NUDGING CHILDREN TO EAT HEALTHIER

Welcome to
SMARTER LUNCHROOMS

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Research in schools:
Discover the best ways to nudge students to select and consume healthy foods.

Dissemination to schools:
Translate the research into practice via the Smarter Lunchrooms Movement National Office.
AGENDA

Food Psychology and Behavioral Economics

Introduction to Smarter Lunchrooms and the New SLM 60 point Scorecard

NUDGING CHILDREN TO EAT HEALTHIER
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WHAT IS BEHAVIORAL ECONOMICS?
The study of how environmental cues affect how people select and consume foods.

Packaging  Marketing  Atmosphere  Prompting

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WE ARE ALL SUGGESTIBLE

ッチ Which Sign Sells More . . .

- Limit 12/person vs. No Limit/person
  
  **Scarcity**
  
  - 3 for $3.00 vs. 1 for $1.00
  
  **Value**
  
  - Buy 18 for vs. Buy some for
    the weekend the weekend
  
  **Social Norms**

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HOW MANY FOOD DECISIONS DO YOU MAKE IN A DAY?

3?
8?
125?
15?
54?
75?
40?
200?
THE ORDER YOU SEE FOOD IN...

FIRST FOODS MOST:

THE FIRST BUFFET FOODS THAT YOU SEE TAKE UP 68% OF YOUR PLATE

ALWAYS START AT THE HEALTHIER END OF BUFFET LINE!!!

WANSINK & HANKS, PLOS 2014
FRAMING IMPACTS PERCEPTIONS OF SIZE.. AND CONSUMPTION

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POLL QUESTION

Do you ever eat in front of the TV or computer?
DISTRacted EATING

You consume about 28% more food while eating in front of your screen.

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LABELS INFLUENCE TASTE

Rainforest Smoothie
AS FINE AS NORTH DAKOTA WINE

- Spice Box Restaurant
  - 117 diners; Pre Fix Meal --> $21
  - SAME WINE but 2 labels
    - Wine from California
    - Wine from North Dakota
  - Post-meal measures
    - Wine & meal taste + consumption

- What will happen?
• Wine Labels Influence Taste
  – Halo Effects
  – Taste follows expectations
  – Has a carry-over effect on food intake
  – Oddly enough, buying the “wine with the ‘purdy’ label” might make sense

• Offer strategies to help kids *willingly* eat better.

• Uses tools of psychology, economics and marketing to encourage better choice.
CHOICE RESTRICTION

Eliminating options to force an individual to make a particular choice
First thoughts when told “don’t press this button”

- Press the button
- Pretend to press the button to scare him
- Why should I listen to this guy?!
- Don't press the button
Kids given a choice between carrots and celery ate 91% of their choice versus 69% when they didn’t have a choice.

Give ‘em a choice!
KEY ELEMENT OF SMARTER LUNCHROOMS: CHOICE ARCHITECTURE

- Framing a decision to prompt a certain response
  - “Nudging”
- Creates satisfaction about a decision
  - “Owning it”
- Often students don’t even know they are being influenced

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INTRODUCING THE NEW AND IMPROVED 60 POINT SCORECARD

New research
Streamlined
Applicable to all grade levels
User friendly
Bronze, silver and gold categories

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NEW AND IMPROVED 60 POINT SCORECARD

SMARTER LUNCHROOMS SCORECARD

Date ___________________ School Name ___________________ Completed by ___________________

Instructions
1. Review the scorable before beginning.
2. Choose a lunch period.
3. Check off statements that reflect the program.
4. Ask other school nutrition staff, teachers, or administration about items that have an asterisk.

Focus on FRUIT
- At least two fruits (fresh, canned, or dried) are offered.
- At least one fruit option is available to all students.
- At least one vegetable option is available to all students.

Vary the Vegetables
- At least two kinds of vegetables are offered.
- At least one vegetable is offered to all students in line.
- At least one vegetable is offered in the cafeteria.
- At least one vegetable is offered on the menu.

Highlight the Salad
- Prepackaged salad or salad bar is available to all students.
- Prepackaged salad or salad bar has a high traffic area.
- Whole grain bread loaves and rolls are offered.

Move more White Milk
- Milk carafes are kept full throughout meal service.
- Whole milk is offered to all students.
- 1% or 2% milk is offered to all students.

Boost Reimbursable Meals
- Cafeteria staff verifies per student whether or not he or she ordered a reimbursable meal to eat a fruit or vegetable.
- One student checker fills out the lunch count worksheet Wednesday. It is labeled with a creative name next to the point of selection, and the first meal offered.
- One student checker fills out the lunch count worksheet Thursday. It is labeled with a creative name next to the point of selection, and the second meal offered.
- One student checker fills out the lunch count worksheet Friday. It is labeled with a creative name next to the point of selection, and the third meal offered.

Smarter Lunchrooms Self-Assessment

SMARTER LUNCHROOMS
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NATIONAL OFFICE
**SMARTER LUNCHROOMS SCORECARD**

**LUNCHROOM ATMOSPHERE**
- Cafeteria staff smile and greet students upon entering the service area.
- Attractive, food-focused foods are displayed in dining and service areas.
- A menu board displays featured meal options with creative names.
- Prices on the menu board are separated by teams.
- A neutral color scheme is used in the service area.
- Students are served food in a way that reflects the service area.
- Cafeteria employees are dressed in a way that reflects the service area.
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List of 60 simple, low cost or free ideas to

- increase participation
- increase consumption
- decrease waste

Based on research and best available evidence
Used to create change and evaluate the school cafeteria environment

Free to all schools

Used by school nutrition and food service staff or by Smarter Lunchrooms Technical Assistance Providers

Easy  Fun  Empowering

NUDGING CHILDREN TO EAT HEALTHIER
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Shorter, quicker, easier

8 sections, each with itemized scoring

- Provides focus in planning stage

Each section is listed in order of

- simplest → hardest
## SCORECARD CATEGORIES

<table>
<thead>
<tr>
<th>Focus on fruit</th>
<th>Vary the Vegetables</th>
</tr>
</thead>
<tbody>
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<td>Move More White Milk</td>
<td>Highlight the Salad</td>
</tr>
<tr>
<td>Boost Reimbursable Meals</td>
<td>Lunchroom Atmosphere</td>
</tr>
<tr>
<td>Student Involvement</td>
<td>School Community Involvement</td>
</tr>
</tbody>
</table>

*NUDGING CHILDREN TO EAT HEALTHIER*

*SMATERLUNCHROOMS.ORG*
At least two kinds of fruit are offered.

Sliced or cut fruit is offered.

A variety of mixed whole fruits are displayed in attractive bowls or baskets (instead of stainless steel pans).

Fruit is offered in at least two locations on all service lines, one of which is right before each POS.

At least one fruit is identified as the featured fruit-of-the-day and is labeled with a creative, descriptive name at the point of selection.

A fruit taste test is offered at least once a year.*
At least two kinds of vegetables are offered.

Vegetables are offered on all service lines.

Both hot and cold vegetables are offered.

When cut, raw vegetables are offered, they are paired with a low-fat dip such as ranch, hummus, or salsa.*
HIGHLIGHT THE SALAD (4)

- Pre-packaged salads or a salad bar is available to all students.
- Pre-packaged salads or a salad bar is in a high-traffic area.
- Self-serve salad bar tongs, scoops, and containers are larger for vegetables and smaller for croutons, dressing, and other non-produce items.
- Pre-packaged salads or salad bar choices are labeled with creative, descriptive names and displayed next to each choice.

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Milk cases/coolers are kept full throughout meal service.

White milk is offered in all beverage coolers.

White milk is organized and represents at least 1/3 of all milk in each designated milk cooler.

White milk is displayed in front of other beverages in all coolers.

1% or non-fat white milk is identified as the featured milk and is labeled with a creative, descriptive name.
Cafeteria staff politely prompt students who do not have a full reimbursable meal to select a fruit or vegetable.

One entrée is identified as the featured entrée-of-the-day, is labeled with a creative name next to the point of selection, and is the first entrée offered.

Creative, descriptive names are used for featured items on the monthly menu.
One reimbursable meal is identified as the featured combo meal and is labeled with a creative name at the point of selection.

The combo meal of the day or featured entrée-of-the-day is displayed on a sample tray or photograph.

A (reimbursable) combo meal is offered as a grab-and-go meal (for example, a lunch bag with a sandwich, apple, carrots and ranch, and milk).

 Signs show students how to make a reimbursable meal on any service line (for example, a sign that says “Add a milk, fruit and carrots to your pizza for the Power Pizza Meal Deal!”)
Students can pre-order lunch in the morning or day before.*

Students must use cash to purchase á la carte snack items if available.*

Students have to ask a food service worker to select á la carte snack items if available.*

Students are offered a taste test of a new entrée at least once a year.*
LUNCHROOM ATMOSPHERE

(10)

- Cafeteria staff smile and greet students upon entering the service line and throughout meal service.
- Attractive, healthful food posters are displayed in dining and service areas.
- A menu board with today’s featured meal options with creative names is readable from 5 feet away when approaching the service area.
- The lunchroom is branded and decorated in a way that reflects the student body.
- Cleaning supplies or broken/unused equipment are not visible during meal service.

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LUNCHROOM ATMOSPHERE
(10)

- All lights in the dining and meal service areas work and are turned on.
- Compost/recycling and trash cans are at least 5 feet away from dining students.
- There is a clear traffic pattern. Signs, floor decals, or rope lines are used when appropriate.
- Trash cans are emptied when full.
- A menu board with tomorrow’s featured meal with creative names is readable from 5 feet away in the service or dining area.
STUDENT INVOLVEMENT (6)

- Student artwork is displayed in the service area or dining space.
- Students, teachers, or administrators announce today’s menu in daily announcements.*
- Students are involved in the development of creative and descriptive names for menu items.*
- Students are involved in the creation of artwork or marketing materials to promote menu items.*
- Students provide feedback (informal – ‘raise your hand if you like...’ or formal - focus groups, surveys) to inform menu development.*
- Students have the opportunity to volunteer in the lunchroom.*
A monthly menu is posted in the main office.

A menu board with creative, descriptive names for today’s featured meal options is located in the main office.

A monthly menu is provided to students, families, teachers, and administrators.*

Information about the benefits of school meals is provided to teachers and administration at least annually.*
**SCHOOL COMMUNITY INVOLVEMENT (10)**

- Nutrition education is incorporated into the school day.*
- Students are engaged in growing food (for example, by gardening, seed planting, farm tours, etc.).*
- Elementary schools provide recess before lunch.*
- The school participates in other food promotion programs such as: Farm to School, Chefs Move to Schools, Fuel Up to Play 60, Share Our Strength, etc.*
- The school has applied for the Healthier US School Challenge.*
- Smarter Lunchrooms strategies are included in the local School Wellness Policy.*

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LET'S LEARN FROM PHOTOS

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SMARTERLUNCHROOMS.ORG
Introducing:
The Flavor Station
Choice of several flavors to enhance your School Popcorn
THE SCHOOL LUNCH SOLUTION
THE SMARTER LUNCHROOMS
MOVEMENT AND THE BEN CENTER

grad www.SmarterLunchrooms.org

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@SmartLunchrooms (Twitter)

Cornell University Food and Brand Lab:
http://foodpsychology.cornell.edu/

Deputy Director: Adam Brumberg, ab697@cornell.edu

THANK YOU!

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