



TRAINING

Published on *Dods Training* (<http://www.dods-training.com>)

[Home](#) > MINDSPACE - Influencing behaviour through public policy

15 January 2016

Influencing people's behaviour is nothing new to Government, which has often used tools such as legislation, regulation or taxation to achieve desired policy outcomes. But many of the biggest policy challenges we are now facing – such as the increase in people with chronic health conditions – will only be resolved if we are successful in persuading people to change their behaviour, their lifestyles or their existing habits.

 [MINDSPACE.pdf](#) [1]

Source URL: <http://www.dods-training.com/whitepaper/mindspace-influencing-behaviour-through-public-policy>

Links

[1] <http://www.dods-training.com/system/files/protected/whitepaper/MINDSPACE.pdf>