

HEALTHY CHOICES

DATA COLLECTION PROCESS



- Decide where the nudge will take place
- Speak to staff & volunteers at that club/centre/canteen about the nudge & why it is important
- Choose 'nudge'
- Decide on a time period to get **SET** and **GO!** (e.g. 5 weeks business as usual, then 5 weeks nudge)
- Consider consistent conditions (e.g. school holiday dates)
- Become familiar with the 'Healthy Choices' guidelines and the traffic light system

<http://heas.health.vic.gov.au/healthy-choices/guidelines/traffic-light-system>



- Measure what usually happens before you start nudge
 - *What food and drinks do you normally sell?* Take 'before' photos of fridge, food and poster displays.
 - *What are your usual sales?* Record number and what type of food and/or drinks sold over this time period.

Water	24
Fruit juice	11
Soft drink	73



- Start nudge!
 - *What does your nudge look like?* Take 'after' photos.
 - *What food and drinks have you sold?* Record number and what types of food and/or drinks sold over this time period.

Water	54
Fruit juice	23
Soft drink	37

What is a nudge?

A nudge is 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.



Take photos



Record sales



Take photos



Record sales

Next Steps

- Compare sales before and after nudge
- Did the nudge work?