



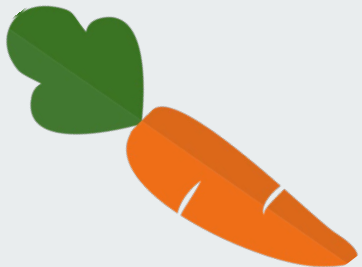
Healthy eating nudges

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What is a “nudge”?

Choice architecture - organizing the context in which people make decisions

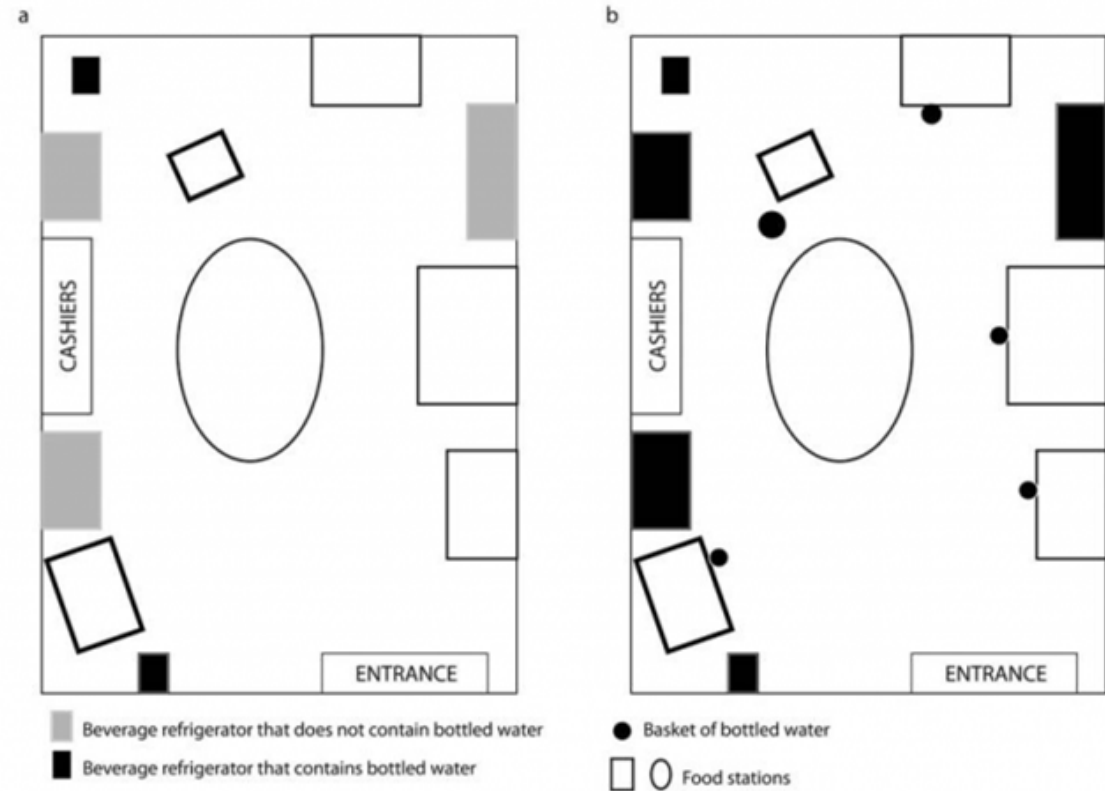
Nudge - any aspect of choice architecture that alters people’s behavior in a predictable way without forbidding options or significantly changing their economic incentives

Nudges are what marketers do every day



Example - the cafeteria

- Refrigerators next to cash registers contained soda only
- Added bottled water to refrigerators and baskets of bottled water
- After 3 months, soda sales decreased by 11%, bottled water sales increased by 26%



Two systems of thinking

Automatic

Fast

Unconscious

Parallel

Associative

Low energy

“Doer”



Reflective

Slow

Conscious

Serial

Analytic

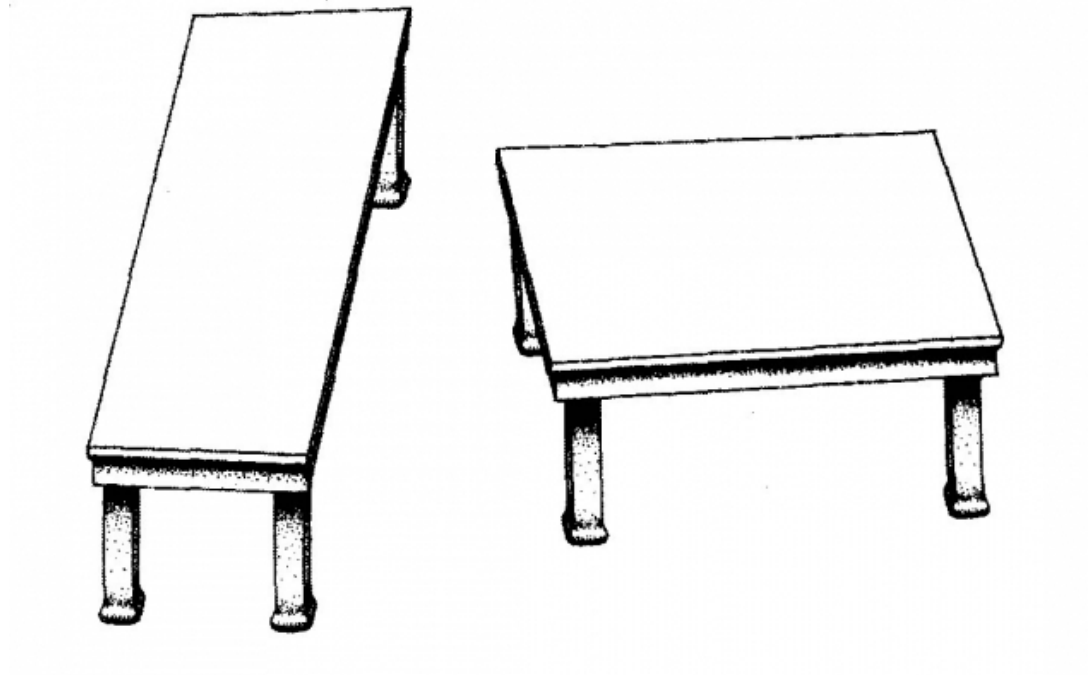
Consumes a lot of energy

“Planner”



Biases

- Anchoring
- Availability
- Representativeness
- Optimism and Overconfidence
- Loss aversion
- Status Quo
- Framing
- Social Norms





Healthy eating nudges

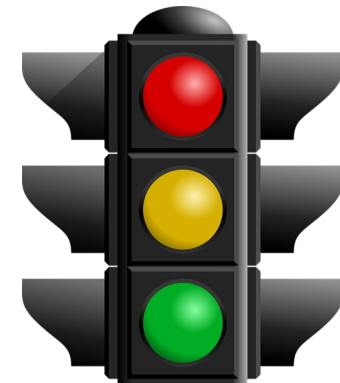
- Cognitively oriented - smallest effects on diet change
- Affectively oriented
- Behaviorally oriented - largest effects on diet change

Cognitively-oriented

- Descriptive nutritional labeling
- Evaluative nutritional labeling
 - Smileys
 - “Heart-healthy” logos
 - Stoplight stickers
- Visibility enhancements
 - Eye-level shelf position
 - Transparent containers

Nutrition Facts	
4 servings per container	
Serving size 1 1/2 cup (208g)	
Amount per serving	
Calories	240
	% Daily Value*
Total Fat 4g	5%
Saturated Fat 1.5g	8%
<i>Trans Fat</i> 0g	
Cholesterol 5mg	2%
Sodium 430mg	19%
Total Carbohydrate 46g	17%
Dietary Fiber 7g	25%
Total Sugars 4g	
Includes 2g Added Sugars	4%
Protein 11g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 6mg	35%
Potassium 240mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



Affectively-oriented

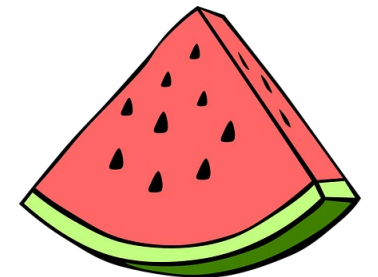
- Hedonic enchantments
 - Attractive displays, photos, or descriptions
 - “Citrus-glazed carrots”
- Healthy eating calls
 - “Make a fresh choice”
 - “Have a tossed salad for lunch”



Sweet Lime Fish Tacos

Behaviorally-oriented

- Convenience enhancements
 - Grab-and-go
 - Pre-sliced fruits and veggies
- Size enhancements
 - Large plate for healthy options, small plates for less healthy options



Using nudges at the farmers market

- Events and kids activities
- Recipe cards
- Display of produce
- Signage
- Cooking demonstrations
- Samples
- Pre-packed produce bags





How to do a Food Demonstration

Presented by: Diana Romano MS. RD. LD. FAND.
Assistant specialist – Adult



Recipe

- Use the recipe that comes with the lesson you are teaching.
- If wanting to use another recipe, refer to the approved recipes for the adult curriculum.
- This information is on Canvas.
- Read the recipe several times and make sure you have all ingredients and equipment needed.



Location

- Think about the location where you are going to do the food demo.
- Is there water, refrigeration, electricity, gas, table, oven? Does it have a sink?
- Are all participants going to be able to hear you and see you?
- Are participants going to be able to do this recipe at home? Do they have the equipment?



Prepare

- Think about what you will need to do the food demo and make sure you bring it with you. For example:
- Bowls (ideally transparent)
- Mixing utensils
- Measuring spoons, measuring cups
- Cutting boards and knives



Don't Forget

- Potholders
- Timer
- Serving equipment
- Extension cord and appliance cords
- Sampling utensils/plates/cups, tablecloth, trays, paper towels



Food Safety comes first

- Remember the 2 hour rule when transporting food. During summer it goes down to 1 hour.
- Make sure the equipment and utensils are clean
- Always clean the table or surface before starting a food demo.
- Always wash your hands before starting the food demo.



Food Safety comes first

- Wear gloves when handling ready to eat food
- Don't cross contaminate. Have more than one cutting board and more than one knife
- Have paper towels or napkins available to always keep table clean.
- Have a trashcan available
- Put dirty equipment on a tray



Personal Presentation

- Look professional, comfortable, neat and clean
- Wear CNEP apron
- Finger nails short, clean & natural
- Quiet makeup
- Don't wear a lot of jewelry
- Have your hair away from your face, preferably in a ponytail or bun. Or wear a hairnet.



Personal Presentation

- Have good posture
- Speak clearly & slowly. Use good grammar
- Avoid nervous twitches, habits.
- Avoid touching your face or hair while doing the food demo
- You are a role model, consider all actions.



The Food Demonstration

- Talk while doing the food demo to Reinforce key points of the lesson and to explain what you are doing.
- Keep it simple
- Wash produce in front of participants, not before.
- Measure everything in front of participants, not before



The Food

- Should smell great & taste wonderful
- Colorful & garnished
- Show finished product
- Should be easy to do at home and have a low -cost



Tips

- A damp cloth under bowls holds them steady & cuts noise
- Wooden spoons are quieter than metal
- Tip bowls & pans for viewing. Be careful not to spill
- Place lids upside down on table



Tips

- Hold bowls from bottom, not lip
- Don't talk while using very noisy equipment
- Spill it? Don't use it
- End with finished product on cleared table
- Make eye contact
- Smile



Tips

- Talk while working
- Ask questions and answer questions
- Ask for help with timing, following recipes, distributing handouts and sampling
- Learn from each demonstration
- Enjoy the experience