

# 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/1BEP-2-2-5.PDF](https://sabeconomics.org/wp-content/uploads/1BEP-2-2-5.pdf)

## HYGIENE

### 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)

## HYGIENE

### WHAT WAS DONE?



SOCIAL ROBOT "PEPE" TALKS TO KIDS

### DID IT WORK?

HANDWASHING INCREASED BY  
**+40%**

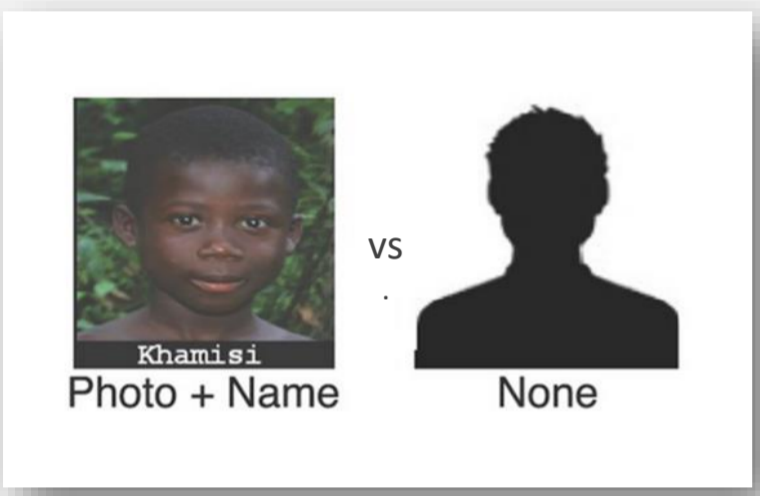
KEY TAKEAWAY

**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%**

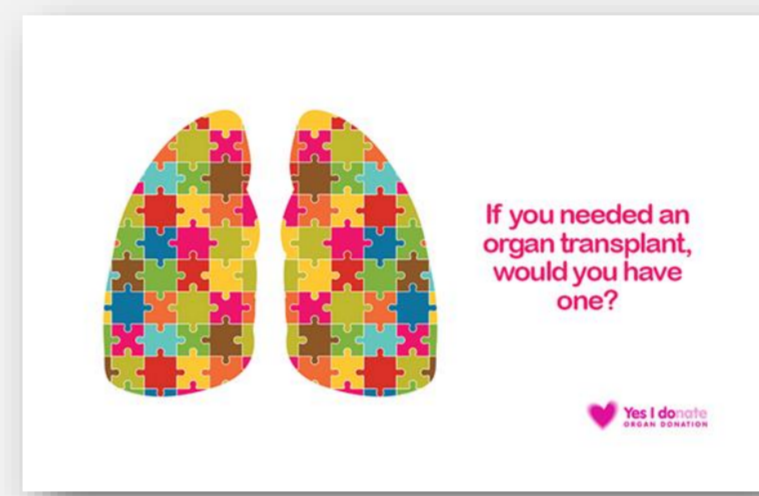
KEY TAKEAWAY

**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)

## SOCIAL BEHAVIOR

### WHAT WAS DONE?



EXTRA CUE ON THE RECIPROCAL NATURE OF ORGAN DONATION

### 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)

## SOCIAL BEHAVIOR

### WHAT WAS DONE?



"KEEP DISTANCE" STICKERS ON FLOORS

### DID IT WORK?

PHYSICAL DISTANCING INCREASED BY  
**?**

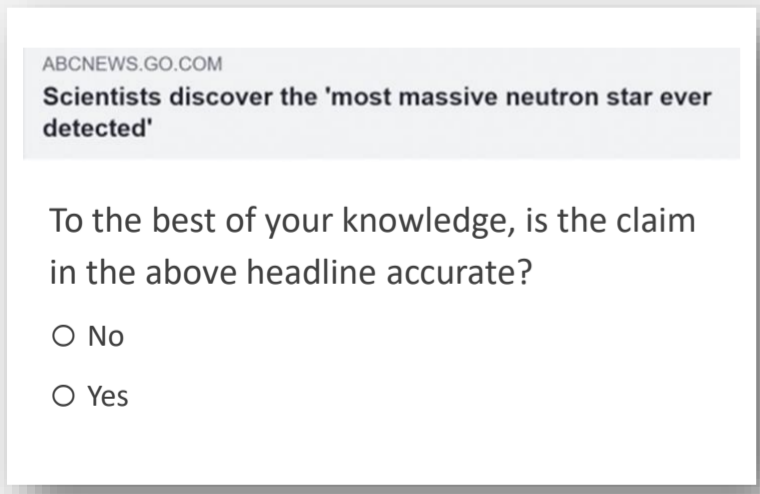
KEY TAKEAWAY

**SET SIMPLE DEFAULTS FOR COMPLIANCE** IN ROUTINE ENVIRONMENTS

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

## INFORMATION

### WHAT WAS DONE?



ACCURACY REMINDER AFTER MEDIA REPORTS

### DID IT WORK?

LEVEL OF TRUTH DISCERNMENT INCREASED BY  
**+180%**

KEY TAKEAWAY

**EMBED ACCURACY REMINDERS** TO REDUCE THE SPREAD OF FAKE NEWS

SOURCE: [HTTPS://PSYARXIV.COM/JH8k9/](https://psyarxiv.com/JH8k9/)

### 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-LEARN-A-FACE-MASK-RESULTS-FROM-AN-EXPERIMENT-WITH-4099-UK-ADULTS/](https://www.bl.team/blogs/how-to-learn-a-face-mask-results-from-an-experiment-with-4099-uk-adults/)