



## NO IMPACT

Health check-ups are important for preventative health and can flag early warning signs. This includes dental checks where problems can be fixed before they get worse. Yet **people are not always good at booking and attending check-ups.** [Researchers](#) in Germany **sent reminders using different frames to encourage people to make a dental appointment.** Yet neither positive nor negative framed reminders had any impact on the likelihood of making a dental appt. The messages said either 'keep your nice smile tomorrow' or 'don't lose your nice smile tomorrow.' **A simple neutral reminder had the best uplift.** It said 'time for dental prevention... Please make an appointment for your next check-up.' 8.9% of patients scheduled a check-up with no reminder, 19.3% scheduled a check-up with a neutral reminder.

## VARYING IMPACT

Employees often do not set aside enough money for when they retire during their working life. A [large trial](#) in Mexico attempted to increase retirement savings by **framing them as a "way to secure your family's financial future"** in text reminders. **Whilst these texts increased pension contributions by 89%**, with rates staying higher even two months later, the initiative backfired for younger people under the age of 28, who **decreased contributions by 53%**, showing the importance of understanding nuance against different groups

Research shows that smoking is **bad for our health but, whilst most smokers are aware of this, many still don't quit.** Framing the health impacts of smoking using **'lung age'** is one strategy to encourage quitting. In a test, some smokers were told the figure for their lung function (expressed as their FEV1 or forced expiration volume), while others had their FEV1 number converted into their 'lung age'. For example, **a light smoker aged 57 might be informed either that her FEV1 is 2.36 or that her 'lung age' is 72.** **Researchers found double the quit-rates in smokers who were told their 'lung age' (6 % vs 14 %),** and this led to recommendations to routinely use this concept.

## MAJOR IMPACT

Patients suffering from cardio-vascular disease often need to make lifestyle changes, but don't. In [one trial](#), when patients at risk of cardio-vascular disease were told their **'heart age'** the information frame had a positive impact on their lifestyle and their health improved. One **trial gave 3000 patients either conventional medical advice, a risk score, or Heart Age.** Twelve months later, levels of metabolic parameters had improved significantly in both the risk score group and the Heart Age group, **with improvements much stronger in the Heart Age group.**