Nowadays, diverse factors contributing to noncommunicable diseases (NCDs) ranging from socioeconomic status, living and working conditions, to individual behaviors and lifestyle have come to affect our health and wellbeing in a greater extent. Specifically, modifiable behaviors, such as unhealthy diet and physical inactivity, have been attributed to the increase in risks of NCDs prevalence and millions of annual deaths. Taking these into consideration, policymakers rely on different policy tools, including regulation, economic incentives, and information provision to promote health. There are yet instances that nudges provide supportive environments conducive to the organization's vision as well as one of key action areas identified in the Ottawa Charter for Health Promotion. Insights of this innovative mechanism and contribution to improve individual health and societal wellbeing will be reviewed, along with recommendation of nudge evaluation criteria for future health promotion interventions.

**Determinants of NCDs**

NCDs are the major causes of death globally. These diseases are driven by diverse risk factors, ranging from genetics, socioeconomic status, living and working environment, to individual behaviors and lifestyle. Specifically, modifiable behaviors have been attributed to the increased risks of NCDs prevalence and millions of annual deaths, as the World Health Organization (WHO) has shown that harmful tobacco consumption accounts for 7.2 million annual deaths. More than half of the 3.3 million annual deaths attributable to alcohol use are from NCDs, including cancer. (World Health Organization, 2018). These diseases may not need expensive medical treatment to prevent or cure, but healthier lifestyle is required.

**ThaiHealth’s Model**

Thai Health Promotion Foundation (ThaiHealth), established under the Health Promotion Foundation Act in 2001, is an autonomous state agency funded by a 2% additional levy on alcohol and tobacco excise tax to support health promotion intervention in Thailand through the ”Power Strategy”. With this innovative financing model, ThaiHealth endorses 15 plans related to social determinants of health to cover the holistic health.

**Behavioural Economics and Nudge**

To understand “rationality” in human decision making and to design solutions that could be more applicable, behavioural economics has incorporated psychology into its models to study systematic patterns of deviation from optimal decisions and employ the dual-system theory, which proposes that our thinking consists of two contrasting systems. The automatic system 1 is quick, fast-acting, and involves “gut reaction” whereas the reflective system 2 is deliberate, self-conscious, and can be trained with repetition (Kahneman, 2011). Although System 2 appears to be the more rational approach, its process is not always reached.

"Give Alcohol = Curse", a case study.

In 2008, ThaiHealth and partners initiated the establishment to a new social norm, that “Giving alcohol = Curse”. The earliest advertisement of this intervention, “Harms of alcohol” was continually broadcasted before New Year, clearly teasing the harmful effects of alcohol while exclaiming that giving alcohol as presents implies the gift givers as cursing the recipient. At the same year when that department store started to display New Year’s gift, they agreed to collaborate with ThaiHealth and introduced pre-packaged hampers, containing non-alcoholic beverages, assorted snacks, and, ofcourse, hampers have remained alcohol-free since then, while more ads followed almost every year with the latest one in 2017 called “No one gives alcohol (as gifts) anymore” teasing expectation at a New Year’s party, where alcohol bottle-sized presents turn out to be something else ranging from flashlight, doll, to umbrella.

As an alternative intervention that does not restrict ones from buying alcohol as gifts, nor impose additional burden, this nudging intervention has been carefully crafted for Thai people who are looking to buy presents on New Year occasion, specifically as a personal courtesy. Though it is widely acknowledged that alcohol is harmful to one’s health, many people did not get to System 2 to rationally weigh the costs and benefits of giving alcohol during New Year season. System 1 was dominant in this situation due to two factors. Thais have been accustomed to pre-packaged hampers, which are very convenient and find and purchase; many did not have to think of what to put in the hampers. The other reason was that Thai social norm prescribed that the more expensive the alcohol in the hampers, the better.

When aligned with the EAST framework, it is evident that this intervention has applied two out of four principles to nudge Thais toward reducing alcohol consumption (The Behavioral Insights Team, 2014). People choose to decide, as it is easier to decide and Thais are no exception, especially with an affinity for everything convenient. This intervention has effectively used the Make it Easy” principle by providing alcohol-free pre-packaged hampers as default options, which have made them more likely to be bought and consequently reduced alcohol beverage purchase in the New Year’s shopping list. Simultaneously, the “Make it Social” principle has been utilized as the campaign “Giving alcohol = curse” has prescribed a new social norm that giving alcohol is no longer desirable.

**Discussion**

To make effective nudging interventions; in the case study, a framework is necessary, both as development guideline and evaluation criteria. This will be three steps;

1. Analysing process
   - Behavioural insight of the problem should be recognized. Psychological context, specifically the emotional pain in such situation, should be clearly understood, as well as the reasons which renders System 2 ineffective.
   - Appropriate target group should be identified. The more the intervention is scaled up, the better.
   - The study meets the acceptable level of the behavioral insight criteria, since it explains how Thais are accustomed to pre-packaged gift baskets, and how Thai are subject to the social norm of the more expensive the liquor the better. Proficient level of understanding the situation, should be clearly understood, as well as the reasons which renders System 2 ineffective.

2. Developing process
   - Choice architecture based on EAST principles will be developed related to the analysed behaviour and target group, comprehensively.
   - The case study meets the acceptable level on the choice architecture criteria as it covers two out of four principles. “Make it Easy” by providing alcoholic and non-alcoholic gift packs as default options, and “Make it Social” as the campaign “Giving alcohol = curse” has prescribed a new social norm that giving alcohol is no longer desirable.

3. Evaluating process
   - Positive target behaviour of the benefit for individual or society should be promoted.
   - Cost-effectiveness which bears the least cost while yields the most impact should be demonstrated.

**Nudge Intervention Evaluation Criteria**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Level</th>
<th>Acceptable</th>
<th>Outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioral insight</td>
<td>Needs improvement</td>
<td>Acceptable</td>
<td>Outstanding</td>
</tr>
<tr>
<td>Target group</td>
<td>Does not exist</td>
<td>Does not exist target group</td>
<td>Has strategic target group</td>
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<tr>
<td>Choice architecture</td>
<td>Does not use any appropriate EAST principles</td>
<td>Does not provide framework of choices</td>
<td>Aligns with EAST principles</td>
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<tr>
<td>Positivity</td>
<td>Promotes desirable behavior or behavior that is not beneficial for individualism</td>
<td>Promotes positive (target) behavior that is beneficial for individualism</td>
<td></td>
</tr>
<tr>
<td>Cost-effectiveness</td>
<td>Outcomes cost-effective compared with other available alternative policies</td>
<td>Outcomes cost-effective compared with other available alternative policies</td>
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**References**


Thai Health Promotion Foundation

Thai Health Promotion Foundation Partnership

ThaiHealth Promotion Foundation