

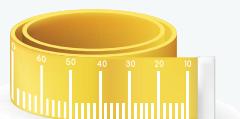
INCENTIVES CAN IMPROVE DIABETES HEALTH MEASURES

Learn more here: [Findings from a systematic review and meta-analysis](#)

On average, participants in a lifestyle modification program who received an incentive reduced their...



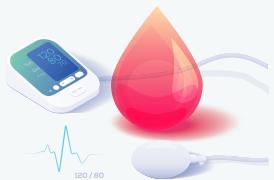
Weight by
4.1 lb



Body Mass Index (BMI)
by **0.47 kg/m²**



Systolic Blood
Pressure by
2.59 mmHg



Diastolic Blood
Pressure by
2.62 mmHg

MORE THAN participants who did not receive an incentive.

Effective Incentive Types

Incentives were effective for reducing weight and BMI, even when they varied by:



Incentive Format -
The type of incentive



Monetary Value -
The worth of the
incentive



Attainment Certainty -
How sure participants were that
they would receive an incentive



Incentive Schedule -
The variation in
incentive amount

Using Incentives in Your Program

Flexibility in choosing incentive types is key to designing a strategy that works best for your population because a variety of incentive types can be useful.

- Participants showed an improvement in health measures with a wide range of incentive amounts. For example, one program provided up to \$550 in cash incentives and another program provided up to \$45 in cash incentives, but on average participants from both programs lost weight.
- Consider what may be useful to your population or relevant to their program participation. For example, programs could provide participants with a voucher to a sporting goods store to buy physical activity equipment.
- If you use incentives, plan to **evaluate** how well they work for your program, including participant satisfaction and whether the benefits are worth the cost.



Incentive Design

From the studies in our systematic review, we identified the following incentive characteristics:



Incentive Format - The type of the incentive provided to participants.

Most studies provided cash (USD) incentives to participants. Other incentive types included reloadable debit cards, vouchers for sporting goods stores, and water bottles. All incentive types were effective for reducing weight and BMI.



Monetary Value of Incentive - The worth of the incentive provided to participants. The median value of incentives in the studies was \$270 USD, which is based on the total value available to be distributed to participants. Incentives were often distributed to participants at several times. Whether the incentive value was greater or less than the median, a reduction in weight and BMI was shown.



Recipient of Incentive - Who the incentive was provided to. In nearly all studies, incentives were provided to individuals. In one study, incentives were provided to a group of participants. A few studies provided incentives to both individuals and to groups of participants.



Incentive Frequency - How often the incentive was provided to participants. In most studies, incentives were provided to participants multiple times. A few studies provided an incentive to participants only once.



Attainment Certainty - How sure participants were that they would receive an incentive. Most studies required participants to meet a milestone, meet certain criteria, or complete an activity before receiving an incentive. A small number of studies provided guaranteed incentives for program participation/attendance. One study required participants to meet a milestone, meet certain criteria, or complete an activity before being entered into a lottery where they would have a chance to receive an incentive. Regardless of the level of certainty in receiving an incentive, the effect showed a reduction in weight and BMI. There was a greater effect on weight and BMI reduction when participants were required to meet a milestone, meet certain criteria, or complete an activity before receiving an incentive compared to when certainty was guaranteed, lottery based, or a combination of these.



Incentive Schedule - The variation in incentive amount. In most studies, variable amounts of incentives were provided (for example, \$25 for completing milestone 1 and \$50 for completing milestone 2). A few studies provided the same, or fixed, incentive amount to participants each time. A few studies used a combination of variable and fixed amounts. Incentive rates were usually based on meeting a milestone or completing a task or activity. In general, different kinds of incentive schedules were useful for reducing weight and BMI.

Additional considerations for using incentives for enrollment and retention in chronic disease prevention programs.

<https://nationaldppcsc.cdc.gov/s/article/Emerging-Practices-Using-Incentives-Enroll-Retain-Participants>