Healthy choices
Data collection process

WHAT IS A NUDGE?
A ‘nudge’ is a small change that can be made in a setting that influences people’s behaviour.
In the case of your canteen, changes can be made in the way you display, price and promote food and drinks to nudge people to choose healthy choices.

Ready
• Decide where the nudge will take place.
• Check out the Healthy Eating Advisory Service for ideas on how to support the nudge.
• Speak to staff and volunteers at the club/centre/canteen about the nudge options and why they are important.
• Choose the nudge you will use.
• Decide on a time period to get Set and Go! (e.g. five weeks business as usual, then five weeks nudge).

Set
(Business as usual)
• Measure what usually happens before you start the nudge.
  - Ask: What food and drinks do you normally sell? Take ‘before’ photos of fridge, food and poster displays.
  - Use the Healthy Eating Advisory Service FoodChecker tool to categorise the food and drinks you currently promote and sell as: red, amber or green.

Go!
(Nudge)
• Start nudge!
  - Capture: What does your nudge look like? Take ‘after’ photos of fridge, food and poster displays.
  - Ask: What food and drinks have you sold? Record the number and what types of food and/or drinks sold over the planned time period.

NEXT STEPS
Did the nudge work? In other words, did more people choose healthier green and amber options?

YES
• Keep the nudge going!
• Promote the positive change to other clubs
• Be confident to start a new nudge

NO/DON’T KNOW/NOT SURE
• Reasons why?
• Amend nudge to suit environment
• Change to a new nudge

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