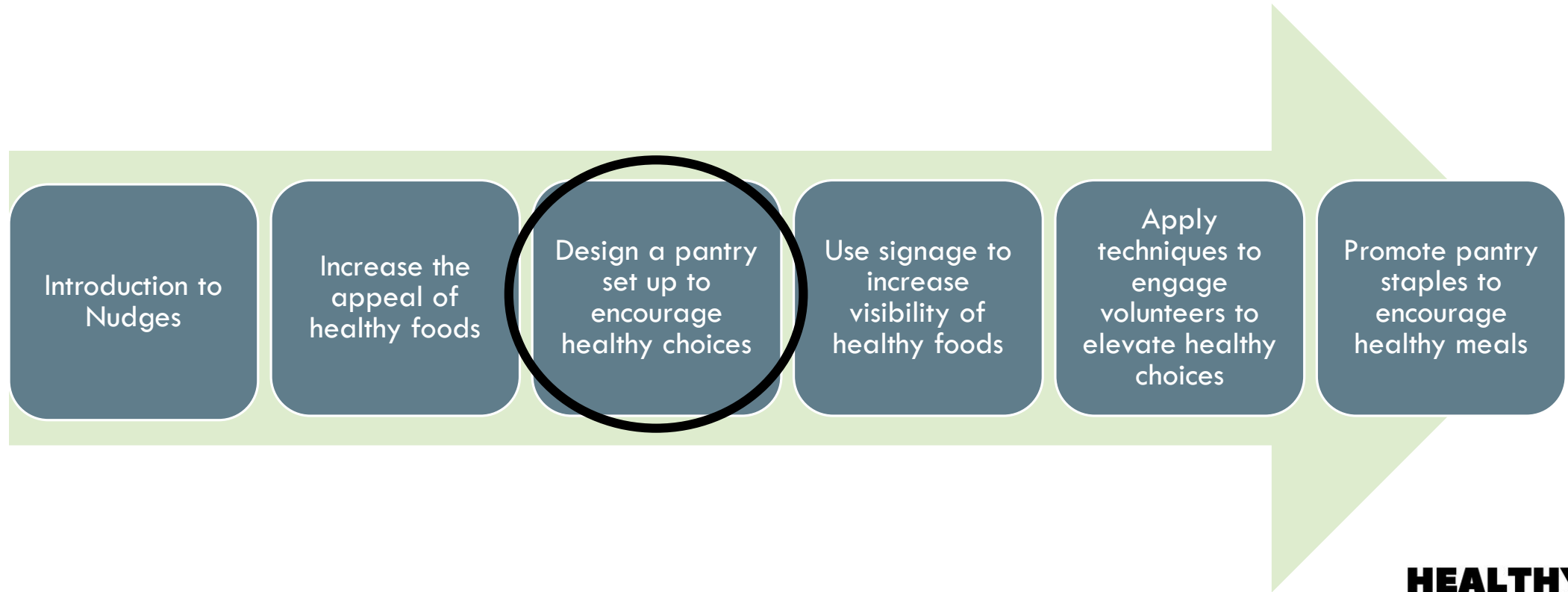# HEALTHY PANTRY NUDGE STRATEGIES
TRAINING SERIES

Session 3: Design A Pantry Set Up To Encourage Healthy Choices

Presented By:

Amanda Sintes

Angela Corona

HEALTHY CHOICES MATTER

Introduction to Nudges

Increase the appeal of healthy foods

Design a pantry set up to encourage healthy choices

Use signage to increase visibility of healthy foods

Apply techniques to engage volunteers to elevate healthy choices

Promote pantry staples to encourage healthy meals

Healthy Pantry Nudge Strategies
Training Series

HEALTHY CHOICES MATTER

TODAY'S PLAN

Strategies

Resources

HEALTHY
CHOICES
MATTER

STRATEGY IDEAS

ENVIRONMENT IMPACTS BEHAVIOR!

Enhance Taste Expectations

Suggestive Selling

Improve Visibility

Increase Convenience

HEALTHY CHOICES MATTER

ABUNDANCE

HEALTHY
CHOICES
MATTER

ATTRACTIVE DISPLAY

HEALTHY CHOICES MATTER

ORDER OF ITEMS

FOOD PANTRIES CAN ENCOURAGE HEALTHY SELECTION THROUGH PRODUCT DISPLAYS!

PLACING HEALTHY FOODS FIRST IN THE SELECTION LINE INCREASED THEIR SELECTION BY 46%!

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CORNELL UNIVERSITY

HEALTHY CHOICES MATTER

MULTIPLE EXPOSURES

NUDGE INTERVENTION EXPERIMENT 1
Food to Encourage: *Whole Wheat Bread*
Nudge: *Multiple Exposures*

KEY FINDINGS:

- Multiple Exposures led to a 90 percent increase in the likelihood that a client took at least one loaf of whole wheat bread.

- Multiple Exposures increased the number of loaves of whole wheat bread distributed by 160 percent. This nudge lead to the selection of more than six additional loaves of whole wheat bread distributed per 10 clients served by the pantry relative to pre-treatment distribution levels.

Photo credit: Feeding America THE POWER OF NUDGES: Making the Healthy Choice the Easy Choice in Food Pantries toolkit

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EASY TO REACH

Photo courtesy of Vt. Food Bank, Vt. Fresh Program

NUDGE INTERVENTION EXPERIMENT 6
Food to Encourage: **Cabbage**
Nudge: **Convenience**

KEY FINDINGS:
- The **Convenience** nudge led to a 27 percent increase in the likelihood clients took at least one cabbage.
- The amount of cabbages distributed to each client increased by 60 percent on average.

THE POWER OF NUDGES: Making the Healthy Choice the Easy Choice in Food Pantries toolkit

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HEALTHY FOOD DISPLAY

Photo credit of Kelly Center for Hunger Relief, El Paso, TX
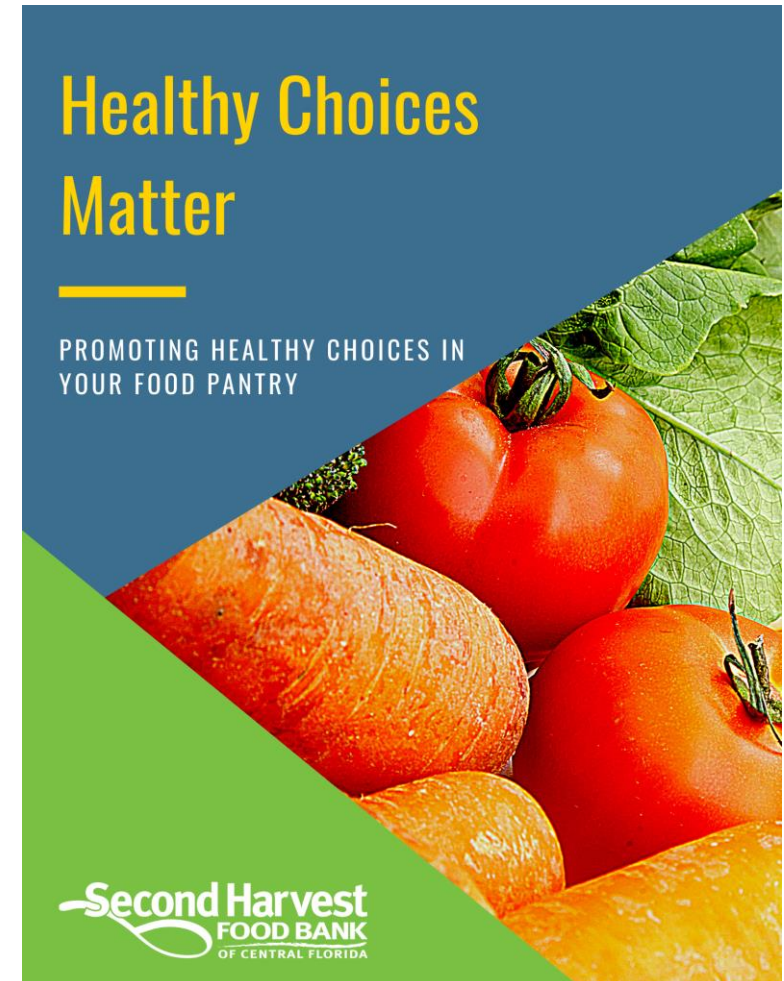
RESOURCES

RESOURCES AVAILABLE TO YOU TODAY

1. Second Harvest Partner Agency website

2. One-on-One or Group Assistance from Second Harvest & our Partners

Healthy Choices Matter

PROMOTING HEALTHY CHOICES IN YOUR FOOD PANTRY

Second Harvest FOOD BANK OF CENTRAL FLORIDA