



SET THE MOOD FOR HEALTH WITH POLICY, SYSTEMS, & ENVIRONMENTAL CHANGE INTERVENTIONS

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HELLO & WELCOME

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PRESENTATION OUTLINE

1

Review key influences
on diet-related
behavior

2

Discuss Policy, System,
& Environmental
Change interventions
in promoting health
equity and improved
diet quality.

3

Apply healthy design
principles to promote
improved diet quality.

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WHY DO WE EAT WHAT WE EAT?

What drives food choices?

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FACTORS INFLUENCING FOOD CHOICE



Biological determinants

- Hunger, appetite, and taste



Economic determinants

- Cost, income, availability



Physical & time determinants

- Access, equipment, and time



Psychological determinants

- Mood, stress, guilt



Social determinants

- Culture, family, peers



Attitudes, skills, beliefs and knowledge about food



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VIDEO

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HOW CAN WE “SET THE MOOD” FOR HEALTH?

- Without intervening, American society does not facilitate health. Instead, it promotes:
 - Overconsumption of food & beverages
 - Food waste
 - Sedentary lifestyles
 - Unrealistic body types, poor mental health




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PSE

Optimize the places where people live, work, and play to make the healthiest choice the easiest choice


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WHAT ARE PSES?

Policies	are instituted through formal, written standards accepted or adopted by a governing body or institution
Systems changes	are those that impact all areas of an organization or institution
Environmental change strategies	are changes to physical, social or economic factors that affect how people behave


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Reduce stigma and provide food pantry information to all clients



Increase seated lunch time to at least 20 minutes



Intermittent fasting or other personal “policies”

POLICY CHANGE

Do not have to be large scale policies

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SYSTEMS CHANGE: TIME AND ENERGY SAVERS

Grocery curb-side pick ups

Home delivered groceries

Home delivered meals or meal kits

Freezer meal parties

Meal planners

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HEALTHCARE SYSTEMS CHANGES

Exercise or produce prescriptions

Clinic food pantries

Drive up, pre-boxed pantry allocations



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Peer-peer learning or support



Loyalty cards or other incentives



Social marketing or other promotional campaigns



Nudges



ENVIRONMENTAL CHANGES

How can you make social, economic, or physical surroundings promote health?

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BEHAVIORAL ECONOMICS/NUDGES

- Traditional economic theory assumes people make choices that are best from them (i.e. rational decision making)
 - Does this reflect food decisions?



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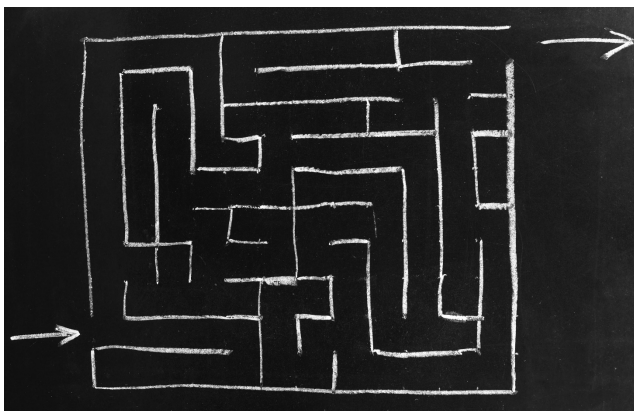
BEHAVIORAL ECONOMIC THEORY



Hot State vs Cold State

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NUDGE THEORY



- “Consumers frequently default to whatever choice is presented to them (i.e. the norm) and take **mental shortcuts** or heuristics
- Behavioral economics **decreases the cognitive load** of key decisions by making the ideal choice the easiest choice
- **Do not restrict choice**

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ALL-YOU-CARE-TO-EAT COLLEGE DINING

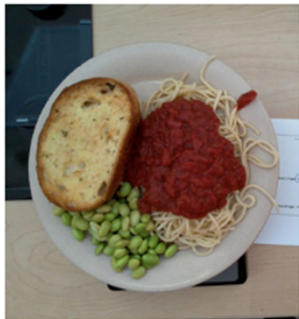


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NUDGE: CHANGING PLATE SIZE

TRADITIONAL ROUND PLATES

- 9" x 9"



OVAL PLATTERS

- 9.75" x 7.75"



Decreased the plate's surface area by 6.76% (63.62 in² to 59.32 in²)

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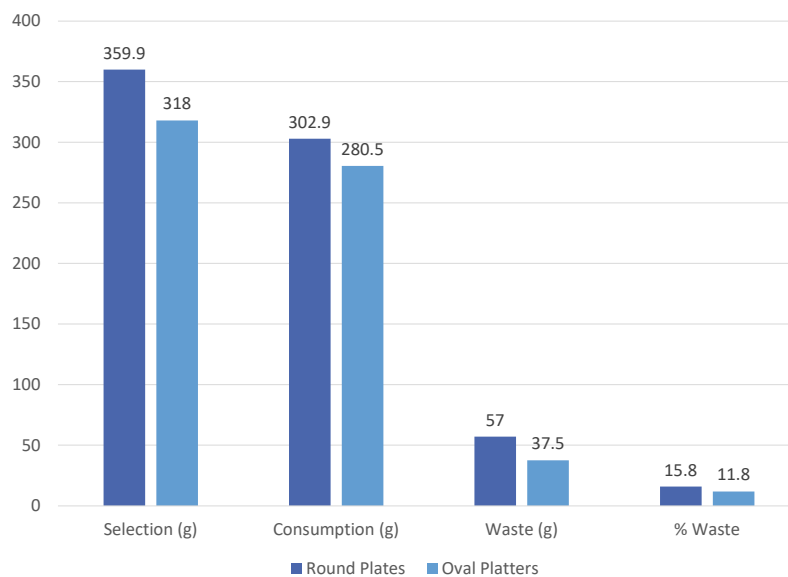
CROSSOVER TRIAL DESIGN

	Date	Dining Hall	Plate Type
Week 1	Sept. 17-21	A	Oval
Week 2	Sept. 24-28	B	Round
Week 3	Oct. 15-19	A	Round
Week 4	Oct. 22-26	B	Oval

Final sample was 1,285 observations

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RESULTS: AVERAGES BY DISH TYPE



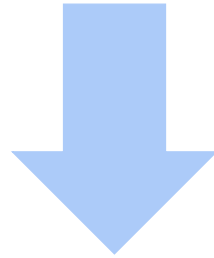
**All
differences
statistically
significant**

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WHEN WE CONTROL FOR SURVEY VARIABLES...



Oval
9.75" x 7.75"



19.1 g

Without restricting
choice

Richardson, Prescott, Ellison. *Resources, Conservation, and Recycling* 2021

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HAVE ANY OF YOU
TRIED PSE
INTERVENTIONS?

How did it go?

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I'M NEW TO PSE'S WHERE SHOULD I START?



- Empathize with your patients or clients
 - Identify key barriers for healthy decisions
 - Consider aspects of the environment, systems, and policies that are relevant
- Research possible outcomes
 - Peer reviewed studies
 - Brainstorm with others
 - Consider health behavior theories
 - Nudges: Leverage cold state thinking
 - Social Ecological Model
 - Social Cognitive Theory

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HEALTHY DESIGN: FACILITATE WELLNESS



- Make healthy items visible and easy to eat
 - Prime placement
 - Clear containers
 - Slicing or otherwise making them easy to eat
- Create hurdles to discourage overconsumption of unhealthy foods
 - Utilize high cabinets
 - Fixed portions of unhealthy foods (i.e. not eating of container)
 - No full containers in media spaces
 - Smaller plate or ladle sizes
- Change the system
 - 10 minute tasks
 - Meal time duration


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IT TAKES A VILLAGE

- A “layered” approach is likely necessary for optimal health
- Community partnerships are ideal

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Any questions?

THANK YOU FOR
YOUR TIME &
ATTENTION!

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