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Title:

Nudge Theory Use to Decrease Obesity and Prevent Stroke

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ACCEPTED

Session Title:

Research Poster Session 1 (Saturday/Sunday, 16 & 17 November)

Slot:

RSC PST1: Sunday, 17 November 2019: 11:45 AM-12:15 PM

Abstract Describes:

Ongoing Work/Project

Applicable Category:

Clinical, Academic, Researchers

Keywords:

Nudge Theory, behavioral motivation and childhood stroke

References:

Halpern, D. (2015). Inside the Nudge Unit. How small changes can make a big difference. London: H. Allen

World Bank Group (2015) World Development Report 2015: Mind, Society, and Behavior Accessed at <http://www.worldbank.org/in/publication/wdr2015>

Blumenthal-Barby, J.S., Cantor, S.B., Russell, H.V., Nalk, A.D., Volk, R.J. (2013) Decisions aids: When "nudging" patient to make a particular choice is more ethical than balanced, nondirective content. *Health Affairs*, 32, 303-310.

George, M., Tong, X., Bowman, B. (2017) Prevention of Cardiovascular Factors and Strokes in Younger Adults *JAMA Neurology* 2017, Jun 1; 74(6):695-703. doi:10.1001/jamaneurol.2017.0020.

Walton, G. (2014) The new science of wise psychological intervention. *Current Directions in Psychological Science*, 23, 73-82.

Abstract Summary:

Nudge Theory is a useful tool for improving health care for children with emphasize on decreasing obesity which is a major risk factor in childhood stroke prevention. Nudge theory was created by Nobel prize winning psychologists Daniel Kahneman an Amos Tversy and can proactively change behavior.

Content Outline:

Purpose: To decrease childhood stoke by decreasing obesity using the Nudge theory techniques

Background : Childhood obesity is epidemic and is a major risk factor for stroke. Poster presenter will define Nobel prize Nudge Theory and ways it can impact obesity rates in children. Five low cost ways will be reviewed in how to decrease caloric intake and be more mindful and educated regarding food choices.

Topic Selection:

Research Poster Session 1 (Saturday/Sunday, 16 & 17 November) (25745)

Abstract Text:

I am presently working with MITRE Corporation in the use of Nudge Theory in improving healthcare for children. One of my research focuses is on decreasing obesity which is a major risk factor in childhood stroke prevention. The Nudge theory was developed by Nobel prize winning psychologists Daniel Kahneman and Amos Tversy both with careers in behavior economics. In follow up ,Richard H. Thaler and Cass R. Sunstein wrote a book "Nudge: Improving Decisions and Health, Wealth and Happiness. The Nudge theory is basically understating (1) how people make decisions, think and behave; (2) helping people improve their thinking and decision making; (3) managing change and identifying and modifying existing unhealthy influences on people. Using low cost interventions to decrease caloric intake and increase physical exercise in children we can lower the risk of stroke. The US childhood population has a present obesity crisis and children especially in the southern stroke belt region of the country are at an increased risk for cerebral vascular disease, diabetes and stroke. Behavioral health coaching and modifications can be one low cost intervention to help decrease risk factors and promote adoption of healthy food choices and portions.Using the Nudge theory we can use choice architecture to influence decision making with(1) an app for caloric counting, (2) education regarding nutritional fact and education, (3) size of food plate, (4) default rules with school lunches (5) make healthy food more accessible and visible, (6) visible clues for better nutritional choices, and promotion of exercise . The Nudge Theory has been used successfully by the London Nudge Unit, UK and the World Bank Group in fostering positive health care behaviors , choice architecture and decision making. We are at a pivotal point in developing economic sound solutions for health care issues with focus on prevention and population health efforts, one of many tools is using the Nudge Theory , and behavioral economics to influence change, cultural norms regarding food and exercise in the fight against obesity in children at the national level.