NUDGE STRATEGIES TO PROMOTE PLAIN WATER INTAKE

BACKGROUND

This study aimed to encourage plain water consumption among civil servants at the Inspectorate Unit, Seberang Perai Tengah District Health Office using nudge-based strategies. Adequate hydration is essential for optimal physiological function, especially for healthcare workers exposed to high workloads and heat.

OBJECTIVES

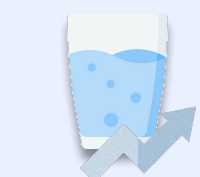
1. To assess current practices of plain water intake
2. To evaluate the effectiveness of nudges in promoting adequate hydration
3. To identify barriers to sufficient water consumption



Pre Data Collection
Questionnaire from WhatApps group

Intervention
Hydration posters at toilet stall's door
Messages on water dispenser
Infographic via WhatApp group

Evaluation
Monitoring and recording water intake on Friday via WhatApps group



11.8%
Increase of water intake

RESULT

An 11.8% increase in water intake was observed (from 43% before intervention to 54.8% after).

CONCLUSION

Respondents aged 40–49 showed the best hydration practices. However, those aged 50–59 require more aggressive interventions, as many still consume less than 1 liter of water daily.

A project by the Postgraduate Students in Health Behaviour Change Communication Course and the Behavioural Insights Unit, Institute for Health Behavioural Research (IHBR)