

Nutrition Nudges



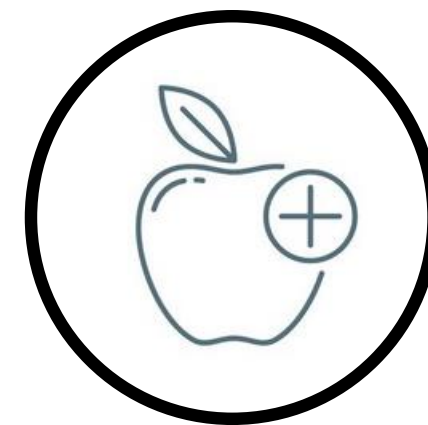
Overview

- What are nutrition nudges?
- Why is there a need for nudges?
- Benefits of nudges



Foods to Nudge

- Programs that detail healthy foods
- Types of foods to nudge



Nudge Strategies

- Signage
- Strategic food placement and displays
- Food pairing
- Nutrition education



Implementation

- Ways to implement nudges
- Readiness factors
- Additional resources





Overview



What are nutrition nudges?

- Subtle environmental cues that change consumer behaviors
- Designed to make a healthy choice the easy choice

Benefits of nutrition nudges:

- Low cost
- Help provide nutrition education
- Assist in distributing more healthy foods





The Need for Food Assistance

In Indiana alone:

- More than 1 million people struggle with food insecurity
- 1.5 million Hoosiers live in food deserts

- Food insecurity: difficulty to provide enough food due to a lack of resources
- Food desert: areas where residents lack access to affordable, nutritious food



<https://www.purdue.edu/dffs/localfood/data/indiana/>

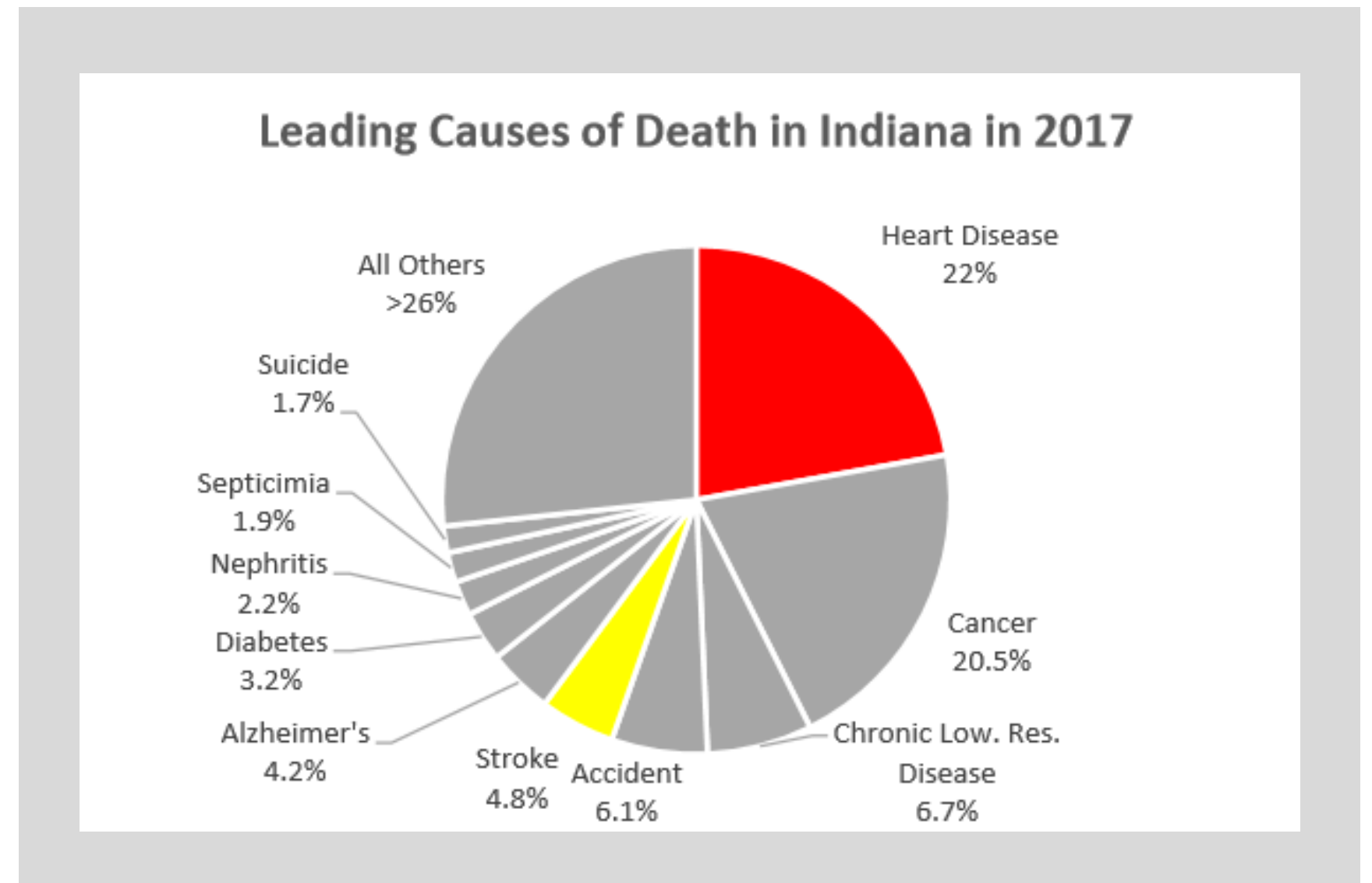




Impact

As a result...

- 23% of Hoosiers lack access to fresh, nutritious food
- 67% of adults in Indiana are overweight or obese
- High rates of lifestyle-related chronic diseases



<https://www.heart.org/-/media/files/about-us/policy-research/fact-sheets/quality-systems-of-care/quality-systems-of-care-indiana.pdf?la=en&hash=96D09D01F6D4695F675C6807B795D1B678A3814A>

<https://www.purdue.edu/dffs/localfood/data/indiana/>





Foods to Nudge

- Food pantries serve populations with high rates of chronic disease
- Providing and promoting a variety of healthy foods can help prevent and manage chronic diseases



Programs that provide criteria for healthy pantry options:

- Foods to Encourage (F2E)
- Supporting Wellness at Pantries (SWAP)
- Food Gatherers
- Plus more!

Your pantry can choose the guidelines that work best for you.

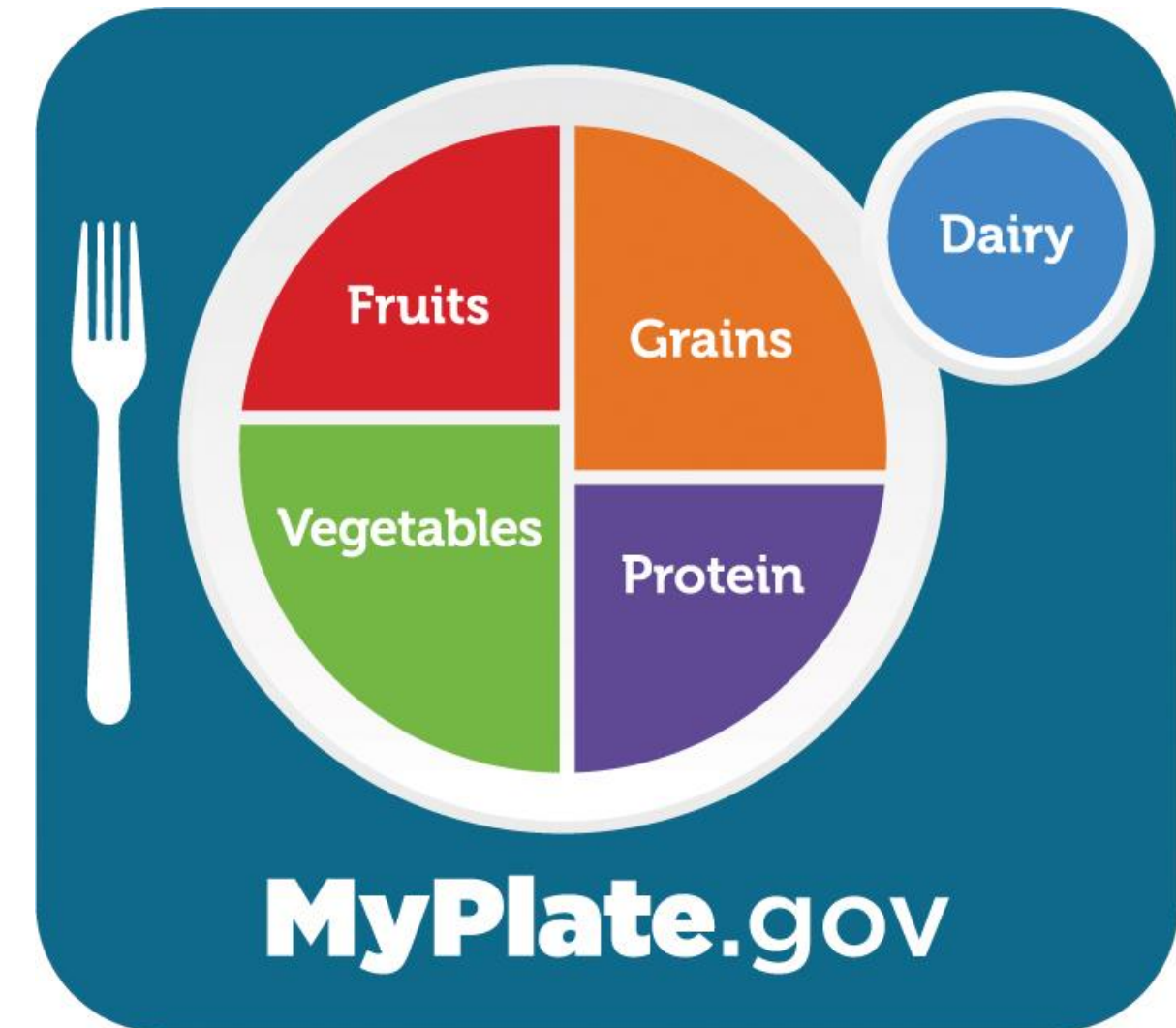




Foods to Nudge



- Variety of foods from all food groups
- Foods that support a healthy, well-balanced diet





Foods to Nudge

Fruit and vegetables:

- Fresh
- Frozen with no added salt or sugars
- Canned vegetables with no added salt
- Canned fruit with no added sugars
- 100% fruit juice



www.foodgatherers.org

site.foodshare.org

<https://hungerandhealth.feedingamerica.org/resource/foods-to-encourage-background/>





Foods to Nudge

- 100% Whole grains
- Bread and pasta with "whole wheat" as the first ingredient
- Low-fat dairy with no added sugars
- Meat with low in saturated fat and sodium
- Fish canned in water
- Dry beans and legumes
- Low-no salt added canned beans
- Fresh eggs

Focus is on:

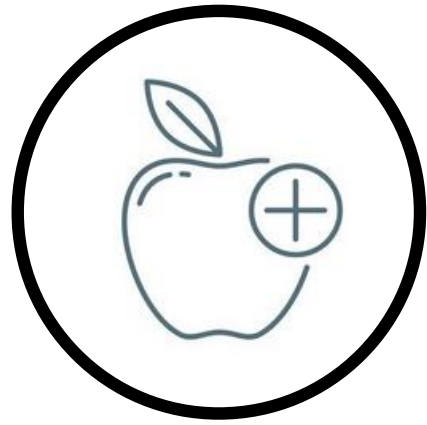
- Added sugars
- Sodium
- Saturated fat



www.foodgatherers.org
site.foodshare.org

<https://hungerandhealth.feedingamerica.org/resource/foods-to-encourage-background/>



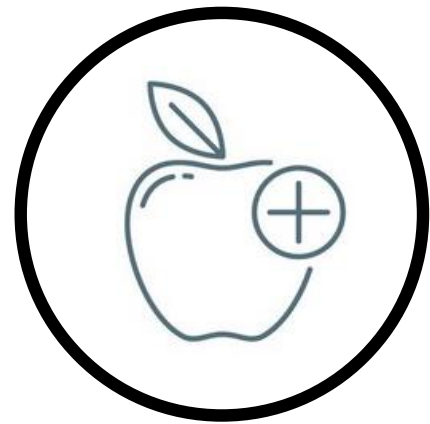


Nudge Strategies

Key nudge strategies:

- Signage
- Strategic food placement
- Pantry Layout
- Creative food pairing and displays
- Nutrition education





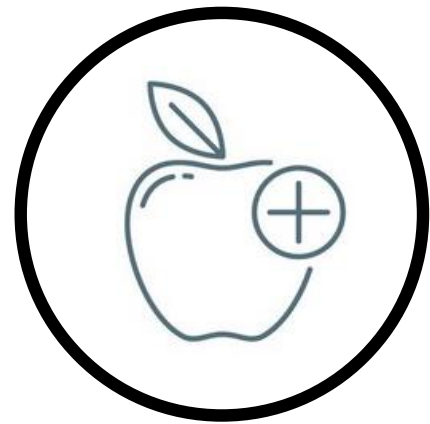
Signage

Signage can include:

- Shelf tags
- Storage & preparation tips
- Highlighting foods that meet certain health needs
- Adding color
- MyPlate food group signs in areas with those food groups

Signage and printed materials are a great way to promote healthy choices and educate clients

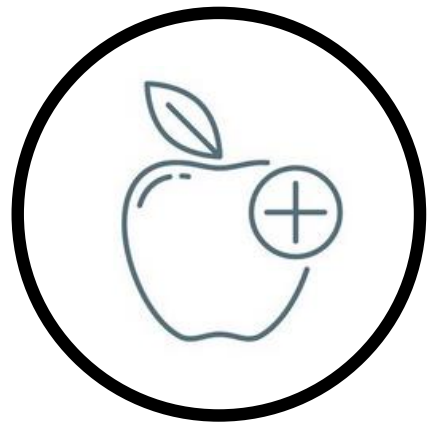




Strategic Food Placement

- Place healthy choices at eye level, front and center
- Place items to limit in further, harder to reach spaces
- Consider the layout of your space
- Ask yourself: "what are the first items clients will see?"

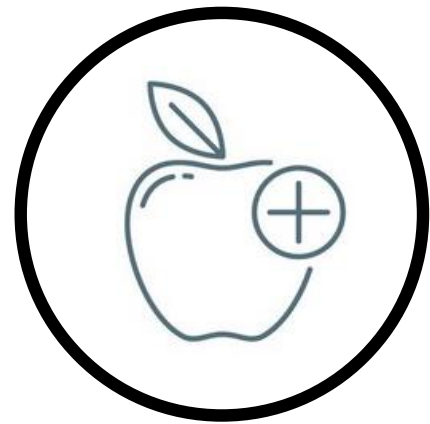




Pantry Layout

- Place fresh produce first in the flow of traffic or in a display in the center of the room
- Place healthier canned items first and at eye level
- Fruit, vegetables, proteins, grains, and dairy should be placed front & center, easy to see and access
- Foods to limit such as pastries and sodas should be placed at the end of the flow of traffic



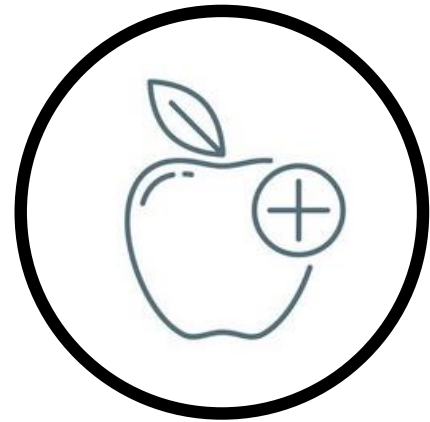


Food Pairing and Displays

- Food pairing nudges clients to choose bundles of items to create nutritious meals
- Pairing foods can show clients new ways to use food items and promote self sufficiency

According to Feeding America, foods are chosen 18% more often when bundled



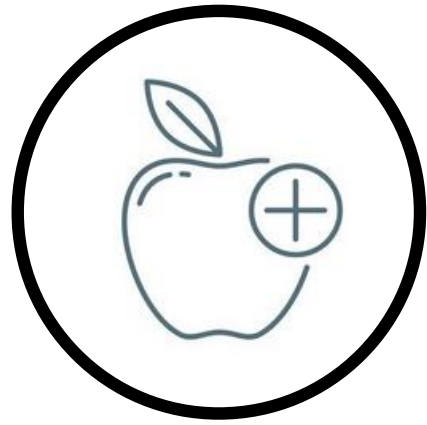


Foods that Meet Health Needs

Diet can help to manage many health issues such as diabetes and heart disease.

- Foods that are low in added sugars, sodium, and saturated fat are considered "Heart Healthy"
- Foods low in added sugar and total carbohydrates are recommended for those with diabetes





Nutrition Education

- Handouts
- Recipe cards
- Cooking classes and demonstrations
- Sparking conversations about nutrition

Signage, food placement and pairing, and displays are also forms of nutrition education



<https://www.hungerfreevt.org/nutrition-ed-hub/homepage>





Ways to Implement Nudges

1. Assess the needs of your pantry
2. Educate staff and volunteers
3. Make small changes
4. Remember that YOU can be a nudge!

Simple changes:

- Add color to one wall with posters or signage
- Rearrange your pantry's layout to place produce first
- Provide recipe cards
- Have conversations with clients about healthy items to choose





Readiness Factors

Consider the following to know if nudges are right for your pantry:

- Client choice distribution style
- Reliable supply of foods to nudge
- Client demand for healthier foods
- Sufficient supply of perishable healthy foods
- Cultural appropriateness to client base
- Interest in nutrition education with limited funding
- Staff and volunteers aligned on nudges
- Organization policies supportive of nudges



www.ballardfoodbank.org





Additional Resources

Visit www.GleanersNutritionHub.org for more information, training resources, sample materials, and more!



References

- <https://hungerandhealth.feedingamerica.org/explore-our-work/nutrition-education-initiatives/strategies/nudges/>
- <https://www.purdue.edu/dffs/localfood/data/indiana/>
- <https://www.heart.org/en/affiliates/indiana/indiana>
- www.foodgatherers.org
- <https://www.ittakesmorethanfood.org/getting-started-with-healthy-client-choice>
- <https://hungerandhealth.feedingamerica.org/resource/foods-to-encourage-background/>
- <https://secondharvestkitchen.org/printables-signage/>
- <https://www.lowcountryfoodbank.org/member-nutrition-center/>

