

Behavior Change:  
Incentives and Approaches

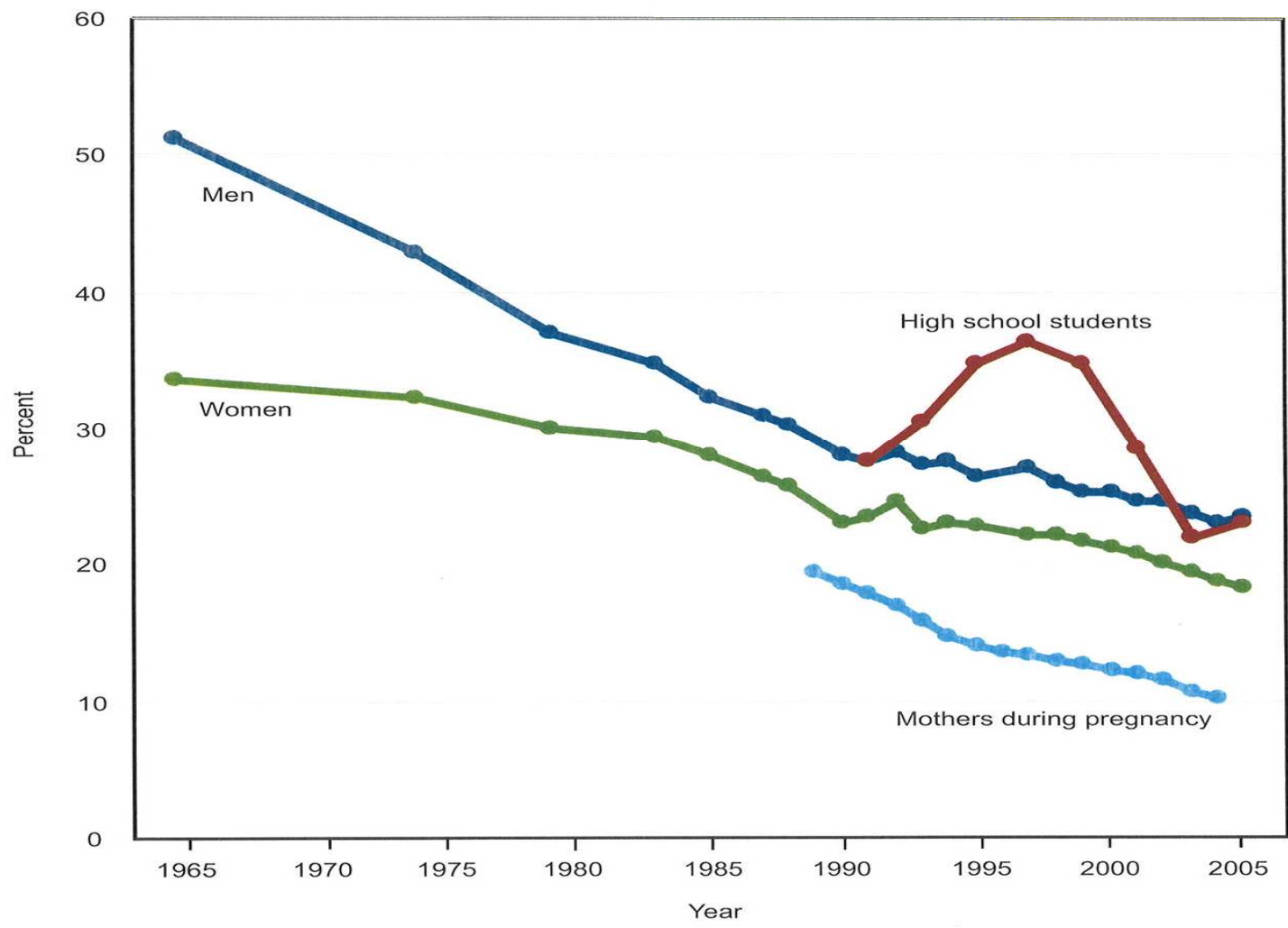
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# Things to think about

- n Integrate what?
  - n Health care
  - n Health-related policy
- n Incentives, alignment and other thoughts on helping people change behavior
- n Anything to learn from? Yes...

**Figure 9. Cigarette smoking among men, women, high school students, and mothers during pregnancy: United States, 1965–2005**



# How do we help people change their unhealthy behavior?

- n Make it possible – explore and remove the barriers
- n Make it worth it
- n Make it normative
- n Do all of these at once