

## 2<sup>nd</sup> Workshop

# Evaluating the Impact of Nudging Out of Loneliness



### Description

This workshop is organized as part of the *Nudging Out of Loneliness (NOLA)* project. It aims to create a dialogue on how loneliness and social isolation affect well-being in older adults and how improving social engagement can enhance cognitive abilities and neuroplasticity.

Bringing together insights from neuroscience, behavioral science, and social management, this event aims to contribute to understanding how behavior can be influenced to address social isolation and its broader impact on health and welfare.

**Date:** February 25, 2025

**Time:** 2:30 PM

**Location:** Online

<https://videoconf-colibri.zoom.us/j/99809386306?pwd=ij1oE8bRyc0bFEBqIshrBrv7FNnzjb.1>

### Organizing Committee:

Adriana Sampaio, CIPsi  
Cristiana Cerqueira Leal, NIPE

### Scientific Coordination:

Adriana Sampaio, CIPsi  
Cristiana Cerqueira Leal, NIPE

# Evaluating the Impact of Nudging on Loneliness

## Workshop Program

### 2:30 PM – Opening Session

Adriana Sampaio, Cristiana Cerqueira Leal

### 2:40 PM – Implementing Nudging Interventions: Strategies and Challenges

Hugo Couto

### 3:10 PM – Assessing the Impact of Nudging on Social Engagement

Cláudia Rodrigues

### 3:40 PM – Neurobiological Resonances of Nudging on Social Engagement

Adriana Sampaio

### 3:50 PM – Measuring the Effectiveness of Nudging on Social Engagement

Cristiana Cerqueira Leal

### 4:00 PM – Roundtable Discussion: Evaluation Frameworks for Nudging Interventions

**Moderator:** Adriana Sampaio

**Participants:** Alice Delerue Matos, Ana Carolina Santos, Cristiana Cerqueira Leal, Diego Pinal Fernandez, Eva Oliveira, Joana Coutinho, José Miguel Soares, Lígia Pinto, Marieta Valente, Montse Fernández Prieto, Nuno Rodrigues, Pedro Moreira

### 4:45 PM – Closing Remarks

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