

“Stealth Health”

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Today's Objectives:

- Understand how behavioral economics can be used to promote healthier food choices
- Improve your confidence in applying behavioral economics in your workplace to promote healthier food choices
- Know where to find additional resources for behavioral economics and promotion of healthier food choices

Guiding Principles



More fresh fruits and vegetables



More whole grains



Smaller portion sizes



Healthy cooking techniques




Less sodium



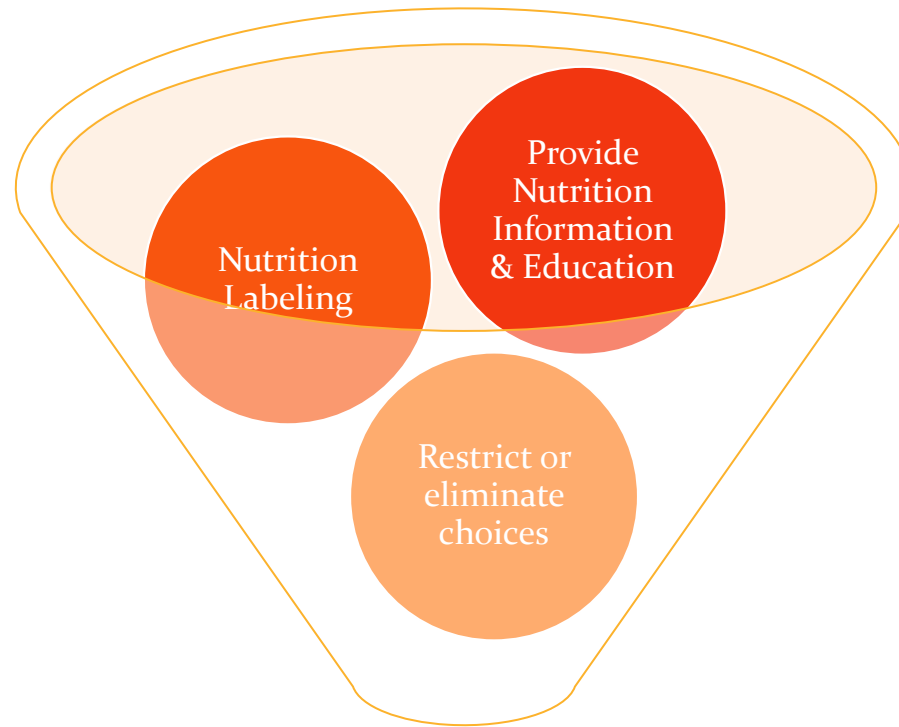
Less processed foods



- Think back to the last time you made a healthy food choice.
- Where were you? How were you feeling? What else was going on?
- How successful were you?
- What do you think lead to that success?



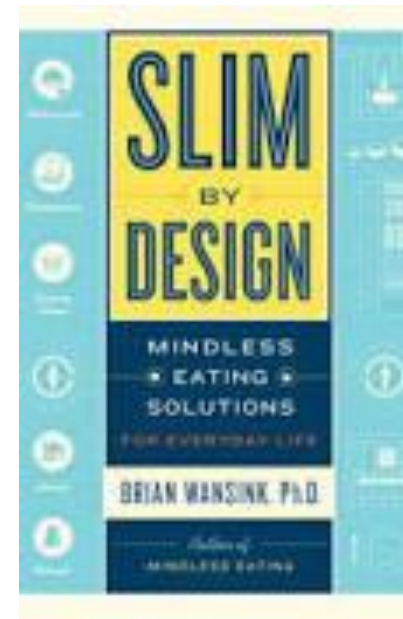
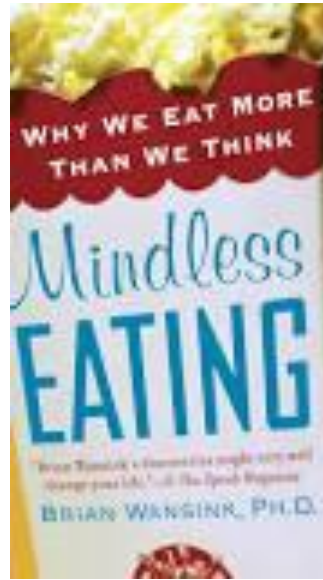
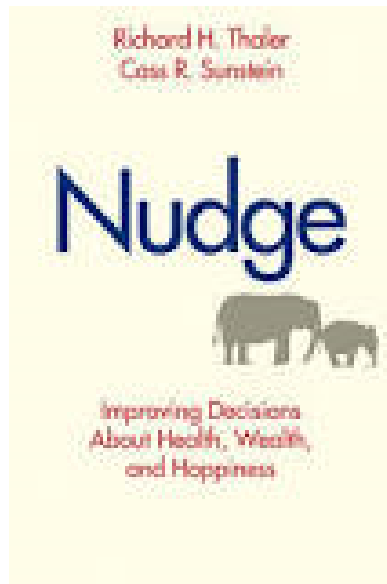
Traditional approaches to health promotion have not been very effective.



Little if any affect on immediate food choices



“Stealth Health” is an approach to promoting healthier choices based on behavioral economics

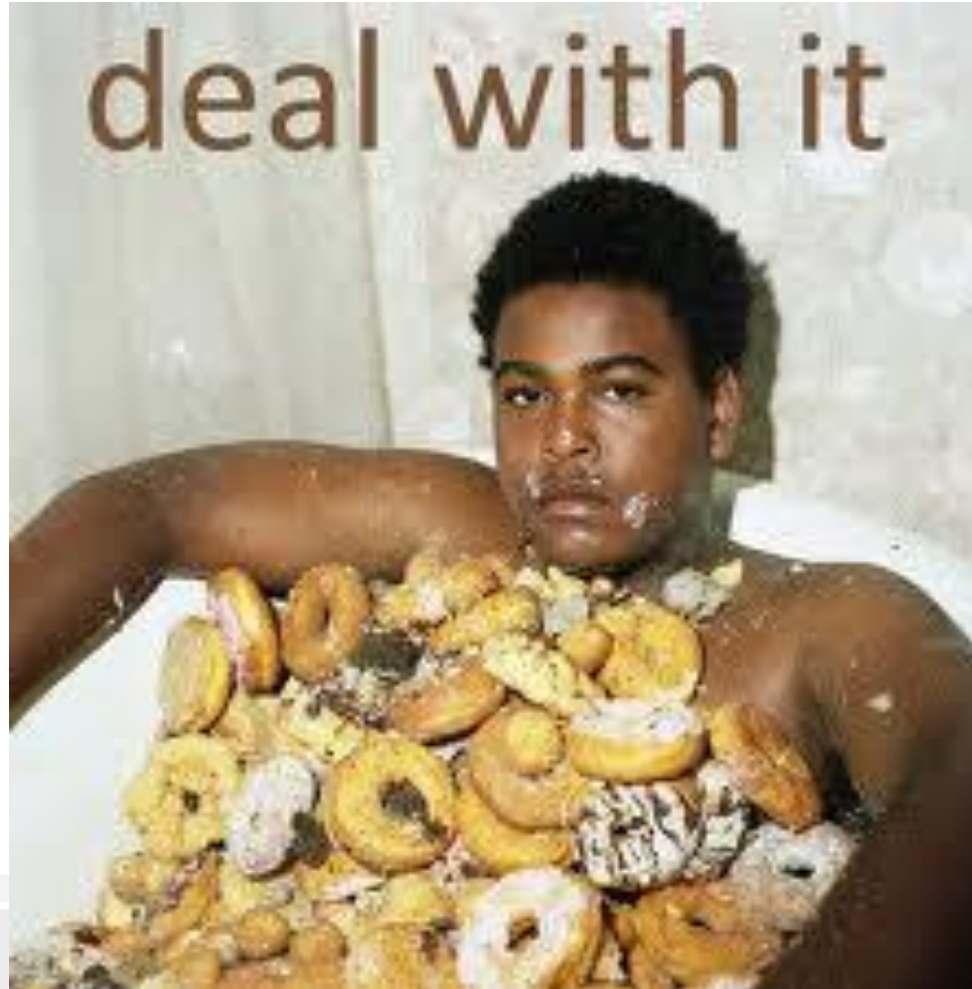




Behavioral economics consider shows that...

- Short term actions not always in line with long term goals
- We want to make our own choices!
- We have limited mental capacity at any given time
- We look for shortcuts to make decisions
- We can leverage all of these to “nudge” people towards making healthier choices.

Reactance is rebelling against a threat to freedom.



Attribution says “It was my choice, I will repeat it in the future.”

Personal Choice and Responsibility

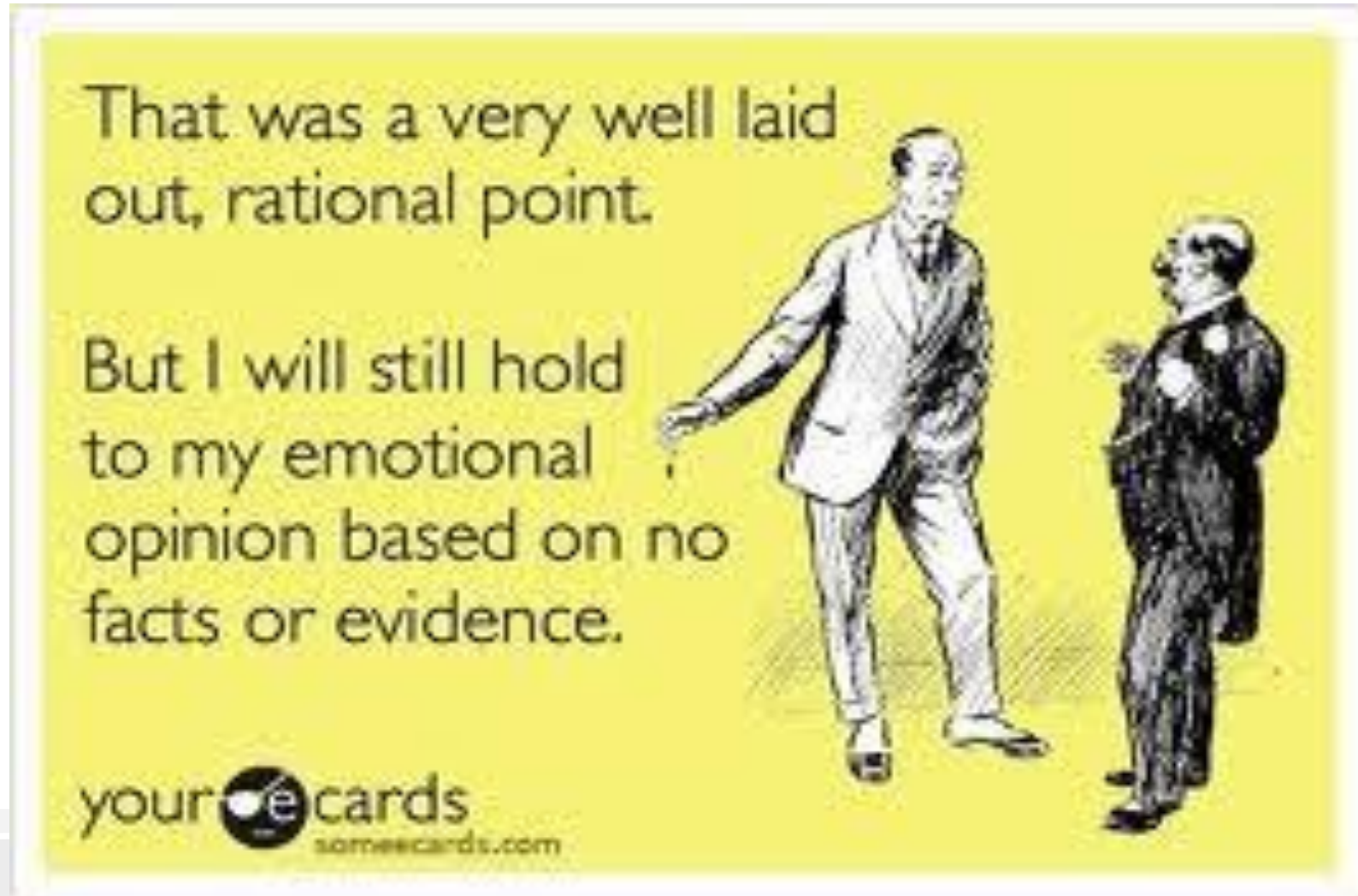


It's Your Life,
You Should Make
Your Own Choices...




...And Accept Responsibility
When You Make The
Wrong Choices

Typically we make decisions based on emotions and then back it up with logic.

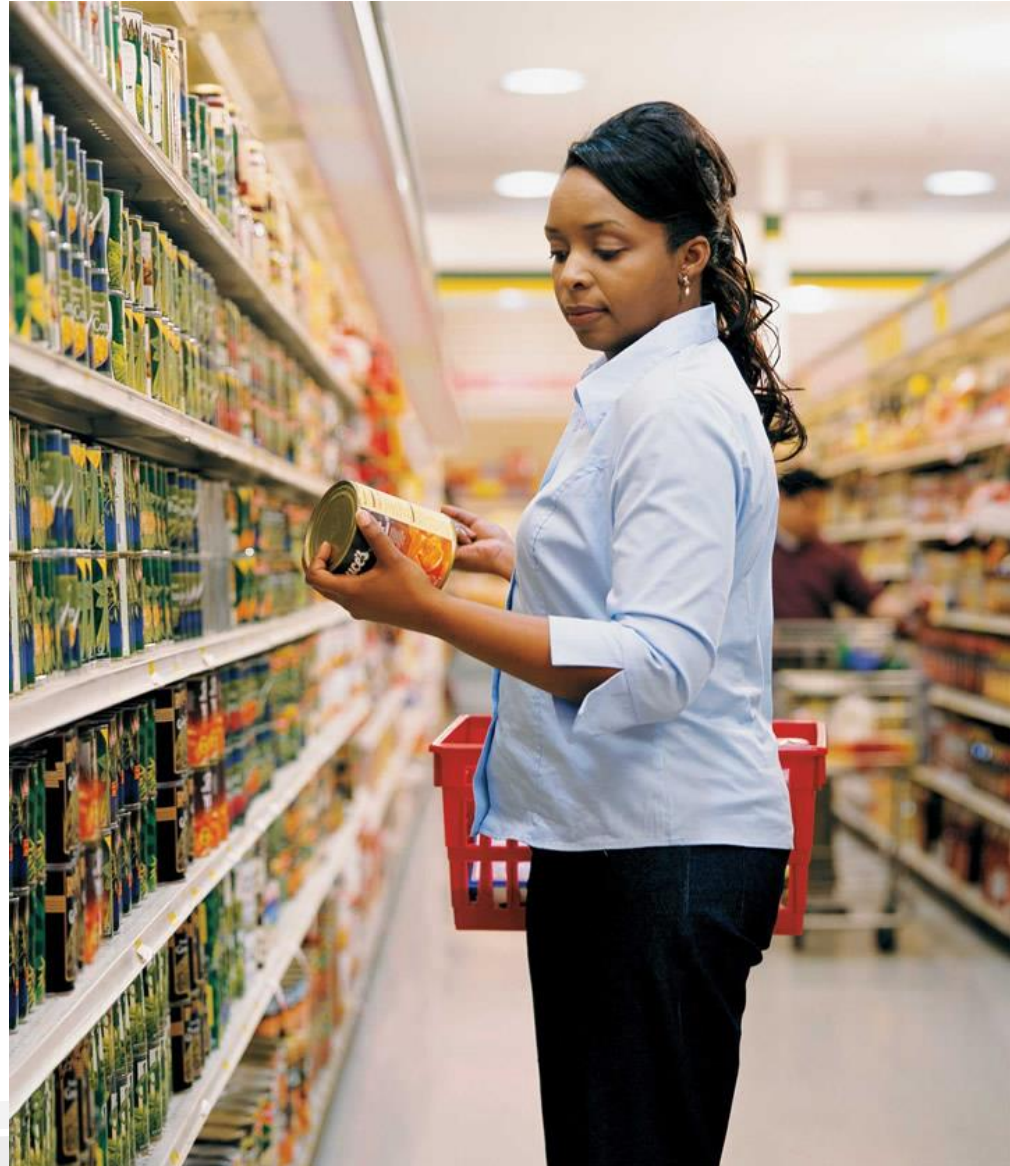


We make different eating and food decisions depending on if we are in a cold or hot state





In the cold state
we focus on
prices, health
information,
logic, and buy
smaller portions
and moderate
foods.



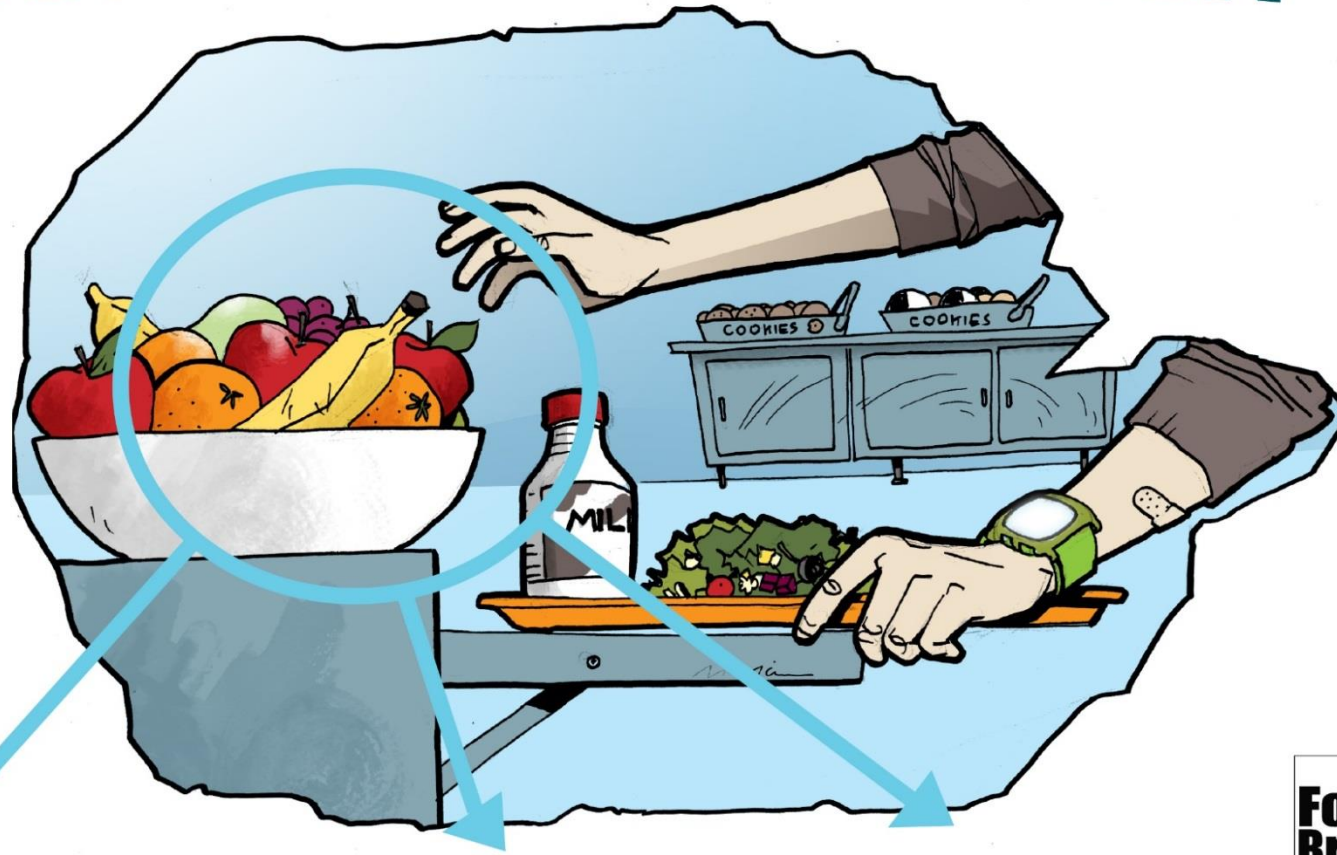
In the hot state, we look to taste, convenience, visual effect, buy bigger and our decisions are more emotional.



If labeling, education and banning doesn't get us to where we want to go, what is the answer?



USE THE C.A.N. APPROACH TO BECOME SLIM BY DESIGN



CONVENIENT

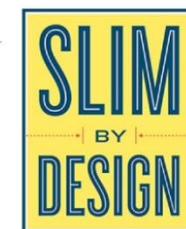
- TO SEE
- TO ORDER
- TO PICK UP
- TO CONSUME

ATTRACTIVE

- NAME
- APPEARANCE
- PRICE
- EXPECTATIONS

NORMAL

- TO ORDER
- TO PURCHASE
- TO EAT



Food environments can be designed to gently encourage the healthier decisions.



From: <http://nudges.org/2010/03/07/choice-architecture-at-the-kwiki-mart/>



Visibility: Putting foods in new bowls and new places doubles sales.



Versus



Placement: The first item on a line sells better



Default: Make the healthy option the default option.



Convenience: The number of people choosing “healthy items” increased after the introduction of a “healthy choices only” convenience line.



Increase Convenience of Healthier Foods

Hot Lunch
Line

Daily Salad Sales
increased 200-
300% within two
weeks

New Location
for
Salad Bar

Old
Location
for
Salad
Bar

Cash
Register
#1

Cash
Register
#2



Framing of Portion Size: Customers respond to portion size names not actual portion size.



Regular



Medium

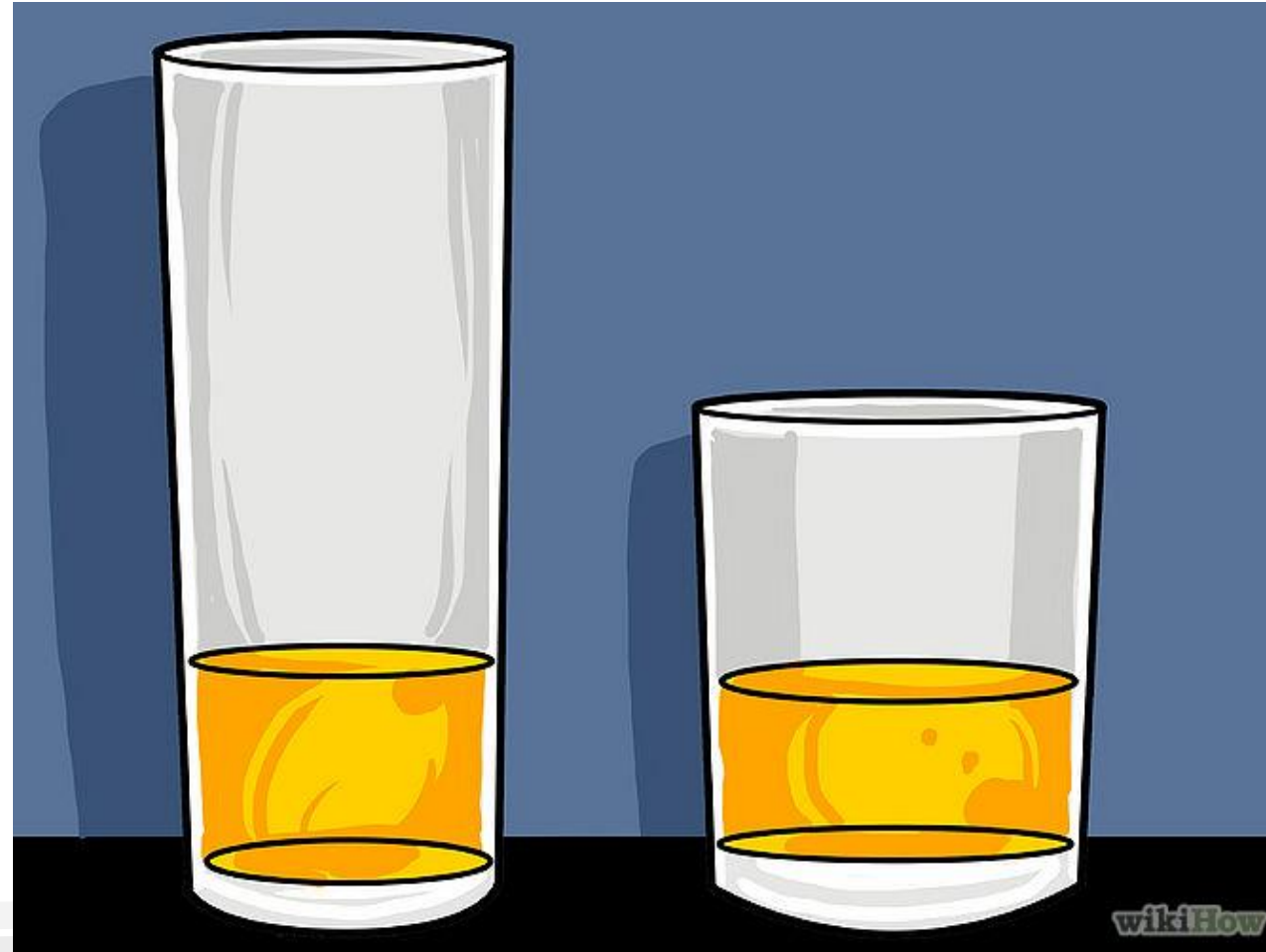


Large



Double

Beverage Containers: People pour more into short wide glasses than tall narrow ones.



QUIZ! Which serving size is larger?





1985

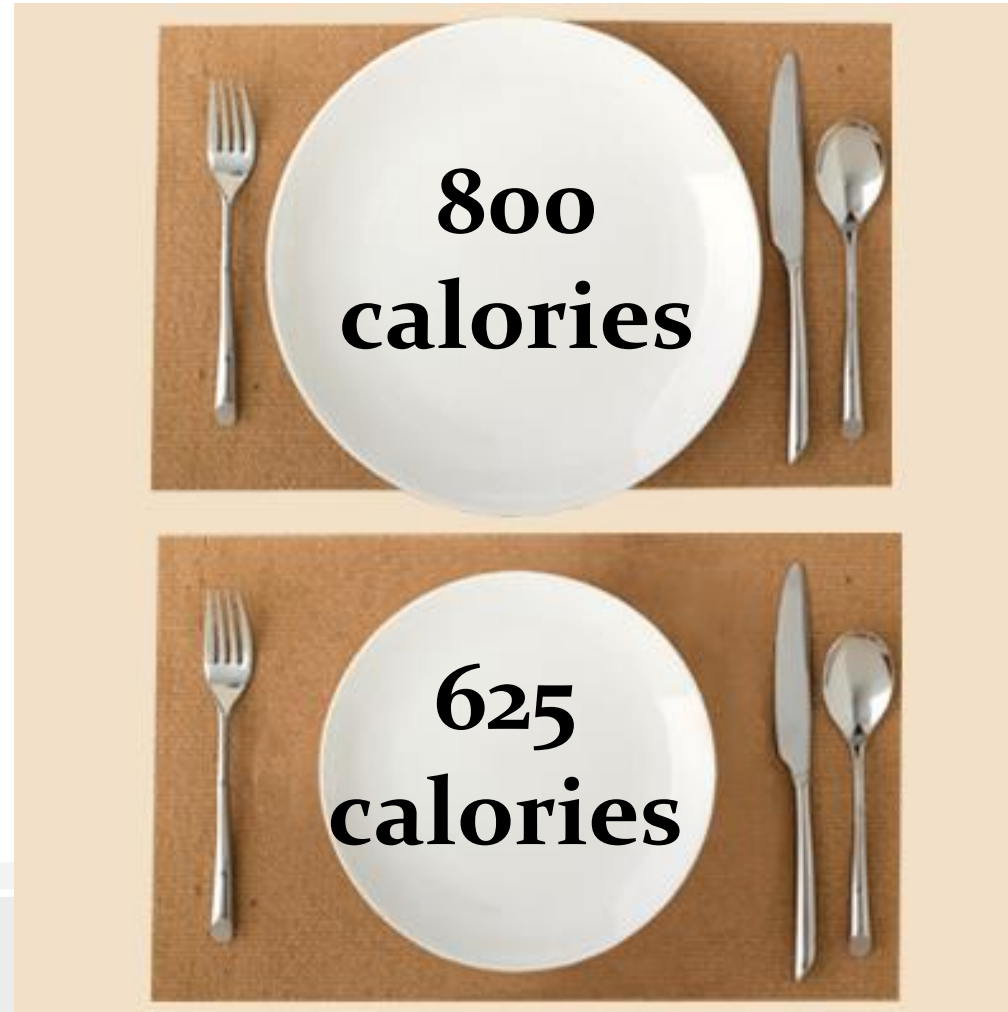


2005



Plate and Bowl Size:

Smaller plates and bowls lead to less calories eaten.





Featured Foods: Customers are 50% more likely to order a featured menu item.





Descriptive Menu Labels: Using creative names increases sales AND improves ratings of the food, the cafeteria and the cook!

MENU

Rich Vegetable Medley Soup

Spicy Cajun Stew

Macaroni and Cheese




Serving Vegetables Improves Meal Appeal





Use Prompts: Simple prompts promote sales of healthier foods.



Would you like to add a salad to your meal?



Pricing: Price is used by consumers as a surrogate communication of value and quality.

MENU

Crisp Garden Salad	\$2
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versus


Fries	\$0.73
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Amount of Options: We eat more when we have some, but not too many options.



Providing too many (more than 5 to 6) options may backfire.





Activity: On-site meeting

- You are ordering and setting up a lunch buffet for an on-site meeting. How would you optimize the “stealth health” approach to promote fruits, vegetables, whole grains and smaller portion sizes without being “the food police?”
- Consider:
 - Order of foods
 - Descriptive names/featured items
 - Optimal choices
 - Size of plates, bowls and glasses
 - Other?



Activity: Working with cafeteria or caterer to promote healthier meal

- You are partnering with a local business to promote a sandwich meal for your worksite.
- The meal will be a sandwich made with lower sodium ham on 100% whole grain bread. Sandwiches typically come with potato or pasta salad, chips, and a large brownie.
- What changes would you ask the owner to make to the meal to promote fruits and vegetables, smaller portion sizes and less processed foods?
- What would you say in an email to promote this meal?
- Remember: we don't like half-portions, default options are important but we don't like choices to be taken away, descriptive names, avoid "healthy" labels that diminish taste expectations



Additional Resources

- Healthy Eating Guidelines Implementation Guide:
Pages M-2, C-9 & C-10, R-4, R-13 & R-14
- Slim By Design: <http://www.slimbydesign.org/>
 - Website
 - Book
 - On-line course
- Cornell Food & Brand Lab
<http://foodpsychology.cornell.edu/>



Take Away

3 new ideas from today

2 ideas you will share with someone else

1 thing you will do immediately



What are your questions?





Contact Information

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