

Be the choice architect of your own life

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Achieving long-term goals, such as staying healthy,
requires the ability to maintain healthy lifestyle
and the ability to resist temptations
– over and over again.

This is particularly difficult when environmental
cues seduce towards goal-conflicting behaviours.



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Can You remember a situation in which you made a choice other than you had planned? A choice that conflicted your health-related values and goals?



Why did it happen?



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What could have helped you to
choose otherwise in this situation?



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A couple of tricks can help overcome environmental temptations and stay on the right track also during the most challenging moments.



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1. Identify risky situations



When, where, and with whom is it the most difficult for you to resist temptations and act according to your life goals?

2. Design choice environment so it aids you to succeed



How could you design the choice environment in these situations so that your chances of succeeding become higher?

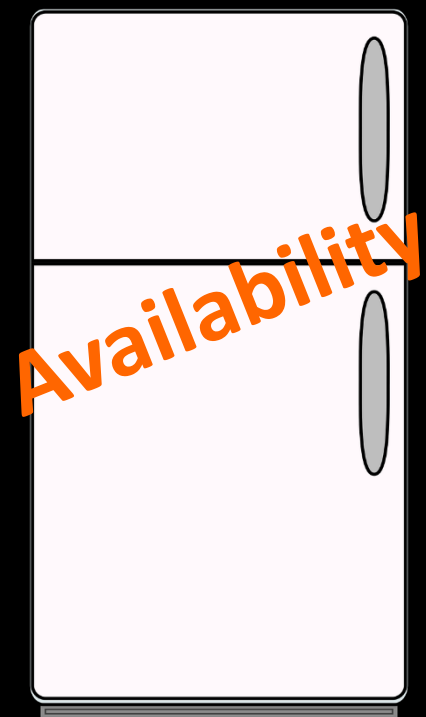


Some simple ideas related to food and physical activity.



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Convenience



Size



Salience



Social commitment





Availability

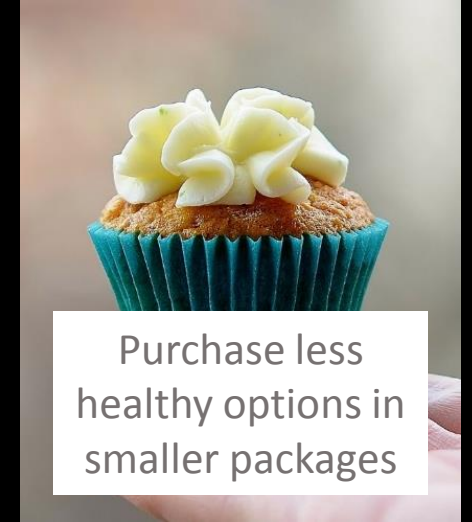
Make sure better options are always at hand; at home, at work, on the go

Convenience



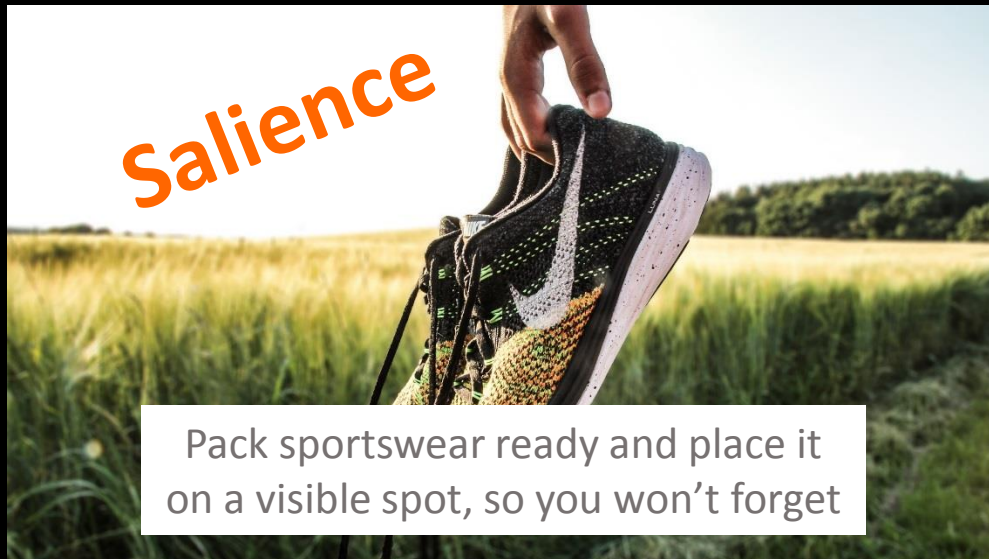
Make choosing and consuming as effortless as possible, for instance, by pre-preparing vegetables

Size



Purchase less healthy options in smaller packages

Salience



Pack sportswear ready and place it on a visible spot, so you won't forget

Social commitment



Create a little social pressure for yourself by agreeing on an exercise date with a friend