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That's Not a Nudge

There’s a new book about health nudges. The editor says nudges can help people make better decisions. Well, how do you define the word “nudge” and who decides what “better” means?

One news article gives examples of nudges including companies that automatically deduct 401(k) contributions unless employees opt out. And state laws that make it difficult for parents to opt out of vaccinations by requiring a visit to the doctor. And computerized menus that make it more convenient for doctors to prescribe generic drugs. And requiring people to do end-of-life advance directives before they can buy health insurance. The last one isn’t happening. The rest are.

None of these are “nudges” by my definition and all of them have a coercive edge.


Presented daily by Twila Brase, President, Citizens’ Council for Health Freedom.

The Health Freedom Minute is now heard in 47 states:
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