

Nudge Theory Board Game

Toole Design is pleased to provide you with a fun and engaging game to use in your safe routes to school work – the Nudge Theory Board Game. **The Nudge Theory Board Game packet includes:**

- A printable board (with on-board instructions)
- A set of 54 game cards suitable for middle school students, educators, and adults interested in SRTS work

Remember that you can edit the card game PDF text to fit your audience's interests and needs.

What is Nudge Theory?

Nudge Theory is one way of understanding and affecting choices people make. We are all affected by Nudge Theory when we make an impulse purchase of something on display in a check-out line. Nudge Theory is useful in other contexts, such as the built environment. For example, providing a pedestrian connection between two streets that creates a direct (and shorter) path of travel for people 'nudges' them to walk, rather than drive. Another example is the impact of narrower motor vehicle travel lanes instinctively cause motorists to drive more slowly.

How do you play this game?

The Nudge Theory Board Game (NTBG) offers a way to travel from home to school, moving forwards and backwards based on decisions presented on playing cards. Players draw a card, read it, then move based on the card's direction. Cards with things that support and encourage walking and biking to school allow players to move forward. Cards with things that hinder walking and biking to school, or making it unsafe to do so, tell players to move back. The number of spaces a player advances or moves back is related to the value or determent on the card.

How can I use this game?

The NTBG is used with groups of people to generate conversation about ways to make it safe and attractive for kids to walk and bike to school. Each time a player draws and reads a card, there should be a brief conversation about why the card said to move ahead or backwards, and if there are examples of the card's elements in the local community. The NTBG can be played in a classroom setting to introduce students to SRTS planning, as an indoor activity option for bicycle training programs, or as an ice-breaker activity to kick-start conversations with SRTS stakeholders.

Can I customize the game for different audiences?

Yes! Simply modify the language and direction on the cards using the Word template provided.

For more information, contact:

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Safe Routes to School



THE 'NUDGE THEORY' BOARD GAME

1'OOLE DESIGN

What are the most effective strategies to 'nudge' more students to walk and bike to school? Gather a group and play the game to find out!

- 1 Set up the game. Shuffle the cards and place them facedown where shown. Place game pieces on START.
- Decide who will go first. Players take turns drawing cards and following the instructions on the card or spaces on the board.
- The first player to reach FINISH (school) is the winner!

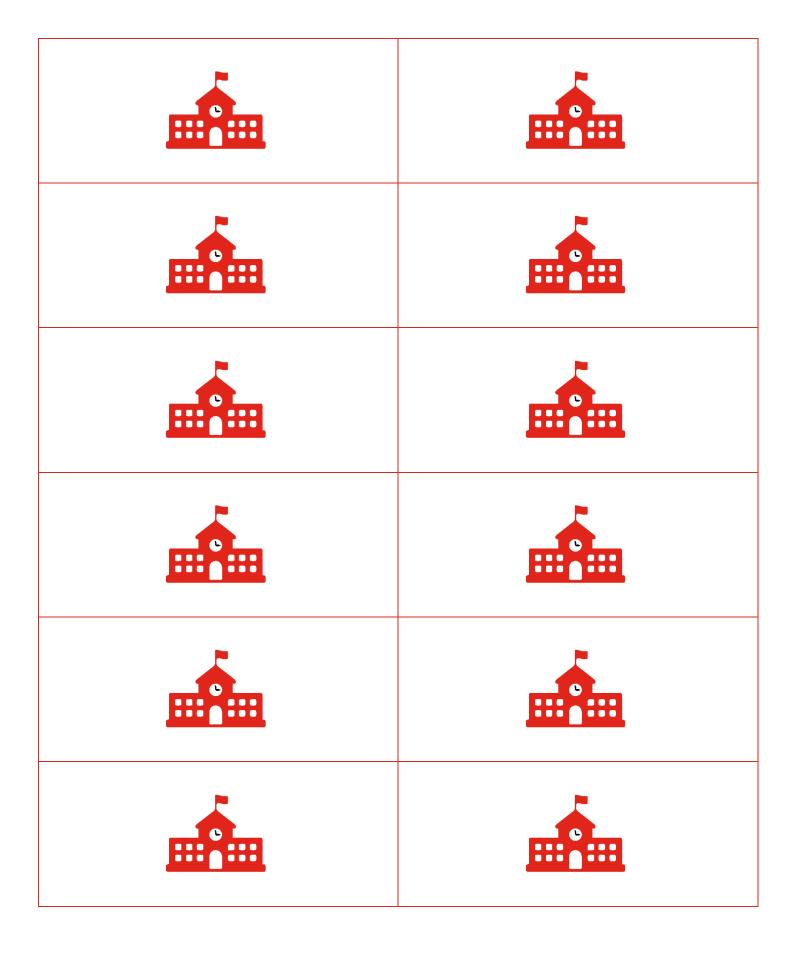
PLACE CARDS
FACE DOWN
HERE

USED CARDS
HERE

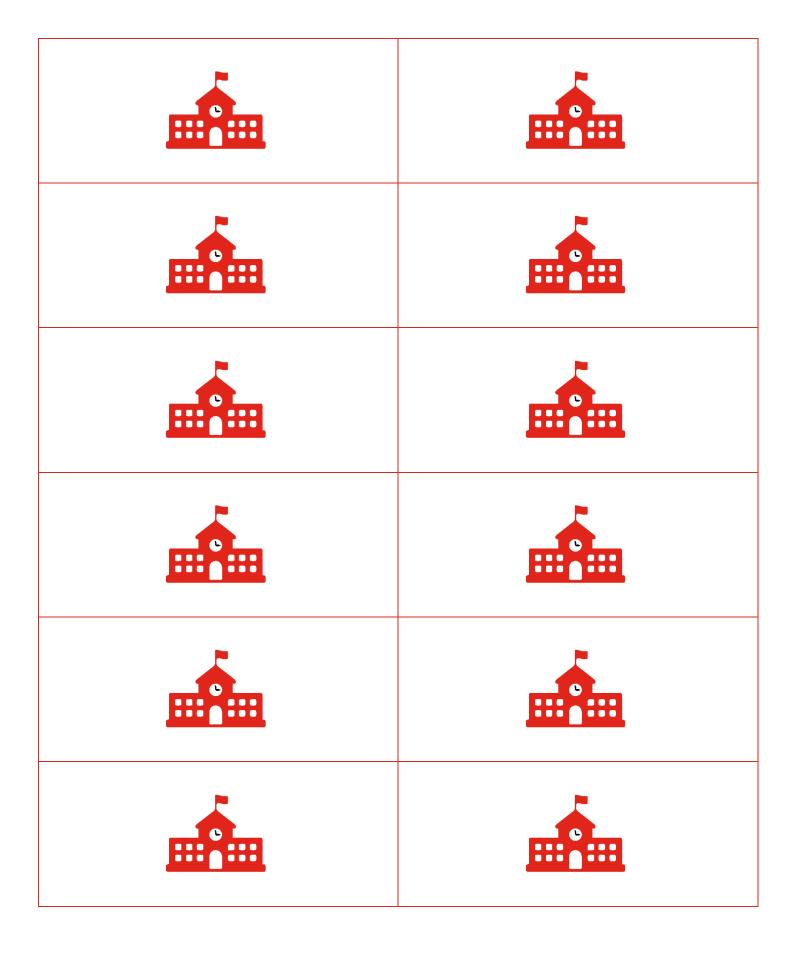
The Nudge Theory Board Game was developed with funding from the Virginia Safe Routes to School program.



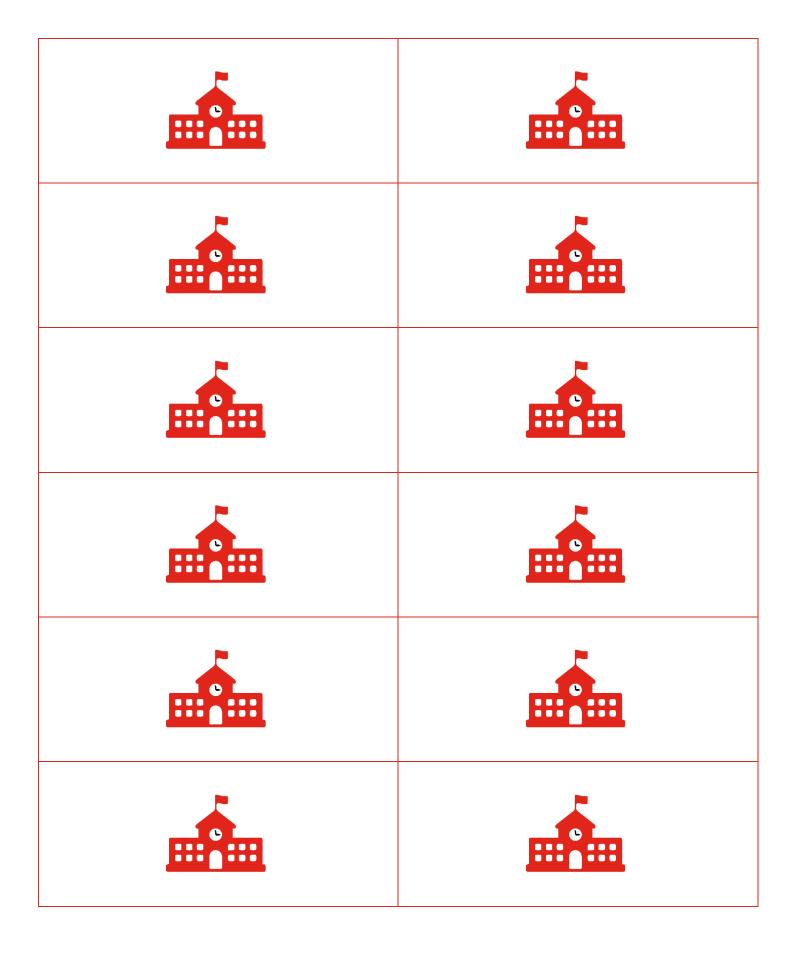
Sidewalks along walking routes Move forward 6 spaces	4-foot sidewalks on all blocks of school site Move forward 3 spaces
6-foot sidewalks on all blocks of school site Move forward 5 spaces	10-foot sidewalks on all blocks of school site Move forward 7 spaces
Sidewalks on school campus that provide direct travel routes Move forward 4 spaces	Pedestrian signals that don't require pedestrians to push the button at intersections Move forward 8 spaces
4-way stop signs at intersections along walking and biking routes Move forward 8 spaces	"Yield to Pedestrians" signs at intersection approaches Move forward 6 spaces
Classroom lessons relating to walking and biking (i.e. math problems) Move forward 6 spaces	Incentives such as charms, bracelets, stickers Move forward 2 spaces
Incentives such as rainy weather gear Move forward 4 spaces	Off-road connections between neighborhoods and schools Move forward 8 spaces



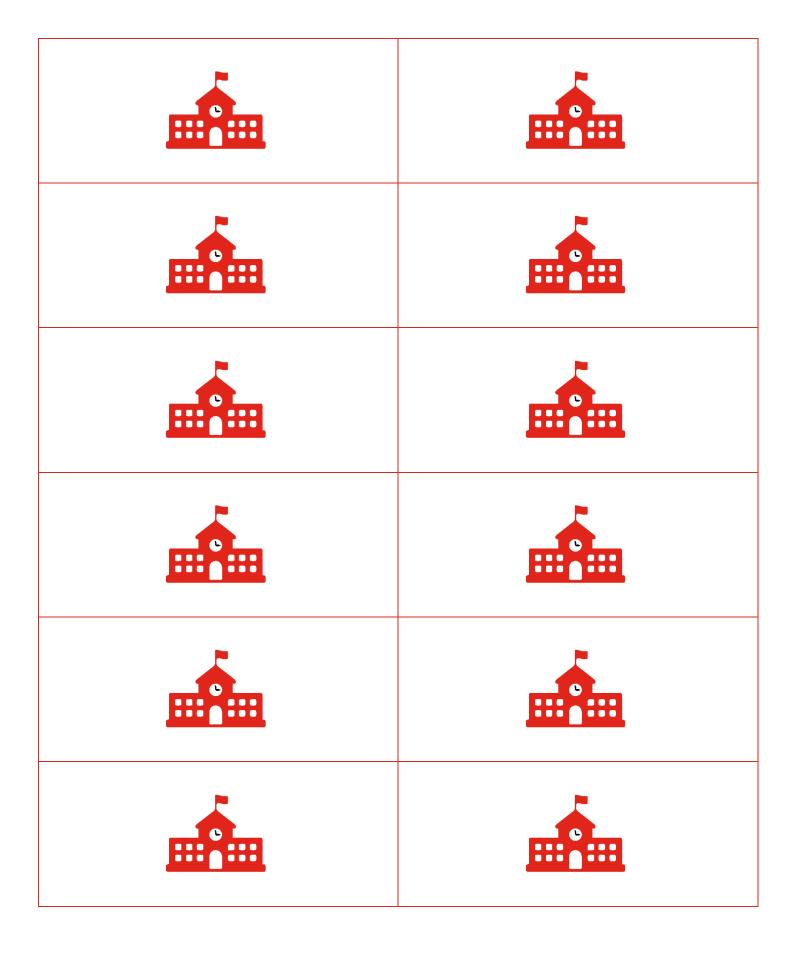
Separated bike lanes and school biking routes Move forward 10 spaces	Shared lane markings on streets within school zone Move back 2 spaces
Ample stacking space on campus for cars during arrival and dismissal Move back 4 spaces	Staff managing the movement of private vehicles during arrival and dismissal Move forward 5 spaces
Separate entrance areas for car riders, bus riders, and walkers and bikers Move forward 6 spaces	Walkers and bikers dismissed first Move forward 4 spaces
Walkers and bikers dismissed last Move back 4 spaces	Walkers, bikers, and car riders dismissed at the same time Move back 1 space
Suggest potential park and walk locations Move forward 3 spaces	Park and walk locations with staff or parent volunteers who walk with children to school Move forward 8 spaces
Park and walk events with themes and community benefit aspects (i.e. canned food drives)	Monthly walking and biking events for students and parents
Move forward 7 spaces	Move forward 6 spaces



School holds regular walking school buses and bike trains Move forward 6 spaces	Participation in Walk and Bike to School Day Move forward 4 spaces
Regular school zone speed enforcement conducted by local police Move forward 6 spaces	School zone speed limit of >35 MPH Move back 6 spaces
School zone speed limit of 20 MPH Move forward 4 spaces	School zone speed limit of 15 MPH Move forward 8 spaces
Require written permission for students to walk or bike to school Move back 5 spaces	Secure bike parking visible from the front of the school Move forward 6 spaces
Crossing guards at key intersections along walking and biking routes Move forward 8 spaces	No crossing guards at key intersections along walking and biking routes Move back 6 spaces
No secure bike parking Move back 4 spaces	Include biking and walking information in parent handbook Move forward 6 spaces



Only address car riders and bus riders in parent handbook Move back 5 spaces	Support an after-school bike club Move forward 5 spaces
Competition between classrooms for Walk or Bike to School participation Move forward 4 spaces	Competition between schools for Walk or Bike to School participation Move forward 6 spaces
Walking and biking included in division-wide wellness policy Move forward 5 spaces	Walking or biking field trips Move forward 5 spaces
Hire SRTS Coordinator Move forward 10 spaces	Provide walking and biking route maps Move forward 6 spaces
Provide school busing to all students regardless of distance from school Move back 3 spaces	Include bus riders in Walk to School Day with an alternate drop-off site Move forward 4 spaces
Involve students in creation of bicycle and pedestrian safety messaging Move forward 5 spaces	Include walking and biking information in regular school communications Move forward 4 spaces



Rebuild school driveway to accommodate more private vehicles Move back 6 spaces	Build new school on undeveloped land on outskirts of the community Move back 8 spaces
Rely solely on PE staff to coordinate Walk and Bike to School activities Move back 4 spaces	Include bicycle safety education in driver's ed Move forward 5 spaces

