Healthy Nudges

Incorporating health-based messaging in your program

What are 'Healthy Nudges'?

Healthy nudges promote healthier choices in your School Market through subtle environmental changes. Nudges are designed to help drive students and their families to consider healthier options in small, indirect ways. Here are a few strategies you can incorporate to encourage healthier choices in your School Market!

Healthy Nudge Strategies

Visual Emphasis & Placement

Placement and appearance are key factors in driving food choice. Highlight healthy options by placing them near eye level, and making them the first items you see as you come in.

Signage

Signage around your School Market can provide visual emphasis while also highlighting specific food and nutritional advice.

Labeling

Labeling provides individual level nudges that can dig deep into nutritional information on a specific item.

Descriptive

Labels that showcase food health info through sharing nutrition facts like calories, macronutrients, and diet considerations

Evaluative

Labels that showcase how healthy an item is through a set ranking system, such as the HER Guidelines

External Messaging

Including small reminders of healthy foods and habits in external messaging can drive students and families to choose healthier options before they even visit your School Market.