Implementation

Comparing Hand Sanitiser Use in Health Centres: A Control Experiment

(Takebayashi & Takebayashi, 2021)

April 2020: Early stages of the COVID-19 pandemic

Although hand sanitiser was placed at the entrance to health centres,

Please use hand sanatiser.

It was hard to get people to use it.

Please use hand sanatiser.

RQ

Can you design an intervention to encourage the voluntary use of hand sanitiser?

Design

Controlled experiment Nudge group and Reference group

※Outcome:amount of hand sanitiser used

Nudge group
(Prefectural Health Centre)

Week 1 [Baseline]
Only a sign

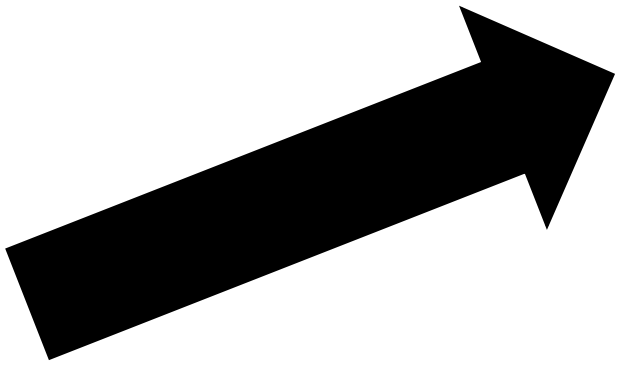
Week 2
Arrows pointing towards the hand sanatiser

Please use hand sanitiser.

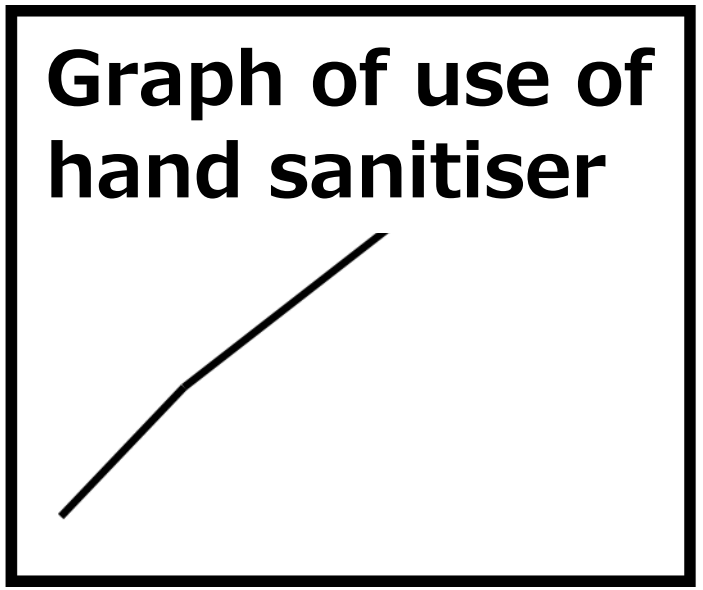
Week 3
Sign saying 'Amount used is being monitored'

Week 4

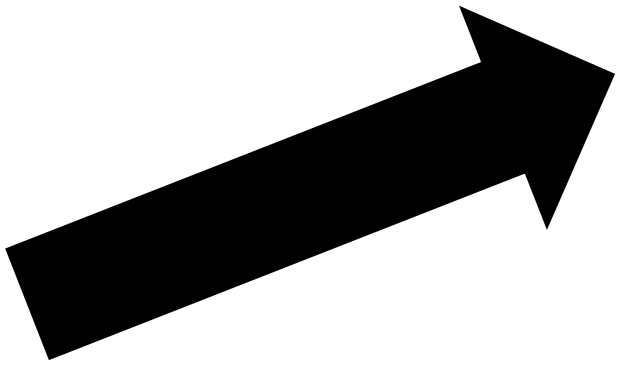
Displaying the amount of hand sanitiser used over time



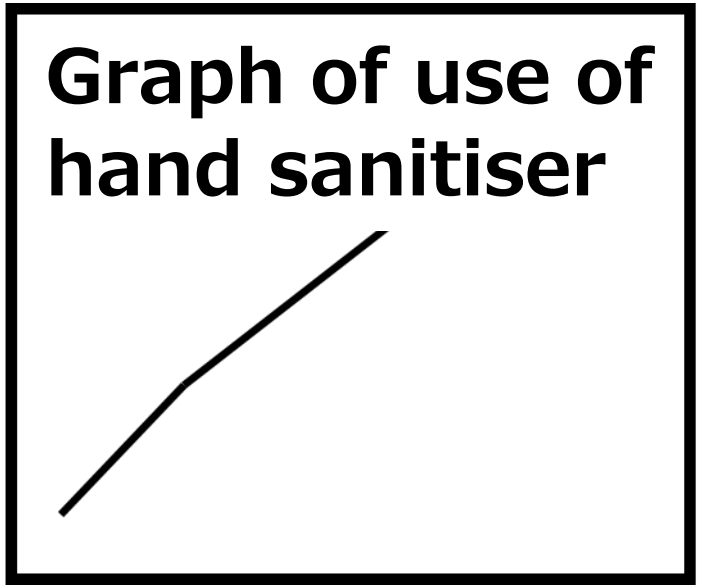
Please use hand sanitiser.



Weeks 5-8
No additional intervention



Please use hand sanitiser.



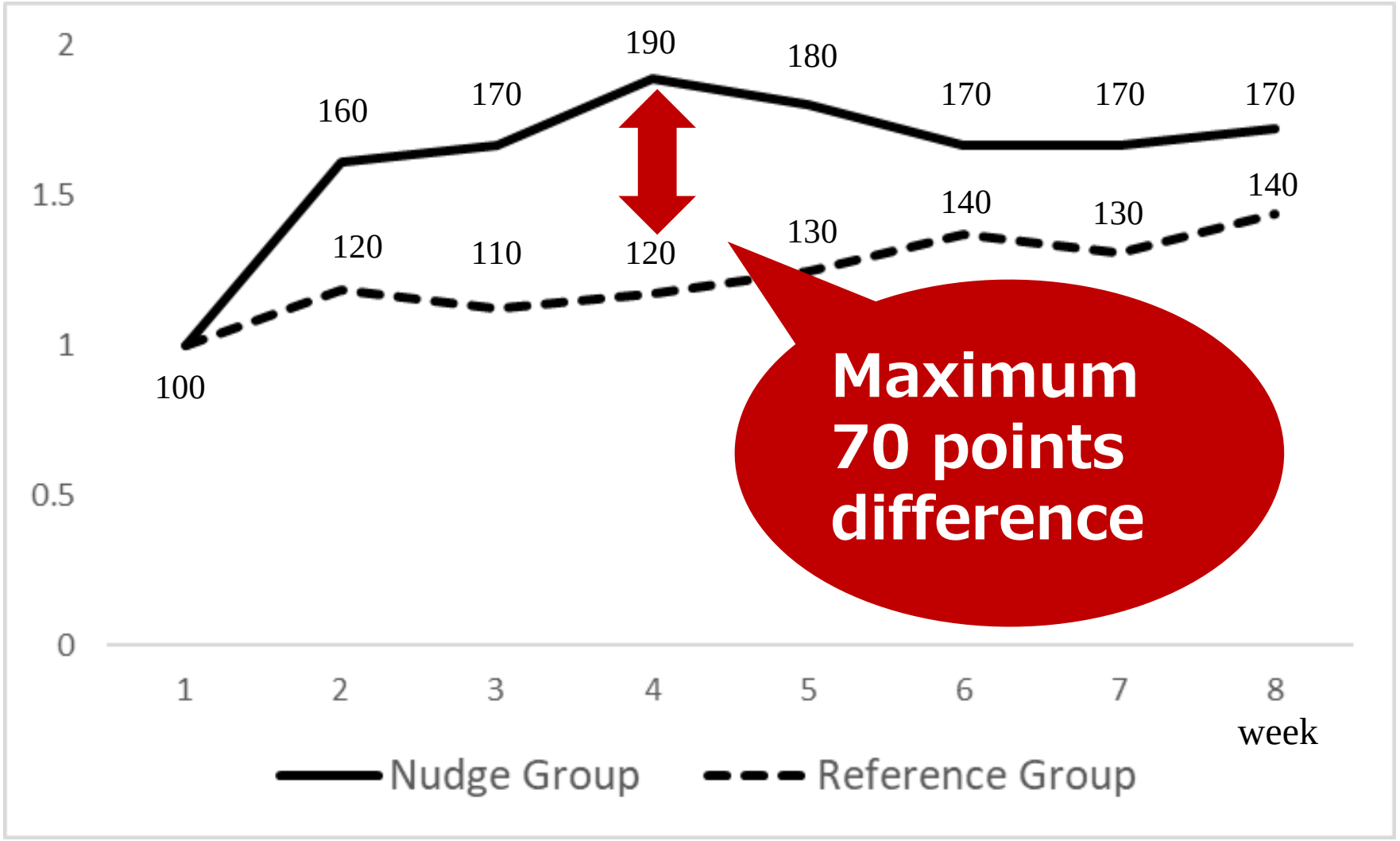
Reference Group (City Health Centre)

Weeks 1-8
Sign only

Please use hand sanatiser.

Results

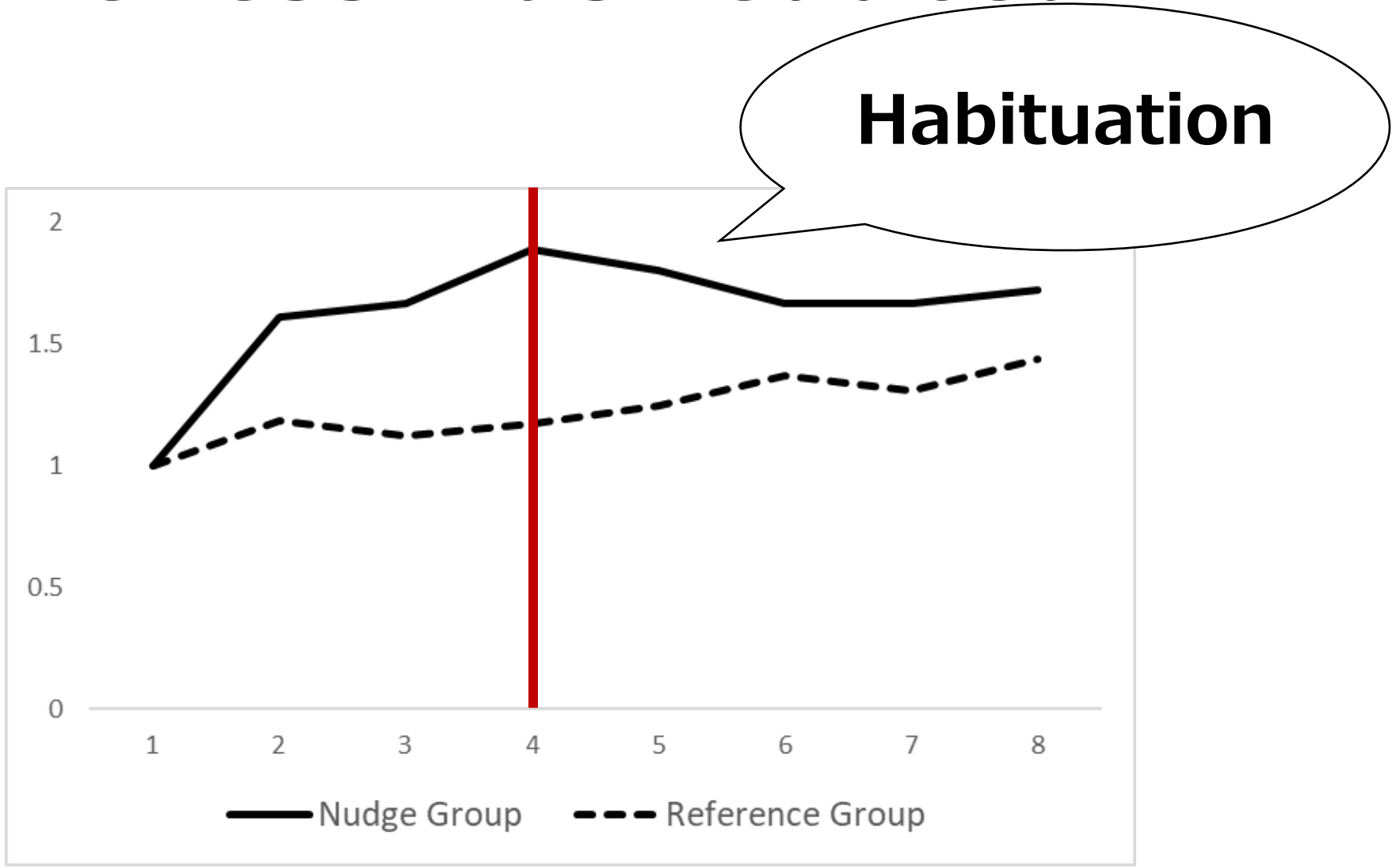
Use of Hand Sanitiser Compared to Week 1



Consideration ①

Hand sanitiser nudges had a great effect in the short term.

Without additional intervention, effectiveness was reduced.



Systematic Review

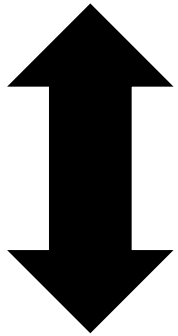
Nudge is good for the first step, but doesn't have the power to sustain change.

(Ledderer, et al, 2020)

➡Need Health Literacy improvements

Consideration②

The cost of using Nudge is 100 yen (about 60p)



Incentives and raising awareness involves higher costs and more labour.

Study Limitations

Only outcome is amount used

➡Can't identify users

➡Further study is needed

Conclusions

Suggests that a series of nudges can increase the use of hand sanitiser in a cost-effective way.

Thank you for your attention!