

3 GOOD HEALTH AND WELL-BEING



How do we contribute to the UN Sustainable Development Goal #3 about ensuring healthy lives and promote well-being for all?

Many actors and institutions are eager to contribute to realizing UN's 17 Sustainable Development Goals. The tricky part is how to turn ambition and intentions into actions and actual changes.

A considerable fraction of patients are contracting one or more infections during their stay at the hospital. In US alone, more than 200 people die everyday as a result of healthcare-associated infections. In developing countries, the number of fatalities is more than 4,000 each day. This is a huge problem, a significant cost for the society, and a task on the path to ensure healthy lives and well-being for everybody on this planet - SDG #3



Correctly performed hygienic practices went from 16% to 59% after implementing nudge solutions.

16% ➡ 59%

Case: Improving hygienic practices at the hospital

In a Danish hospital, Krukow was requested to solve the challenge of optimizing the hygienic procedures done by hospital staffs and relatives interacting around patients in isolation rooms. The formal procedures acquired had the aim of preventing infection between the isolation room and the rest of the hospital. The problem was that these procedures were most often wrongly performed. Not because the hospital staff and the relatives did not want to do it in the right way, but because guidelines in the moment of choice were poorly designed and not in coherence with humans' cognitive functions.

Thus, we redesigned the choice architecture of surroundings of the isolation rooms. The guidelines describing the correct behavior were moved from the hospital's intranet to the area right in front of the isolation room. Text heavy guidelines were redesigned to intuitive visualizations of the correct behavioral steps. By implementing the behavioral strategy of minimizing complexity and informing at the right time the share of correctly performed hygienic practices went from 16% to 57%. The long-term effect of these behavioral changes was a reduction of hospital-acquired infections and overall hospitalizations.

