Funded by the PA Department of Public Welfare (DPW) through the PA NUTRITION EDUCATION TRACKS, an entity of The Pennsylvania State University’s College of Health and Human Development, as part of USDA’s Supplemental Nutrition Assistance Program (SNAP).
Mission of PA NEN

• **Connects our members** who improve nutrition in their community.

• **Ensures effective, evidence-based, nutrition resources** are available across the state.

• **Updates members** with nutrition research, news, events, grants and other opportunities.
• What are “healthy nudges”?
• Collaboration behind making “healthy nudges” in food pantries, food banks, and other food distribution areas
• 6 examples of “healthy nudges”
• Resources
What are “Healthy Nudges”?  

**Definition:** External cues that push influence consumer choices

- *External cues*
  - signage
  - colors
  - packaging
  - product placement

Why should you try “Healthy Nudges”?  
- Low cost
- They work!
Collaboration Behind “Healthy Nudges”

Video about collaboration: https://www.youtube.com/watch?v=aJmgN5wavNY
What does Feeding America bring to the table?

“Hunger in America 2014”

Making Tough Choices

Feeding America’s clients report that their household income is inadequate to cover their basic household needs.

66%
Have had to choose between paying for utilities and food

67%
Have had to choose between paying for transportation and food

57%
Have had to choose between paying for housing and food

Coping Strategies

55% of households reported using 3 or more coping strategies in the past year

Find more!

The stress of scarcity causes people to go into “tunneling” cycle.

**Tunneling** definition:

• The psychology behind not having enough food, money, time, etc.

“Tunneling” causes behaviors like.

• Less future-oriented thoughts
• Living from one emergency to the next
• Making trade-offs
• Other self-destructive habits

What does “tunneling” look like to outsiders?

• People who tunnel have less self-control and are quicker to turn to instant gratification.

What does Feeding America bring to the table?

An understanding of the impact of scarcity

Learn more about this!

New York Times article:

The researcher’s video:
https://www.youtube.com/watch?t=13&v=gV1ESN8NGh8
Cornell’s Food and Brand Lab:

http://foodpsychology.cornell.edu/

Cornell Food and Brand Lab

@CUFood_BrandLab
What does Cornell’s Food and Brand Lab bring to the table?
• When people are hungry while grocery shopping, they'll buy unhealthy foods.
• Wider grocery store aisles cause people to linger.
• 61% of what you buy is at eye level—either one foot above and below.
• People follow grocery store traffic patterns.
• Suggestive naming increases the chance of people buying it.
• People are 11% more likely to grab the first thing they see versus the third thing they see.
Cornell's Food Brand Lab
Studies with School Lunch

Learn More!

Video of researcher:
https://www.youtube.com/watch?t=222&v=XhuC0mR_X2I

Longer, Ted-X of presentation from researcher:
https://www.youtube.com/watch?v=8Ogsmh_czeY
Since people can’t be counted on to make good choices when they are in tunneling mode - food pantries, food banks, other food distribution areas (THAT MEANS YOU TOO!) can make the healthy choice the easy choice through healthy nudges!

Video about this collaboration: https://www.youtube.com/watch?v=aJmgN5wavNY
Agenda

• What are “healthy nudges”?
• Collaboration behind making “healthy nudges” in food pantries, food banks, and other food distribution areas
• 6 examples of “healthy nudges”
• Resources
Recipe card placed near Foods to Encourage

Settings: WIC Clinics and Grocery Stores

Having recipes that include fresh produce leads low-income mothers to serve more fresh fruits and vegetables. Having access to the recipe leads them to be more confident that they will be able to use the produce.

More than 40% of supermarket shoppers would like to be given healthy recipes in the store.

Recipe Archives:

- Eat Together PA campaign: www.EatTogetherPA.org
- Feeding America’s Healthy Food Bank Hub: www.HealthyFoodBankHub.org
- MyPlate’s Pinterest Page: https://www.pinterest.com/MyPlateRecipes/

Research can be found at: http://www.sneb.org/2015/Feeding%20America%20Nudge%20Answers%20Sheet%20Final.pdf
2. **Positive, Action-Oriented Messaging:**

*Settings:* Grocery Stores

Signs with positive imaging and informing clients that the average family takes 5 produce items increases produce takings by more than 10%. These signs were placed inside of shopping carts facing the client.

These signs create a social norm. Individuals who take less feel they should increase their takings.

Research can be found at: [http://www.sneb.org/2015/Feeding%20America%20Nudge%20Answers%20Sheet%20Final.pdf](http://www.sneb.org/2015/Feeding%20America%20Nudge%20Answers%20Sheet%20Final.pdf)
Pair foods

*Settings:* Lunch Rooms | Restaurants | Grocery Stores

When foods are bundled together, up to 18% more people will take it— even if the bundled food is relatively healthier. This can also result in up to a 25% reduction in consumption of unbundled, less healthy items.

This is true even when there is no price advantage for the bundled foods. Consumers view this bundling as a social norm and value the bundled food more than they would if the foods were not bundled together.

Research can be found at: [http://www.sneb.org/2015/Feeding%20America%20Nudge%20Answers%20Sheet%20Final.pdf](http://www.sneb.org/2015/Feeding%20America%20Nudge%20Answers%20Sheet%20Final.pdf)
4. Appearance of Abundance:

**Settings:** Farmers markets (but outside a research setting)

Placing produce in containers or displays that make it appear there is a plentiful supply of the item. This is an intervention currently on the frontier of research both in the food pantry context, as well as in other settings. Current and future work aims to explore the effect of the appearance of abundance on individuals’ nutrition choices. Stay tuned!

Research can be found at:
5. Signing and Priming

Settings: Grocery Stores

Place material that highlights specific attributes of a particular item (posters, floor arrows, shopping cart placards, etc.) at strategic locations: waiting areas, bottlenecks, pathways. These work to increase an item’s salience and prime individuals for when they are presented the opportunity to select the item.

Content on the sign may communicate a social norm, highlight the desirability of the item with an appealing image, or direct the individual towards the good.

Floor arrows were found to increase sales of fruit and vegetables by 9%. Placards within grocery carts led to a 16% increases in produce purchases.

Research can be found at: http://www.sneb.org/2015/Feeding%20America%20Nudge%20Answers%20Sheet%20Final.pdf
6. **Font and Center Placement of products:**

**Settings:** Lunch Rooms

Place produce in a prominent location where it is easily reached and seen can increase the selection of produce by more than 100%. Many grocery stores, bodegas and convenience stores tried this.

Just placing an item first in a line can increase takings by more than 11% relative to other places in the line.

Placing a fruit item on two separate locations on the line can increase takings in some cases by more than 300%.

Research can be found at: [http://www.sneb.org/2015/Feeding%20America%20Nudge%20Answers%20Sheet%20Final.pdf](http://www.sneb.org/2015/Feeding%20America%20Nudge%20Answers%20Sheet%20Final.pdf)
Healthy Nudges:
• “Slim By Design” is a book by Brian Wansink: www.slimbydesign.org
• Cornell Food and Brand Labs: http://foodpsychology.cornell.edu/
• Feeding America: http://healthyfoodbankhub.feedingamerica.org/nudges/

Ways to Obtain Healthy Foods for Your Food Bank
• Super Food Drive’s Toolkit and resources for holding a healthy food drive: http://www.superfooddrive.org/food-banks-and-food-pantries/
• Feeding America’s information about holding a virtual food drive: http://help.feedingamerica.org/site/PageServer?pagename=virtual_food_drive

Recipes:
• HealthyFoodBankHub.org
• EatTogetherPA.org
Your Turn to Ask Questions

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