

The Power of Nudges

Making the healthy choice the easy choice



We will be talking about..

- What are nudges?
- The benefits of using nudges
- Programs that detail nudges
- What types of food to nudge
- Nudge strategies
- Ways to implement them



What factors influence your food choices?

Feeding America



- Nation's largest domestic hunger-relief organization
- Umbrella organization that partners with the FBWMA and hundreds of other food banks
- Reaching 46 million people in need, including 12 million children and 7 million seniors.
 - Serving virtually every community in the United States
 - Leading the way in hunger research
 - Building powerful local and national partners

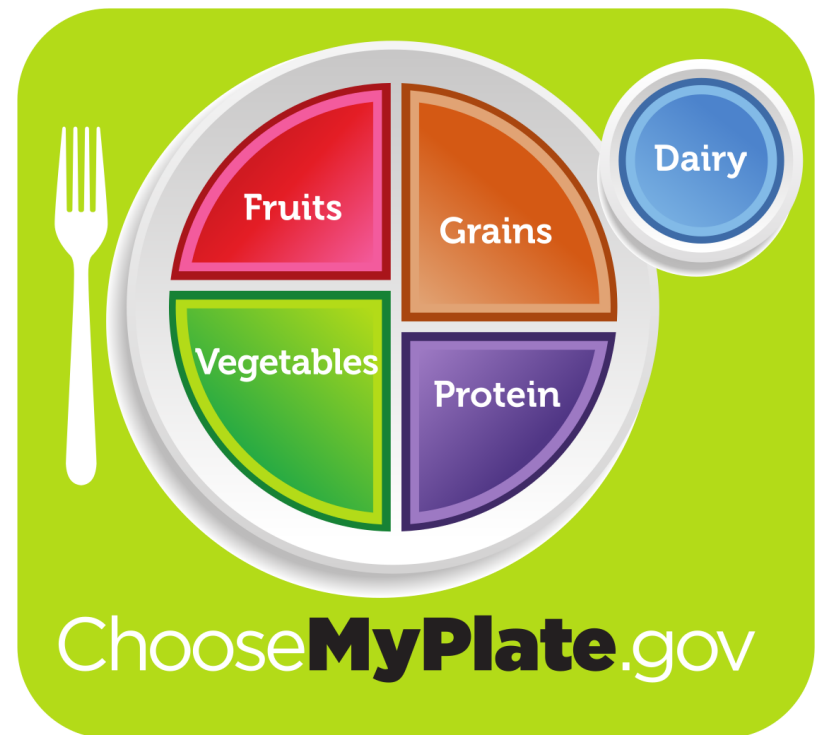
What are nudges?

- Feeding America defines nudges as “a subtle environment change in a food distribution setting, designed to make a healthy choice the easy choice”
- Programs that provide criteria for healthy options
 - Foods to Encourage (F2E)
 - SWAP (Supporting Wellness at Pantries)
- Your site chooses the guidelines that work best for you

Foods to Nudge

Foods To Encourage (F2E)

- A variety of Fruits and Vegetables
 - (fresh, frozen or canned)
- Whole Grains
- Lean Proteins
 - Meat and non Meat
- Low Fat Dairy



TYPES OF FOOD DISTRIBUTED



Breads/Cereals
Canned Goods



Fresh Fruit &
Vegetables



Meat



Dairy



Other

Why Use Nudges?

- Low cost
- Simple to implement
- Small, subtle shifts to encourage positive behaviors
- Versatile

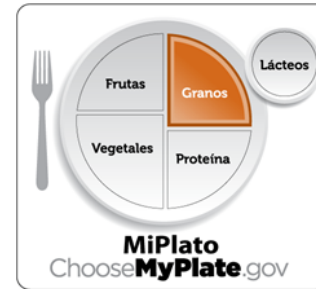


Types of Nudges

Signage

- Marketing materials such as poster or shelf tags with text used to promote items. Ideally displayed in prominent locations.

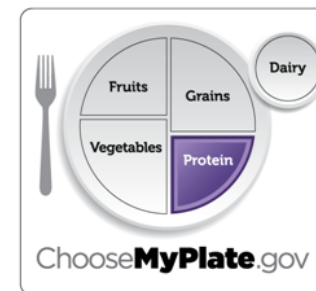
Granos



Los granos enteros son buenos para su salud! Por lo menos la mitad de los granos en tu dieta tienen que ser enteros para obtener beneficios.



Protein



Peanut butter adds protein to any snack. Try it on apple slices, celery, crackers, or toast.



Examples of Signage



Placement Order

- Giving food items preferential placement in the food pantry or meal site. This could be to list an item first in a list of options or first in a row of choices.



Placement Order Examples

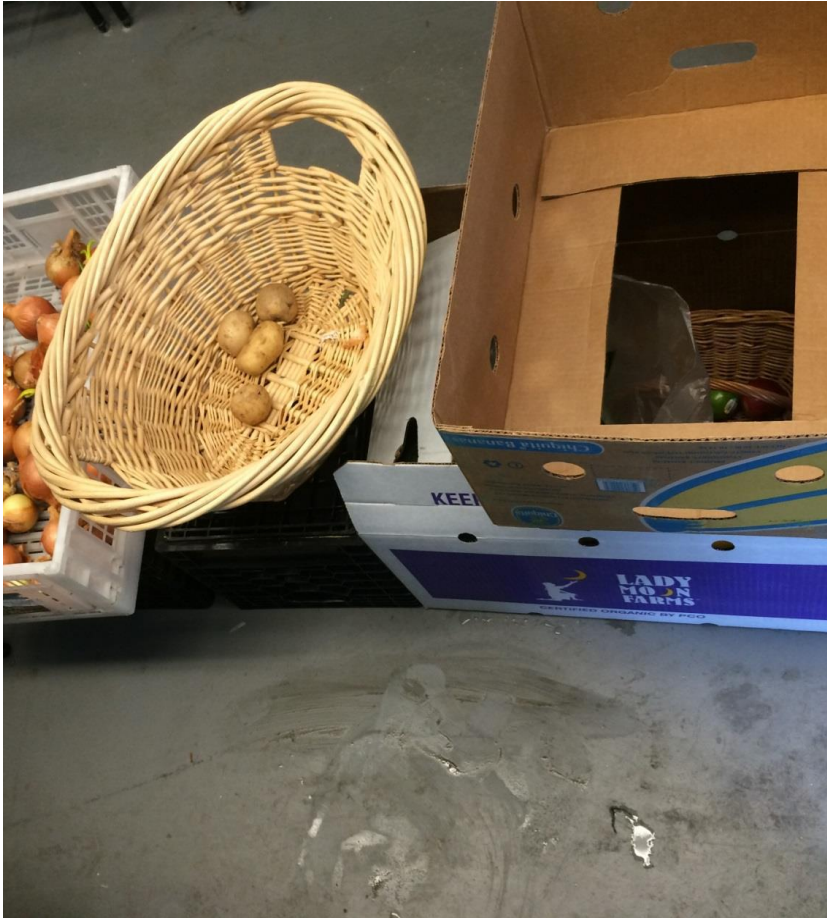


Abundance

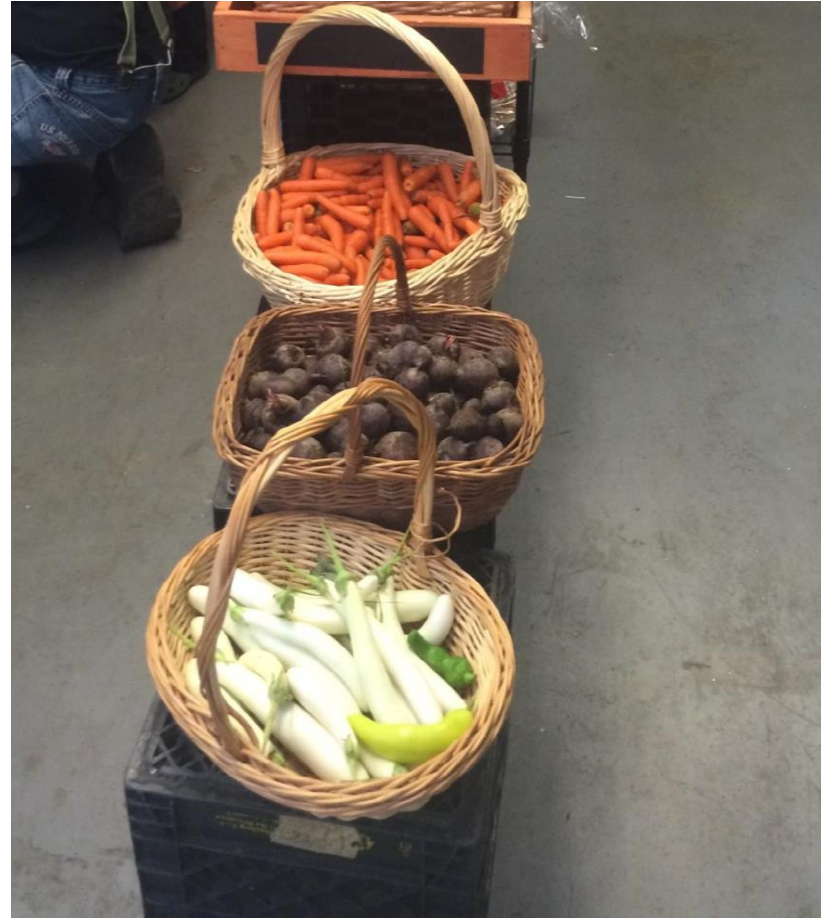
- Increasing the number of items displayed and/or enhancing the perception that the item is plentiful by changing the size of the container.



Abundance Example



BEFORE



AFTER

Convenience

- Lowering effort to select an item. The idea is to minimize the distance between an item and the hands of the clients who would select it.



Convenience



Display Change



BEFORE



AFTER

Changing the display packaging, or storage of the food item offered. As an example, the containers in which food items are displayed can convey information to the consumer about the product that is useful.

DISPLAYS

GOAL: INFLUENCE CHOICES ABOUT LESS HEALTHY OR LESS NUTRITIOUS FOODS.

Strategy: Keep less healthy items on the lowest or highest shelves or in a less prominent location, in the back, and/or in an opaque container.



Bundling

Placing items together to create a package meal. This helps consumers know how to pair items together to make a meal idea simpler.



Multiple Exposures

- Increasing the number of times and locations that a food item is offered and thereby increasing the likelihood of item selection.

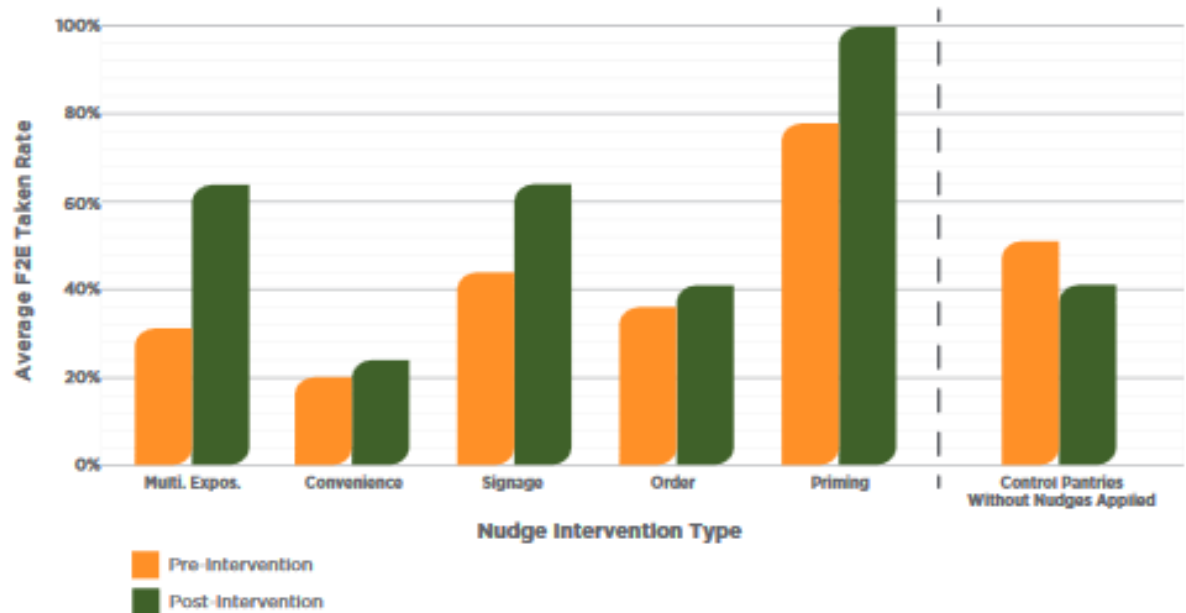


Outcomes

- Overall, studies show that nudges increased likelihood that clients would take at least one healthy item by 46% on average.

- Less food waste
 - Site Participant
 - Site itself

Figure 1. Overview of Pre- and Post-Intervention Average F2E Take Rates, by Nudge Type



Nudge Readiness Factors

- Assess the need of your pantry
- Educate staff and volunteers to make sure everyone is on board
- Make small simple changes
 - Adding colorful signage
 - Rearrange the layout to promote healthier items first
 - Provide recipe cards throughout the different food groups
- Remember that you can be a nudge too! Have conversations with participants and staff about healthy options.

Nudges Readiness Questions to Ask

- Does the food pantry have a client choice distribution style?
- Is there a reliable supply of food items to be nudged?
- Is there sufficient client demand for healthier foods?
- Is the cultural appropriateness of the food or the nudge being taken into account?
- Are different staff or volunteers within the organization aligned on nudges?
- Are the organization's policies supportive of using nudges to move healthy foods?

Agency Questions

What nudges do you currently use?

What challenges and successes have you faced using nudges?



Based on what you heard today, what are some nudges you and/or your site can do to “nudge” clients in a healthier direction?

Additional Resources:

- Feeding America Nudges Website:
<https://hungerandhealth.feedingamerica.org/explore-our-work/nutrition-education-initiatives/strategies/nudges/>
- Food Bank Nutrition Pages: <https://www.foodbankwma.org/learn/nutrition-tips/>
And cookbook: <https://indd.adobe.com/view/2390fc6d-1187-42e3-9fa9-0940258b49a7>
- Vermont Food Bank Fresh: <https://www.vtfoodbank.org/nurture-people/vt-fresh/community-toolkit>
- MyPlate: <https://www.choosemyplate.gov>
- Preview on our next topic SWAP:
<https://hungerandhealth.feedingamerica.org/resource/swap-development-stoplight-nutrition-system-food-banks-food-pantries/>

Thank you!



The Food Bank
of Western Massachusetts