“Nudging” Toward a Culture of Wellness

May 6–7, 2014
Brookstreet Hotel
525 Leggett Drive, Kanata, Ontario

**Location**

Brookstreet Hotel  
525 Leggett Drive  
Kanata, ON  K2K 2W2  
(613) 271-1800

**Reception & Dinner (May 6)**  
The Grand Scheme Ballroom

**Meeting (May 7)**  
The Grand Scheme Ballroom

**Participating Networks**

- Canadian Alliance for Sustainable Health Care
- Centre for the Advancement of Health Innovations
- Council for Innovation Procurement in Health Care
- Council on Workplace Health & Wellness

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**Background**

Chronic conditions have a substantial impact on health care costs, work productivity, our society and Canada’s economy. And they can be lethal; in fact, about two-thirds of deaths in Canada each year result from chronic diseases. Fortunately, regular physical activity, healthy eating, eliminating smoking and excessive alcohol use could prevent the majority of cases of diabetes and cardiovascular diseases and many cancers. However, adopting healthy lifestyle choices have been proven to be difficult for individuals. Traditional public health and wellness policies often have limited success, in great part because individuals’ choices are influenced by many elements outside the scope of these policies. Behavioral research is an alternative approach that has shown that there are ways to create an environment that can help individuals make better decisions that impact their health. In other words, public policies can be designed to ‘nudge’ people in a direction that will be supportive of healthier lifestyles and better health outcomes.

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**Key Questions**

1. How could nudging support better public health policies and outcomes?
2. How could ‘nudging’ strengthen wellness policies in the workplace?
3. How could health care services incorporate ‘nudges’ to influence behaviors to avoid diseases and improve the outcomes of chronic disease management programs?
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

Members Only Meetings

- Centre for the Advancement of Health Innovations and Council for Innovation Procurement in Health Care
  Delivered Room (8:00 a.m. – 5:00 p.m.)
- Council on Workplace Health & Wellness
  Mulligan Room (8:00 a.m. – 5:00 p.m.)
- Canadian Alliance for Sustainable Health Care
  Shakers Room (3:00 p.m. – 5:00 p.m.)

Welcome Dinner for “Nudging” Toward a Culture of Wellness

6:30 p.m.  Reception/Dinner
 The Grand Scheme Ballroom
 Members and invited guests

Chair:
Dr. Daniel F. Muzyka
President and Chief Executive Officer
The Conference Board of Canada

Speaker:
Hon. Rona Ambrose
Minister of Health
Health Canada
Wednesday, May 7, 2014

“Nudging” Toward a Culture of Wellness

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. The Nudge Principle
Cass Sunstein
Felix Frankfurter Professor of Law, Harvard Law School
Co-Author, “Nudge: Improving Decisions about Health, Wealth and Happiness”

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. Dr. David Halpern
Chief Executive Officer, Behavioural Insights Team
Cabinet Office, Government of the United Kingdom

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 Dr. David Halpern

5:00 p.m. Adjournment