

UF/IFAS Extension

# Family Nutrition Program

*Nutrition Nudges*

PATRICK ZAYAS

FOOD SYSTEMS SPECIALIST  
CENTRAL DISTRICT

**UF** | IFAS Extension  
UNIVERSITY of FLORIDA



# INTRODUCTION



- Hybrid Food Systems Specialist
  - Public Health
  - Food Systems
- UF/IFAS Extension Family Nutrition Program
- Technical Assistance Provider



# TRAINING OVERVIEW



- The “*Why?*”
  - Health and Hunger
- Science of Nudges
  - Environment and Behavior
- Nudge Strategy Areas
  - Specific Strategies
- Nudges in Action: Technical Assistance Successes
  - Matthew 25 Pantry
- Healthy Choices Matter Nudge Training Videos

# *WHY NUDGES?*

## *HEALTH AND HUNGER*





# HEALTH AND HUNGER IN CENTRAL FLORIDA

## CENTRAL FLORIDA HEALTH & HUNGER STATS

2016 Community Health Needs Assessment identified Food Insecurity, along with Access to Care, Behavioral Health/Homelessness and Workforce/Economic Development, as social determinants that can improve health.

### ..... LASTING IMPACTS .....



*Issues that could be solved with a balanced diet.*

**1 in 6** CENTRAL FLORIDIANS ARE STRUGGLING WITH THE REALITY OF HUNGER AND FOOD INSECURITY

**74%** OF HOUSEHOLDS RECEIVING FOOD FROM SECOND HARVEST LIVE IN POVERTY

**50%** EXHAUST SNAP BENEFITS IN TWO WEEKS

**60%** OF HOUSEHOLDS WERE EMPLOYED IN THE PAST YEAR

### MAKING TOUGH CHOICES



**70%**

HAD TO CHOOSE BETWEEN FOOD AND MEDICINE OR MEDICAL CARE

# HEALTHY PANTRIES MAKE A DIFFERENCE



Stock  
Health  
Foods

Promote  
Healthy  
Foods

Healthy  
Satisfied  
Families



*Photo Credit: SNAP-Ed*



*Photo Credit: SNAP-Ed*

*SCIENCE OF NUDGES*  
*ENVIRONMENT IMPACTS BEHAVIOR*





# ENVIRONMENT IMPACTS BEHAVIOR



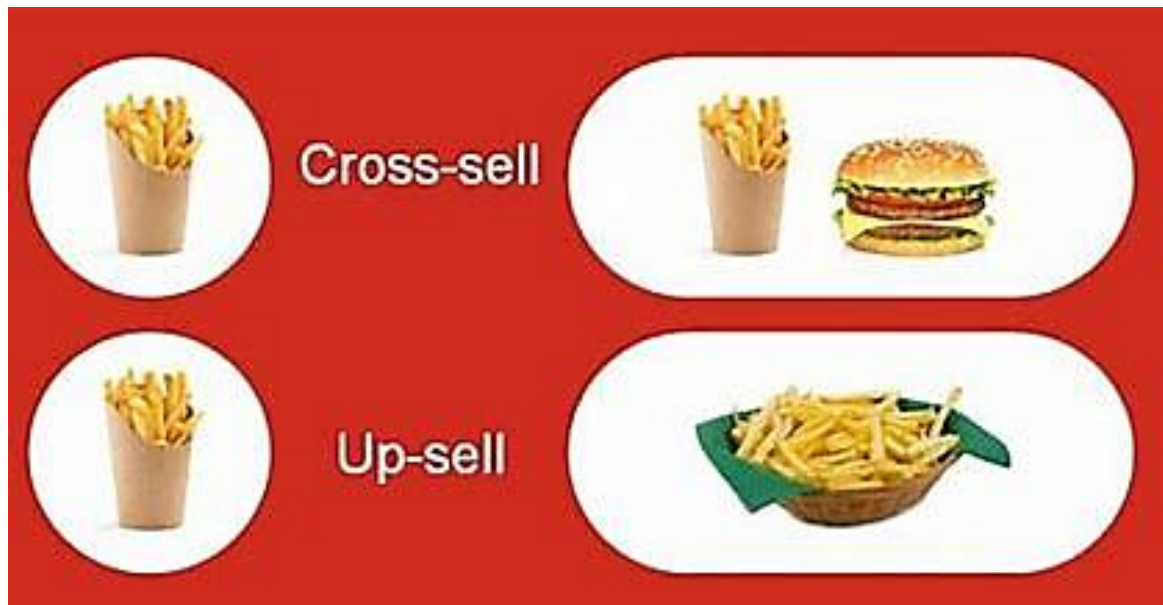
Source: Healthy Choices Matter Session 1: Introduction to Nudges



# ENVIRONMENT IMPACTS BEHAVIOR



# ENVIRONMENT IMPACTS BEHAVIOR



# ENVIRONMENT IMPACTS BEHAVIOR



## Descriptive Labels Increase Sales by 27%, and They Make Food Taste Better



Wansink, Painter & van Ittersum, *Food Quality & Preference*, 2003

## *ENVIRONMENT IMPACTS BEHAVIOR*



Suggestive  
Selling

Increase  
Convenience

Improve  
Visibility

Enhance  
Taste  
Expectations

# THE SCIENCE OF NUDGES: FEEDING AMERICA



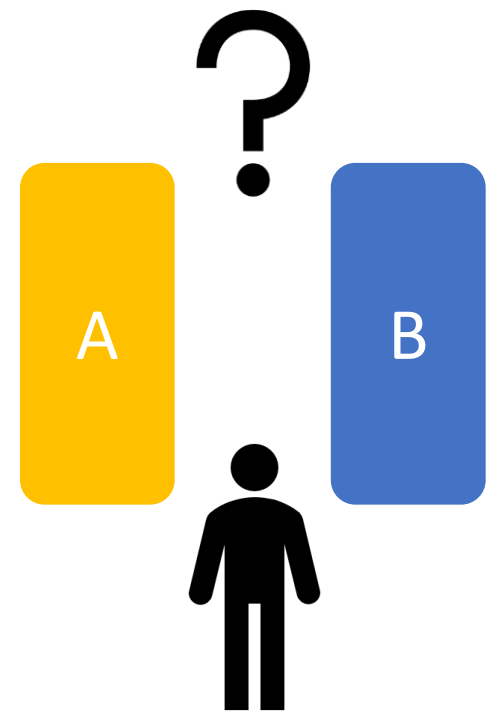
Source: Feeding America

## CHOICE ARCHITECTURE



Designing the pantry to lead an individual to a particular outcome *without force and without eliminating choice*

**= Nudges**



***Food Pantry Managers are Choice Architects!***

# NUDGES IN THE FOOD PANTRY



Convenience	<ul style="list-style-type: none"><li>• Make healthy foods quick and easy to reach</li></ul>
Visibility	<ul style="list-style-type: none"><li>• Make healthy foods impossible to overlook</li></ul>
Suggestive Selling	<ul style="list-style-type: none"><li>• Talk about healthy foods, positive customer service, smile</li></ul>
Taste Expectations	<ul style="list-style-type: none"><li>• Foods that look/sound good will taste good</li></ul>

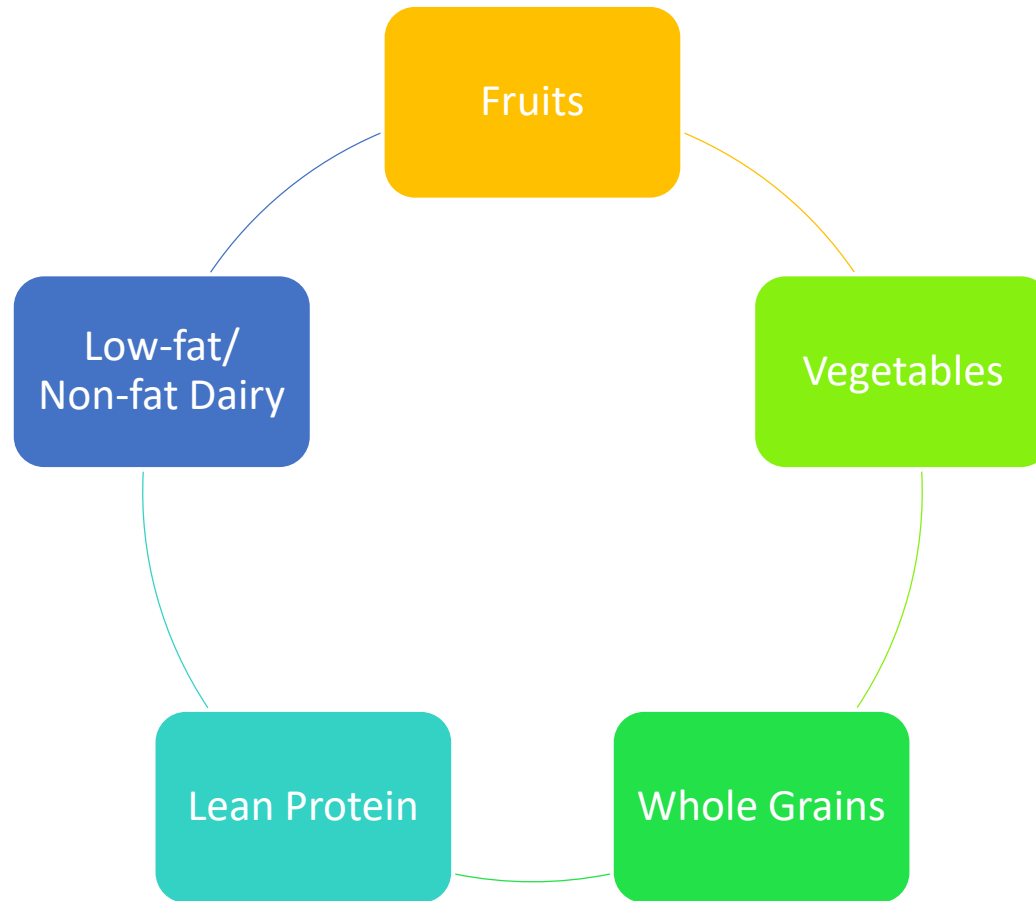


# *CORE NUDGE STRATEGIES*

## *PUTTING IT INTO PRACTICE*



# WHAT IS CONSIDERED *HEALTHY*?



# CORE NUDGE STRATEGIES



01

Increase the appeal  
of healthy foods

02

Design a pantry set  
up to encourage  
healthy choices

03

Use signage to  
increase visibility of  
healthy foods

04

Apply techniques to  
engage volunteers  
to elevate healthy  
choices

05

Promote pantry  
staples to encourage  
healthy meals



## INCREASE THE APPEAL OF HEALTH FOODS

- Create creative names to promote your healthy items
  - Enhance Taste Expectations
- Consider having a “Fresh Pick of the Week”
- Be fun, creative and encourage volunteers to get involved!





## DESIGN A PANTRY SET-UP TO ENCOURAGE HEALTHY CHOICES

- Use produce stands or attractive containers
  - Improve Visibility
- Abundance Matters
  - Suggestive Selling



VS.





## USE SIGNAGE TO INCREASE VISIBILITY OF HEALTHY FOODS

- Use the “Healthy Choices Matter” shelf tags to identify healthy items
- Use other nutrition posters, like MyPlate posters, throughout the pantry



Photo Credit: Osceola County, Saint Cloud Community Pantry



## ENGAGE VOLUNTEERS TO ELEVATE HEALTHY CHOICES



- Volunteers let pantry clients know about some of the featured healthy choices of the day as they move through the pantry

“Welcome! Our pantry is featuring apples today, so don’t forget to pick some up! They’re a great source of fiber and are a great way to stay full longer.”







## PROMOTE PANTRY STAPLES TO ENCOURAGE HEALTHY MEALS

- Have recipes available at your pantry.
  - Enhance Taste Expectations
- Bundle items in the pantry to create a recipe or meal
  - Suggestive Selling



*NUDGES IN ACTION*  
*MATTHEW 25 PANTRY*



# MATTHEW 25 PANTRY



- Located at Faith U.M.C.
- Consists of a food bag giveaway and produce tent
- Pantry director wanted to have more of a “farmers market feel”



# MATTHEW 25 PANTRY





# MATTHEW 25 PANTRY



# MATTHEW 25 PANTRY





# MATTHEW 25 PANTRY





## MATTHEW 25 PANTRY



*“Many of the people who seek assistance at the pantry have dietary restrictions due to health concerns and the Nudge resources are a wonderful guide for them as they are choosing their produce each week. The information provided by the program helps us to engage in conversations with people at the pantry and help them to make healthy choices.”*

- Jennifer, a Volunteer at M25

*“Since we implemented the tools brought to us through the Nudge program our food pantry has even more of an outdoor market feel and less like a food handout program. The cards with the pictures of different fruit and vegetables and the QR codes add a sense of dignity and purpose to what we were already doing. The recipes give people ideas of healthy meals they can make.”*

- Tania, a volunteer at M25

*NUDGE TRAINING VIDEOS*  
*HEALTHY CHOICES MATTER*



## NUDGE TRAINING VIDEOS



- Available online at [partners.feedhopenow.org](https://partners.feedhopenow.org)
  - Under Programs -> Healthy Choices Matter -> Promoting Healthy Foods
- Six videos available for training
  - 1 – Introduction
  - 2 – 6: Each Cover Nudge Strategy Areas
  - By attending this breakout session, you receive credit for video #1
- Registration form to watch the videos
- Technical Assistance Form – To request a meeting with the Healthy Choices Matter team for additional support

## NUDGE TRAINING VIDEOS



- Additional Materials:
  - Healthy Choices Matter Nudge Toolkit
  - Feeding America How to Nudge Guide
  - Resources to implement each nudge strategy
  - Shelf Tags and Healthy Labels
- Nutrition Education Resources
- Recipe Resources

*THANK YOU FOR ATTENDING!*

What Questions do you have?



An Equal Opportunity Institution



This material was funded by the USDA's Supplemental Nutrition Assistance Program – SNAP. This institution is an equal opportunity provider.

SNAP funding is provided through the Florida Department of Children and Families.