

Nudging for healthy changes



Creating healthy changes in recreation facilities in Cardinia Shire

WHAT IS A 'NUDGE'?

Nudges are part of the 'armoury needed to tackle obesity' (Sax Institute, 2015). Nudges are small scale interventions that change the environment so people are automatically directed towards healthier choices and the healthiest choice becomes the easiest.

Nudges can be trialled in a range of settings and if successful can continue and/or be amplified. If unsuccessful, they are quickly and easily undone with minimal to no lasting effects. Examples can include repositioning products or changing displays.

PUTTING IT INTO PRACTICE

Aligned Leisure team members and a Monash Health, Health Promotion Practitioner worked in partnership to implement nudges in two of the recreation facilities, and three of the outdoor pools food environments.

Nudges trialled were focused on Healthy Choices. They are slowly implemented over time to ensure customers do not notice the changes. Implementing one nudge at a time meant its' effectiveness is quickly evaluated, and if successful it can be continued and amplified. Successful nudges at the first recreation facility were replicated and amplified at a faster rate at the next facility.

NUDGE TRIALS

NUDGE TRIALS	NUDGE OUTCOME	REPLICATED, ADAPTED OR AMPLIFIED
NUDGE 1: Remove all red soft drinks	Over summer all red soft drinks removed from canteens at pools	Replicated at Cardinia Life. Officer Community Hub and Pakenham Regional Tennis Centre amplified and removed all red drinks (soft drink, milk, juice and sports drinks) but one
NUDGE 2: Remove red food and drink marketing	Cardinia Life removed all red marketing material in seven separate nudge trials	Replicated and amplified at Officer Community Hub. They removed all red marketing material in three separate nudge trials and displayed Healthy Choices posters
NUDGE 3: Rearrange displays	Cardinia Life put 'traffic light' stickers on products, rearranged three drink fridges, one display fridge and counter displays	Officer Community Hub replicated the drinks fridge display. They adapted the counter display and Removed the 'big seller' Killer Python marketing jar from customer view

FOOD & DRINK OUTCOMES

LESS THAN **20%** RED DRINKS OFFERED
 MORE THAN **50%** GREEN DRINKS OFFERED IN FACILITIES
 PROMOTIONAL MARKETING FEATURING RED FOODS AND DRINKS ARE NOT VISIBLE TO CUSTOMERS

GREEN FOODS AND DRINKS ARE DISPLAYED IN PROMINENT EYE LEVEL POSITIONS ON COUNTERS & IN DISPLAYS & FRIDGES

PRE & POST MENU ASSESSMENTS

(Menus assessed into traffic lights using Healthy Choices)

OFFICER COMMUNITY HUB



CARDINIA LIFE



NUDGE LEARNINGS

- Trial nudges in one recreation facility and if successful replicate and adapt at other facilities
- Explain nudges as 'safe to fails' and if they do not work or if there is a loss of profit they can be easily undone
- Ask recreation facility managers what their 'big sellers' are and what does not sell. Sometimes red items are not selling well and are easy to trial and remove
- Nudges do not require extensive planning or additional funding to be trialled and be successful

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