

Nudges for active travel to school



Badges and stickers

A 'nudge' is a small change that can be made in a setting that influences people's behaviour.

Behavioural insights

Social Norms | Group and societal norms can be strong motivators. People tend to align their choice with those of a group they are a part of.

Gamification | Make it attractive by designing rewards to maximum effect, such as 'gamifying' activities.



Nudges in practice

- › Active travel program has a strong visual identity and includes a badge for students to wear as part of the active travel campaign.
- › Stickers are used as rewards for children who are regularly walking/cycling/scooting to school (given out once a week).

Change to Walking approach

1. CREATE A VISUAL IDENTITY
Change to Walking created an appealing visual identity with bold colours and images. It tested the brand with students to find what appealed to a broad range of ages.
2. BADGES
All students received a Change to Walking badge to wear as part of their program welcome pack.
3. STICKERS
Stickers were given out each week to children who had walked to school at least once that week.
4. VARIETY
Each week there was a different sticker look and colour to maintain interest.



Making it work

1. NOT ON THEIR OWN!
These nudges are effective as part of a broader program. A badge on its own won't change behaviours. Incorporating them as an element in a walk to school campaign helps create a strong visual identity and builds a social norm of encouraging active travel when many students are wearing them as part of a campaign.
2. USE AGE-RELEVANT MATERIALS
Being rewarded with a sticker was a strong motivator for Pre—Grade 2 but declined with older children. Badges held more sway with older students but were also more appealing to younger students. Avoid generic approaches for younger and older students.
3. FIND A CHAMPION!
If you use a badge, make sure the principal and other respected members of the school community are wearing them too. This strengthens social norms and positive associations with active travel.
4. SET A TIME LIMIT
Stickers as nudges will lose power over time as they become familiar and expected. Use them for short interventions.