

# Nudging Healthier Food Choices

## How are food choices made?

Most food decisions are made quickly and in response to environmental cues, such as signage, visibility and location of food items

## What is 'nudging'?

Nudging uses subtle environmental cues to encourage healthier choices (e.g. putting healthier items at eye level and in easy to reach spots)



## Can nudging help consumers eat healthier?

- In a study at a community pool we tested the impact of 2 nudges: 1) Naming healthy items with fun, kid-friendly names, 2) Taste testing of healthy items; and 30% price reductions on purchase of healthy items.

### KEY RESULTS:

- 1) Fun names did not help consumers make healthier food choices
- 2) Fun names + Taste testing helped some consumers make healthier food choices
- 3) Fun names + Taste testing + Price reductions helped some consumers make healthier food choices
- Overall revenues did not change

### TAKE HOME MESSAGES:

- Nudging and price reductions may help some consumers make healthier food choices
- Ideally, use multiple strategies at the same time
- Nudging and price reductions on healthy items do not harm revenues

## How can you nudge healthier food choices in your recreational facility?

- ✓ Rearrange displays to make healthy choices more visible
- ✓ Allow consumers to sample new, healthy options
- ✓ Use bright signs, packaging and colours for healthy food options
- ✓ Make healthy sides the default choice in combo meals
- ✓ Use verbal prompts (e.g. "Would you like fruit with that?")

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