

COMBATING CORONA WITH BEHAVIORAL INSIGHTS

HYGIENE

WHAT WAS DONE?



ARROWS ON RESTROOM FLOORS

DID IT WORK?

HANDWASHING INCREASED BY
+15%

KEY TAKEAWAY

PROVIDE SALIENT CUES AT THE RIGHT TIME AND PLACE

SOURCE: [HTTPS://SABECONOMICS.ORG/WORDPRESS/WP-CONTENT/UPLOADS/JBEP-2-2-5.PDF](https://sabeconomics.org/wp-content/uploads/JBEP-2-2-5.pdf)

WHAT WAS DONE?



FREESTANDING DISPENSER AND SALIENT PROMPT

DID IT WORK?

HAND HYGIENE INCREASED BY
+67%

KEY TAKEAWAY

CHOOSE THE BEST POSITION AND USE CLEAR PROMPTS

SOURCE: [HTTPS://INUDGEYOU.COM/WP-CONTENT/UPLOADS/2017/08/OP-ENG-HAND_HYGIENE.PDF](https://inudgeyou.com/wp-content/uploads/2017/08/OP-ENG-HAND_HYGIENE.PDF)

HYGIENE

WHAT WAS DONE?



TOYS EMBEDDED IN SOAPS

DID IT WORK?

HANDWASHING INCREASED BY
+200%

KEY TAKEAWAY

MAKE IT FUN FOR CHILDREN TO COMPLY WITH RULES

SOURCE: [HTTPS://WWW.SCIENCEDIRECT.COM/SCIENCE/ARTICLE/PII/S1438463918305686](https://www.sciencedirect.com/science/article/pii/S1438463918305686)

WHAT WAS DONE?



SOCIAL ROBOT "PEPE" TALKS TO KIDS

HYGIENE

DID IT WORK?

HANDWASHING INCREASED BY
+40%

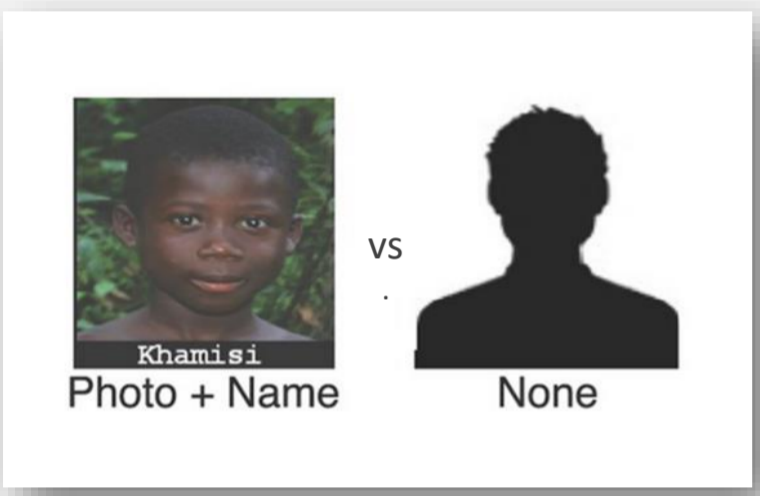
KEY TAKEAWAY

MAKE HABIT CHANGE INTERACTIVE BY SOCIAL BOTS OR APPS

SOURCE: [HTTPS://SPECTRUM.IEEE.ORG/AUTOMATION/ROBOTICS/ROBOTICS-HARDWARE/ROBOT-TEACHES-KIDS-HAND-WASHING-SKILLS-IN-RURAL-INDIA](https://spectrum.ieee.org/automation/robotics/robotics-hardware/robot-teaches-kids-hand-washing-skills-in-rural-india)

SOCIAL BEHAVIOR

WHAT WAS DONE?



PERSONAL INFORMATION ON RECIPIENT

DID IT WORK?

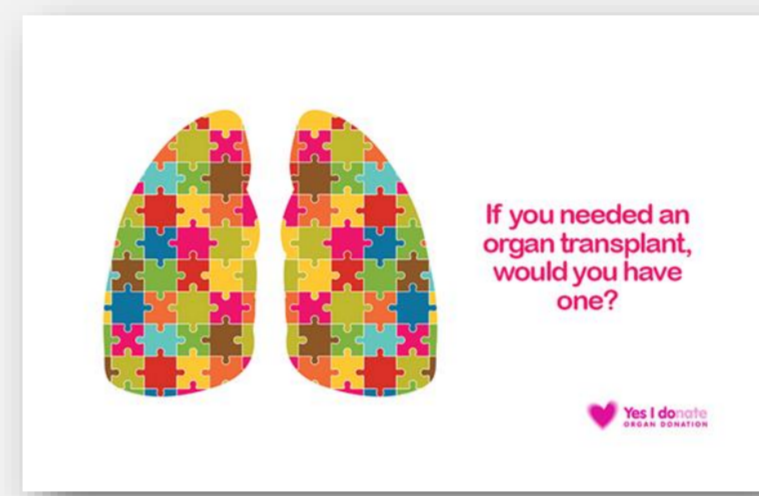
PROSOCIAL BEHAVIORS INCREASED BY
+250%

KEY TAKEAWAY

GIVE VULNERABLE GROUPS A FACE WHEN CALLING FOR PRO-SOCIAL BEHAVIOR

SOURCE: [HTTPS://WWW.JNEUROSCI.ORG/CONTENT/33/43/17188](https://www.jneurosci.org/content/33/43/17188)

WHAT WAS DONE?



EXTRA CUE ON THE RECIPROCAL NATURE OF ORGAN DONATION

SOCIAL BEHAVIOR

DID IT WORK?

PROSOCIAL BEHAVIORS INCREASED BY
+40%

KEY TAKEAWAY

HIGHLIGHT THE RECIPROCAL NATURE OF SOCIAL DISTANCING

SOURCE: [HTTPS://WWW.BL.TEAM/WP-CONTENT/UPLOADS/2015/07/APPLYING-BEHAVIOURAL-INSIGHTS-TO-ORGAN-DONATION-REPORT.PDF](https://www.bl.team/wp-content/uploads/2015/07/APPLYING-BEHAVIOURAL-INSIGHTS-TO-ORGAN-DONATION-REPORT.PDF)

SOCIAL BEHAVIOR

WHAT WAS DONE?



DISTRIBUTION OF COLORED BRACELETS AMONG IMMUNIZED CHILDREN

DID IT WORK?

IMMUNIZATION RATES INCREASED BY
+25%

KEY TAKEAWAY

UTILIZE REPUTATIONAL CONCERNS OF PARENTS WHEN TARGETING CHILD HEALTH CARE

SOURCE: [HTTPS://WWW.POVERTY-ACTION.ORG/PUBLICATION/SOCIAL-SIGNALING-AND-CHILDHOOD-IMMUNIZATION-FIELD-EXPERIMENT-SIERRA-LEONE](https://www.poverty-action.org/publication/social-signaling-and-childhood-immunization-field-experiment-sierra-leone)

WHAT WAS DONE?



"KEEP DISTANCE" STICKERS ON FLOORS

SOCIAL BEHAVIOR

DID IT WORK?

PHYSICAL DISTANCING INCREASED BY
?

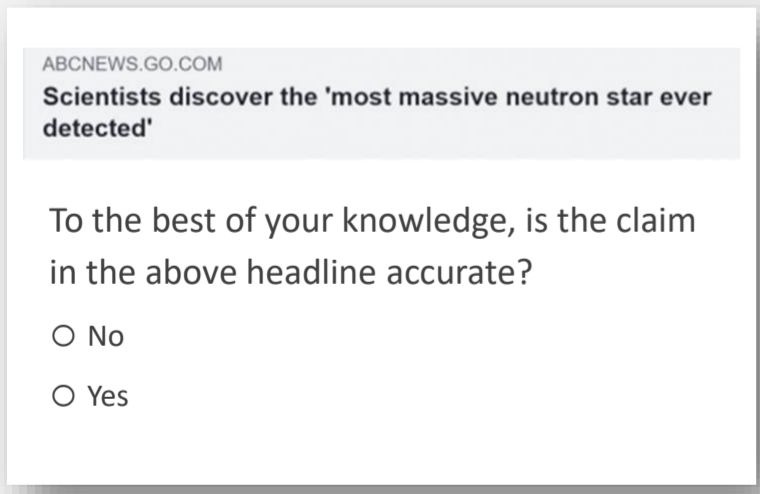
KEY TAKEAWAY

SET SIMPLE DEFAULTS FOR COMPLIANCE IN ROUTINE ENVIRONMENTS

SOURCE: [HTTPS://TWITTER.COM/URBANTHOUGHTS11/STATUS/1239822697154174976?ps=20](https://twitter.com/urbanthoughts11/status/1239822697154174976?ps=20)

INFORMATION

WHAT WAS DONE?



ACCURACY REMINDER AFTER MEDIA REPORTS

DID IT WORK?

SHARING OF ACCURATE NEWS INCREASED BY
+200%

KEY TAKEAWAY

EMBED ACCURACY REMINDERS TO REDUCE THE SPREAD OF FAKE NEWS

SOURCE: [HTTPS://PSYARXIV.COM/JHBK9/](https://psyarxiv.com/JHBk9/)

WHAT WAS DONE?



MESSAGE SENT BY MOH RATHER THAN FRIEND

INFORMATION

DID IT WORK?

INTENTIONS TO COMPLY INCREASED BY
+5%

KEY TAKEAWAY

THE MESSENGER MATTERS WHEN PROVIDING VITAL INFORMATION

SOURCES: [HTTPS://MEDIUM.COM/@HEURISTICA/EVALUATION-OF-BEHAVIOR-CHANGE-INTERVENTIONS-TO-PROMOTE-SELF-ISOLATION-AND-SOCIAL-DISTANCE-IN-THE-D65F1253A1EA](https://medium.com/@HEURISTICA/EVALUATION-OF-BEHAVIOR-CHANGE-INTERVENTIONS-TO-PROMOTE-SELF-ISOLATION-AND-SOCIAL-DISTANCE-IN-THE-D65F1253A1EA)

INFORMATION

WHAT WAS DONE?



STAY-HOME POST ENTAILING A DUTY REMINDER

DID IT WORK?

INTENTIONS TO SHARE A POST INCREASED BY
+18%

KEY TAKEAWAY

MORALLY LOADED MESSAGES ARE SHARED MORE OFTEN

SOURCE: [HTTPS://PSYARXIV.COM/9Y0S8/](https://psyarxiv.com/9Y0s8/)

WHAT WAS DONE?



DIFFERENT POSTERS ON HOW TO USE MASKS

INFORMATION

DID IT WORK?

THE BEST POSTER INCREASED RECALLING BY
+7%

KEY TAKEAWAY

USE STEP-BASED INSTRUCTIONS AND ILLUSTRATIONS TO LET INFORMATION STICK

SOURCES: [HTTPS://WWW.BL.TEAM/BLOGS/HOW-TO-WEAR-A-FACEMASK-RESULTS-FROM-AN-EXPERIMENT-WITH-4099-UK-ADULTS/](https://www.bl.team/blogs/how-to-wear-a-facemask-results-from-an-experiment-with-4099-uk-adults/)