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



Q 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

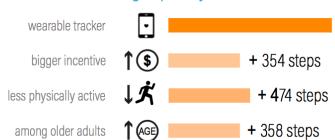
12 studies selected 2631 participants

INTERVENTION PERIOD



short- & long-term interventions

Sub-group analyses



POST- INTERVENTION PERIOD



DAILY STEP COUNT

months after \$ withdrawal

514 STEPS

wearable tracker

+ 620 steps

+ 834 steps

bigger incentive

(\$

+ 620 steps

among overweight adults

T (BMI)

+ 411 steps

longer intervention period

+ 467 steps

DESIGN RECOMMENDATIONS



<7

IMMEDIATE \$ DELIVERY



≥24 weeks

LONGER \$ DELIVERY



+10-15% of baseline

INDIVIDUALIZED & REALISTIC GOALS



<7-8000

TARGET LESS ACTIVE ADULTS

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