

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).
- Consider consistent conditions, e.g. school terms, games before finals.
- Make a stock list with the cost price and sales price.
- Become familiar with the 'Healthy Choices' guidelines and the **traffic light system**.
- Share resources or consider training that would be useful for staff/volunteers to support the 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**.
- Ask: *What are your usual sales?* Record the number and what types of food and/or drinks sold over the time period.

For example:

| | |
|-------------|----|
| Water | 24 |
| Fruit juice | 11 |
| Soft drink | 73 |

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.
 - Note the difference you have made to the percentage of **red**, **amber** and **green** products purchased.

For example:

| | |
|-------------|----|
| Water | 54 |
| Fruit juice | 23 |
| Soft drink | 37 |

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

Healthy choice
the easy choice



With:

VICSPORT