

Economics of Risk Health Behaviour

(preliminary course description)

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Outline

Risky health behaviors such as smoking, alcohol and drug use, unprotected sex, and poor diets and sedentary lifestyles (leading to obesity) are a major source of preventable deaths. This course includes an overview of the theoretical frameworks for, and empirical evidence on, the economics of risky health behaviors. It describes traditional economic approaches as well as behavioural economic models based on bounded rationality to study risky health behaviours. It reviews common health policies to reduce risky health behaviours and present evidence on the effectiveness of these policies for several risky health behaviours. Finally, it presents methods to measure risky health behaviours, often prone to social desirability biases.

Evaluation method

Written report describing the design of the evaluation of a policy implemented to reduce a risky health behaviour