

## Nudging for Better Health Conference



There is growing enthusiasm in government policy circles for promoting strategies designed to encourage and enable individuals to lead healthier lives. Such strategies draw on behavioural research showing individuals do not always act rationally and are susceptible to a range of influences which impact on the decisions they make. The research suggests that people can be nudged towards making decisions which are better for their health but in such a way that it does not unduly restrict their liberty or freedom to act.

This one day conference will bring together an interdisciplinary group of scholars and commentators to explore the use of nudge strategies to incentivise better health. Recent developments in relation to the use of such strategies in Australia, NZ, the UK and Europe will be examined, as will case studies in specific areas impacting upon individual and collective health and wellbeing. The conference will be of interest to those working or researching in areas involving health and well being, and public health more generally.

**Date:** Monday, 17 February 2014

**Time:** 9am – 5pm

**Venue:** Monash University  
Law Chambers,  
555 Lonsdale St  
Melbourne

**Cost:** Free

**RSVP:** Monday, 10 February, 2014  
meli.voursoukis  
@monash.edu

\*limited places available

### Presenters include

**Dr Rory Gallagher & Mr Simon Raadsma**, Behavioural Insights Team, NSW Department of Premier and Cabinet

**Professor Christine Parker**, Monash Centre for Regulatory Studies

**Assoc. Professor Anne-Maree Farrell**, Faculty of Law, Monash University

**Assoc. Professor Duncan Mortimer**, Centre for Health Economics, Monash University

**Professor Michael Selgelid**, Director, Centre for Human Bioethics, Monash University

**Dr Liam Smith**, Director, BehaviourWorks, Monash Sustainability Institute

**Ms Jane Martin**, Cancer Council Victoria

**Ms Sondra Davoren**, McCabe Centre for Law and Cancer

**Dr Muireann Quigley**, Bristol University, UK

**Dr Elen Stokes**, Cardiff University, UK

**Dr John Kennelly**, University of Auckland, NZ

**Ms Paula O'Brien**, Melbourne Law School



# Conference Program

8.45–9am **Arrival – Tea and coffee**

## Morning session: Setting the context

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- 9–9.10am **Welcome and introduction**  
Associate Professor Anne-Maree Farrell (Monash University)
- 9.10–9.45 am **Applying behavioural insights to public policy**  
Dr Rory Gallagher & Mr Simon Raadsma (Behavioural Insights Team, NSW Department of Premier and Cabinet)
- 9.45–10.15am **Economics, behavioural economics and nudge**  
Associate Professor Duncan Mortimer (Monash University)
- 10.15–10.45am **A nudge in the right direction? The ethics of shaping health (choices) through public policy**  
Dr Muireann Quigley (University of Bristol, UK)
- 10.45–11.15am **Tea and coffee break**
- 11.15–11.45am **Nudging for better health: Is there a role for regulation?**  
Associate Professor Anne-Maree Farrell (Monash University)
- 11.45am–12.15pm **Nudging and evidence-based policy in Europe**  
Dr Elen Stokes (Cardiff University, UK)
- 12.15–12.45pm **Obesity prevention policy: Can we nudge from the bottom up and the top down?**  
Ms Jane Martin (Executive Manager, Obesity and Alcohol Programs, Cancer Council Victoria)
- 12.45–1.30pm **Lunch**

## Afternoon session I: Case studies

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- 1.30–2pm **To nudge and be nudged: The politics of reflexive consumerism and the architecture of choice in the supermarket aisle: The cases of free range eggs and pesticide free strawberries**  
Professor Christine Parker (Monash University)
- 2–2.30pm **Where do nudges fit in Australian alcohol control policy?**  
Ms Paula O'Brien (University of Melbourne)
- 2.30–3pm **The epidemic of non-adherence: Nudging the nudgers to nudge**  
Dr John Kennelly (University of Auckland, NZ)
- 3–3.30pm **Nudging and tobacco control**  
Ms Sondra Davoren (McCabe Centre for Law and Cancer) and Ms Kylie Lindorff (Quit Victoria)
- 3.30–4pm **Tea and coffee break**

## Afternoon session II: Roundtable and audience discussion

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- 4–5pm **Promoting better health: Is nudging the way forward?**  
Ms Jane Martin (Cancer Council Victoria), Professor Michael Selgelid (Director, Centre for Human Bioethics, Monash University), Dr Liam Smith (Director, BehaviourWorks)
- 5pm **Conference close**