Understanding the role of contextual cues in supporting the formation of medication-taking habits

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Routine events
Contextual cues

Prospective memory

Habit formation
Healthy habits study

- 209 participants (115 completed)
- 84 days
- Task: Meditating or drinking water

- **Cue type:**
  - SMS Reminder (N=52)
  - Trigger event (N=52)
  - Trigger event + location (N=52)
  - No cues (N=53)
Healthy habits study

- 209 participants (115 completed)
- 84 days
- Task: Meditating or drinking water

- Cue type (end of study):
  - SMS Reminder (N=38)
  - Trigger event (N=26)
  - Trigger event + location (N=20)
  - No cues (N=30)
Results
habit ✔
adherence ✘
cues are not equal

vs

habit ✘
adherence ✔
Routine event

After which routine event do you want to take your medication?

- Getting dressed
- Taking a shower
- Morning coffee
- Eating breakfast
- Enter your own routine event

Habit cookbook

Every morning, after eating breakfast, I will take Vitamin D.

Add a new medication habit

Habit cookbook

Don't forget to take Vitamin D after eating breakfast!

OK
Thank you.