



Image 1



Image 2



Image 3

Source: University of Bayreuth

NUDGES TO IMPROVE COMPLIANCE WITH SAFE MANAGEMENT MEASURES

Nudges to maintain safe distancing

Researchers from the University of Bayreuth assessed the effectiveness of three different designs of floor stickers—*lines* (image 1); *footprints* (image 2); and *footprints with signs* (image 3) in maintaining safe distancing between customers at a store checkout area.

The *footprints with signs* design (image 3) was the most effective at nudging customers without a shopping trolley, with 63% of them adhering to the safe distancing. In comparison, the *lines* (image 1) and *footprints* (image 2) designs achieved a compliance rate of 34% and 49% respectively.¹

Nudges to encourage hand washing

Efforts to encourage proper hand washing as an effective and affordable way to curb the spread of preventable diseases predate COVID-19.

In Bangladesh, an experiment to encourage good hand hygiene among students—by placing cheerful footsteps along the pathway between a school latrine and brightly decorated hand washing stations—increased the incidence of students washing their hands with soap after using the toilet from 4% to 68%.²

In a March 2020 experiment, respondents were shown seven hand washing posters designed by various health authorities and the World Health Organization. The study found posters that used bright infographic designs, accompanied with minimal text to illustrate proper hand washing techniques, to be most effective in terms of ease of comprehension, sentiments and persuasiveness.³

Notes

1. University of Bayreuth, "How Nudging Can Help Ensure Physical Distancing", May 28, 2020, accessed April 17, 2021, <https://www.uni-bayreuth.de/en/university/press-releases/2020/086-expert-interview-germelmann-nudging-social-distancing/index.html>.
2. Julia Rosenbaum, "Incorporating Nudges into COVID-19 Communication and Prevention Strategies", Global Handwashing Partnership, March 31, 2020, accessed April 17, 2021, <https://globalhandwashing.org/incorporating-nudges-into-covid-19-communication-and-prevention-strategies/>.
3. Mark Egan, Abigail Mottershaw, Giulia Tagliaferri, Yihan Xu, and Vivek Roy-Chowdhury, "Bright Infographics & Minimal Text Make Handwashing Posters Most Effective—Result from An Online Experiment", Behavioural Insights Team, March 23, 2020, accessed April 17, 2021, <https://www.bi.team/blogs/bright-infographics-and-minimal-text-make-handwashing-posters-most-effective/>.