

The last decade has seen an increasing interest in some countries of the potential of using behavioural science to inform our understanding and influence policy design. The **Eurohealth Observer** section kicks off with a look at the fashionable area of applying the principles of behavioural science to nudge populations towards better health and wellbeing. It discusses the growth in popularity of these health nudges and questions the evidence base on their effectiveness and cost effectiveness. It goes on to suggest where these principles may have a role to play in enhancing elements of health promotion and public health policy.