

PROGRAM OVERVIEW

The goal for this program is to increase the distribution of healthy foods in the pantry setting by making the healthy choice an easy choice for our neighbors in all 13 service counties. This is achieved by using "nudges" that provide nutrition education and awareness in the food pantry setting.

How is the program effective?

It has been shown that implementing nudges increased the amount of healthy food items distributed by **56%** per neighbor on average. This program also **increases the availability** of healthy food and **increases the likelihood** that neighbors establish healthy eating habits.

What are Nudges?

Nudges are subtle environmental changes that make healthy foods more appealing and accessible to encourage better food choices.

Healthy food choices include fresh or frozen fruits and vegetables, low-sodium canned vegetables, canned fruits in light syrup or 100% juice, whole grains, lean meats, beans, eggs, nuts and seeds, and low-fat dairy products.

Nudge Strategies can be implemented for any pantry model: client choice, walk-up or drive through distributions. Examples include:

1. Recipe cards:

Placing a recipe near a healthy food choice encourages neighbors to take the item as the recipe increases their confidence that they will be able to use that item in the kitchen. Recipes can also be placed in food boxes for mobile distributions.



2. Nutrition education handouts and brochures:

Educational handouts on various nutrition topics to place in food boxes or distribute to guests to provide more wrap around services with food.



3. Signage shelf tags:

Neighbors are more likely to choose a particular item when they are aware of a beneficial health quality.



4. Signage priming: Posting an appealing photo of a healthy food choice primes neighbors to choose that food when presented with the option and increases their awareness of the healthy food choice.



5. A-sign frames with nutrition messaging:

Two double-sided A-frames with nutritional messaging and healthy meal suggestions to display alongside cars during drive-through distribution hours.

6. Food demonstrations and sampling:

Expose neighbors to delicious, simple and healthy recipes that incorporate multiple healthy food choices. Clients are much more likely to take the items after having sampled the food.