

Nudge Theory: a tool in the Regulator's toolkit

Cynthia Abel, Ed.D, RECE

College of Early Childhood Educators (Ontario, Canada)

Daniel Roukema, BA

MDR Strategy Group Ltd.



**REGULATORY
RESEARCH
DAY**

May 3, 2023
Dublin, Ireland

Time for a **WORD CLOUD!**

Cambridge Dictionary:

1. to push something or someone gently, especially to push someone with your elbow to [attract the person's attention](#)

Cambridge Dictionary:

1. to push something or someone gently, especially to push someone with your elbow to **attract the person's attention**
2. to encourage or persuade someone to do something in a way that is **gentle rather than forceful or direct**

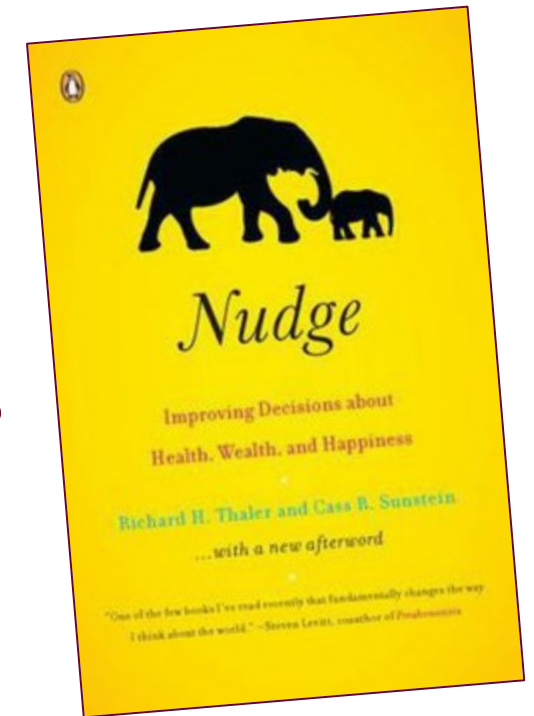
Cambridge Dictionary:

1. to push something or someone gently, especially to push someone with your elbow to **attract the person's attention**
2. to encourage or persuade someone to do something in a way that is **gentle rather than forceful or direct**
3. to move by a small amount in a **particular direction**, especially up, or make something do this

Cambridge Dictionary:

1. to push something or someone gently, especially to push someone with your elbow to **attract the person's attention**
2. to encourage or persuade someone to do something in a way that is **gentle rather than forceful or direct**
3. to move by a small amount in a **particular direction**, especially up, or make something do this
4. a **small action** that encourages something to happen

“A nudge...is any aspect of the choice architecture that alters people's behavior in a predictable way without forbidding any options or significantly changing their economic incentives”

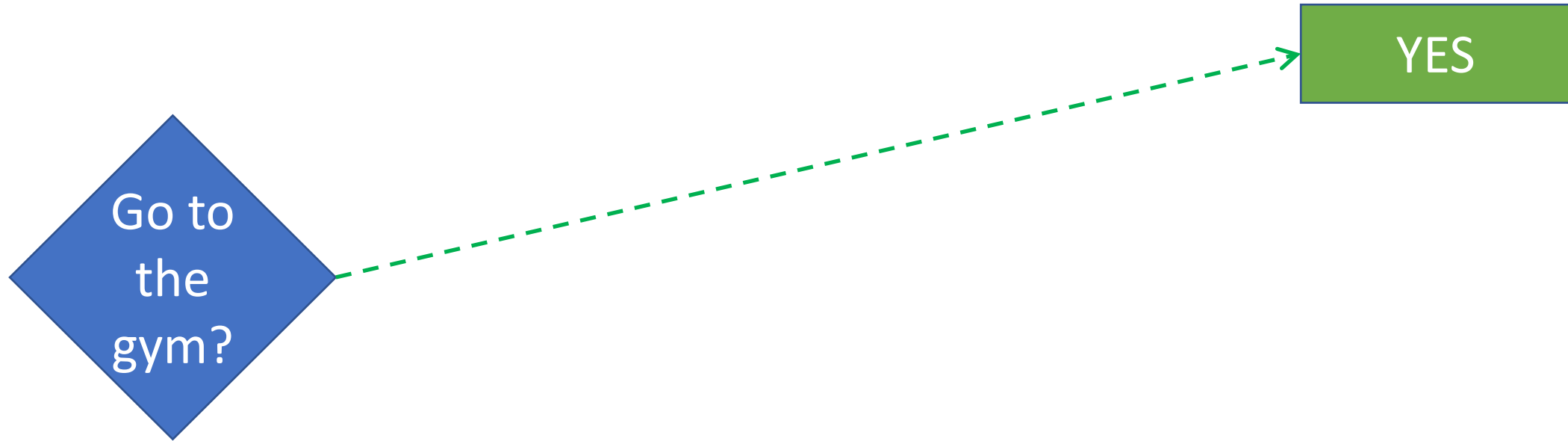


- Richard Thaler & Cass Sunstein,
Nudge (2008)

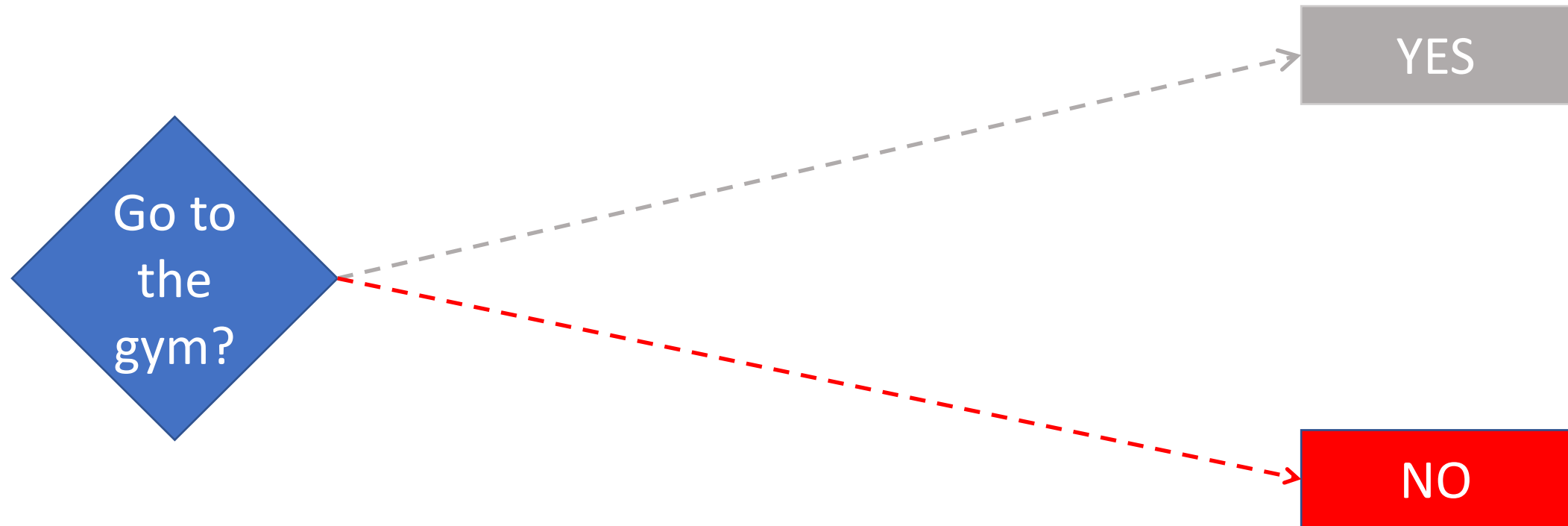
Decisions \neq Behaviours



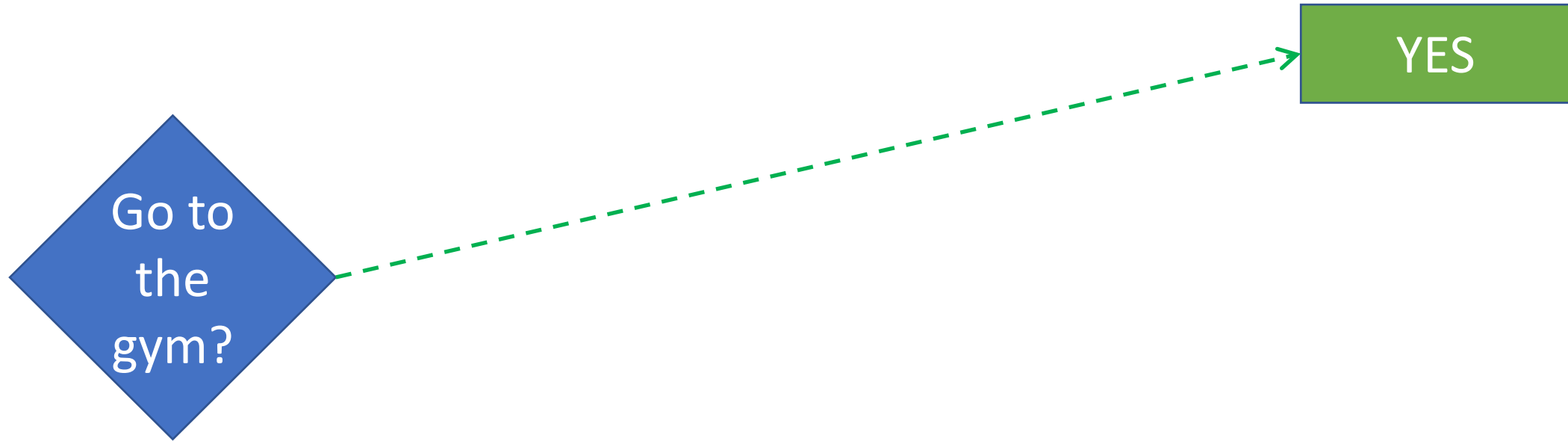
Decisions \neq Behaviours



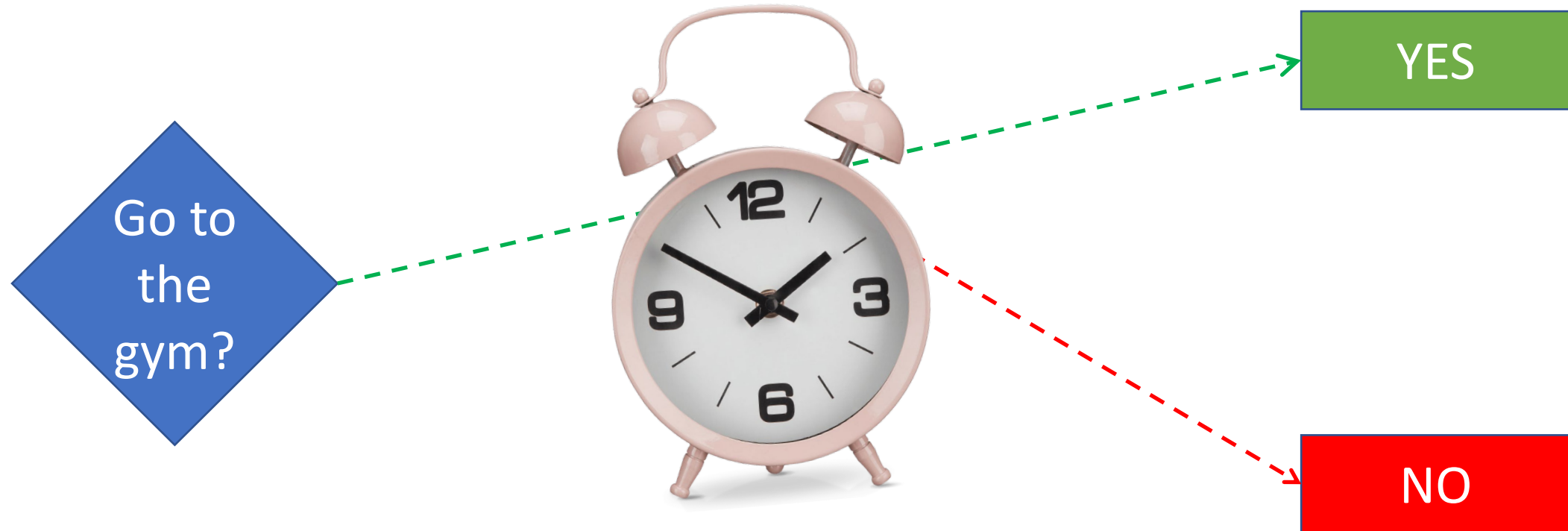
Decisions \neq Behaviours



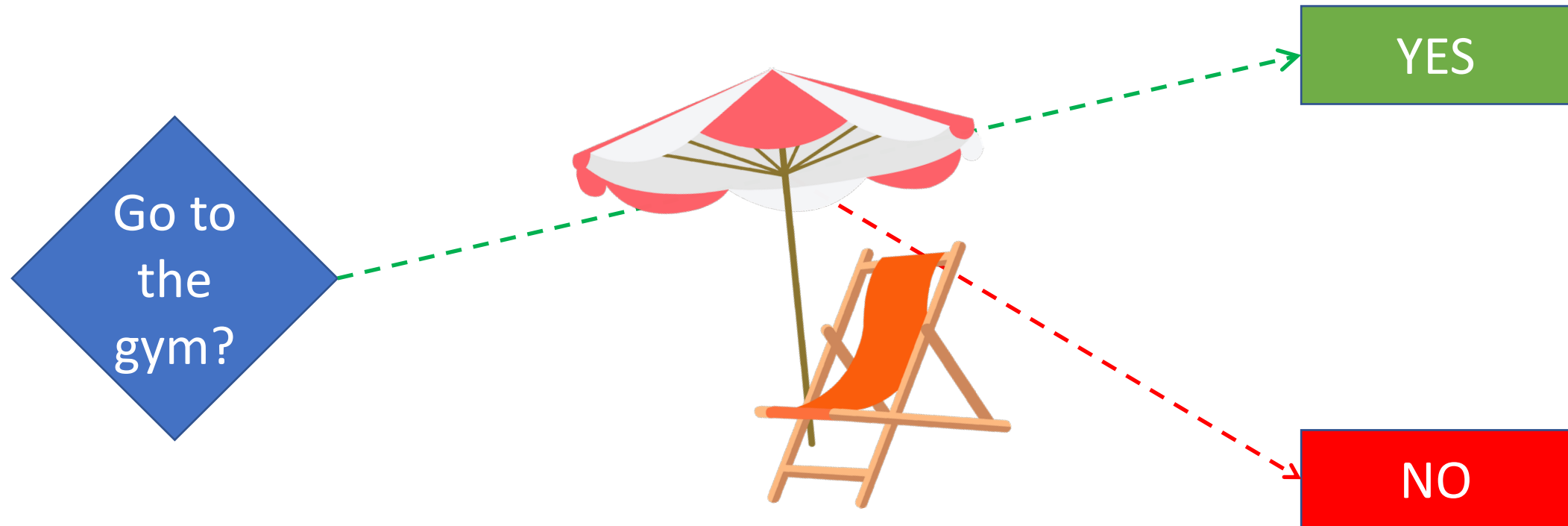
Decisions \neq Behaviours



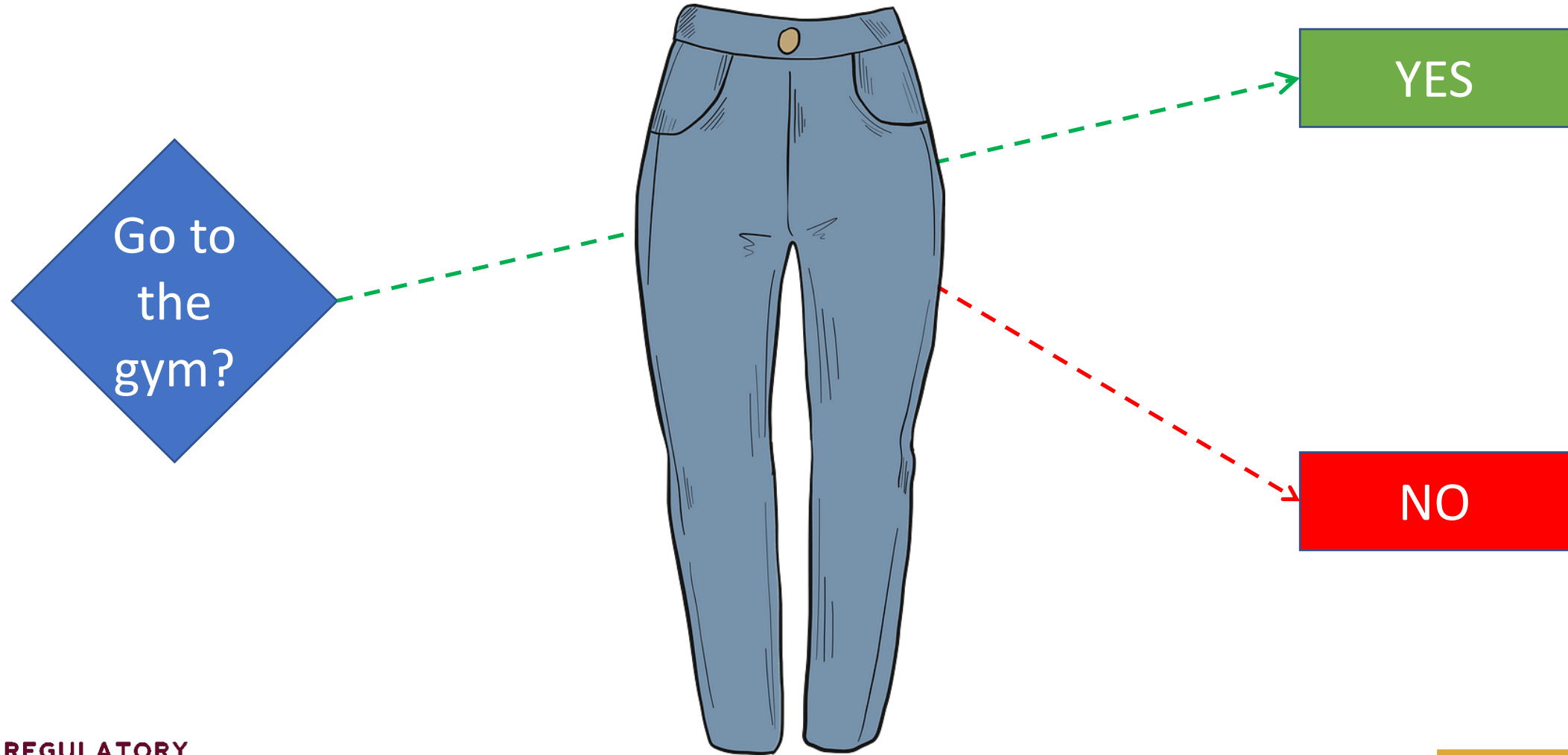
Decisions \neq Behaviours



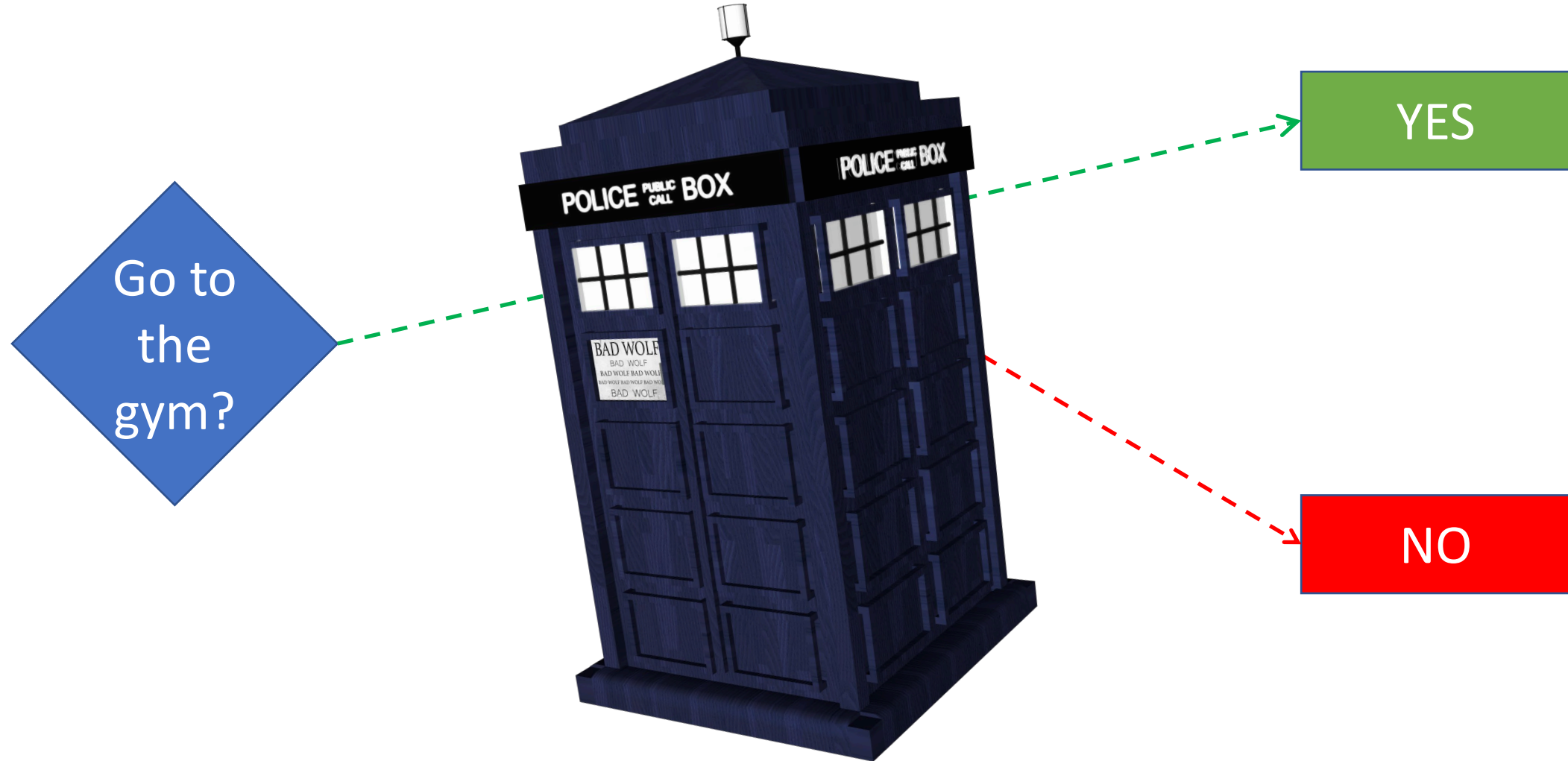
Decisions \neq Behaviours



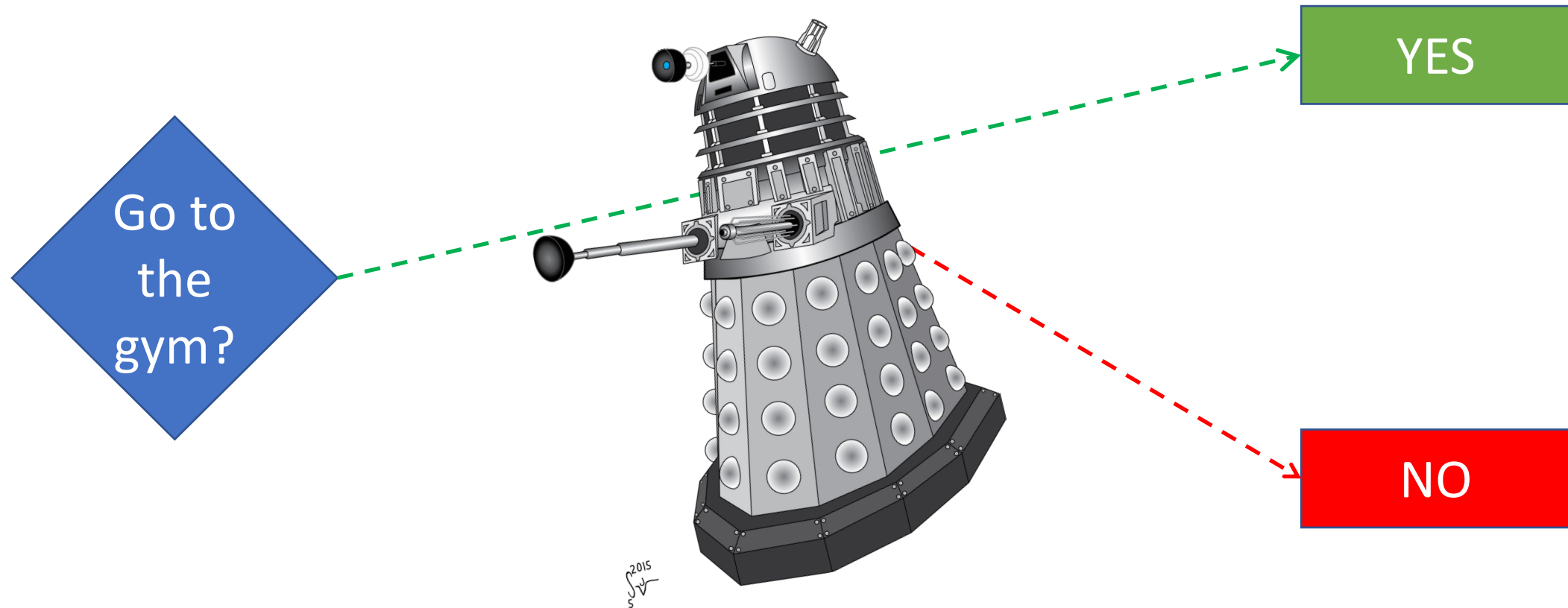
Decisions ≠ Behaviours



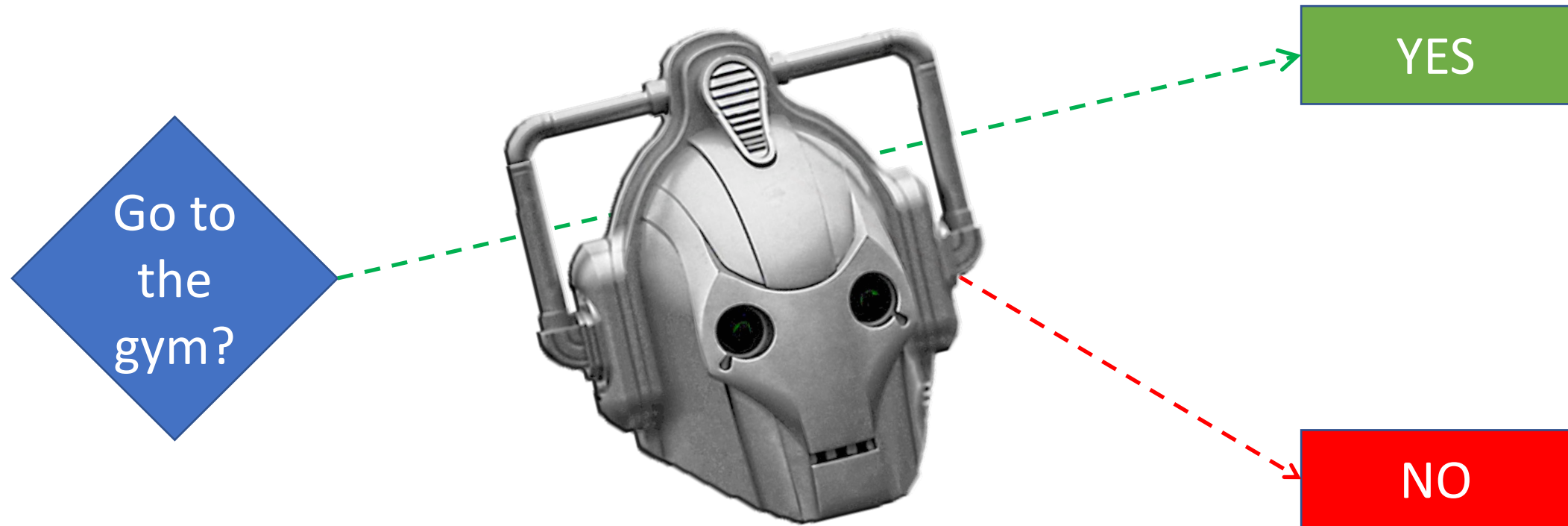
Decisions \neq Behaviours



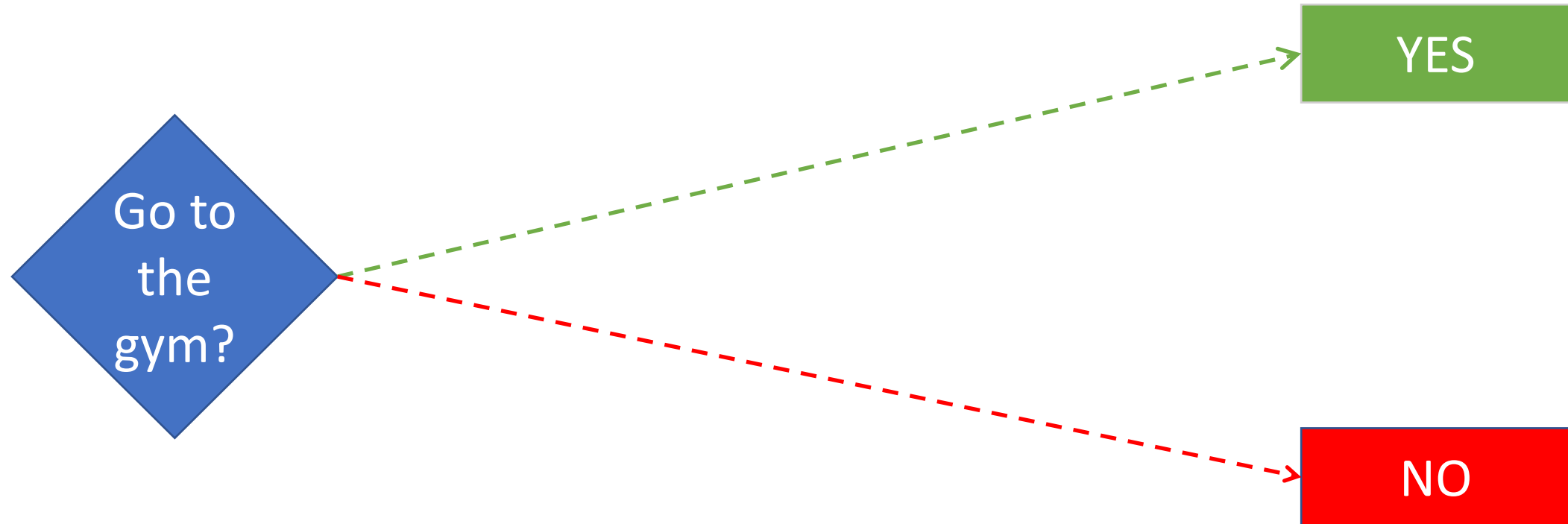
Decisions \neq Behaviours



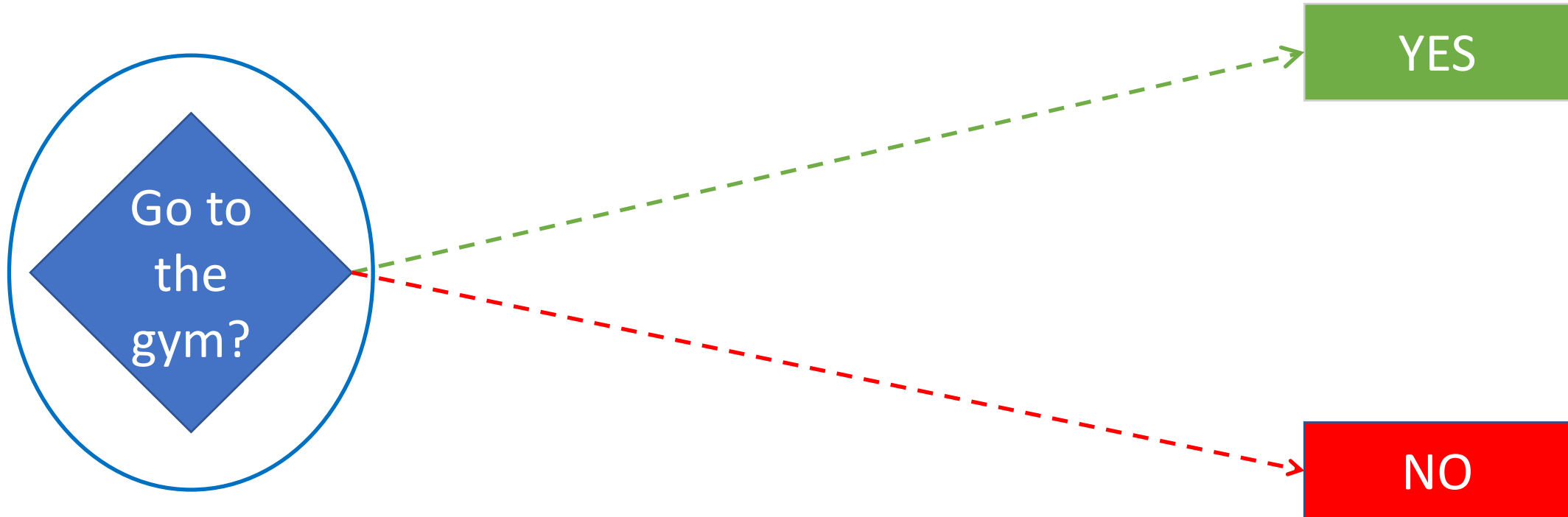
Decisions \neq Behaviours



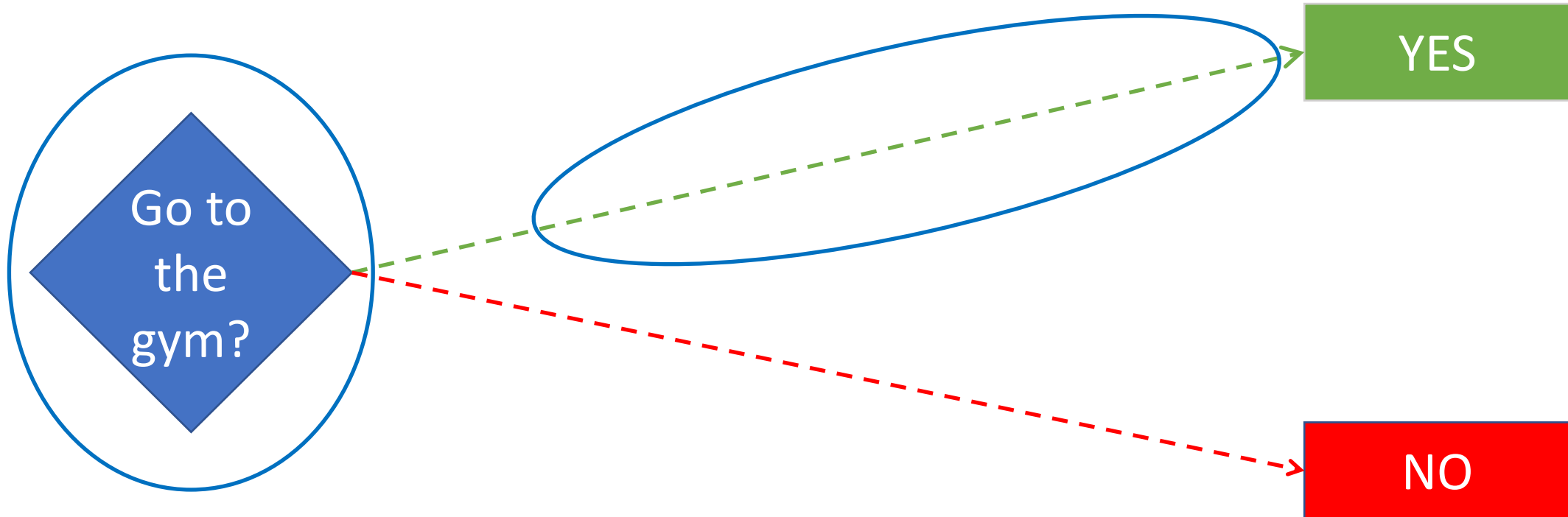
Decisions \neq Behaviours



Decisions \neq Behaviours



Decisions ≠ Behaviours



Myths about Nudging

- Fad initiative
- Manipulation
- Silver bullet
- One-size fits all
- Only for behavioural experts

Facts about Nudging

- Fad initiative
- Manipulation
- Silver bullet
- One-size fits all
- Only for behavioural experts
- 200+ organizations globally

Facts about Nudging

- Fad initiative
- Manipulation
- Silver bullet
- One-size fits all
- Only for behavioural experts
- 200+ organizations globally
- Preserves individual choice

Facts about Nudging

- Fad initiative
- Manipulation
- Silver bullet
- One-size fits all
- Only for behavioural experts
- 200+ organizations globally
- Preserves individual choice
- **Augments traditional policy tools**

Facts about Nudging

- Fad initiative
- Manipulation
- Silver bullet
- One-size fits all
- Only for behavioural experts
- 200+ organizations globally
- Preserves individual choice
- Augments traditional policy tools
- Sensitive to context

Facts about Nudging

- Fad initiative
- Manipulation
- Silver bullet
- One-size fits all
- Only for behavioural experts
- 200+ organizations globally
- Preserves individual choice
- Augments traditional policy tools
- Sensitive to context
- Practitioners provide unique insights

Where are “nudges” commonly used?

- Designing physical space

Chicago, IL, USA



Chicago, IL, USA

↓ 36%
accidents





Where are “nudges” commonly used?

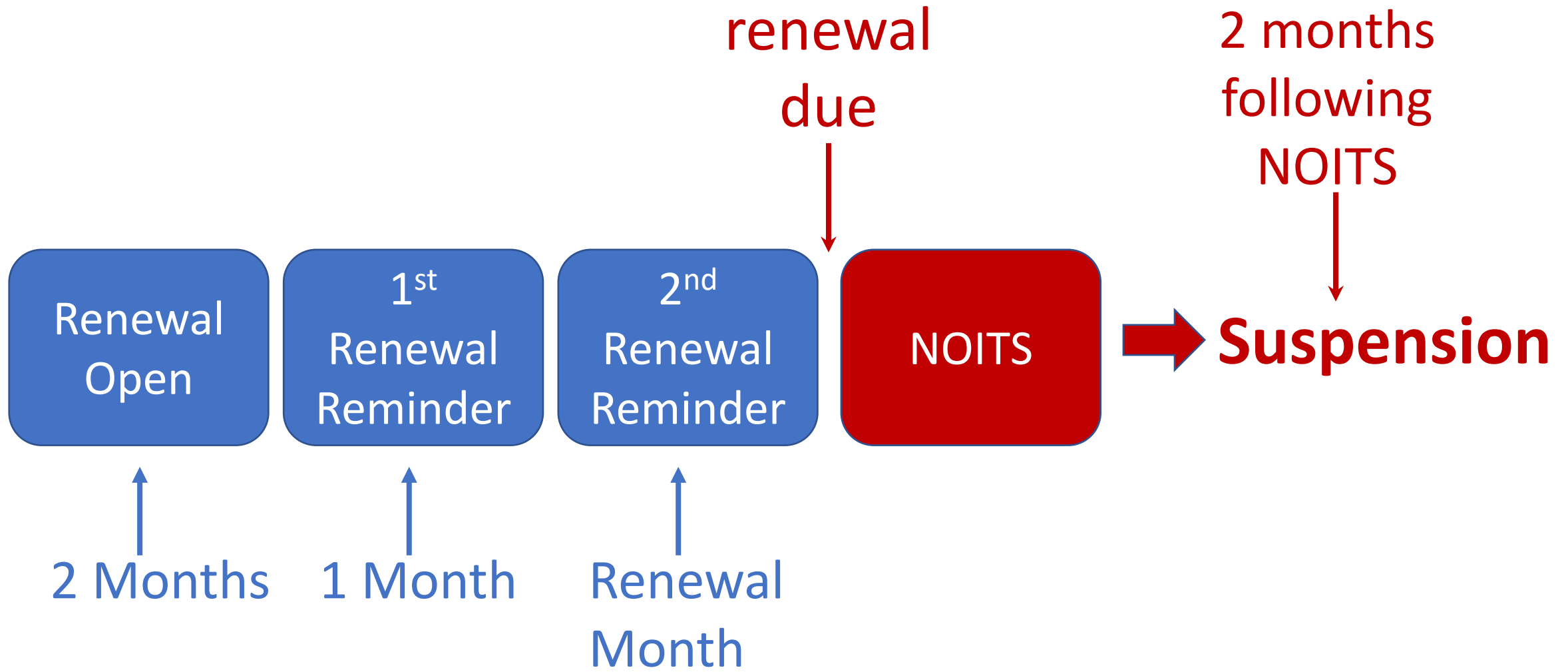
- Designing physical space
- Simplifying complex processes

Where are “nudges” commonly used?

- Designing physical space
- Simplifying complex processes
- Optimizing communications materials

Getting ready

- Access reliable data



Getting ready

- Access reliable data

80% of registrants renew **within 5 days** after receiving the Notice of Intention to Suspend

Getting ready

- Access reliable data

80% of registrants renew **within 5 days** after receiving the Notice of Intention to Suspend

2nd renewal reminder is most effective

Getting ready

- Access reliable data

April – August more likely to renew after the Renewal Open message

80% of registrants renew **within 5 days** after receiving the Notice of Intention to Suspend

2nd renewal reminder is **most effective**

Getting ready

- Access reliable data

13% of registrants
↓
72.5% of all late renewals

April – August more likely to renew after the Renewal Open message

80% of registrants renew **within 5 days** after receiving the Notice of Intention to Suspend

2nd renewal reminder is **most effective**

From
this:

Dear

In order to continue to use the title of registered early childhood educator (RECE) or practise as an early childhood educator in Ontario, you must renew your membership annually. In 2016, the College's renewal requirements are that you review relevant legislation, professional advisories and professional practice requirements, and pay the annual membership fee. The annual membership fee of \$150 must be paid on or before your renewal due date of . If your payment is not received by , you will be required to pay a \$20 late fee in addition to your membership fees within 90 days of your renewal due date.

Please submit:

1. The completed Membership Renewal Form
2. All applicable fees to:

College of Early Childhood Educators
438 University Avenue, Suite 1900
Toronto ON M5G 2K8
registration@college-ece.ca

Fillable forms are available on our website at college-ece.ca/renew

If you choose not to renew and wish to avoid the possibility of your Certificate of Registration being suspended for non-payment of fees, you must submit the Request for Membership Resignation Form to the College. The form is available at college-ece.ca.

For more information, contact us by phone at 416 961-8558 or toll-free at 1 888 961-8558.

We look forward to your continued support in protecting the public interest and regulating the profession of early childhood education in Ontario.

The 2016 Membership Renewal Form asks you to confirm if you have reviewed the legislation, professional advisories and professional practice requirements:

- *Early Childhood Educators Act, 2007*
- Professional Advisory on the duty to report
- Professional Advisory on the use of the protected titles
- *Code of Ethics and Standards of Practice*
- Notice of CPL Program Requirements*

All of these documents can be found at college-ece.ca/renew

*Information about the new mandatory Continuous Professional Learning program is included in this package.

To
this:

90%

Hello Cynthia Abel,

Don't forget to renew your membership!

Your renewal window for the upcoming practice year is still open!

You are required to complete the online form and provide payment. If you haven't already submitted your renewal, click [here](#) to renew online. Your username is your email address.

If you are having technical difficulties go to my.college-ece.ca and click on *Forgot Password?* Enter your email address on file with the College and you will receive instructions on how to reset your password.

If you require assistance, please contact the College at 1-888-961-8558/ info@college-ece.ca.

Regards,

Registration Department

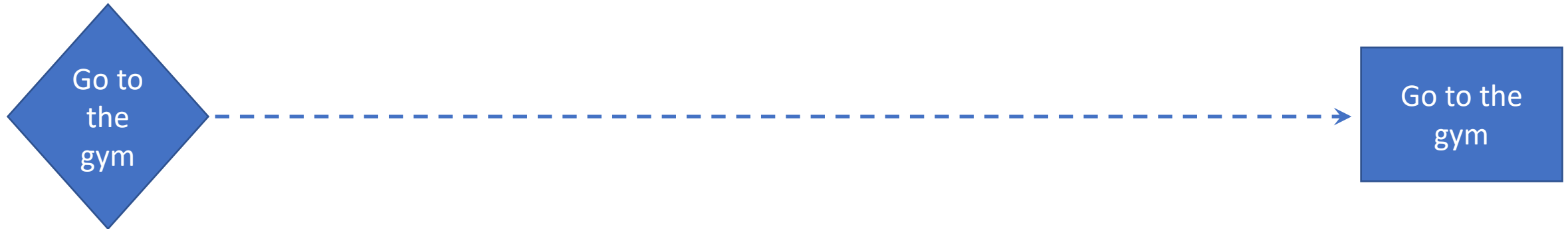
#RegResearchDay23

Getting ready

- Access reliable data
- Understand your registrant's experience & context

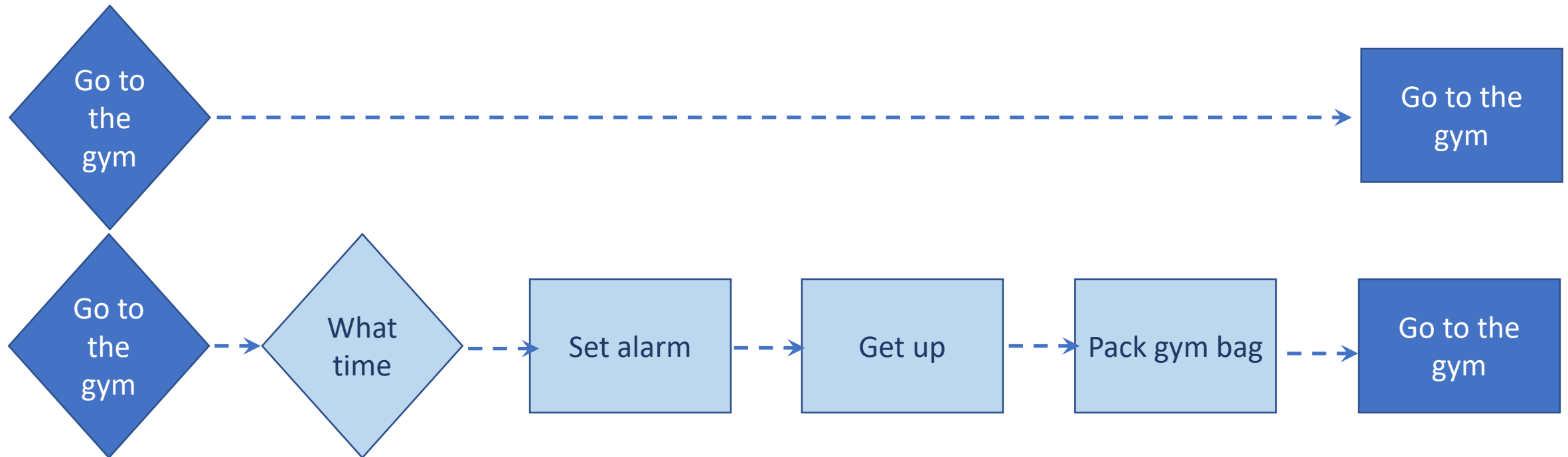
Getting ready

- Access reliable data
- Understand your registrant's experience & context



Getting ready

- Access reliable data
- Understand your registrant's experience & context



Getting ready

- Access reliable data
- Understand your registrant's experience & context

Open Rates

Average: 28.5%

Click Rates

Average: 4.4%

Getting ready

- Access reliable data
- Understand your registrant's experience & context

Open Rates

Average: 28.5%

CECE: 37.3%

Click Rates

Average: 4.4%

CECE: 6.2%

Getting ready

- Access reliable data
- Understand your registrant's experience & context

Open Rates

Average: 28.5%

CECE: 37.3%

Saturday: 51.6%

Click Rates

Average: 4.4%

CECE: 6.2%

Saturday: 12.6%

Getting ready

- Access reliable data
- Understand your registrant's experience & context
- Test before you implement

A



College of Early Childhood Educators
college-ece.ca

2017 Election of Council Members Voting Opens Tomorrow

Tomorrow, you will receive an e-mail invitation to vote in the 2017 Election. This is your opportunity to elect registered early childhood educators to the College's 24-member Council.

Why should you vote?

Council members make decisions that impact the way your profession is governed and are responsible for carrying out the College's mandate to protect the public interest. During their three-year term on Council, the RECEs elected this year will be part of decision-making related to the Continuous Professional Learning program, entry to practice qualifications and other significant policy work related to the profession of early childhood education in Ontario.

How does it work?

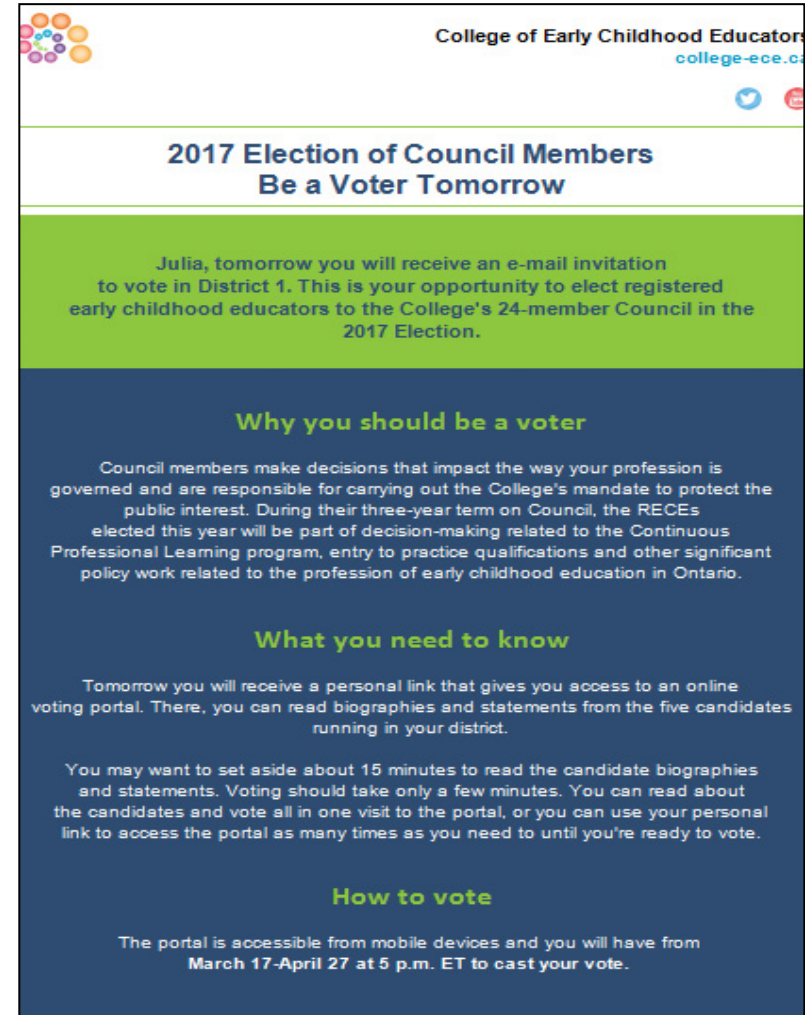
Tomorrow you will receive a personal link that gives you access to an online voting portal. There, you can read biographies and statements from the candidates running in your district.

You may want to set aside about 15 minutes to read the candidate biographies and statements. Voting should take only a few minutes. You can read about the candidates and vote all in one visit to the portal, or you can use your personal link to access the portal as many times as you need to until you're ready to vote.

How to vote

The portal is accessible from mobile devices and you will have from **March 17-April 27 at 5 p.m. ET to cast your vote.**

B



College of Early Childhood Educators
college-ece.ca

2017 Election of Council Members Be a Voter Tomorrow

Julia, tomorrow you will receive an e-mail invitation to vote in District 1. This is your opportunity to elect registered early childhood educators to the College's 24-member Council in the 2017 Election.

Why you should be a voter

Council members make decisions that impact the way your profession is governed and are responsible for carrying out the College's mandate to protect the public interest. During their three-year term on Council, the RECEs elected this year will be part of decision-making related to the Continuous Professional Learning program, entry to practice qualifications and other significant policy work related to the profession of early childhood education in Ontario.

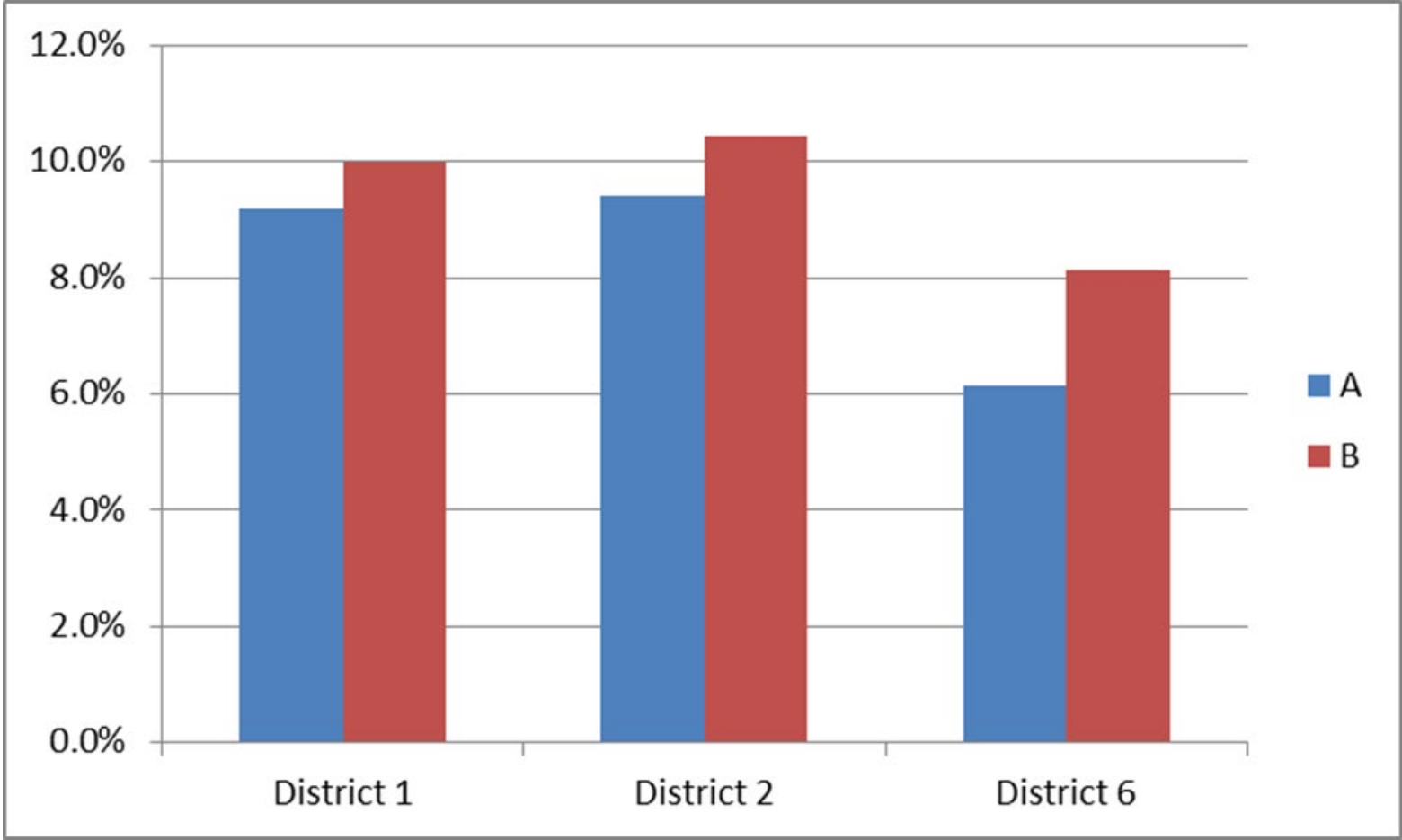
What you need to know

Tomorrow you will receive a personal link that gives you access to an online voting portal. There, you can read biographies and statements from the five candidates running in your district.

You may want to set aside about 15 minutes to read the candidate biographies and statements. Voting should take only a few minutes. You can read about the candidates and vote all in one visit to the portal, or you can use your personal link to access the portal as many times as you need to until you're ready to vote.

How to vote

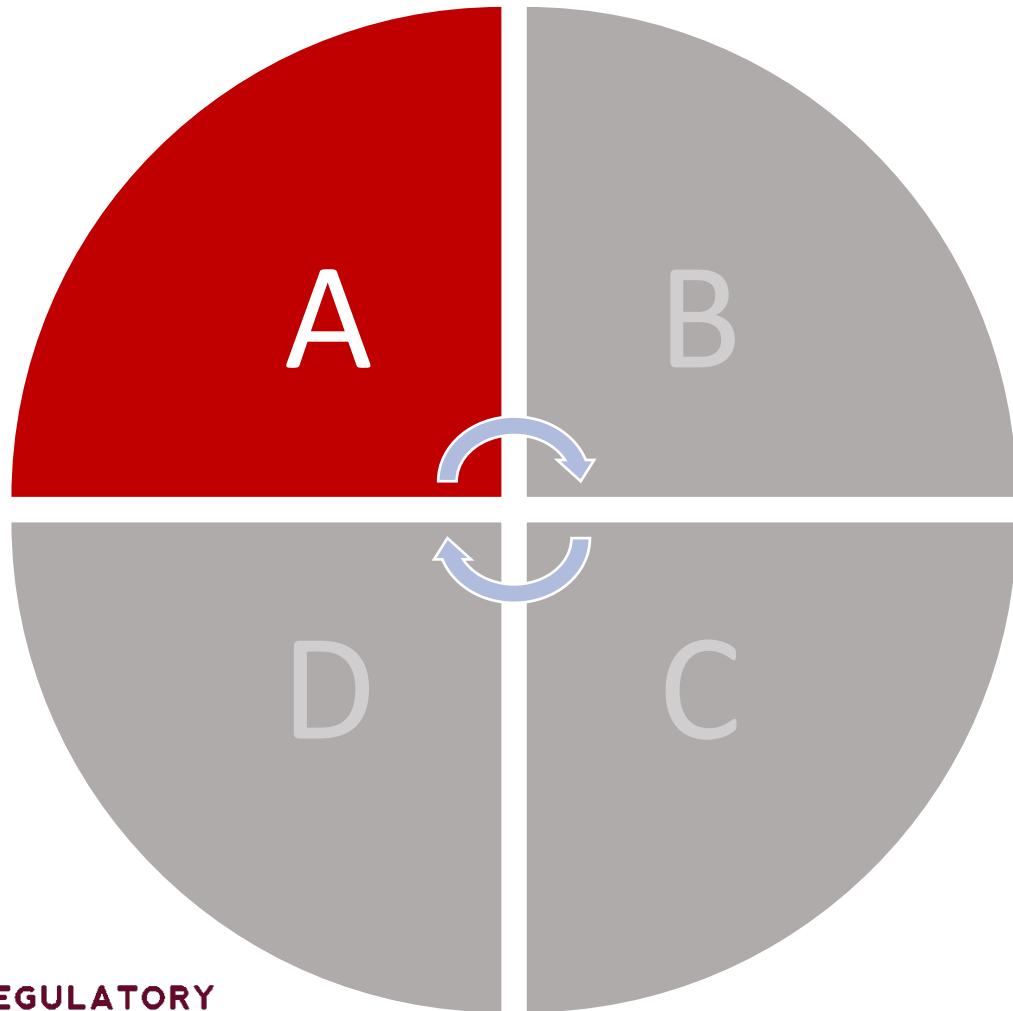
The portal is accessible from mobile devices and you will have from **March 17-April 27 at 5 p.m. ET to cast your vote.**



Getting ready

- Access reliable data
- Understand your registrant's experience
- Test before you implement
- Accept that factors that affect human behaviour

The ABCDs of Human Behaviour



A: Attention

- Limited
- Prone to distraction

adapted from



#RegResearchDay23

Count the Fs

The first half of February is often the fastest freezing and most frigid time of the year.

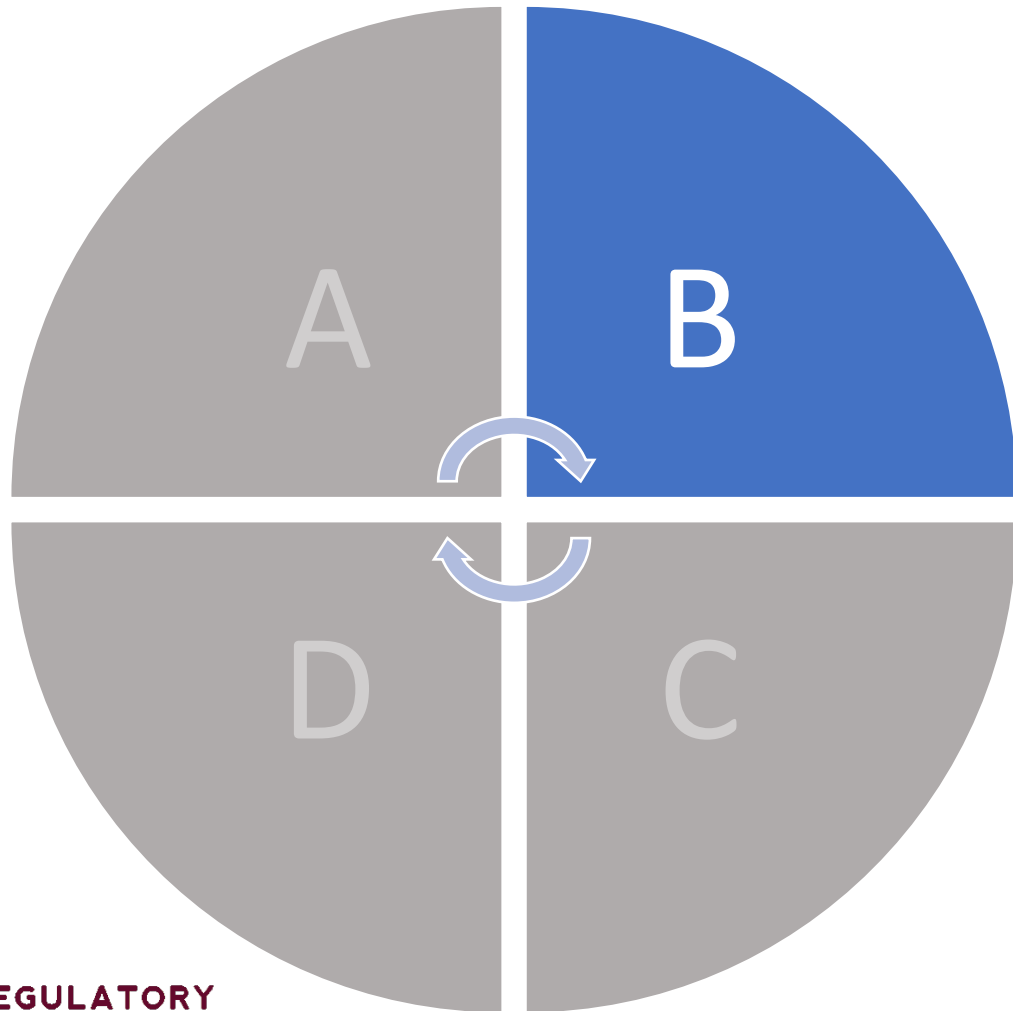
Count the **Fs**

The **f**irst half of **F**ebruary
is **o**ften the **f**astest
freezing and most **f**rigid
time **o**f the year.

Implications

- Make it relevant
- Consider default settings
- Seize their attention

The ABCDs of Human Behaviour



B: Belief formation

- Rely on intuitive judgements
- Over/under estimate outcomes & probability

adapted from

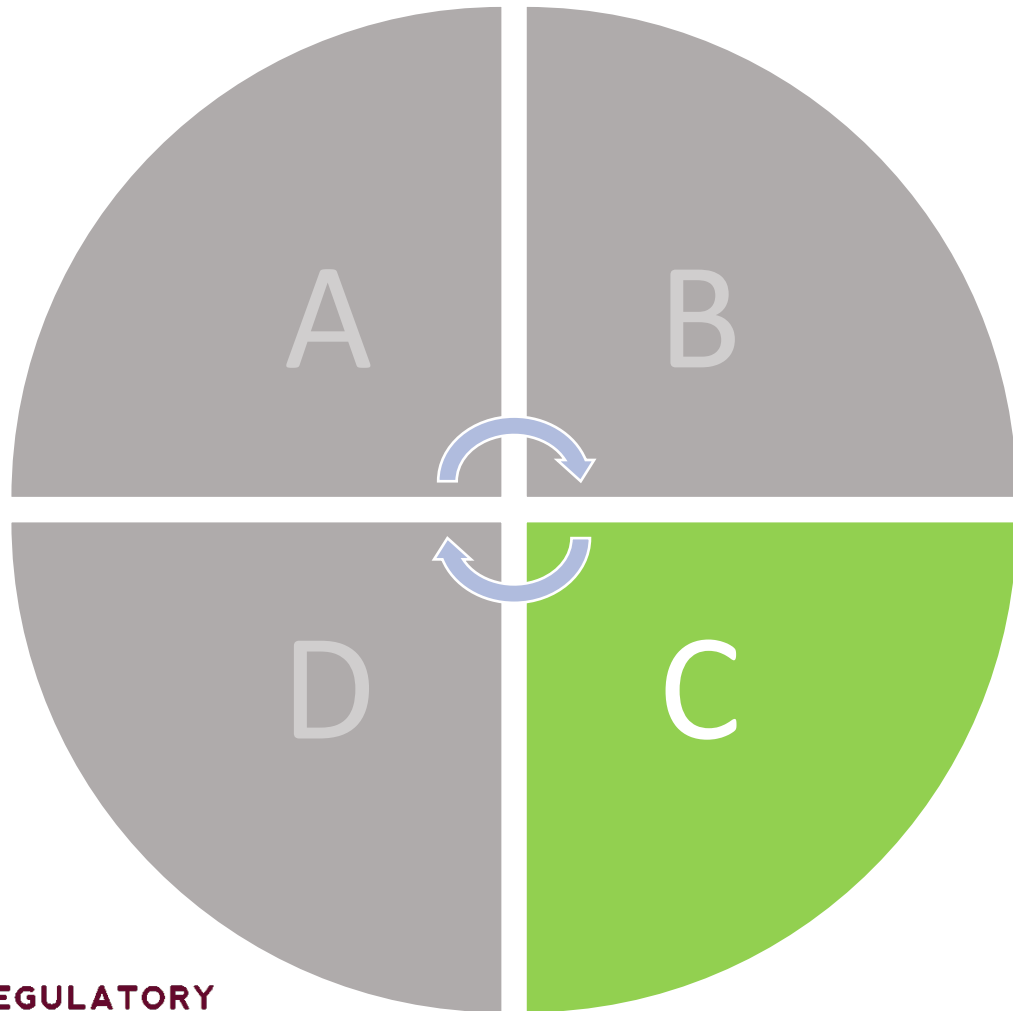


#RegResearchDay23

Implications

- Does it look familiar/function as expected?
- Recognize common mental models

The ABCDs of Human Behaviour



C: Choice

Influenced by:

- Wording/framing
- Social influences

adapted from



#RegResearchDay23

Implications

- Who is the messenger?
- What are other people doing?
- Identity
- Consider word choices & framing

Power of framing

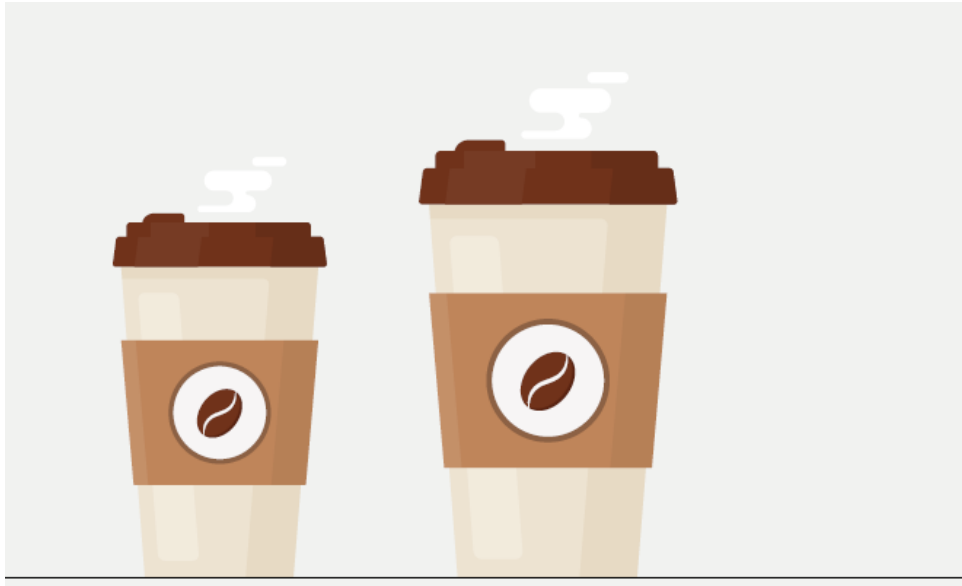
“90% chance to increase your income”

Power of framing

“90% chance to increase your income”

“10% chance to maintain the same income”

Which one do you prefer?



REGULATORY
RESEARCH
DAY

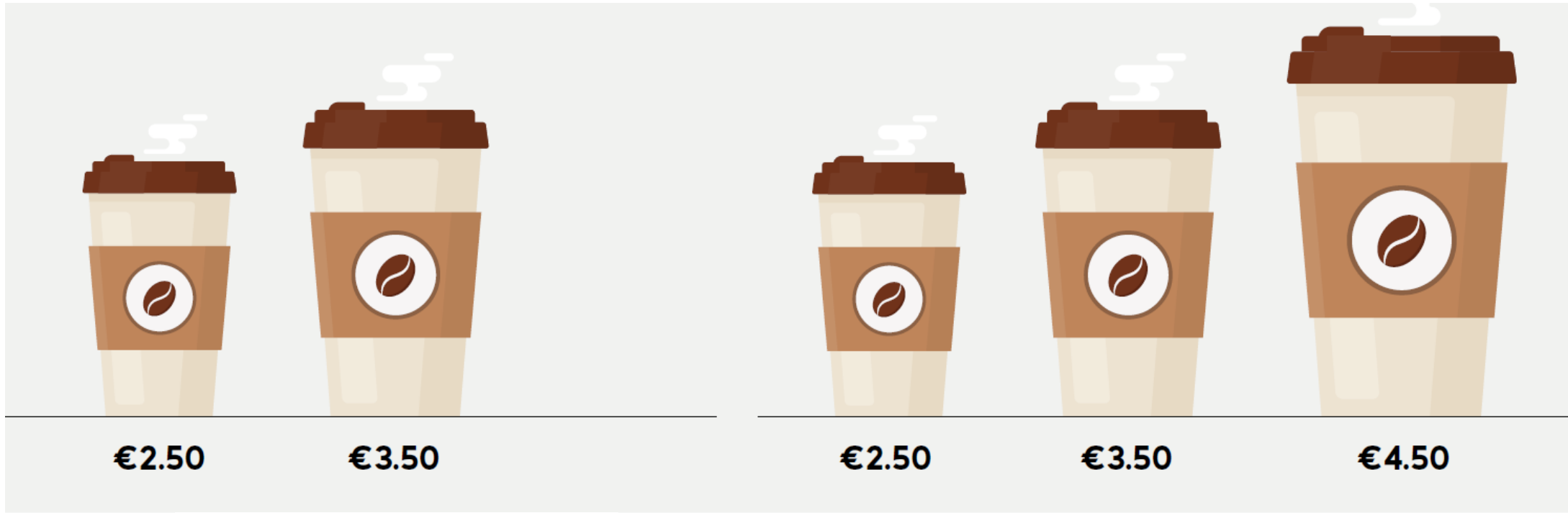


#RegResearchDay23

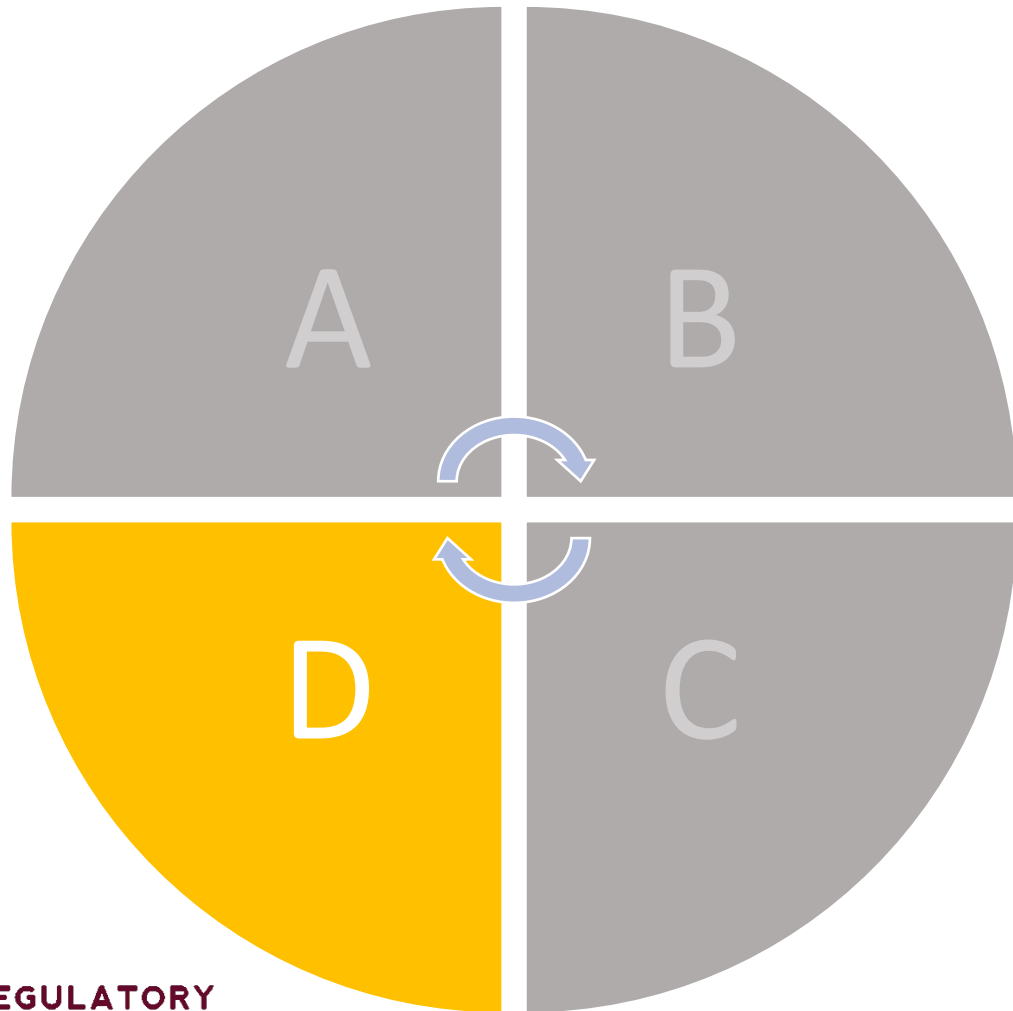
Which one do you prefer now?



Which one do you prefer now?



The ABCDs of Human Behaviour



D: Determination

- Limited willpower
- Subject to psychological biases

adapted from



#RegResearchDay23

Implications

- Look for opportunities for feedback
- Encouragement
- Utilize commitment tools



National Health Service, UK (2013)

Dear <name of person>

Your NHS Health Check is due in <insert month>.

Please call <insert name of NHS HC provider> as soon as possible to make sure you get your appointment at your GP's surgery and record this on the tear off slip below.

You can also have your health check at your local pharmacy listed in the enclosed leaflet. To book, please ring <insert phone number> and quote 'NHS Health Check'.

Yours sincerely

Dr <to be inserted by mail merge>

18% uptake

National Health Service, UK (2013)



↑ to 30%

Dear <name of person>

Your NHS Health Check is due in <insert name of GP practice>

Please call <insert name of NHS HC provider> to book your appointment at your GP's surgery at <insert surgery address>

You can also have your health check at your local health centre. To book, please ring <insert phone number>

Yours sincerely

Dr <to be inserted by mail merge>

Please record the date and time of your appointment and stick it on your fridge.

Name: <to be inserted >

GP practice: <to be inserted >

I am going to my NHS Health Check on __/__/13 at ____am/pm

Practice address: <to be inserted by mail merge>

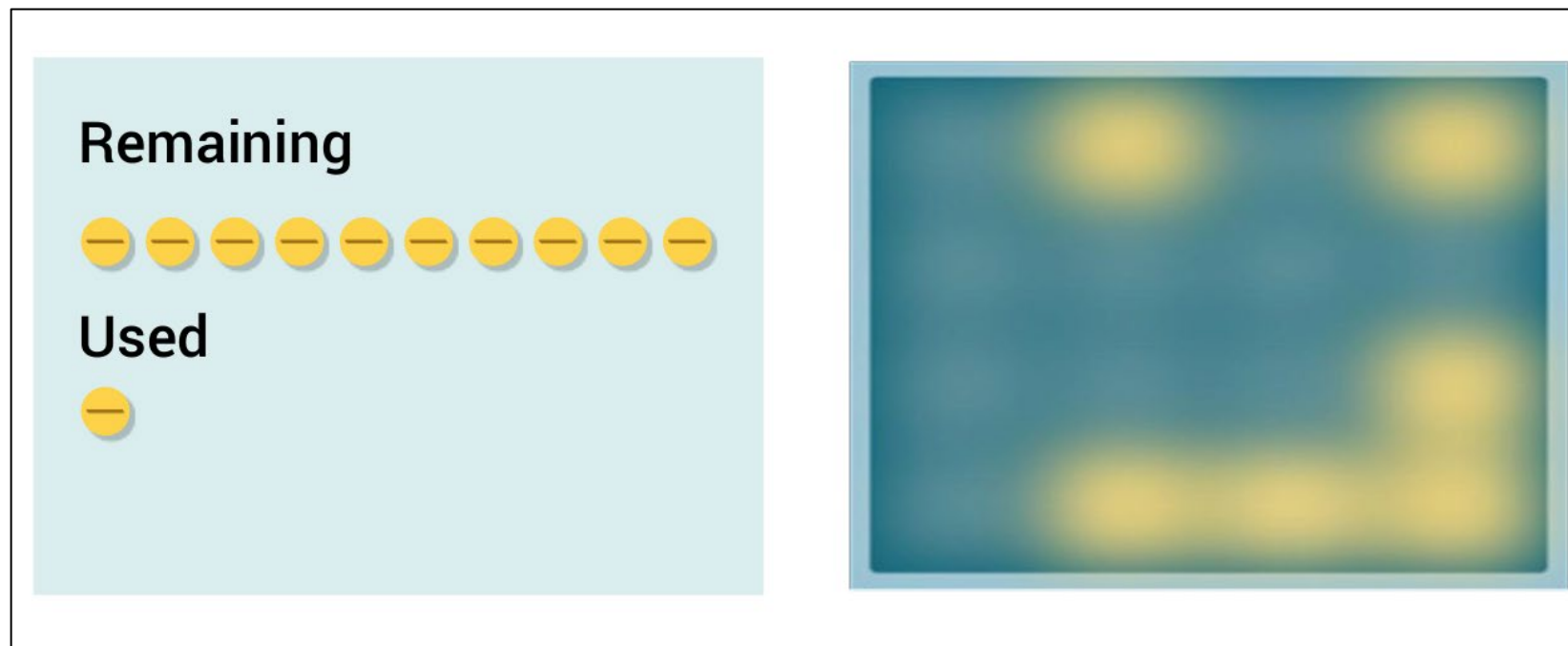


YOUR
COMMERCIAL
PROVIDER
LOGO HERE

YOUR
LOCAL
AUTHORITY
LOGO HERE

Gamification for antibiotic adherence

↑ 10%



Let's try

Attention
Belief formation
Choice
Determination



CPL Program

March 2023

Reminder: Sexual Abuse Prevention Program

Before you renew your membership for July 2023, you need to complete the [Sexual Abuse Prevention Program's](#) online education, which consists of the following three elements:

- Commit to Kids
- Teatree Tells
- College Resources to Review: [Professional Advisory: Duty to Report](#), [Racism and Bias in Reporting to Child Welfare](#) and [Scenarios](#)

According to our records, you may not have completed either Commit to Kids and/or Teatree Tells. The College receives automatic notification from the Canadian Centre for Child Protection when each of these two elements are completed.

Note: New members must also complete the Expectations for Practice Module, available [here](#).

You can view your current CPL step and past CPL declarations in [My College Account](#). Here's a tip sheet to help you understand the [CPL Cycle Details table](#).

#RegResearchDay23

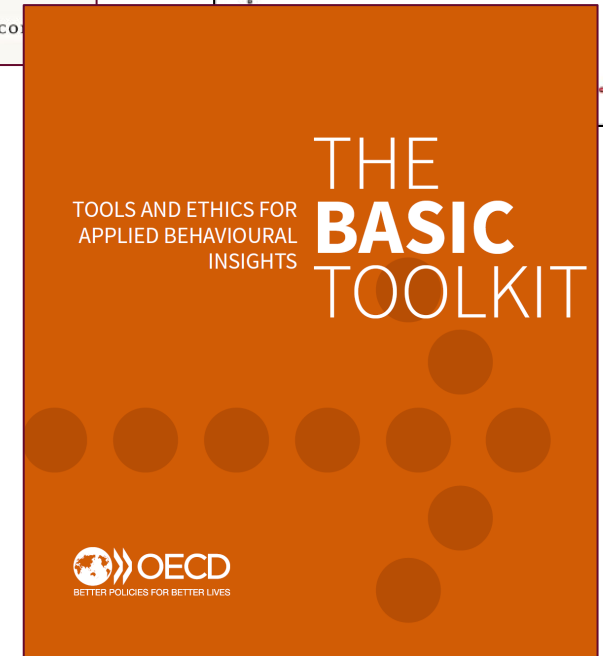
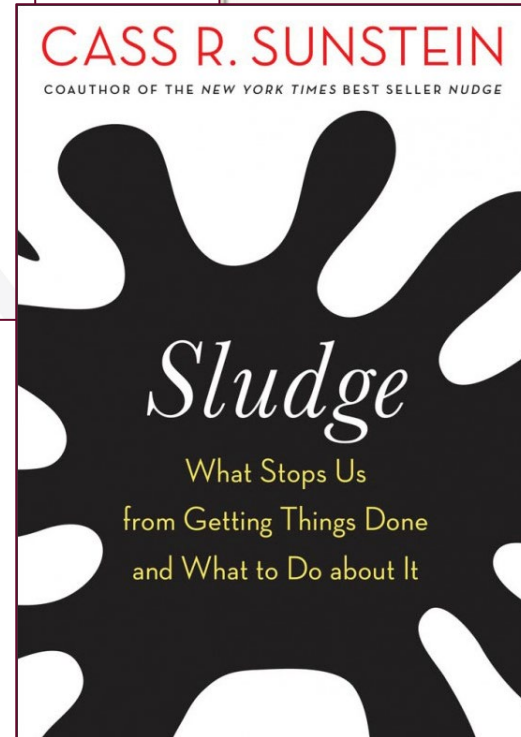
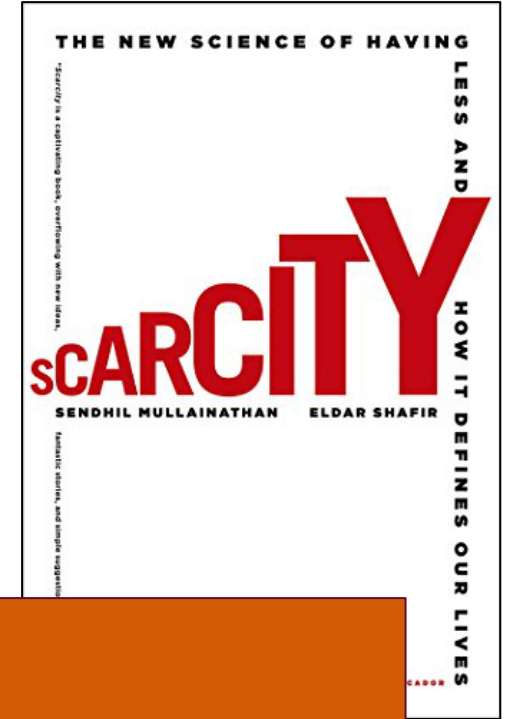
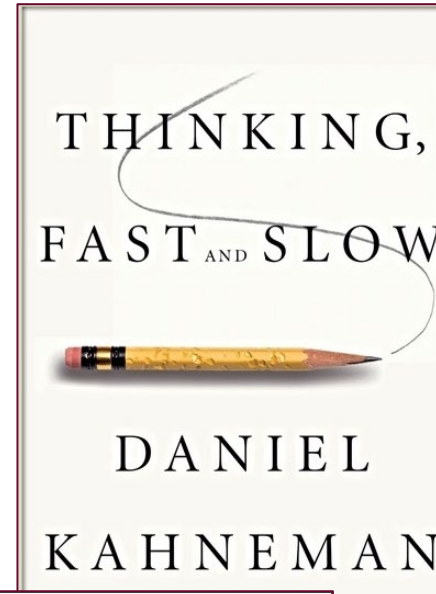
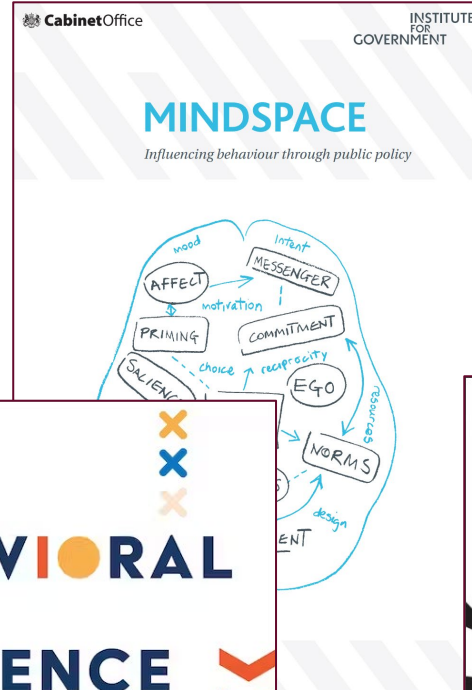
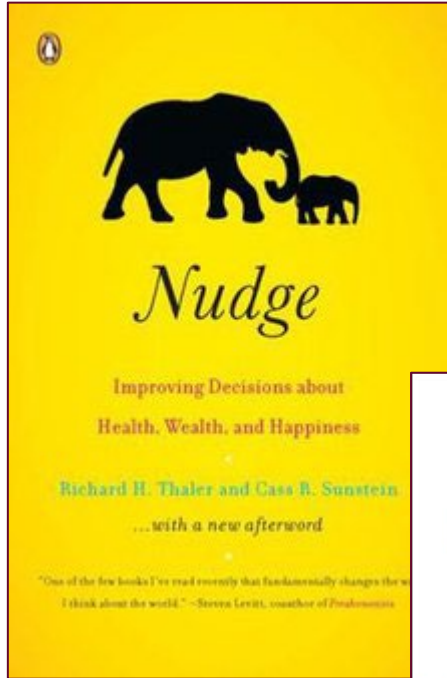
Caution!

- Choose projects wisely
 - Align with priorities
 - Feasible
 - Impact

Caution!

- Choose projects wisely
 - Align with priorities
 - Feasible
 - Impact
- Review ethics
 - Risk of potential or unintended consequences?
 - Uneven risk

Want to read more?



To Keep the Conversation Going...

Cynthia Abel
Deputy Registrar
College of ECEs
cynthiaa@college-ece.ca

Daniel Roukema
CEO
MDR Strategy Group Ltd.
daniel@mdrstrategy.ca



**REGULATORY
RESEARCH
DAY**

May 3, 2023
Dublin, Ireland