

Healthy choices

Promote healthy food and drinks

– meal deals

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.

WHY

- Price and perceived value can influence what people buy, eat and drink.
- There is no sugar in water.
- Water is good for your health.

WHAT

Offer water with a 'Healthy Choice' meal at a reduced price.

GREEN BEST CHOICES	AMBER CHOOSE CAREFULLY	RED LIMIT
<ul style="list-style-type: none"> • Bread, rice, pasta and other grains • Reduced fat milk, yoghurt, cheese and alternatives • Lean meat and skinless poultry • Fish – fresh or canned in springwater • Eggs • Fruit, vegetables and legumes • Water 	<ul style="list-style-type: none"> • Savoury topped breads and pizzas • Meat and poultry with visible fat/skin • Regular-fat milk, yoghurt and cheese • Diet soft drinks • Sports drinks and energy drinks • Fish – canned in brine or oil • Some snacks – sweet and savoury (muesli bars) 	<ul style="list-style-type: none"> • Pies, sausage rolls and pastries • Sausages and hot dogs • Processed meat (ham, salami) • Deep fried foods • Confectionery, crisps and chips • Regular soft drinks • Energy and sports drinks • Flavoured iced tea drinks

Source: Adapted from *Healthy choices: food and drink classification guide – A system for classifying food and drinks*, State of Victoria, Department of Health and Human Services.

HOW

- Design a 'combo' meal deal, e.g. tuna and salad sandwich + water = \$4.50.
- Use posters and menu boards to promote 'Healthy Choice Meal Deals'.

NEXT STEPS

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



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