

**HEALTHY PANTRY NUDGE  
STRATEGIES**  
*TRAINING SERIES*

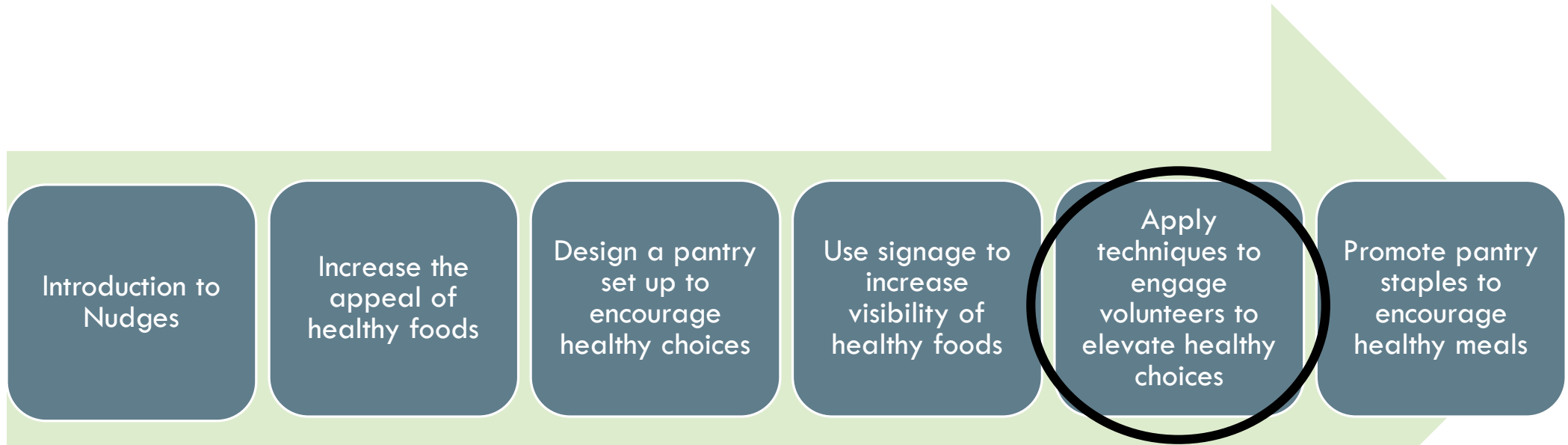
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**Session 5: Engaging Volunteers to Elevate  
Healthy Choices**

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# HEALTHY CHOICES MATTER



**Healthy Pantry Nudge Strategies**  
*Training Series*



# VERBAL NUDGE STRATEGIES



# ENVIRONMENTAL NUDGE STRATEGIES

Increasing  
Visibility

Enhancing  
Taste  
Expectations

Suggestive  
Selling



# BRING ATTENTION TO HCM SIGNAGE



“First time here? Let me tell you about these little signs you’ll see around the pantry that say Healthy Choices Matter.”

“Make sure you keep an eye out for our Healthy Choices Matter signs for some tasty and healthy choices.”



# SHARE ABOUT FEATURED HEALTHY CHOICES

“Don’t forget to pick up our delicious strawberries before you leave today. They are today’s featured fresh pick.”

Welcome to Harvestful Pantry today! We’ve got lots of wonderful selections today, including this fresh crunchy cabbage you’ll see right as you enter the pantry.



**HEALTHY  
CHOICES**  

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**MATTER** 

# SHARE TIPS AND RECIPES

“We’ve got some farm fresh potatoes down the line there. They can be roasted really easily, along with the bell peppers you can grab at the end.”



“We’ve got some great crunchy cabbage in today’s boxes. When you drive up you’ll see a recipe suggestion on our display board. Be sure to take a pic and try it out. We’d love to hear next week what you think!”

# TIPS AND REMINDERS

## Training

- Make sure all staff and volunteers are trained on the signage and nutrition information available in your pantry

## Judgement Free Zone

- Make sure you are maintaining an inclusive and nonjudgmental environment.

## Open ended questions

- Have time for more of a conversation? Use open ended questions to learn more about your neighbor's food preferences and needs.



THANK YOU!

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**HEALTHY  
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**MATTER**