



Table Activity Instructions

Use the SIMPLER framework to generate ideas about how to solve the problem stated below. This is a brainstorming exercise. In that spirit, your group is free to invent any program features that will advance your thinking.

PROBLEM

How can we get more clients who express interest in the HPOG by filling out a brochure/survey to attend an orientation session?

List some of the behavioral reasons this problem may be occurring.

1.	2.
3.	4.
5.	6.
7.	8.
9.	10.
11.	12.

Which issues do you think are the most important? Write your top three below. Keep these in mind in particular when you're designing a solution!

1.
2.
3.

Use the SIMPLER framework to write down ideas about how you could address the problem with a change to your message or process. You can come up with a different idea for each letter or one intervention that uses all of the letters.

SIMPLER	Intervention Ideas
<p>Social Influence: People tend to follow what they think other people are doing, especially people who are similar to them or admired.</p>	
<p>Implementation Prompts: Plans that include explicit information about what, where, and how to do a task can be effective tools to promote follow through.</p>	
<p>Make Deadlines: Setting a due date discourages procrastination.</p>	
<p>Personalization: Communication may be more salient and induce a sense of reciprocity when it includes the recipient's name, the sender's name, and personal information about the recipient. Providing one-on-one assistance improves outcomes.</p>	
<p>Loss Aversion: Framing a policy or opportunity as a loss may drive behavior more strongly than framing it as a gain.</p>	
<p>Ease: A task is made easier by, for example, using defaults, simplification, removing hassles, and color-coding.</p>	
<p>Reminders: Reminders reduce mental effort by providing a cue that the task still needs to be completed.</p>	