

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 deterrent 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

TOOLE

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.
- 2 Decide who will go first. Players take turns drawing cards and following the instructions on the card or spaces on the board.
- 3 The first player to reach FINISH (school) is the winner!

PLACE CARDS
FACE DOWN
HERE

DISCARD
USED CARDS
HERE





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

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















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







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



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



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