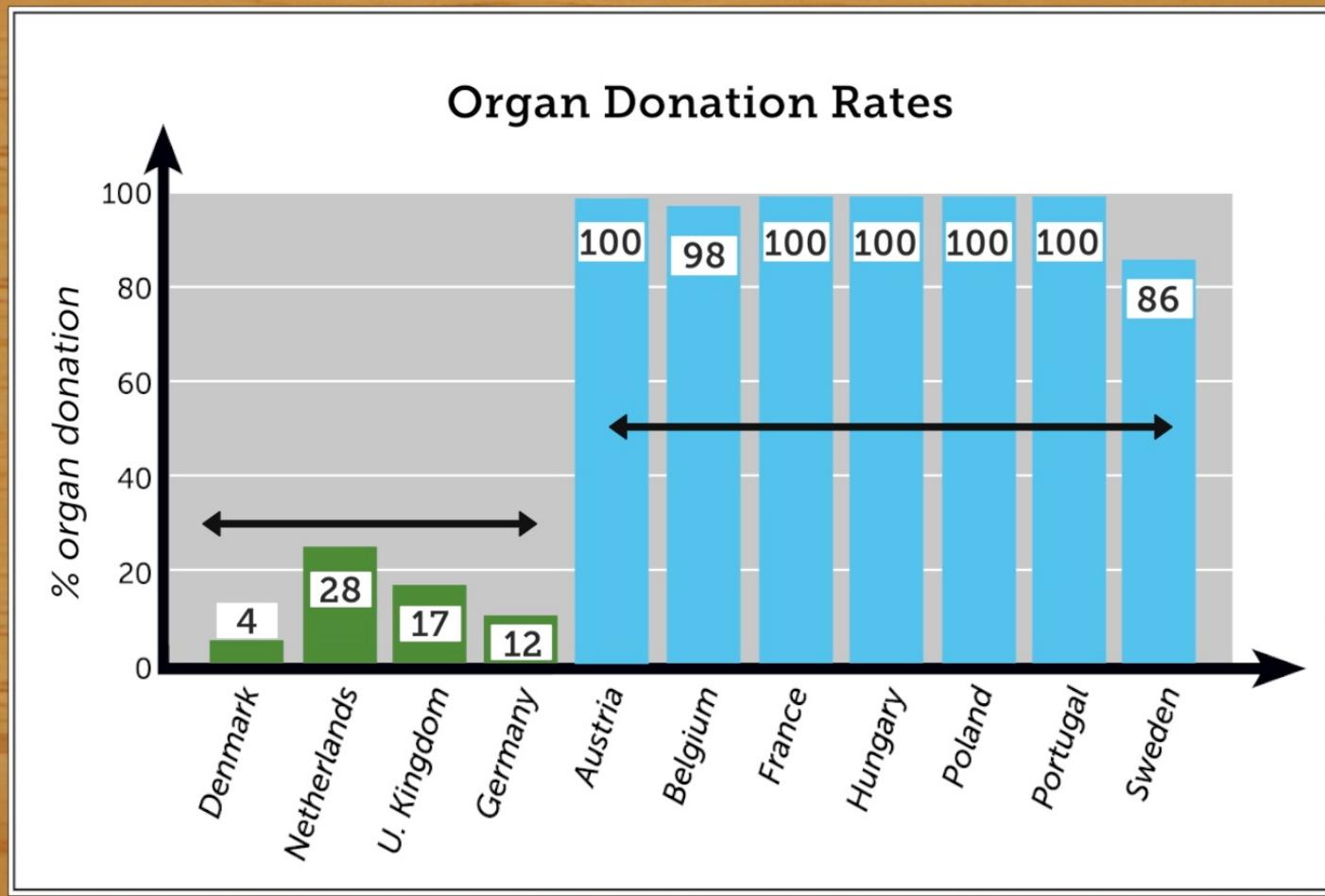


Part 2:

Defaults



Most students think
organ donation relates
to cultural differences,
personal beliefs,
and altruism.



Extensive campaigning
in the Netherlands
resulted in only a 28%
rate of organ donation.

In contrast, Belgium
spent *nothing*.



Gift of Life Consent Form Organ and Tissue Donor Registration

You can help to save a life by consenting to be an organ and tissue donor!

You can register your consent to be an organ and tissue donor with the Ministry of Health and Long-Term Care in one of three ways.

The Ministry is responsible for processing Gift of Life Consent forms on behalf of the Ministry of Health and Long-Term Care.

In making your decision to consent, please consider the following:

- One organ and tissue donor can save up to 8 lives and enhance 75 others.
- You must be 16 years of age or older in order to consent to the donation of your organs and tissue.
- By filling out this Consent Form you are consenting to the Ministry of Health and Long-Term Care's collection of your information about your decision to donate your organs and tissue.
- The Ministry will use the information about your decision and disclose it to the Trillium Gift of Life Network for the purpose of ensuring that your donation decision is known.
- If you consent, the words "Donor/Donneur" and a code showing your consent decision will be printed on the back of your photo Health Card.
- You have the right to decide whether or not to consent to the donation of your organs and tissue. Your consent is not required in order to be eligible for a Health Card.

Notice
The personal information you provide on this form is collected by the Ministry of Health and Long-Term Care for the purpose of recording your decision to be an organ and tissue donor. It may be used and disclosed in accordance with the Personal Health Information Protection Act, 2004, as described in the Ministry's "Statement of Information Practices".

In addition, the Trillium Gift of Life Network will collect this information from the Ministry for the purpose of facilitating organ and tissue transplants and research in accordance with section 8.19 of the Trillium Gift of Life Network Act.

Health Number	Sex <input type="checkbox"/> M <input type="checkbox"/> F
Date of Birth (yyyy/mm/dd)	Telephone No. ()
Last Name	
First Name	
Mailing Address	
Post Code	
Province	

Check the box if you
want to participate in
the organ donor program

I am consenting to be an organ and tissue donor after
my death.

Signature	Date
-----------	------

Remember – Once you have made your decision, be sure to
inform your family and friends of your decision to donate.

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I am consenting to be an organ and tissue donor after
my death.

Signature	Date
-----------	------

Remember – Once you have made your decision, be sure to
inform your family and friends of your decision to donate.

DON'T JOIN

JOIN

The forms provide
a default option,
which can push us
toward that choice.

The image shows two versions of an organ donor registration form. Both forms include a large yellow box at the top with the word "opt-in" on the left and "opt-out" on the right. Below this, there are two checkboxes with instructions:

Check the box if you **want** to participate in the organ donor program

Check the box if you **don't want** to participate in the organ donor program

I am consenting to be an organ and tissue donor after my death.

Signature _____ Date _____

Remember – Once you have made your decision, be sure to inform your family and friends of your decision to donate.

Registration
to be an organ and tissue donor care in one of three
Gift of Life Health and
consider the up to 8 lives and
order to consent to
consenting to the collection of your organs and
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Your consent is not
Card.

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currence with the
cribed in the Ministry's

Information from the
transplants and research
Network Act.

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research

I am consenting to be an organ and tissue donor after my death.

Signature _____ Date _____

Remember – Once you have made your decision, be sure to inform your family and friends of your decision to donate.

Choice Architecture

We have the illusion of agency, but our decisions are often influenced by:

- environment
- defaults
- complexity

We take the path of least resistance.

We don't realize how much defaults matter.

"Why did you
make that
decision?"



We create stories
to justify and
explain our actions.





We need to question
the method of self-report.



Branded or generic?

A woman with curly hair, wearing a plaid shirt, sits on a blue couch, looking down at a book she is holding. A dark gray rectangular box with rounded corners is positioned in the bottom right corner of the image. Inside the box, the text "Switch to generic Rx!" is written in white.

Switch to generic Rx!

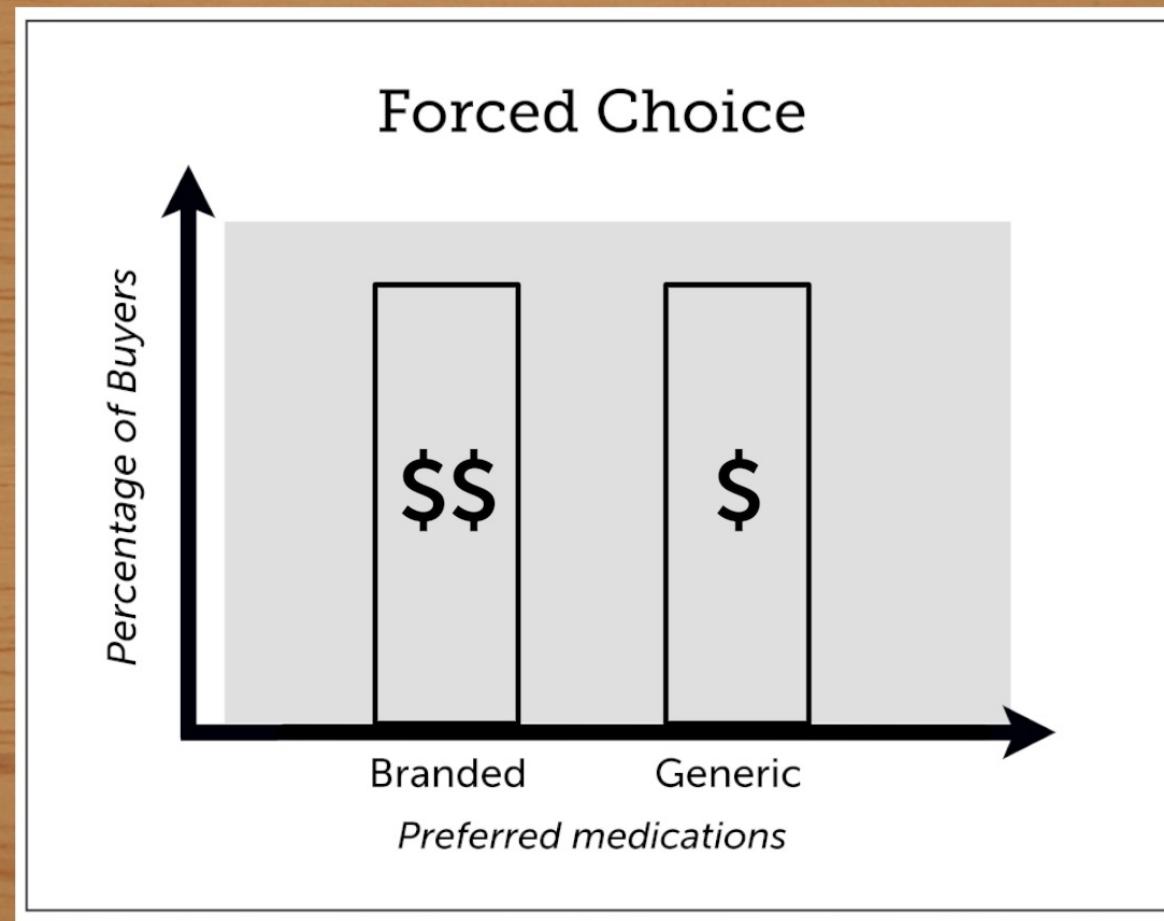


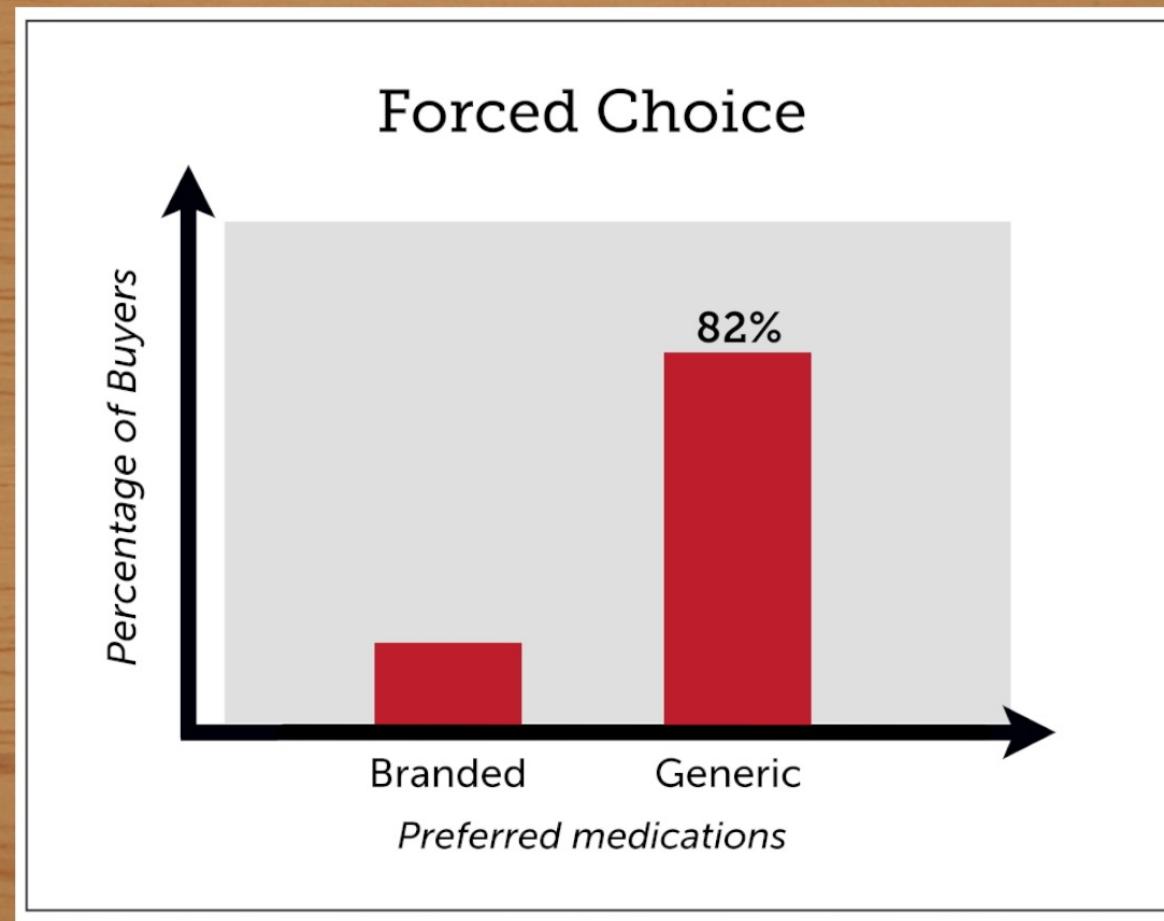
Attempts to market
generics had little effect.



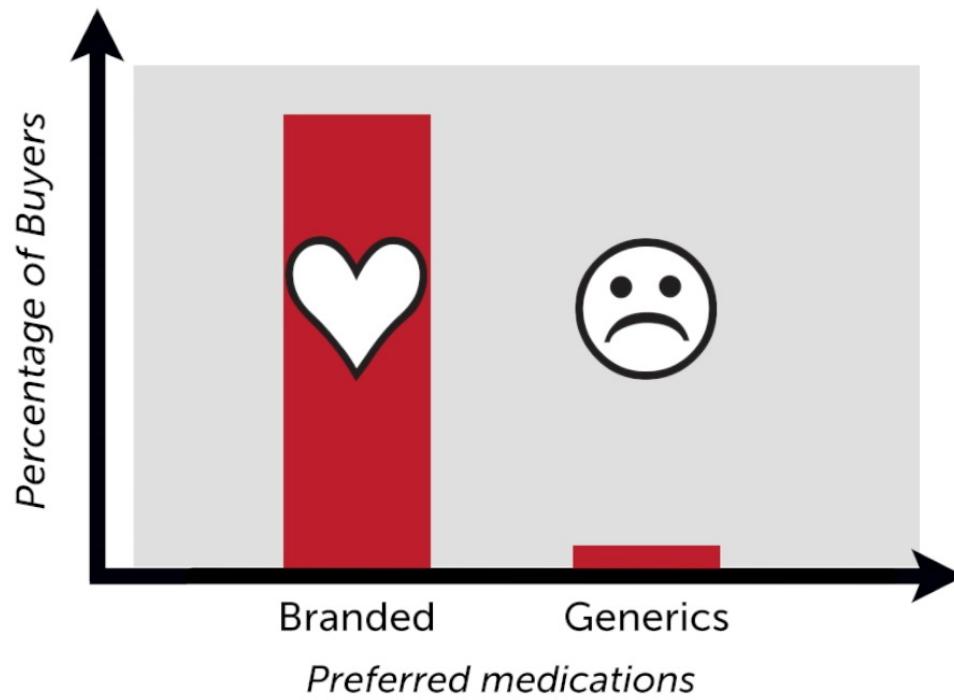
This procedure didn't separate preferences from the tendency to stick to the status quo.

Forced choice:
requires a decision.

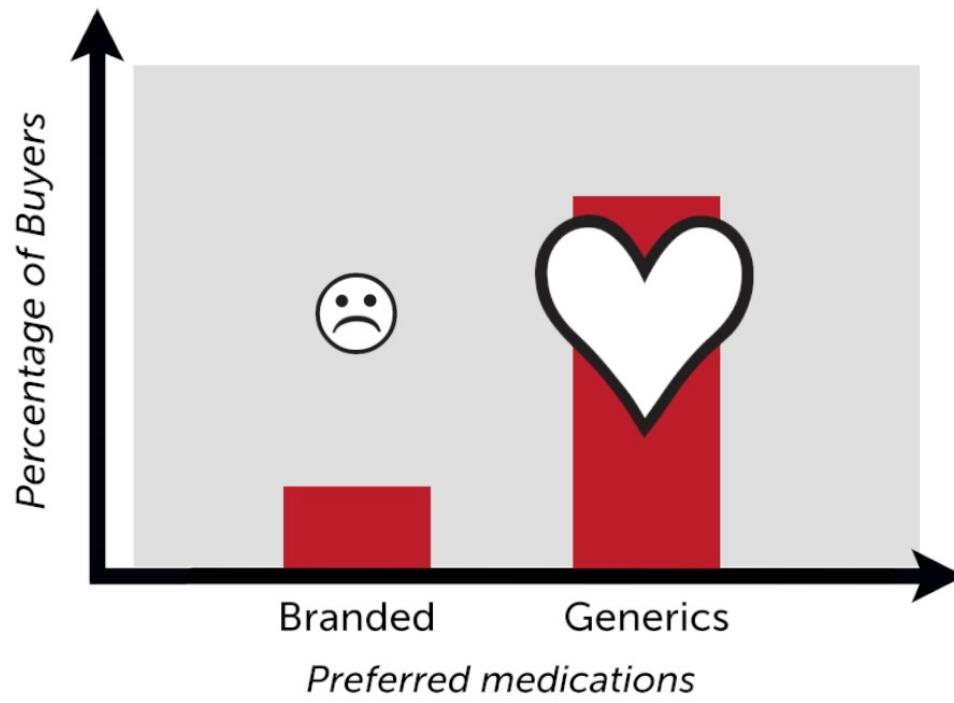


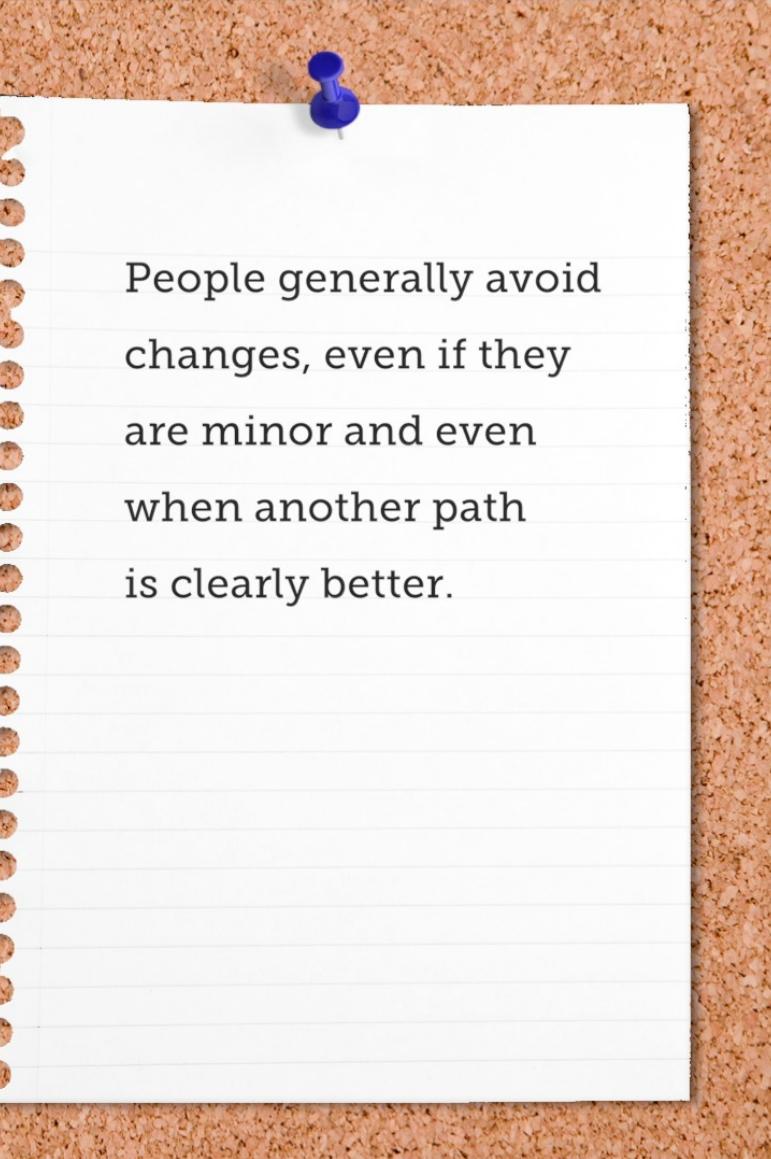


Regular Procedure



Forced Choice





People generally avoid changes, even if they are minor and even when another path is clearly better.





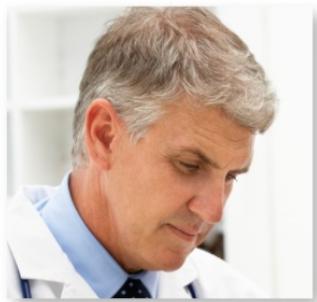
A photograph of a male doctor in a white coat and stethoscope around his neck, and a female patient with short grey hair wearing a pink jacket, looking at a green medical chart together. The chart has handwritten text on it.

hip replacement =
default option

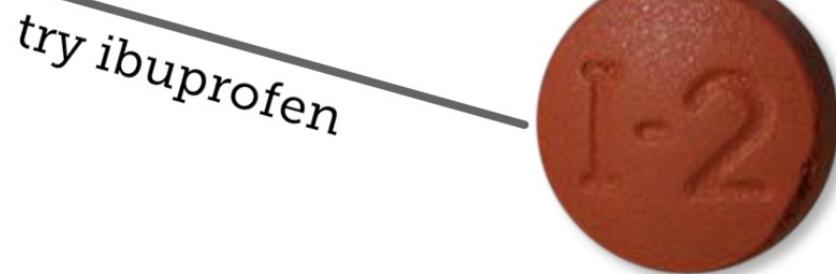
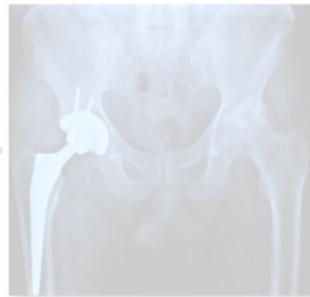


Group 1: "you forgot
to try ibuprofen"

Group 1



Default: hip replacement



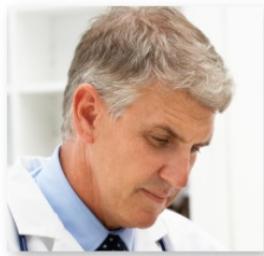
try ibuprofen

Group 1: "you forgot
to try ibuprofen"

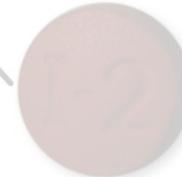
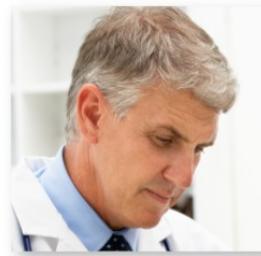
Group 2: "you forgot
to try two medications:
ibuprofen *and* piroxicam"



Group 1



Group 2



72%

- Be aware of defaults.
- The path of least resistance is especially likely when deviating from the default is more complex.
- Even for highly trained, experienced physicians!

The Jam Study

	6 jams	24 jams
Approach	40%	60%
Try	1.4	1.5
Buy	30%	3%

Iyengar & Lepper (2000)





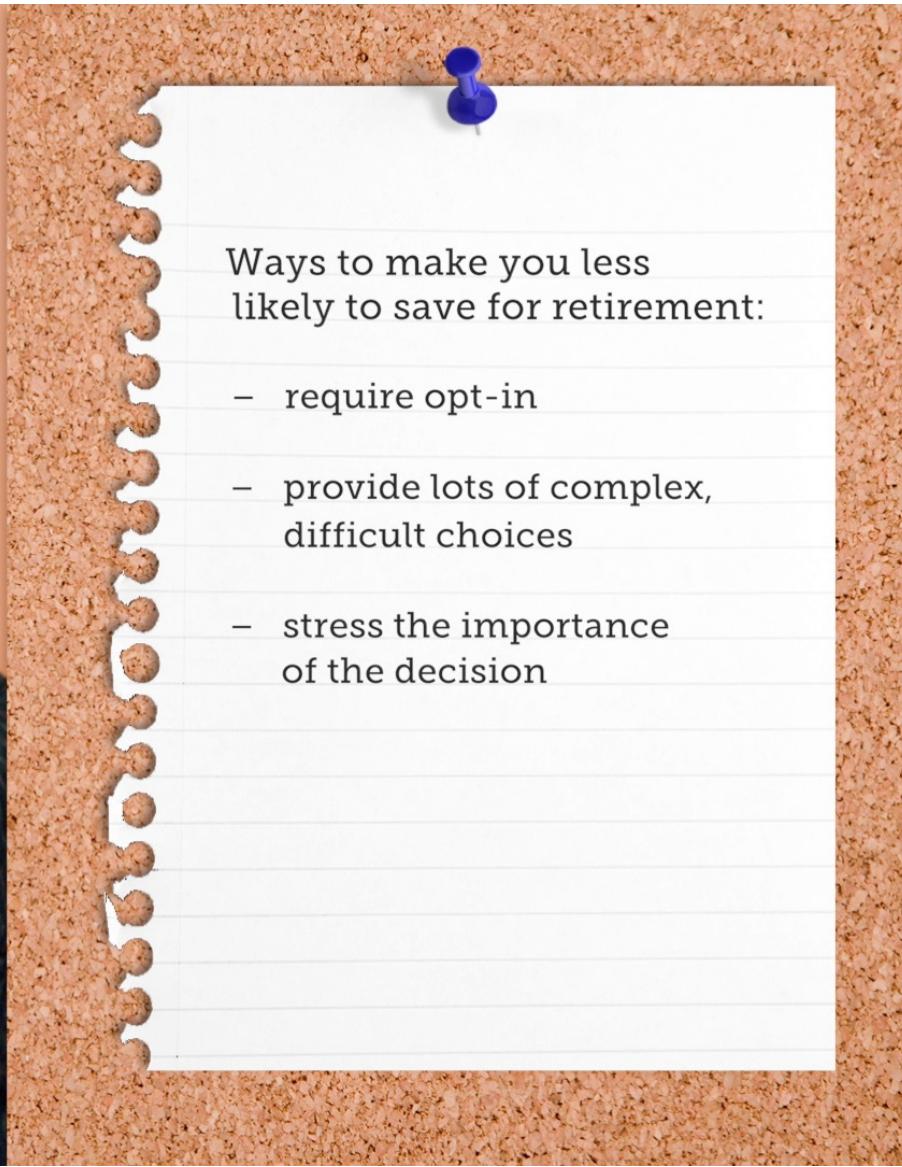
24 kinds of jam???

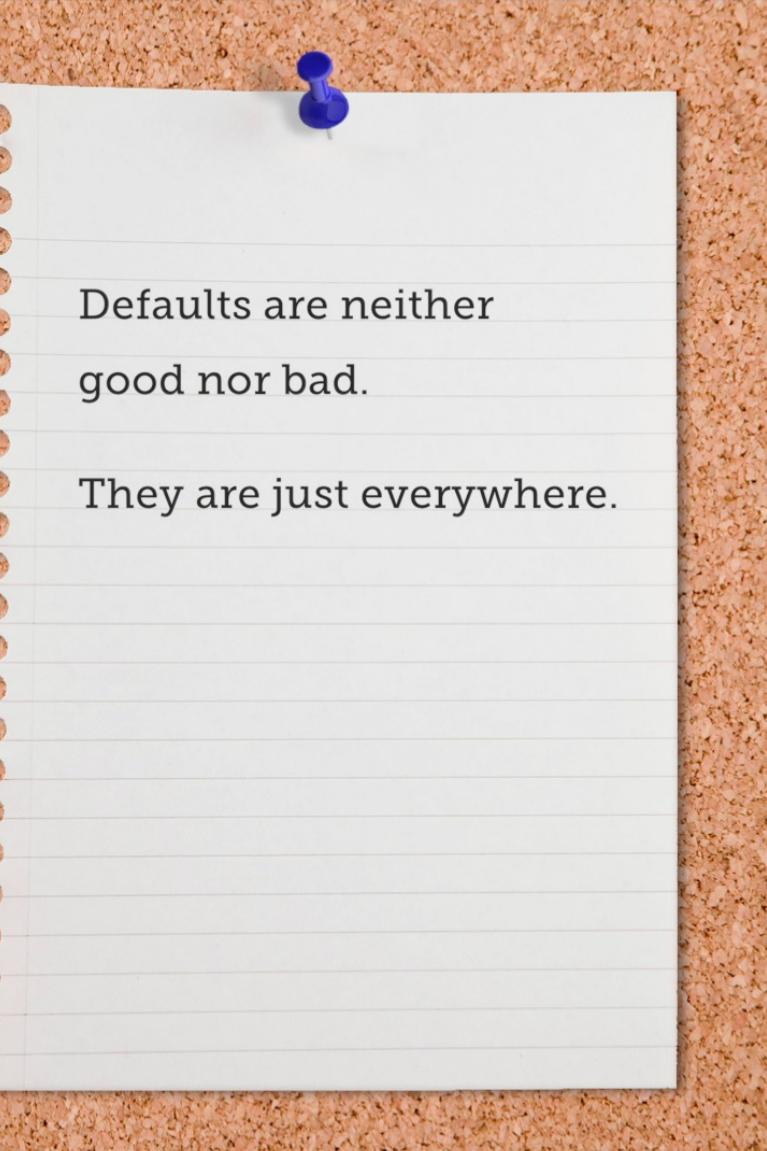
I can't decide!

With so many choices, the complexity of the decision overwhelmed the desire to buy jam.



Defaults can be
more influential
as complexity
increases.





Defaults are neither
good nor bad.

They are just everywhere.

