

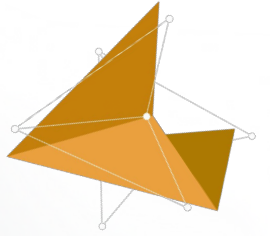


**for Everyday Happiness
& Kindness**

Behavioral Design[®] applied to mental and emotional wellness can assist in nudging people towards forming everyday habits that promote personal growth, deepen one's sense of purpose, and strengthen overall resilience.

Taking on a behaviorally informed, evidence-based, and culturally appropriate approach to wellbeing can improve not only a person's well-being but also their relationship with others.

Here is how **Behavioral Design**[®] is being maximized in other countries:



Managing Stress

One way to get highly stressed individuals to seek support and lessen the likelihood of developing Major Depressive Disorder is by exposing them to posters highlighting that many of their peers chose to avail of stress management training.

[Source](#)

Preventing Suicide

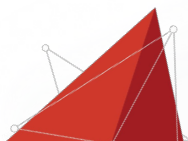
People are more likely to access mental health resources when it is framed as a way to support a loved one who may be going through an emotional crisis in comparison to looking at the resources for themselves.

[Source](#)

Promoting Overall Well-being

The gamification of protective behaviors (e.g., gratitude, sleep, exercise, healthy smartphone use. etc.) can increase students' adaptation of positive behaviors and their intention to keep performing them.

[Source](#)

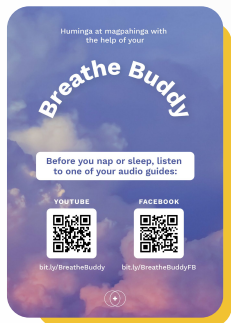


In the Philippines, AHA! BD has been applying **Behavioral Design**® to the field of well-being to help Filipinos form habits that concretize and actualize the concepts of love, happiness, and kindness.

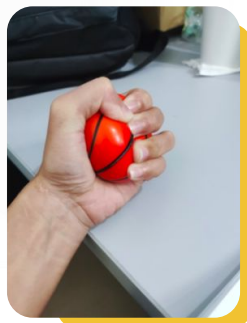
Scaling Up Mental Health 'Nudges' for the Promotion of Wellbeing among Health Care Workers in Government-run Hospitals during the COVID-19 Pandemic

Challenge: How to design complementary behavioral solutions to existing interventions of the Department of Health to promote and improve the mental and emotional well-being of public health workers in the Philippines.

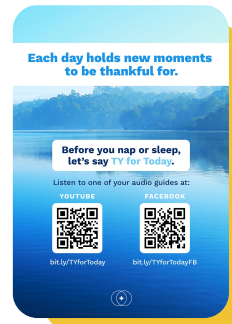
Solutions: Behaviorally informed, evidence-based, and culturally appropriate mental health nudges that target specific moments and prompt activities/exercises that are quick and easy to do and grounded on widely-studied resilience strategies that are proven to alleviate chronic stress and prevent or mitigate further development of mental health conditions.



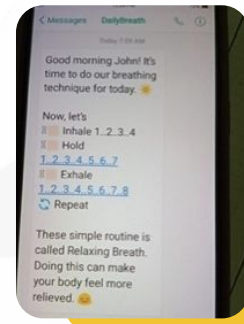
Breathe Buddy
An audio set of breathing exercises of their choosing, with a poster reminder.



ComfortaBall
A stress ball paired with a handy keychain guide for different simple hand exercises



TY for Today
A poster (meant for their bedroom) and audio guide combination for various gratitude exercises.



Daily Breath
Text message reminders to do breathing or grounding techniques and gratitude prompts that positively affirm the work they did



esSCENTial Stickers
Aromatherapy stickers for their uniforms to help them feel calm, relaxed, or energized during duty.



Comfort Zone Group Chat
Nudges with a sticker pack for supervisors to utilize their team chats as a space of support during time-in and time-out periods

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AHA! BD measured the statistically significant change in the behavior and determined if there are other relevant, latent variables (i.e., attitudes, norms, perceived control, and intention) coming into play in affecting the target behaviors.

Goals	Results
Nudge consistent and frequent practicing of the wellness behaviors	The program successfully nudged the practice of breathing and grounding exercises more consistently and more frequently (from 1-2x a week to 3-4x / 5-6x a week)
Improve the healthcare workers’ mental wellbeing, measured using validated psychological scales (Positive and Negative Affect Scale, Perceived Stress Scale, General Self-Efficacy Scale, Work-Related Support Scale)	For both breathing and grounding tools, there was a significant decrease in perceived stress(decreased by as much as 2.8 pts) and a significant increase in Positive Affect (increased by as much as 3.6 pts). As for the sole gratitude tool TY for Today, there was also a significant decrease in perceived stress (by 2.43 pts) and a significant increase in Positive Affect (by 3.5 pts). Compared to the control group, the Comfort Zone tool had a significant increase in work-related support (by 5.26 pts).
Generate a high acceptability rating of the tools (Willingness to use it, willingness to share it with others, ease of usage)	The participants enjoyed using the tools. An overwhelming majority reported feeling relief and positive emotions.

To date, 26 public hospitals nationwide, with over 1,500 healthcare workers, are already using the tools.



Battling Feelings of Social Isolation to Promote Mental Health and Wellbeing of Girls in Public Schools

Behavioral Challenge: How might we help female peers create psychologically safe online conversations to enhance peer support among female SHS and college students?

* AHA! BD's Sandbox projects are highly experimental research projects initiated by the organization to discover solutions to pressing social behavioral problems. These projects are meant to be scaled up and scaled out through eventual partnerships with interested organizations. If you are one of them, please get in touch with us.

To learn more about the application of Behavioral Design, follow our website and social media accounts.



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If you're interested in exploring how to design complementary behavioral solutions for your advocacies and existing programs, you can get in touch with:

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