



HABITS

- behaviors thru repetition



Stop thinking!



- S...L...O...W... to change

- Memory of these behavioral habits sticks longer than idea of changing

- habits form when we get reward



- Simple behaviors take 2-3 months

FRICTION



Friction makes habits harder to form

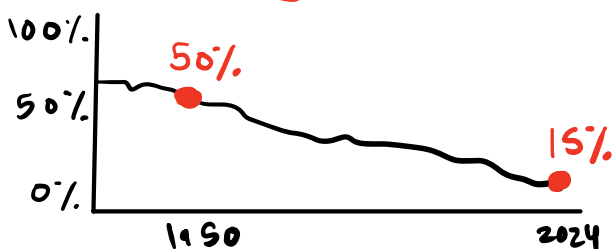
Public accountability not great for keeping habits



Reduce friction to ↑ habit potential

Stop Causes bad habits!

- taxes, physical barriers ↑ friction for smoking



BAD vs GOOD

not all true!

"when confronted w/ stress, we fall back to bad habits"

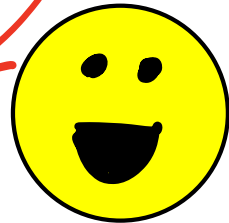


not as able to control all functions under stress

???

not as able to control all functions under stress

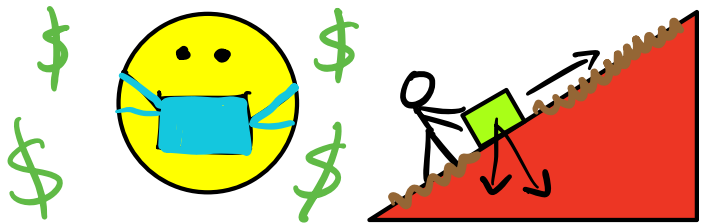
Good + Bad actions follow



Policy



• Policy can encourage habit
• "Make masks free!"



• reduce friction

• Social, habitual sciences (Aka behavior) plays massive part in societal health

