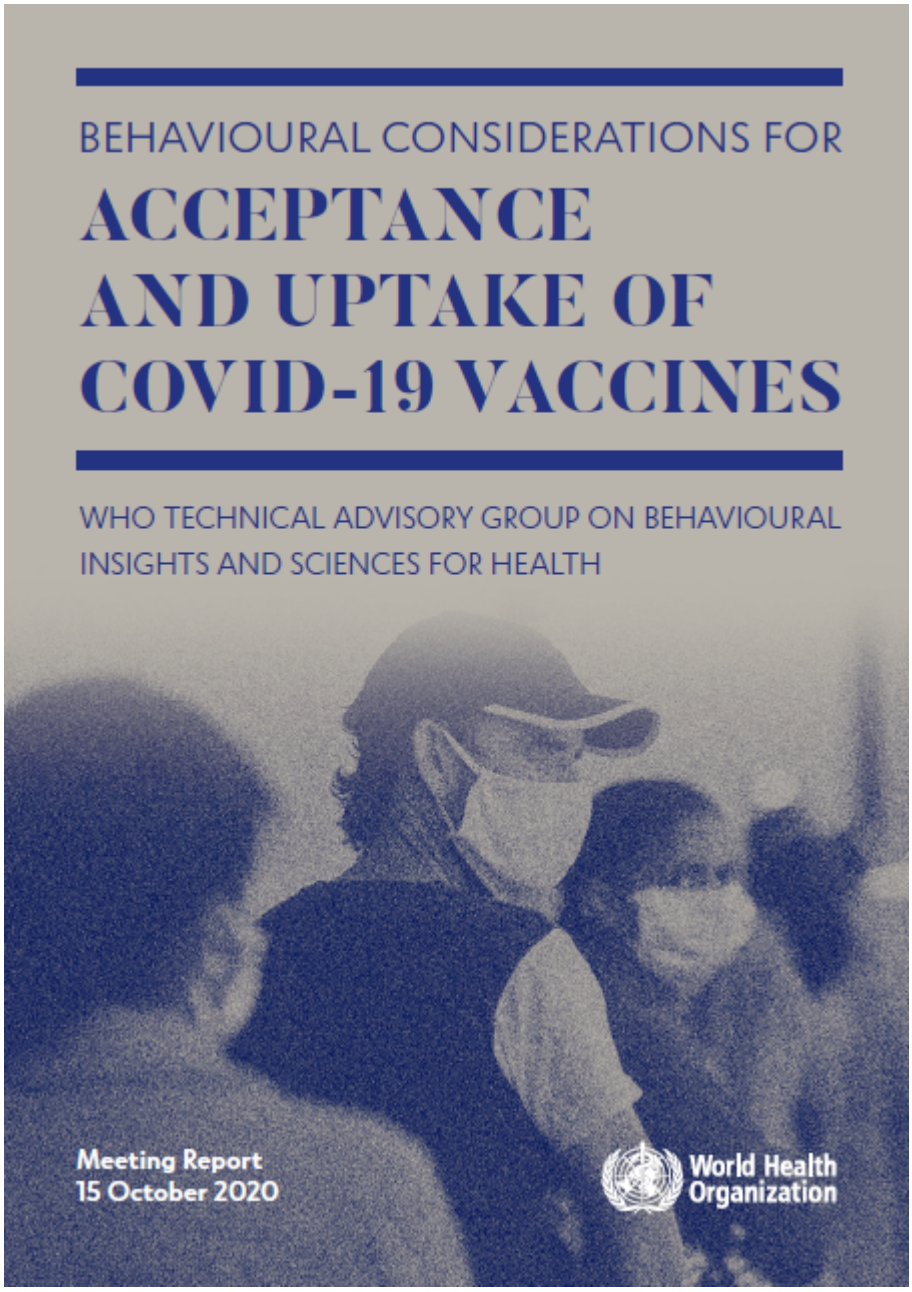
Twitter Thread by Cory Morningstar



Cory Morningstar
@elleprovocateur

New important thread.

Explored: Rockefeller communique on #contacttracing, Verified (UN) guide on #vaccine #communications, insights via #Vaccine Confidence Project, & a Behavioral Insights report. Today> special report from Oct 15 2020 meeting, #WHO, Technical Advisory Group.



"On 15 Oct 2020, the WHO Technical Advisory Group (TAG) on Behavioural Insights & Sciences for Health held a special meeting w/ the WHO Department of Immunization, Vaccines & Biologicals to discuss behavioural considerations in relation to COVID-19 #vaccine #acceptance & uptake."

BEHAVIOURAL CONSIDERATIONS FOR ACCEPTANCE AND UPTAKE OF COVID-19 VACCINES

WHO TECHNICAL ADVISORY GROUP ON BEHAVIOURAL INSIGHTS AND SCIENCES FOR HEALTH

The report was developed by members of the WHO Technical Advisory Group on Behav. Insights & Sciences for Health, chaired by Cass Sunstein, largely credited w/ developing/popularizing notion of "nudges" as policy tools.

Technical Advisory Group members:

https://t.co/LhWPeGjqOJ





Nudge theory: "concept in behavioral econ., political theory, & the broader behav. sciences purporting positive reinforce., defaults, indirect suggestions, [] still allowing freedom of choice, [] that can influence behavior & decision making, esp. aimed

at issues of #compliance."

Nudge Theory: Although it is debated whether this is a new concept in behavioral economics or not it has recently been brought to the forefront of intellectual endeavors and also political policy by Richard Thaler and Cass Sunstein's book "Nudge: Improving Decisions About Health, Wealth, and Happiness" (2008).

Nudge theory is a concept in behavioral economics, political theory, and the broader behavioral sciences purporting positive reinforcement, defaults, indirect suggestions, all while still allowing freedom of choice, are ways that can influence behavior and decision making, especially aimed at issues of compliance.