



The Conference Board
of Canada

May 6–7, 2014

Brookstreet Hotel

525 Leggett Drive, Kanata, Ontario

“Nudging”

Toward a Culture of Wellness

Agenda

Meeting Objectives

- Hear from the world’s leading experts about how behavioural science concepts like nudge theory can be used to influence the decisions of individuals, employees, and society at large
- Explore the potential to apply nudge theories in the context of workplace wellness, population health, and health care services
- Network with peers—share new approaches, insights and challenges

Tuesday, May 6, 2014

Welcome Reception and Dinner

5:30 p.m. **Reception**
The Grand Scheme Ballroom Foyer

6:15 p.m. **Dinner**
Chair:
Daniel Muzyka
President and Chief Executive Officer
The Conference Board of Canada

Speaker:
The Honourable Rona Ambrose
Minister of Health
Health Canada



Insights. Understanding. Impact.

“Nudging” Toward a Culture of Wellness

Wednesday, May 7, 2014

- 7:30 a.m. **Breakfast is Served!**
[The Grand Scheme Ballroom](#)
- 8:15 a.m. **Welcome**
Glen Hodgson
Senior Vice-President and Chief Economist
The Conference Board of Canada

Chair:
David Stewart-Patterson
Vice-President, Public Policy
The Conference Board of Canada
- 8:30 a.m. **Presentation and Discussion**
David Halpern
Chief Executive Officer, Behavioural Insights Team
Cabinet Office, Government of the United Kingdom
- 10:30 a.m. Break
- 11:00 a.m. **Social Change Rewards**
Andreas Souvaliotis
Social Change Rewards, Executive Chairman
- 12:00 p.m. **Keynote Luncheon**
Jean-Marc MacKenzie
Senior Vice-President, Health Management
Morneau Shepell Ltd.
- 1:15 p.m. **The Nudge Principle**
Cass Sunstein
Felix Frankfurter Professor of Law, Harvard Law School
Co-Author, “Nudge: Improving Decisions about Health,
Wealth and Happiness”
- 2:45 p.m. Break
- 3:15 p.m. **Participants Respond! Call to Action!**
Breakout Sessions
1. Nudging and Population Health –
Healthy Active Living
 2. Nudging within Health Care: Smoking
Cessation Programs
 3. Opportunities to ‘Nudge’ Employees
Towards Better Health and Wellness
- 4:15 p.m. Short Break to Reassemble
- 4:20 p.m. **Final Thoughts**
Cass Sunstein and **David Halpern**
- 5:00 p.m. **Adjournment**

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