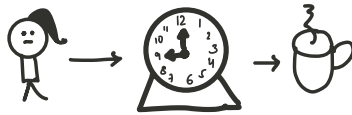


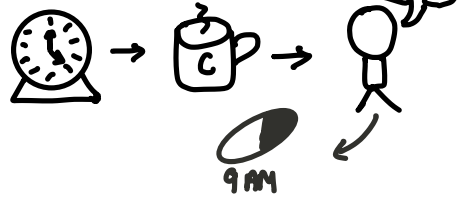
CONSISTENCY IS FOR CLOSERS !

HABITS = STABILITY



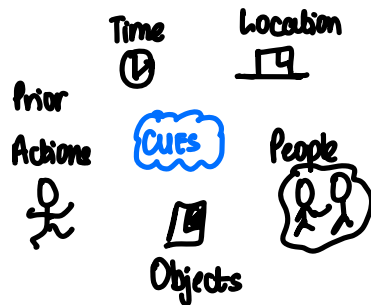
Habits are built from
CUES & REPETITION

TIME AS A CUE



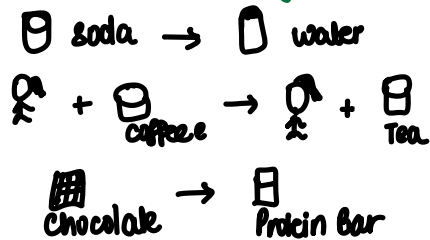
SAME TIME $\leftrightarrow$ Medication Adherence $\checkmark$
 $\downarrow$
consistency

Change Cue = Break Habit



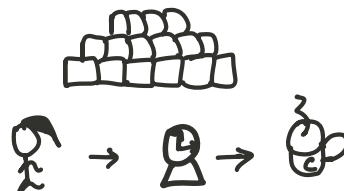
Habits rely on **stable contexts**; variety weakens habits

Stacking & Swapping



- New behavior replaces existing one
- Same reward $\checkmark$
- Reward $\downarrow \leftrightarrow$ Behavior rejected

HABIT STACKING



Stacking $\Rightarrow$ HABITS made easier

STABLE Cues + Consistency + Repetition = Building Habit