



Program

- Lecture: health promotion
- Lecture: choice dynamics
- Exercise: the fruit break
- Lunch break
- Exercise: the healthy check out
- Exercise: the ethics

Intro

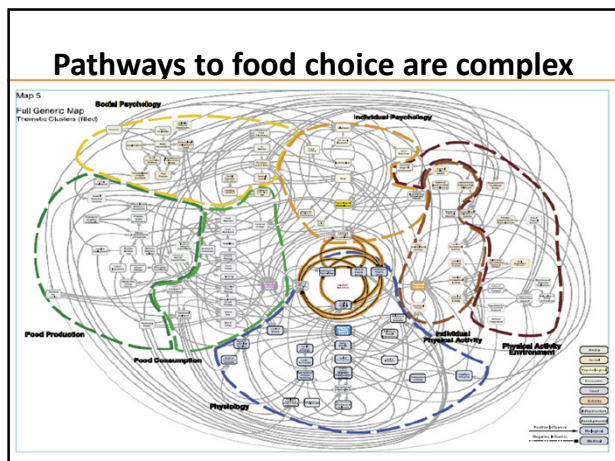
Politicising Obesity



7

Politicising Obesity

Pathways to food choice are complex






Governmentality

why care about behaviour?

- The idea that governments/the public/society aims at “producing” citizens that are well uited to fulfill those governments' policies.
- The organized practices (mentalities, rationalities, techniques, strategies, policies & technologies) through which subjects are governed.

Foucault, M The Birth of Biopolitics Lectures At The Collège de France 1978-1979
 Foucault, M.: The Government of Self and Others: Lectures at the Collège de France 1982-1983
 Foucault, M: The Courage of Truth : Lectures at the Collège de France 1983-1984

Preventive strategies three levels

Type	Content	Examples	Theoretical foundations	Characteristics
Individual 	Counselling	Behavioural modification	Modelling Vicarious learning Rewarding etc	High costs
Mass strategies 	Campaigns		Marketing, ELM, KAB	Only affecting those already in low risk
Structural prevention 	Menu board Labelling. Chocie architectures, Space management Taxation	Explicit, regulation Implicit , nudning	SEM, SCT, Dual process theories	Affecting a broad audience. Politically sensitive Revenu AND benefits

Box 3.2: The intervention ladder

The range of possible interventions is broad, and the ladder of possible policy action is as follows:

Eliminate choice. Regulate in such a way as to entirely eliminate choice, for example through compulsory isolation of patients with infectious diseases.

Restrict choice. Regulate in such a way as to restrict the options available to people with the aim of protecting them, for example removing unhealthy ingredients from foods, or unhealthy foods from shops or restaurants.

Guide choice through disincentives. Fiscal and other disincentives can be put in place to influence people to pursue certain activities, for example through taxes on cigarettes, or by discouraging the use of cars in cities through charging schemes or limitations of parking spaces.

Guide choices through incentives. Regulations can be offered that guide choices by fiscal and other incentives, for example offering tax breaks for the purchase of bicycles that are used as a means of travelling to work.

Guide choices through changing the default policy. For example, in a restaurant, instead of providing a standard side dish (with healthier options available), menus could be changed to provide a more healthy option as standard (with chips as an option available).

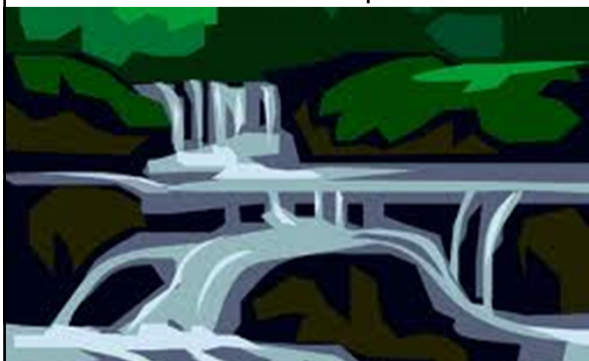
Enable individuals to change their behaviours, for example by offering participation in a 'stop smoking' programme, building cycle lanes, or providing free fruit in schools.

Provide information. Inform and educate the public, for example as part of campaigns to encourage people to walk more or eat five portions of fruit and vegetables per day.

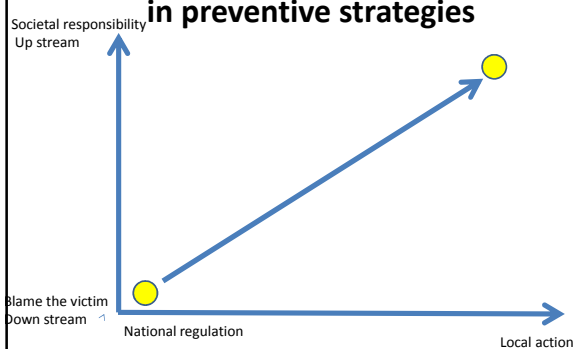
Do nothing or simply monitor the current situation.

<http://www.nuffieldinstitute.org/publications/publications/policy-process-and-practice>

Prevention and health promotion Downstream or upstream?



A new paradigm in preventive strategies



Obesogenicity

Portion Distortion

20 YEARS AGO	TODAY	DIFFERENCE	20 YEARS AGO	TODAY	DIFFERENCE
333 Calories Lifting weights for 1 HOUR AND 30 MINUTES burns approximately 257 calories* *Based on 150-pound person	590 Calories	257 MORE CALORIES	45 Calories Walking 1 HOUR AND 30 MINUTES burns approximately 305 calories* *Based on 150-pound person	350 Calories	305 MORE CALORIES
500 Calories Playing golf (while walking and carrying your clubs) for 1 HOUR burns approximately 350 calories* *Based on 160-pound person	850 Calories	350 MORE CALORIES	210 Calories Vacuuming for 1 HOUR AND 30 MINUTES burns approximately 290 calories* *Based on 150-pound person	500 Calories	290 MORE CALORIES
500 Calories Housecleaning for 2 HOURS AND 35 MINUTES burns approximately 525 calories* *Based on 150-pound person	1,025 Calories	525 MORE CALORIES	55 Calories Washing a car for 1 HOUR AND 15 MINUTES burns approximately 220 calories* *Based on 150-pound person	275 Calories	220 MORE CALORIES

Swinburn, B

Creativity processes



Feedback

- Consider these pointers when offering performance feedback:
- **Be direct when delivering your message.** Get to the point and avoid beating around the bush. For many managers, bush-beating tends to be more of an issue when giving negative feedback than when giving positive feedback. Both should be given in a straightforward manner.
- **Avoid "need to" phrases, which send implied messages that something that didn't go well.** For example, "Jane, you need to get your reports turned in on time, and you need to spell check them." This message isn't really performance feedback. It implies that Jane did not do something well with her reports, but it doesn't report exactly to Jane what happened. Providing clarity on what occurred is the aim of feedback.
- **Be sincere and avoid giving mixed messages.** Sincerity says that you mean what you say with care and respect. Mixed messages are referred to as "yes, but" messages. For example, "John, you have worked hard on this project, but..." What follows is something the person isn't doing well and is the real point of the message. The attempt to be nice first — sugar-coating the message — is negated, and the real sincerity of the message is diluted.
- The word "but," along with its cousins "however" and "although," when said in the middle of a thought, create contradictions or mixed messages. In essence, putting "but" in the middle of your saying tells the other person, "Don't believe a thing I said before."
- **Give the feedback person-to-person, not through messengers of technology.** E-mail and voice mail don't work for constructive feedback because they don't allow live, two-way conversation to follow. Nor does the sincerity of the message come across as well, whether it's positive or negative feedback. Talk one-on-one with people when giving feedback — most of them don't bite.

10-05-2014

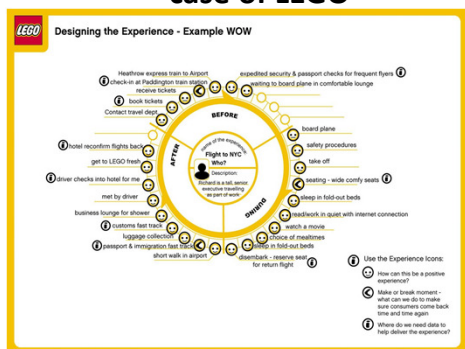
Bent Egberg Mikkelsen, PMP 2014

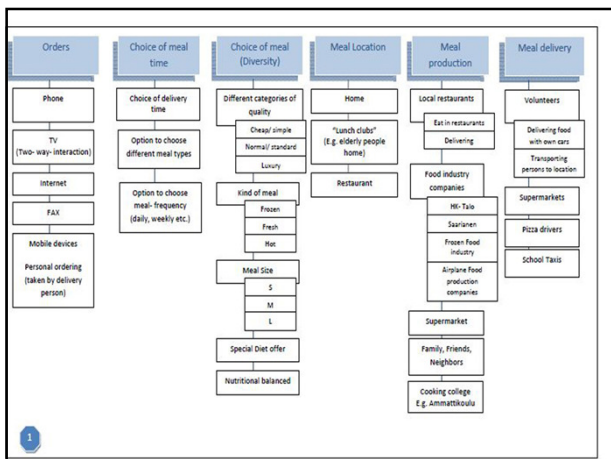
Customer journey – the train

Sail Europe Touchpoints by Channel

	Research Stage & Planning	Shopping	Booking	Pre-Travel (Documents)	Travel	Post-Travel
Channels	Map Test scenarios Timetables Destination Pages FAQ General product & life exploration	Schedule look-up Price look-up Multi-city look-up Price comparison	Web booking funnel Flare Trips Multiple Trips	Select document option (from available options) - station + ticket - home price + ticket - rail ticket	Contact page for email or phone	
Call Center	Order brochure Planning (Products) Schedules General questions	Site navigation help	Automated booking payment Cust. Rep booking Site navigation help	Call re: ticket options Request ticket mailed Booking problems (e.g. payment, etc.)	Call with questions regarding tickets General call re: schedules, strikes, documents	
Mobile		Schedules	Mobile trip booking	Access itinerary Link up schedules Buy additional tickets		
Communication Channels (social media, emails, chat)	Chat for web site help	FB Commentator Email questions Chat for website site help	Chat for booking support	Email confirmations Email for general help Inflight	Ask questions or resolve problems re: schedules and tickets	Complaints or compliments Survey
Customer Relations						Request for refund, escalation from call center
Non-REI Channels	Tip Advisor Travel Blog	Active comparison Kings	Experts	Travel Bloggs Travel site tips		Tip Advisor Source sites

Customer journey – case of LEGO





Customer Journey Mapping (CJM) key benefits

- Provides a single cross business unit view of the experience delivered by all customers facing functions
- Defines key enabling requirements (skills, data, processes, measures, etc.)
- Highlights areas of importance (where effort should be applied) and areas not valued by customers (so costs can be optimised)

Heilman- Hansen/Mikkelsen The VocNudge Experiment. Can we nudge adolescents in vocational school to choose healthier at check-out counters in cash cafeterias?

Customer Journey.

- a tool that helps to capture how people travel through the physical environment of an experience
- could be used to analyse the current situation but also in development of a new solution.
- provide the researcher with a framework for working out the details of how people interact with the environment

Brown, 2009, pp.126-127). Brown, T., 2009. *Change by Design: How Design Thinking Transforms Organisations and Inspires Innovation*. New York: Harper Business.

Heilman- Hansen/Mikkelsen The VocaNudge Experiment
Can we nudge adolescents in vocational school to choose healthier at check-out counters in cash cafeterias?

Customer journey

clarification of the *touchpoint*

- Each interaction – physical, communication, human and sensory – with and within your “organization”
- Situational analysis. Mapping of attitudes, behaviors, emotions, and activities
- Focus on interaction with front stage actors (people) and agency (object, things, spaces)
- Focus on interaction with the back stage actors and agencies (policies, rules, management)

Stickdorn, M. and Schneider, J., 2014. *This is service design thinking - Basics- Tools- Cases*. 4th ed. Amsterdam: BIS Publishers

Stickdorn, M. and Zahner, A., 2009. Service Design in Tourism: Customer experience driven destination management. in: *Nordic conference on service design and service innovation, DeThinkingService ReThinkingDesign*. Oslo, Norway, 24-26 November 2009. (Brown, 2009, p.34). (Stickdorn & Schneider, 2014, pp.158-159), (Stickdorn & Zahner, 2009).

Heilman- Hansen/Mikkelsen The VocaNudge Experiment.

Social inequality in health

- Danish Health and Medicines Authority in a national report (Diderichsen, Andersen and Manuel, 2011, p.15) that there has been an increase in inequality in health in the period from 1980s to 2011.
- 2009 the Danish *Forebyggelseskommission* (2009, p.46) concluded that men with a short educational level lose 2,5 years of average life
- 2009 the Danish *Forebyggelseskommission* (2009, p.46) concluded that men with a short educational level lose 3 years of quality-adjusted life-year (QALY) compared to men with high educational level (13+ years).
- The Danish Health and Medicines Authority (Diderichsen, Andersen and Manuel, 2011, p.42) has established 12 different kinds of determinants that interfered with mechanism that creates the inequality in health.
- One of these determinants is health behaviour which including eating habits and how close these are to the Danish Dietary Recommendation (DDR) (Diderichsen, Andersen and Manuel, 2011, pp.100, 102).
- Danish men with short educations have too high an intake alcohol, sugar and fat and the content of vitamin D and dietary fibre is too low.
- This is a result of a diet with too high a intake of high fat milk and meats product, soft drinks, wine and beer, and also a too low intake of whole grain products, fish and vegetables (Christensen et al. 2012, pp.51-56; Groth et al. 2013, p.69).
- Men (18-70 years) with short education is the population group furthest from reaching the DDR's level of 600 g fruit and vegetables (F&V) a day, with only an average consumption of 346g/10MJ, this intake is 20% lower than men with high educational level (Groth et al. 2013, p.106).
- Diderichsen F., Andersen I., Manuel C., 2011. *Ulighed i sundhed – årsager og indsatser*. København: Sundhedsstyrelsen

Forebyggelseskommissionen, 2009. *Vilken livs længere og sundere*. København: Forebyggelseskommissionen

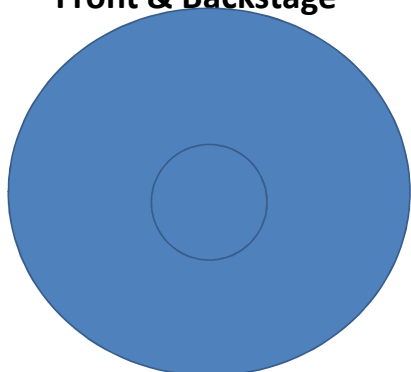
Diderichsen F., Andersen I., Manuel C., 2011. *Ulighed i sundhed – årsager og indsatser*. København: Sundhedsstyrelsen

Christensen, M., Groth, C., Thomsen, T. and Page, L., 2012. *Ulighed i sundhed og livs længere og sundere*. Søborg: DTU Fødevareresultater

Groth, M.V., Christensen, M., Knudsen, V.K., Sørensen, M.K., Page, L., Ege, M., and Mathiesen, J., 2013. *Sociale forskelle i ernærsindtagelse, fysisk aktivitet og overvægtig og underernæring*. Søborg: DTU Fødevareresultater

Christensen, M., Groth, C., Thomsen, T. and Page, L., 2012. *Ulighed i sundhed og livs længere og sundere*. Søborg: DTU Fødevareresultater

Front & Backstage



The in-line cash cafeteria journey



Imagescaping & repeated exposure

Create "Mens Health" atmosphere

Assumed mechanism
Ownership



For instance;

Køb to æbler, tag et med til lommen/ værktøjsbæltet
Fodspor lavet af sikkerhedssko på gulvet som fører hen til
det sunde valg
Billeder af håndværkere der spiser sundt



Co creation using CJM



Opening black box



Local Community Foodscapes Assessment Tool (LC-FAT)



Environment/structures	Assessment of environment	Assessment of action possibilities	
Food availability			
SMP (school meal program) available?			
School Fruit Scheme (SFS) available			
School Milk Scheme (SMS) available			
Presence of unofficial "skole bod" with			
"Foodies"/Stakeholders/Agents	Priorities	Activities that could support priorities	Assessment of action possibilities
Head teacher			
Teaching staff			
Canteen staff			
Janitor staff			
Parents board			
Home economics teaching staff			
Municipal school adm staff			
PE/Outdoor activity teaching staff			
Municipal procurement			

Consumer decision journey

- http://www.mckinsey.com/insights/marketing_sales/the_consumer_decision_journey

Nudge

From commercial
to social induction

A dualistic vision

Science of persusaion

- Reciprocity. Tendency to return favors
- Commitment. Likelyhood of honoring agreements
- Social Proof. Do things that others are doing
- Authority. Tendency to obey authority figures/modelling/vicorius learning
- Liking. Persuasion by people we like.
- Scarcity. The "limited time only" trick



Cialdini, R. B. (2001). Influence: Science and practice (4th ed.). Boston: Allyn & Bacon

Science of persuasion

Two routes



- **Elaboration likelihood model (ELM)** a model of how attitudes are formed and changed
- The idea of an "**elaboration continuum**" is introduced
- Ranges from **low elaboration** (low thought) to **high elaboration** (high thought).
- **Peripheral route:** Emotional appeals—fear, humor, and sex—and compared their impact with. Uses preexisting ideas and superficial qualities to be persuaded
- **Central route:** Central, rational, logic, information. Rational appeals such as comparison, gain/loss, and one or two sided (Hornikx and O'Keefe 2009).

Richard E. Petty & John Cacioppo in the early nineteen eighties

Inducing consumption

Examples of nudges

- Appearance (how things look)
- Anchoring (to set high price, amount, goal, compare everything subsequent with that)
- What others are doing (collectivity)
- Variety (affluence)
- Novelty (something is new)
- Bogoffs (Buy1Get1ForFree)
- Brand (logos etc)
- Prices

Lobstein, EUPHA, 2013; Fat Crisis

Example from car industry

Forførende fornuftig?

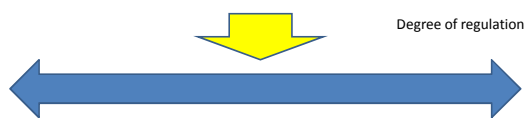
Seductive sensible?



- Girls in car ads is nothing new
- But this is different:
<http://www.youtube.com/watch?v=wshLJzAYcj&NR=1&feature=endscreen>

Nudging as a third way?

- Soft and hard paternalism



[Robert Nozick](#) (1938-2002) var en af de store teoretikere bag libertarianisme, og hans bog [Anarchy, State, and Utopia](#)

Christopher B. Gray (ed.), *Philosophy of Law: An Encyclopedia*, Garland Pub. Co, 1999, II, 632-635. [Copyright](#) © 1999, [Peter Suber](#).
Paternalism[Peter Suber, Philosophy Department, Earlham College](#). "Paternalism" comes from the Latin *pater*, meaning to act like a father, or to treat another person like a child. ("Parentalism" is a gender-neutral anagram of "paternalism".) In modern philosophy and jurisprudence, it is to act for the good of another person without that person's consent, as parents do for children.

Dual process theories challenge the traditional rationality of models of health behavioural (MHB)

- HBM
- SoC / Transtheoretical
- SDT
- TPB
- LoC
- SEM
- SCT

Two characteristics of MHB

- primarily focused on the individual rather than environment
- have generally assumed rational, controlled, conscious processes

Jagten på minimal løsninger





POWER

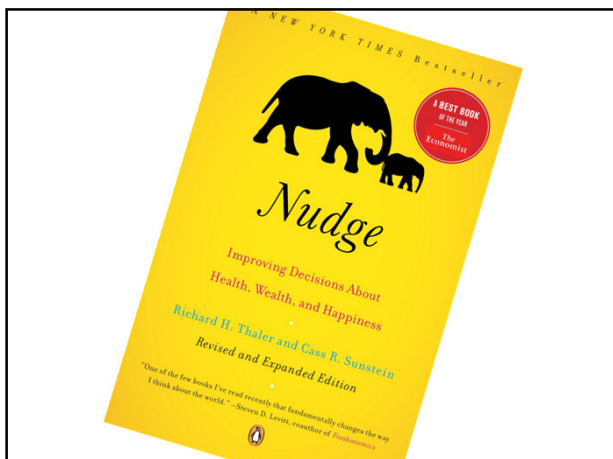
Hard & soft power

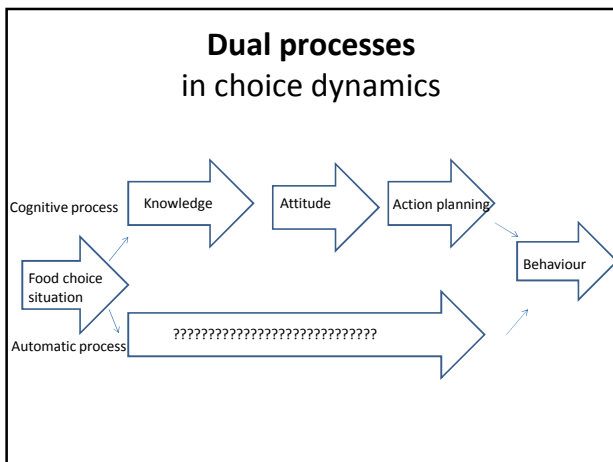
Power is the ability to influence the behavior of others to get a desired outcome. There are several ways:

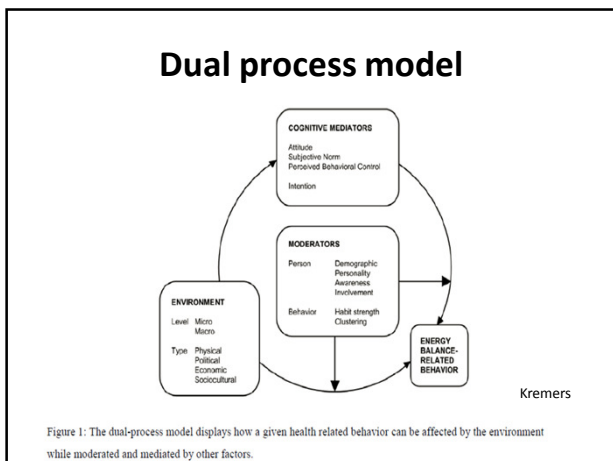
- Coercing with threats
- Induce with payments
- Attract and co-opt them to want what you want.

- Soft power is about getting others to want the outcomes you want – co-opts people rather than coerces them.

- Can be contrasted with 'hard power', which is the use of coercion and payment.



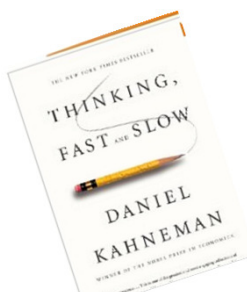




Fast and slow thinking

- System 1 Intuitive & fast
- System 2 Rational & slow

A bat and a ball cost a dollar and ten cents in total. The bat costs a dollar more than the ball. How much does the ball cost?



Dual processes

Traditional	"Nudging"
Reflexive	Non reflexive
Explicit	Implicit
Cognitive	Non cognitive
Non automatic	Automatic
Brain based	Bodily embedded
Rational	Non rational

More dualism

Table 4.1 Two cognitive modes of thinking

Automatic thinking	Reflective thinking
Uncontrolled	Controlled
Effortless	Effortful
Associative	Deductive
Fast	Slow
Unconscious	Self-aware
Skilled	Rule following

© 2009, 2011, 2012. Thaler and the Manipulation of Choice, p. 11-12
Nudge and the Manipulation of Choice
© Frameworks for the Responsible Use of the Nudge Approach to Behaviour Change in Public Policy

Choice editing

A well known concept within sustainable consumption

“shifting the field of choice for mainstream consumers: cutting out unnecessarily damaging products and getting real sustainable choices on the shelves.”

U.K. Sustainable Development Council

Examples

- Savings
- Waste handling
- Organ donations
- and
- Healthy eating



Schiphol: Verdens første nudge?



Den hollandske Schiphol Lufthavn fik designet urinaler med påmalet flue i bunden. Resultatet var 80 procent mindre spild på gulvet. Idéen har



Ugens herretoilet

I skal ikke snydes for dette foto fra herretoilet på et skisports-hotel, som allerede har vakt passende opsigt på vores Facebook-udgave 'Backsite':

Hej Lynch
Det var en overraskelse at finde dette i biblioteket. Der kan

gøres meget for at gøre det attraktivt at lade vandet – set i Les Arcs, Frankrig
Niels Olsen

Ja, hvad de dog gør for at få os til at ramme plet! Hvis man skulle være blevet lige lovlig væskefyldt under sin aften-ing, har man da noget at holde fast i ... ■ Lynch



Defaults

someone always decided how it should be



Definition

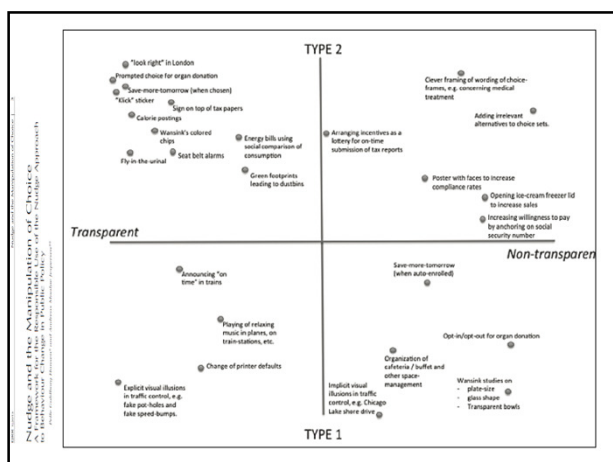
“Any aspect of the **choice architecture** that **alters people’s behaviour** in a **predictable way** without forbidding any options or significantly changing their economic incentives”

Thaler & Sunstein, 2008

Dual-process theories of behavior: Implications for intervention

“Accumulated evidence indicates that dietary behaviors and physical activity may be influenced by both reflective and automatic factors”

Paschal Sheeran, Department of Psychology, University of Sheffield, Sheffield, United Kingdom. ISBNPA 2010



	<i>Transparent</i>	<i>Non-transparent</i>
<i>System 2 thinking</i>	Transparent facilitation of consistent choice	Manipulation of choice
<i>System 1 thinking</i>	Transparent influence (technical manipulation) of behavior	Non-transparent manipulation of behavior

Table 1: Suitable labels of intervention types

© 2012. Nudge and the Manipulation of Choice. A Framework for the Responsible Use of the Nudge Approach to Behaviour Change in Public Policy.

Types

Social influence





Hey, Juliette, maybe take some of that for yourself 😊

A woman's choice of food is influenced by the gender of her dining companions. Two women eating together consumed an average of 665 calories each.

- Male and female pair the woman opted for just over 550 calories.
- Women dining in larger groups without men consumed almost 800.
- Men seem to eat the same amount regardless of their dining partners; a little over 715 calories on average.

Young, M., Mizau, M., Mai, N., Sirisegaram, A., & Wilson, M. (2009). Food for thought: What you eat depends on your sex and eating companions. *Appetite*. DOI: [10.1016/j.appet.2009.07.021](https://doi.org/10.1016/j.appet.2009.07.021)

Social norming

- *Descriptive social norms.* What I think **others will do**
- *Prescriptive social norms.* What I believe **others think and believe**
- *Subjective social norms.* What **important people** in my life **think and believe**
- Role modelling/Vicarious learning
- Peer pressuring

Priming & cues The Florida Effect

Meyer, D.E.; Schwaneveldt, R.W. (1971). "Facilitation in recognizing pairs of words: Evidence of a dependence between retrieval operations". *Journal of Experimental Psychology* 90: 227-234.

- Visual cues
- Verbal cues

- you act as your are primed for instance
- Nurse doctor bread
- Sketch part sketch
- Table tab

Choice architecture three types

Choice Dynamic interventions fall within three categories :

1. Changes in the environment (e.g. décor, light, interior, equipment)
2. Social re-configuration (e.g. norming, vicarious learning)
3. Individually oriented re-focusing (e.g. cues, priming)



Metaphoring

Assumed mechanism

An already known metaphor is assigned a new meaning → makes people think about it, humour



Negative framing

Assumed mechanism

Induces negative emotions towards being unhealthy by exposure of unpleasant pictures etc. → leads the thought towards “I do not want to be like that, I want to be healthy”



Ændre portionsstørrelse

Sælge kage i mindre stykker/slik i mindre pakker

- Der bliver solgt flere stykker – MEN i alt indtaget færre kalorier



vs.



THE SMALLER THE PIECE THE HEALTHIER CONSUMPTION – A CHOICE ARCHITECTURAL EXPERIMENT IN BEHAVIOURAL NUTRITION, L. Rohden Skov1, K. Schmidt2, P. Guldborg Hansen3, K.Lund Skov2, B. Egberg Mikkelsen1, F.J.A. Pérez-Cueto1, Ann Nutr Metab 2013;63(suppl 1): 1-1960

Ændre portionsstørrelse

Sælge frugt og grønt i mundrette bidder

- Frugt/grønt skåret i mindre stykker → folk spiser mere



vs.



Are leading business executives open to be nudged to healthier eating?

Nudging-experiment at AAU-Menu · 8. February 2013

- Subjects: 500 Danish business executives and managers
- Setting: L day the 27th of January in Copenhagen opera.
- RQ: Does cutting cakes and apples into small pieces, and arrangement of buffet has an effect on how much you eat?
- Results
 - Preliminary results are promising.
 - Possible to reduce cake intake by 30.5%
 - Increase apple consumption by 84%
 - Using smaller plates at the buffet food waste was reduced with 26%.

AAU-MENU (Laurits Rohden Skov and Bent Egberg Mikkelsen) in collaboration with Pelle Guldborg Hansen from ISSP / iNudgeYou / Danish Nudging Network

Relocation

Placering af frugtskål

Afprøve forskellige placeringer af frugtskålen: hvor sælger frugten bedst?

- Lige ved siden af kassen
- 50 cm væk
- Når den står sammen med andre sunde varer
- Når den står sammen med andre snacks (slik/kage/etc.)



Relocation

The Breakfast experiment

Does buffet space management affect intake? results from a choice architectural intervention on butter intake at a breakfast buffet

Mikkelsen BE & Qvesel AG

Results:
 Bread rolls ("rundstykker") ad libitum
 100 butter in single portion packs on each part of buffet
 Sliced cheese ad libitum
 Jam (organic)
 Coffee, milk, sugar and tea



Results

	Number of students in the respective parts of the buffet (n)	SPP's Consumed	Number of habitua butter users	SPP uptake ratio	SPP uptake ratio Adjusted
Default (control)	115	81	67	1,21	0,70
Changed default (intervention)	56	17	16	1,06	0,30

Repeated exposure
Example: Food Dudes . 3 R's

Role modelling
Rewards
Repeated tasting

International recognition for Food Dudes
Breaking News! click here to read more

KIDS
EAT. MOVE. THRIVE.

Choose your language?
Home What is Food Dudes? Why does it work? Testimonials Sponsors


The Food Dudes Behaviour Change Programme for Healthy Eating
Increasing consumption of fruit and vegetables for children and families

Imagescaping

Create "Mens Health" atmosphere

Assumed mechanism
Ownership

For instance;
Køb to æbler, tag et med til lommen/ værktøjsbæltet
Fodspor lavet af sikkerhedssko på gulvet som fører hen til det sunde valg
Billeder af håndværkere der spiser sundt





Metaphoring

fx Æble → slogans

- "Æblemust"
- An apple a day
- Æblet falder ikke langt fra stammen
- Bide i det sure æble
- Vilhelm Tell
- Apple computer

- Newton (indsigt)
- Adamsæblet (maskulinitet)
- Adam og Eva (kundskab, syndefald)
- Kernehus og tømrefag
- Stridens æble

Evidence: are nudges effective in self service catering?

The Review

obesity reviews doi: 10.1111/1467-789X.12128

Review

Choice architecture as a means to change eating behaviour in self-service settings: a systematic review

L. R. Skov^{1,2}, S. Lourenço², G. L. Hansen², B. E. Mikkelsen¹ and C. Schofield²

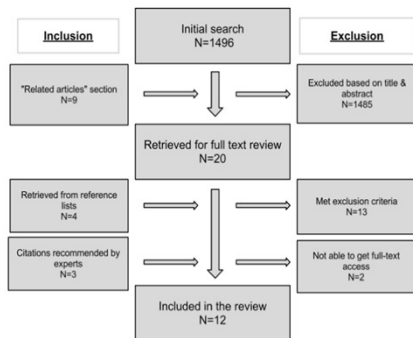
¹MENU Research Group, Aalborg University, Copenhagen, Denmark; ²Danish Cancer Society, Copenhagen, Denmark; Faculty of Epidemiology and Population Health, London School of Hygiene and Tropical Medicine, London, UK

Summary
The primary objective of this review was to investigate the current evidence base for the use of choice architecture as a means to change eating behaviour in self-service eating settings, hence potentially reduce calorie intake. Twelve databases were searched systematically for experimental studies with predefined choice architectural interventions in the period of June 2011–March 2012. The 12

Objective of review

To assess the level and quality of evidence of the effectiveness of choice architecture as a means to change food choices and food consumption in self-service settings

Search strategy



Methodology

- Systematic review
- 11 databases were searched
- Selection criteria:
 - study design had to be an intervention or experimental study
 - Participants had to be healthy individuals
 - The study had to have health or food consumption-related outcome measures

Ethics

The Telegraph

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The French have some sauce to ban tomato ketchup

Pupils in France's primary schools are to be denied the American combination of tomatoes, vinegar, salt, spice and sugar.



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The red peril: the French have taken against tomato ketchup for cultural reasons. Photo: PHOTODISC/ALAMY

20. OKT. 2011 KL. 10:43

Ketchupforbud deler danske kokke



Skal vi gøre som franskmændene og forbyde ketchup i skolerne? Danske gastronomer er uenige.

Øvelse



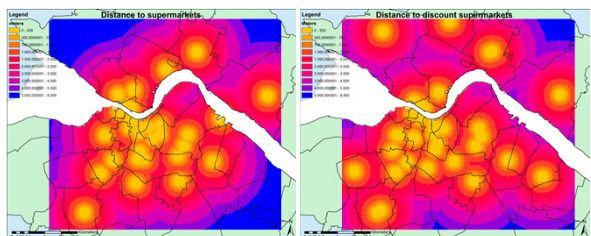
- Hvad mener du?

The in between way
asking for ketchup



Aalborg Øst

Distance to supermarkets & discount




Geodata in nutrition-related research Anders Lyseen
alyseen@plan.aau.dk


Already in a supermarket near you

The image is a screenshot of a Facebook post. At the top, it says 'Already in a supermarket near you'. Below that is a photo of a man in a supermarket aisle. The main text of the post reads: '05. MARTS 2013 11:15 AF KATHRINE RUBECK OLESEN KATHRINE.RUBECK@NORDJYSKE.DK
Fodspor fører til det sunde valg
Aalborg Kommune vil fremme borgernes sundhed ved at give dem et kærligt puf i retning af de grønne varer'. Below the text are social media sharing icons for Facebook, Twitter, and Email. At the bottom right of the post area, there are two buttons: 'VED DU NOGET? SÅ TIP OS' and 'SKRIV DIN KOMMENTAR'.



Sol

SoL supersetting






<http://www.tv2bornholm.dk/programmer/bare-lid-sundere.aspx?videoID=32365&vidLoc=NewDB>





Expected outcomes

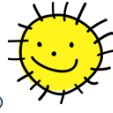



- **Increase**
- 15 % retail sale of F&V and whole grain compared to control
- 25 % intake of F&V and whole grain among 220 intervention families compared to control
- Significant difference in knowledge (cultural capital) and attitude among intervention families compared to control

- **Decrease**
- 15 % of intake of candy and soft drinks compared to control
- TV viewing of ½ hour among children in intervention families




Choice architecturing the supermarket







Nudging,
spacemanagement



Healthy foods visibility




Price regulation



Co location of healthy choices

Local Community Foodscapes Assessment Tool (LC-FAT)



Environment/structures	Assessment of environment	Assessment of action possibilities
Food availability		
SMP (school meal program) available?		
School Fruit Scheme (SFS) available		
School Milk Scheme (SMS) available		
Presence of unofficial "skole bod" with		

"Foodies"/Stakeholders/Agents	Priorities	Activities that could support priorities	Assessment of action possibilities
Head teacher			
Teaching staff			
Canteen staff			
Janitor staff			
Parents board			
Home economics teaching staff			
Municipal school adm staff			
PE/Outdoor activity teaching staff			
Municipal procurement			

Healthy checkout exercise

Sundt & lækker

EN
SUNDERE
KASSE



I Lidl vil vi gerne gøre det nemmere for dig og familien at tage det **sunde valg**.

Derfor har vi ryddet en kasselinje for søde og usunde fristelser og erstattet den med **friske grøntsager, tørret frugt** og andre **sunde snacks**. Så har du lyst til, at du, og evt. **dine børn**, skal blive fristet af **snack**, tomater, -agurker, sunde nødder mm., så stil dig ved den sunde kasse - **det synes vi betaler sig!**






Healthy check out lines?

I undersøgelsen blev danskerne blandt andet spurgt til udsagnet:

Jeg synes ikke, at slik skal stå og friste ved kassen

2010:
Helt enig: 36 pct.
Enig: 28 pct.
Hverken enig eller uenig: 25 pct.
Uenig: 6 pct.
Helt uenig: 3 pct.
Ved ikke: 2 pct.

2013:
Helt enig: 43 pct.
Enig: 25 pct.
Hverken enig eller uenig: 23 pct.
Uenig: 4 pct.
Helt uenig: 3 pct.
Ved ikke: 2 pct.

Coop spurgte i 2010 et repræsentativt udsnit på 4.295 danskere i forbindelse med deres forbrugerundersøgelse "Hvem styrer indkøbsvognen". Disse tal fulgte de op i 2013, hvor et repræsentativt udvalg på i alt 1.006 danskere blev spurgt om det tilsvarende.

Lidl traf beslutningen om at fjerne de søde sager efter at ledelsen havde læst en dagligvareundersøgelse fra Retail institute Scandinavia, der konstaterede, at 76 pct. af danskerne er enige eller nærmest enige i, at butikkerne bør hjælpe et sundere valg på vej.

http://www.foodculture.dk/Foedevarer/Sundhed/2014/7_ud_af_10_Fjern_slik_ved_kassen.aspx#



A 3D look at the dairy cold cabinet



Courtesy of: Dennis Godtfredsen, Philip Brisson, Martin Rene Andersen and Patrick Lehmann Hald, Project Group Create k114ml601

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