

IT PAYS TO BE ACTIVE

Financial incentives for physical activity in adults: Systematic review & meta-analysis

British Journal of Sport Medicine, May 2019; Study led by Western University

E-Search

- Effects of incentives on physical activity behaviour or outcomes in adults (≥ 18 years)
- Incentives (cash or non-cash of monetary value)

Inclusion

- RCT methodology
- Peer-reviewed
- English-language
- Jan 2012 - May 2018

MAIN FINDINGS

Modest incentives (\$1.40 US/day on average and as small as \$0.10 US/day) increased physical activity for interventions of short and long durations, **and after incentives were removed.**



Systematic review

23 studies selected
6074 participants

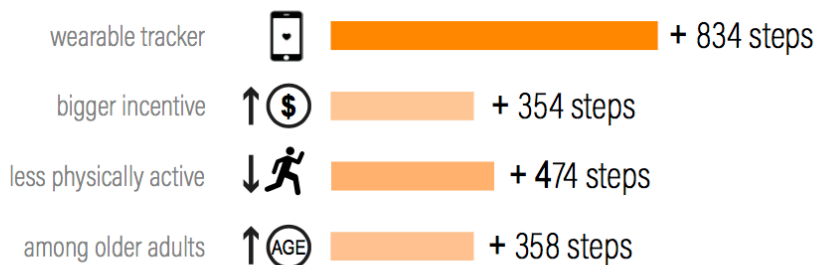
Meta-analysis

12 studies selected
2631 participants

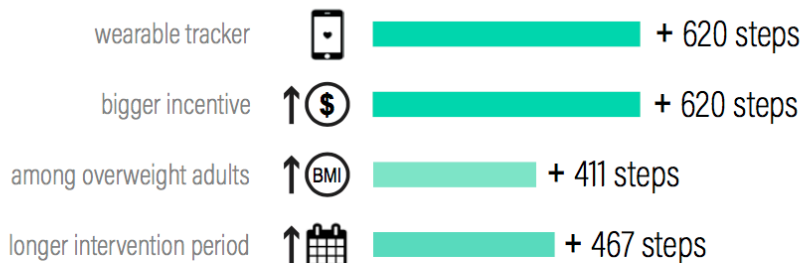
INTERVENTION PERIOD



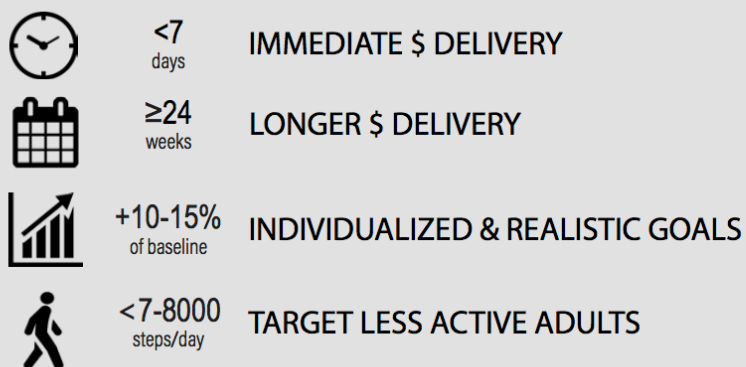
Sub-group analyses



POST- INTERVENTION PERIOD



DESIGN RECOMMENDATIONS



'NUDGE THEORY' INFORMED INCENTIVE DESIGNS PRODUCED LARGER EFFECTS, APPROACHING 4,000 STEPS PER DAY IN SOME CASES