Less carrot more stick: promoting health behavior change with deposit contracts
Buisonjé, D.R. de

Citation

Version: Publisher's Version
License: Licence agreement concerning inclusion of doctoral thesis in the Institutional Repository of the University of Leiden
Downloaded from: https://hdl.handle.net/1887/3719737

Note: To cite this publication please use the final published version (if applicable).
Less carrot more stick

Promoting health behavior change with deposit contracts

David Richard de Buissonjé
Studies published in this dissertation were supported by the Netherlands Cardiovascular Research Initiative: an initiative with support of the Dutch Heart Foundation, CVON2016-12 BENEFIT, ZonMw (The Netherlands Organization for Health Research and Development), Leiden University and the members of the BENEFIT consortium.

This work was performed in the framework of the Medical Delta program eHealth & selfmanagement for a healthy society. Medical Delta is gratefully acknowledged for financial support for the printing costs of this thesis.

© 2024 D.R. de Buisonjé, Amsterdam, The Netherlands.
All rights reserved. No part of this book may be reproduced in any form by print, photoprint, microfilm, or any other means without written permission from the author.
Less carrot more stick
Promoting health behavior change with deposit contracts

Proefschrift
ter verkrijging van
dea graad van doctor aan de Universiteit Leiden,
op gezag van rector magnificus prof.dr.ir. H. Bijl,
volgens besluit van het college voor promoties
te verdedigen op donderdag 29 februari 2024
klokke 13.45 uur

doors
David Richard de Buisonjé
geboren te Amsterdam op 18 juni 1988
Promotor
Prof.dr. A.W.M. Evers

Co-promotores
Prof.dr. H.M.C. Kemps (Technische Universiteit Eindhoven)
Dr. T. Reijnders

Manuscript commissie
Prof.dr. S.A.R.B. Rombouts (Voorzitter)
Prof.dr. W.W. van Dijk (Secretaris)
Prof.dr. M.A. Adriaanse
Prof.dr. D.E. Atsma
Prof.dr. H. Veling (Wageningen Universiteit)
Contents

Setting the stage

Chapter 1 General introduction 9

The Research

Field experiments

Chapter 2 Less carrot more stick? Investigating rewards and deposit contract financial incentives for physical activity 25
Chapter 3 Less stick more carrot? Increasing the uptake of deposit contract financial incentives for physical activity 53

Real-world observation

Chapter 4 Put your money where your feet are: the real-world effects of gamified deposit contracts for physical activity 79

Perspectives of patients and professionals

Chapter 5 CVD patients’ views on financial incentives for health behavior change: are deposit contracts acceptable? 105
Chapter 6 Health Care Professionals’ views on using financial incentives for healthy living in patients with cardiac disease 123

Wrapping up

Chapter 7 Summary and General discussion 139

Appendices Nederlandse samenvatting (Summary in Dutch) 162
Publications 168
Curriculum Vitae 170
Acknowledgements 172