

# Pantry Nudge Strategies

## What is a Nudge?

Creating small changes to an environment to influence healthy behaviors without eliminating choice.



By implementing one or multiple nudge strategies, pantries can make the healthy choice, the easy choice for neighbors!

Nudges are a low-cost way to highlight foods that can help improve or maintain good health and wellness.

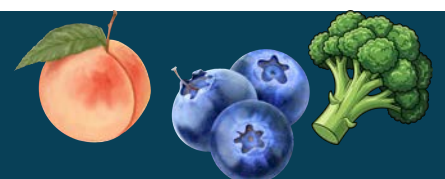


## Nudge Strategies

1. Food Placement
2. Display Change
3. Signage/Labeling
4. Food Pairing/Bundling
5. Recipe Sampling
6. Multiple Exposure



**WELLNESS PANTRY**



# Nudge Strategy

## FOOD PLACEMENT

- Place fruits and vegetables at the front of the distribution
- Stage foods we want to encourage more often at eye level
- Give more nourishing foods their own space - like F2E foods



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# Nudge Strategy

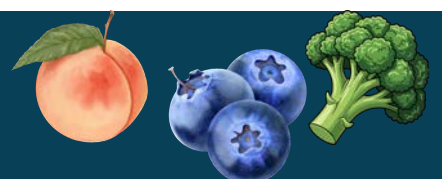
## DISPLAY CHANGE

- Remove food from dirty boxes and place in baskets/bins
- Use tablecloths and shelving
- Set it up to look more like a farmer's market
- Place like food items together and turn them so that the label is facing forward

### BEFORE



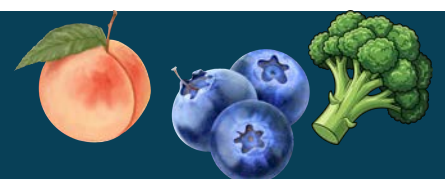
### AFTER



# Nudge Strategy

## SIGNAGE/ LABELING

- Display shelf tags or talking point signs near food items to identify healthy food options
- Put up inside and outdoor signs/posters



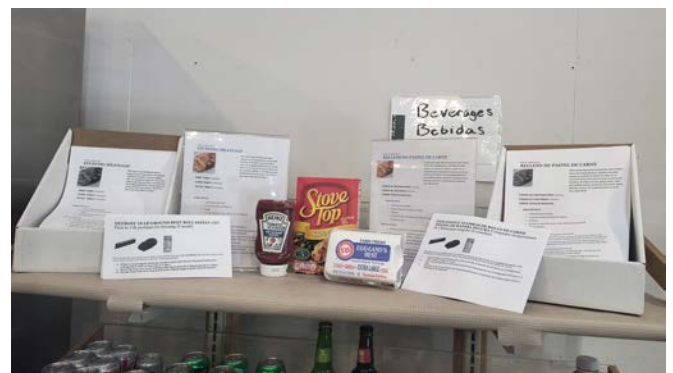
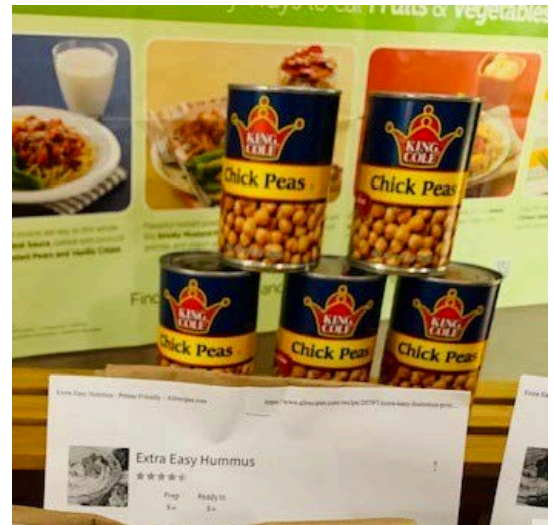
# Nudge Strategy

## FOOD PAIRING/ BUNDLING

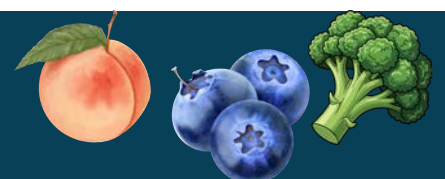
- Pair food items in bundles to give neighbors ideas to create nutritious meals
- Its a way to introduce new foods neighbors might not normally pick out
- Make take home meal kits with recipe card



## Chick Peas



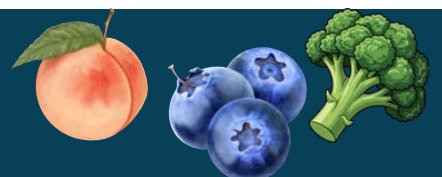
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# Nudge Strategy

## RECIPE SAMPLING

- Samples are a way for neighbors to try new recipes or foods that can influence healthy eating habits



# Nudge Strategy

## MULTIPLE EXPOSURES

- Increase the number of times a food item is offered
- Example: placing whole grain bread or rice in more than one place in the pantry brings awareness

Try a sample at the Entrance



Grab on a Shelf

Grab on a Table



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