Office of the Director of Social Welfare I Dec 2017