Welcome to “Nudging to Health: Promoting Healthy Choices at Your Food Shelf.”

Today’s presentation, training, and resource materials have been developed by a team of Health and Nutrition staff from University of Minnesota Extension.

Presenter Notes:
• Introduce yourself and other co-presenters.
• Acknowledge community partners and introduce their representatives if they are at the training.
• Thank the location host.
• You may want to personalize this slide with the date and location of the training as well as some information about yourself.
Let’s get started with some introductions. Please share your name, volunteer role, and years of service. In addition, I would like you to share:

• Two foods at your food shelf: one that everyone likes and one that no one wants to take.

• Write down one thing that you want to get out of today’s training.
We have three objectives for our training today:

• **Learn about MyPlate and key nutrition messages aimed at providing practical tips for healthy eating.**

• **Identify how food shelf volunteers can nudge clients to make healthier choices.**

• **Build skills by practicing nudging through guided role playing.**
What’s the nudge here?

Here is a perfect example of a “nudge” and the effects it can have.

Presenter Note: Play video and then ask participants to explain the nudge and the effects it has.
Nudges are everywhere, as these photos show.

For example, “your speed” monitors under speed limit signs remind motorists to slow down. We may not think of recycling bins as nudges, but they are. They remind us to be kind to the environment and recycle.

The bottom right photo on this slide shows a technique for getting people to neatly dispose of their gum before entering public places in the United Kingdom. This “GumTarget” stand asks passersby to stick their gum on their answers to the question posed on the front. (FYI: The question reads, “Which band is Gwyneth Paltrow’s husband the front man for?” Correct answer is Coldplay, but Gwyneth is divorced now. 😊)

Here are some fun facts about GumTarget: In the town of Luton, just north of London, a local transport authority cut the cost of specialist gum removal services in half by using GumTarget stands. In a short time, GumTargets on streets in Acton, an area of London, collected over 40,000 pieces of gum. That’s an awful lot of gum that could have ended up stuck to the pavement. Finally, the town of Swansea in Wales has been so pleased with its Gum Targets that it has started to install the stands in secondary schools.

The top left photo shows another clever nudge technique from a professor at New Mexico State University who ran a little behavioral economics experiment at a local supermarket. He placed a strip of tape with a “Produce Here” sign across the middle of grocery carts, along with directions to “place fruits and vegetables in front of this sign, and other groceries behind it.” This simple nudge doubled the amount of produce people bought — 10 times more than any nutrition education did. Why? Because it established new social norms. People felt that it was now expected behavior that they’d buy that much produce.

Other nudges not pictured include:

- A heart-shaped salt shaker with only one small, single hole shaped like a human heart – rather than several openings like most salt shakers. The idea is to encourage people to use less salt.
- “Stop, Look, Live” signs painted on the sidewalk to encourage pedestrians to watch for traffic before crossing the street.
What other **NUDGES** can you identify in everyday life?

**YOUR TURN**

- Think of an example of a nudge that encouraged you to do something.
- Share with a partner.
- Why was this nudge successful?

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*What other nudges can you identify in everyday life?*

*Share with a partner...*

- **Think of an example of a nudge that encouraged you to do something.**
- **Why was this nudge successful?**
Often when volunteers help clients navigate a food shelf, they are fielding a variety of questions about foods on display. When unusual or unfamiliar items are available for clients, it’s not uncommon to hear these questions:

“What is this?”
“What do I do with it?”
“Have you ever tried it?”

When you answer these questions, you have the opportunity to advocate for making healthy food choices. As a food shelf volunteer, you’re in an ideal position to encourage healthy eating!
MyPlate is a great place to start when encouraging healthy eating to food shelf clients.

For those unfamiliar with MyPlate, it is the image used by the U.S. Department of Agriculture—USDA—to guide consumers’ food choices. Some of you may remember the food pyramid. MyPlate replaced the food pyramid.

MyPlate illustrates the five food groups that are the building blocks for a healthy diet using a familiar image—a place setting for a meal. MyPlate reminds us to make healthy food choices and prepare balanced meals.

Next, we will look at each of the five food groups that make up the plate.
• Fruits fill nearly a quarter of the plate. NOTE that together, fruits and vegetables make up half of the plate — a considerable amount.

• Any fruit or form of fruit — fresh, canned, frozen, dried or 100% fruit juice — counts toward this section of the plate.
Vegetables fill slightly more than one quarter of the plate, and as mentioned before, make up half the plate when combined with fruit.

Any vegetable or form of vegetable — raw, cooked, fresh, frozen, canned or dried — counts towards this section of the plate.

Did you know that, based on their nutrient content, vegetables are organized into five subgroups? They are:

- Dark green vegetables
- Starchy vegetables
- Red and orange vegetables
- Beans and peas
- Other vegetables.

Each color group boasts different health benefits, which is why it’s important to vary your veggies by eating a variety of colors and types of vegetables.
Grains fill slightly more than one quarter of the plate.

Any food made from wheat, rice, oats, cornmeal, barley, or another cereal grain is a grain product. Bread, pasta, oatmeal, breakfast cereals, tortillas, and grits are examples of grain products.

Grains are divided into two subgroups: whole grains and refined grains.

Whole grains contain the entire grain kernel — the bran, germ, and endosperm, which contain many B vitamins, iron, and dietary fiber.

Refined grains have been milled, a process that removes the bran and germ. This is done to give grains a finer texture and improve their shelf life, but it also removes dietary fiber, iron, and many B vitamins. The loss of nutrients in the milling process is why MyPlate recommends eating more whole grains. Remember to make half your grains whole.
The protein group of foods fills slightly less than one quarter of the plate.

Meats, poultry, and seafood are well-known sources of protein. But the protein group also includes beans and peas, eggs, processed soy products, nuts, and seeds—as well as foods made from these ingredients.

As with all food groups, vary the proteins you eat to improve nutrient intake and health benefits. Choose “lean” sources of protein, such as seafood, white-meat poultry, and low-fat cuts of other types of meats.
• The dairy group is represented by a circle to the upper right of the plate in the place where a familiar dairy product — a glass of milk — would be.

• All fluid milk products and foods made from milk, such as yogurt, natural and processed cheese, and ice cream, are part of the dairy group. Foods made from milk that have little to no calcium, such as cream cheese, cream, and butter, are not.

• Healthy choices from the dairy group are not only high in calcium, but fat-free or low-fat, so watch both calcium and fat content when choosing dairy foods.

• Note that calcium-fortified soymilk, a soy beverage, is also part of the dairy group.
In addition to the food groups that are represented on MyPlate, it is also important to be aware of three key nutrition messages that influence a healthy lifestyle:

- Balance calories
- Foods to increase
- Foods to reduce
Let’s discuss the first key message: Balance Calories. As you guide clients in making choices at your food shelf, talk to them about the importance of maintaining a healthy weight by balancing calories.

A healthy weight is vital to good health and quality of life across the lifespan. To help your clients achieve and sustain a healthy weight, remind them to:

- Enjoy their food but eat recommended serving sizes, which are listed on most food packages.
- Avoid eating oversized portions.
- Engage in physical activity every day.
The second key message to pass on to your clients concerns Foods to Increase — foods to eat more of.

- Two groups of foods we all should eat more of are fruits and vegetables, which are under consumed in the United States. Fruits and vegetables contain many valuable nutrients, and consumption of fruits and vegetables is associated with reduced risk of chronic disease. Remember that fruits fill nearly 25 percent of MyPlate, and that vegetables fill slightly more than 25 percent. Together, fruits and vegetables make up half of MyPlate. Therefore, encourage clients to make half their plate fruits and vegetables.

- Eating whole grains instead of refined grains may reduce the risk of cardiovascular disease, and whole grain consumption is associated with lower body weight. Encourage clients to make half of the grains they consume each day whole grains. Tell them, “Make half your grains whole.”

- Choosing fat-free or low fat milk and milk products provide the same nutrients with less solid fat and thus fewer calories. Encourage clients to switch to fat-free or low-fat (1%) milk when available.
The third key message to pass on to your clients concerns Foods to Reduce — foods to eat less of.

- There are three foods or food components that are recommended to reduce, they include sodium, fats and added sugars. You can encourage clients to compare sodium, fats and added sugars in foods and to choose the foods with less sodium, fat and sugar.
- When possible encourage clients to consume fresh foods and fewer processed foods that are high in sodium, fats, and added sugars. Excessive intake of these foods, replaces nutrient–dense forms of foods in the diet, making it difficult for people to achieve recommended nutrient intake and increases incidents of obesity and increases risk of chronic disease.
- Drink water instead of sugary drinks, like soda, fruit drinks, flavored coffees and energy drinks, to reduce your intake of excess sugar. Limit the amount of fruit juice, which has naturally occurring sugars.
Processed or boxed foods are non-perishable and are commonly found at the food shelf.

We can encourage adding fruits and vegetables to convenience foods. Examples of convenience foods at the food shelf are: packaged instant noodles, boxed noodle meals, canned soups, microwaveable meals, boxed noodles and cheese and boxed rice.
In small groups, talk about convenience foods at your food shelf. Answer these questions in your discussions:

- Do convenience foods come in to your food shelf as donations?
- Do you have certain convenience foods at your food shelf consistently?

Give the small groups about 3 minutes to talk. Then introduce the second part of the discussion, which focuses on nudging:

Now let’s say a client at your food shelf picks up a package of instant noodles. What are ways you can encourage and nudge your client to increase the nutritional value in the convenience food they chose?

Give the small groups about 4 minutes to discuss this question. If you have extra time, ask participants to share their ideas for nudging clients. Then move on to the next slide.
Client choice food shelves offer options that provide users with a sense of ownership of the foods they select. You can support their food choices and help make the healthy (or at least healthier) choice the easy choice.

Your food shelf may not currently offer client choice. There are things you can do to compensate, such as offer ideas verbally for making healthy food choices and overhauling processed foods and boxed meals to make them healthier. We’ll be discussing more ideas for helping your clients make healthy food choices shortly.

In the meantime, you may want to consider the benefits of client choice food shelves. Some of those benefits include: reduces food waste, lets clients choose the foods their family likes and will eat, encourages meal planning, provides a sense of autonomy, meets clients’ health needs, and upholds clients’ dignity.

For more information on transitioning to a client choice food shelf, contact your SNAP Ed Educator.
Food shelves can influence food choice without sacrificing freedom of choice. In other words, food shelves can use product placement and similar techniques to nudge clients — just the way grocery stores do.
Our automatic, intuitive decision making system is influenced by common expectations and certain cues, such as presentation and visual appeal. For example, most restaurant menus and advertisements show a hamburger with french fries, so we usually make fries our “default” choice with a hamburger. We need to break that habit and choose a healthier side dish, such as a salad or fresh apple slices.
Can you think of a “default” practice at your food shelf that encourages choosing less healthy foods, rather than healthier options? One might be offering pancake mixes with maple syrup.

Allow time for participants to respond with examples they have seen at their food shelf.
We asked “What is nudging?” when this presentation began. Now let’s revisit that question and look more closely at how nudging works with food shelves.

*Nudging* refers to techniques to encourage people to make better choices through positive reinforcement and indirect suggestions, rather than through direct instruction, legislation, or enforcement. *Nudging* alters people’s behavior in a predictable way without forbidding any options.
Nudges are not mandates.

So, for example, putting fruit at eye level is a nudge, but banning junk food is not a nudge. A ban is legislation — a mandate.

Now that we know more about nudging, let’s talk about how nudging in stores works — and how we can apply some of those same techniques at food shelves.
Food product placement in stores — store layout — is another form of nudging.

Nothing is placed in a store by accident. “Everything is by design,” said Paco Underhill, founder and CEO of Envirosell, a retail-focused research and consulting firm in New York. Underhill is a pioneer in the field. His 2000 book “Why We Buy: The Science of Shopping” was groundbreaking, and his new book, “What Women Want: The Global Market Turns Female Friendly,” also touches on the subject. As the title of his first book implies, food product placement is a science. Think about your favorite supermarket. Many stores are laid out like this:

1. An attractive display to greet you, maybe something from the floral shop.
2. The produce department near the entrance.
3. The bakery on the perimeter somewhere — along a wall you’ll have to confront as you wheel your cart around the store.
4. Dairy in the back.

Sound familiar? That most stores follow this general layout isn’t just coincidence.

“There’s a reason why produce and often the bakery are the first sections you hit,” Underhill says. “First of all, the produce section tends to be lit theatrically, so that everything looks better in the store than it ever will when you get it home. Almost every supermarket knows that if they can get your saliva glands working you will tend to buy more. So there’s a reason why the bakery is up front, or the flowers are up front.”

The dairy case is usually way in the back as a way to pull the shopper as deeply into the store as possible. “The dairy section has both the highest number of… shoppers and historically has the highest conversion rate,” Underhill said. “There are very few people that go look at milk and not buy it.”

So on your way to getting the milk, you walk through the middle of the store, which is where tougher-to-sell items are usually displayed. You’ll pass jumbo olives and potato chips that you had no intention of buying, but you’re tempted after seeing them on the shelves.

“One of the things that the Food Marketing Institute and the Point-of-Purchase Advertising Institute have told us is that roughly 60 percent or more of what we buy in the supermarket wasn’t on our list,” Underhill said. “If I stop somebody on their way into a store and have them review for me what their mental list or written list is, and then I look in their basket as they walk out the door, roughly 60 percent of what’s in that basket they didn’t tell me about walking in.”

Store layout is designed to get shoppers to stick around. Another technique for hanging on to shoppers involves chatty employees handing out samples.

Now let’s look at nudging at the food shelf.
As I just said, food shelves can use some of the same techniques that grocery stores use to nudge clients to make healthier food choices. Food shelves can use behavioral economics to nudge clients, too.

According to researchers, a “nudge” refers to any aspect of how you set up or design a facility—a food shelf in this case—that alters users’ behavior in a predictable way. To count as a nudge, an “intervention” must be invisible to participants and not restrict their freedom to make their own choices. Putting fruit at eye level or placing vegetables first at the food shelf counts as a nudge.

Another example of a nudge occurs when a volunteer asks participants to choose from two or more food items, rather than naming only one food item and asking if they want it. That last technique yields only a “yes” or “no” answer and takes away the sense of choice. So you might ask, “Which fruit do you want, apples or oranges?” instead of “Do you want fruit?” By reframing the question, you are creating a “nudge.”
Top 10 Nudges

Let’s talk about the top 10 ways you can nudge clients at the food shelf to make healthier food choices.

Nudge 1: Checkout Placement
The physical environment at checkout can influence a person’s ability to choose well. If they are waiting in line and a healthy snack like a granola bar or apple is in a convenient place, they are much more likely to choose this healthier option, than searching for a less healthy snack.

Nudge 2: Encourage Combinations
Descriptions of food combinations on “tip cards” or flyers near the applicable food items encourages clients to select more than one healthy option. These written reminders are strong nudges that influence the decision-making process and saves time for clients looking for meal ideas. If you have room, display all the food items in one place, too.
Top 10 Nudges, cont.

Nudge 3: ‘Use Eye Catching Placement

Place healthier choices at eye level – for a display that’s literally eye catching. Putting foods at eye level means clients will see — and access — them more readily than if they are on lower, hard-to-reach levels. Clients are often in a hurry, and so more likely to choose foods that are prominently displayed. Conversely, clients are less likely to go out of their way to find foods that are less visible.

Nudge 4: Feature a Recipe

Create a “showcase” shelf with cards featuring a different recipe each week, along with all the ingredients in the recipe displayed on the shelf. Use the same location each week, and clients will start to gravitate to this spot. Use entry-level recipes that can be prepared in 30 minutes or less, and of course, feature recipes with healthy ingredients! A showcase shelf also is a place to display foods you want to move for special reasons or simply to reduce a surplus.
Top 10 Nudges, cont.

Nudge 5: Offer a Bargain
Not many people can resist a discount. Give 2 pieces of produce for 1 point — or better yet, free! We know that people are influenced by incentives. Discounts and multi-buy promotions remain the most widely used marketing tactic. It also influences trying new things because clients have little to lose. This nudge is also beneficial to food shelves to reduce produce waste.

Nudge 6: People tend to want to be in on the social trends. Have a “Like it” Spot by a product with dry erase board—people can like it by tally votes. Give them a chance to “like” a healthy food. Place an erasable board and marker next to a food display, and write “I like it!” at the top of the board (or place a card stating the same nearby). Then ask clients to use the marker to draw a checkmark on the board to indicate that the food is one of their favorites. Even if clients don’t use social media, they will probably appreciate the chance to express their opinion. Once you accumulate a good amount of checkmarks, the display will have a “bandwagon” effect — people like to join in things they perceive as popular or successful.
Top 10 Nudges, Cont.

Nudge 7: Share More Recipes
We already suggested featuring recipes, and accompanying ingredients, in a special showcase shelf. You also might want to collect and collate easy-to-make recipes featuring healthy foods in a handy packet for clients to take home. Go to ‘What’s Cooking: USDA Mixing Bowl’ for great recipes: https://www.whatscooking.fns.usda.gov/.

Nudge 8: Create Attractive Signs
Signage can encompass many different areas, such as highlighting the health benefits of produce or can point out healthier choices of items in other areas too. Something as simple as an “I’m healthy” sign can nudge the client into selecting that item. It’s important to keep the signs consistent, bright, colorful, and noticeable in order to capture the attention of the clients. There will be more examples of signage as the presentation continues.
Top 10 Nudges, Cont.

**Nudge 9: Try Pre-Assembled Packaging**
Create “grab-and-go” packs of food combinations in sealable, plastic storage bags — and display them where clients will readily find them. Clients will appreciate the convenient packaging and the help in decision making. You might also want to display recipes using the different combinations you have assembled.

**Nudge 10: Create End Cap Displays**
We’ve all seen product displays at the end of aisles in retail stores. These are called “end cap” displays. You can use end cap displays in food shelves, too — just place healthy foods, and signs, at the ends of aisles where clients are sure to see them.
Let’s review: Your main objective is to encourage clients to choose healthier foods, which you can do by explaining the nutritional benefits of foods AND reassuring them that these foods can be used in delicious recipes, too. Remember to use the food cards and food group information sheets in the Food Shelf Resource Book in your conversations with clients.

Now let’s break down a nudge. There are positive ways and negative ways to nudge clients. And there are comments that aren’t totally negative, but aren’t helpful either. We call those “less healthy” comments. Let’s dig into all this, using Great Northern Beans as an example.
What goes into a positive nudge? At the food shelf, positive nudging means highlighting a foods’ nutritional value and healthier features. Here is an example of a positive nudging comment about Great Northern beans: “These beans are a great source of protein. They are also low in fat and great for your heart. I like to add these to some of my favorite soups.”

Notice that a personal comment about how to use beans in a recipe was offered. REMEMBER to keep your comments positive and offer helpful cooking ideas to clients, even if you personally don’t like the food you are nudging.
“I don’t like beans — they taste disgusting. But you can take up to three if you want. I’m not sure what you’re going to do with them, they take forever to cook. I would rather eat meat.”

Here’s an example of a negative nudge — one that discourages a client from choosing Great Northern beans: “I don’t like beans — they taste disgusting, but you can take up to three if you want. I’m not sure what you are going to do with them — they take forever to cook. I would rather eat meat.”

It’s immediately obvious that comments like this nudge clients away from a food, instead of toward it. But what about comments that aren’t quite negative, but aren’t positive, either?
Here’s an example of a “less healthy” comment — one that combines both positive and negative attributes: “You can take up to three cans of beans if you want. I like to put them in a chili cheese dip that I make. I also put beans on top of hot dogs and eat them with chips.”

So let’s break down this remark. It is positive to encourage the client to take the beans, by saying “You can take up to three cans of beans if you want.” But the volunteer then cancels out the positive effects of the first remark (or nearly cancels them out) by saying “I like to put them in a chili cheese dip that I make. I also put beans on top of hot dogs and eat them with chips.”

Again — we are promoting healthier eating and trying to nudge foods that will provide nutritional benefits to clients. So resist the urge to talk about your favorite high-fat, high-sodium recipes or food choices, such as chili cheese dip, hot dogs, and potato chips.

Next, facilitate a role playing activity and set it up by saying the following:

Now, let’s practice nudging through some role playing. We’ll do this in two rounds. For Round 1, team up with a partner and assign roles. One of you will be the food shelf volunteer and the other will be a food shelf client. Next, think about a healthy food commonly stocked at your food shelf and practice a negative nudge and a positive nudge about that food. For example, if the volunteer gives a negative nudge, the client might say, “Hmm, that doesn’t sound good. I don’t think I’ll get that.” Or if the volunteer gives a positive nudge, the client might say, “Wow, that sounds delicious. I’ll get some!” Let’s begin.

Give participants about 3 minutes to practice, then ask them to switch roles so that the person playing the client in Round 1 is now the volunteer and the person playing the volunteer is now the client. Say something like:

OK, let’s switch roles for Round 2. Whoever played the client in Round 1 should be the volunteer this time around, and whoever played the volunteer should be the client. Choose another healthy food commonly stocked at your shelf and practice a negative nudge and a positive nudge. Let’s begin.

Give participants another 3 minutes to practice, and then end the activity by saying the following:

That was great! Now let’s take a look at what’s inside the Food Shelf Resource Book.
We have created the Food Shelf Resource Book to provide food shelf volunteers and staff with information for use in answering clients’ questions and nudging them to choose healthy foods they may not have tried before. Next, we will talk about some of the resources in this binder. Please refer to these resources as you nudge clients toward making healthy food choices.
Here’s an example of a food information card that is in the binder (the Food Shelf Resource Book).

Features of the card include:

• A photo of the food item
• Health benefits of the food item
• “Easy Ideas” — recipe and cooking ideas for using the food item
• If applicable: A checkmark, indicating recipes using the food item can be found on the What’s Cooking? USDA Mixing Bowl website at http://www.whatscooking.fns.usda.gov/
• If applicable: A snowflake symbol, indicating that this food item can be frozen
• If applicable: Minnesota Grown logo, indicating the food is locally grown
The Food Shelf Resource Book also contains Food Group Information Sheets for the five MyPlate food groups.

Major features of the info sheets include:

- **Key Nutrients** (in a particular food group)
- **Where Do We Get These Nutrients?** (what foods are included in this group)
- **How Much Should We Consume Each Day?** (recommended daily dietary allowances for this food group — nutrition intake recommendations from the National Academy of Medicine, formerly the Institute of Medicine)
- **Healthful Tips** (ideas for eating more of this food group)
- **What Counts as...?** (explanation of basic amount of this food group — for use in determining whether you’ve met recommended daily allowances)
The Food Shelf Resource Book also contains Nutrient Information Sheets providing information on three nutrient groups:

- **Fats and Oils**
- **Sugar**
- **Sodium**

All three of these nutrient groups are essential to our health, but generally speaking, they are nutrients we should eat in moderation and/or watch the types of these nutrients we consume. For example, foods with unsaturated fats are much healthier than foods with saturated, or trans, fats. Likewise, it's healthier to get your sugar from natural sources, such as fruits and dairy products, rather than consume foods with added sugar, such as sugary sodas and other processed foods. Always read the Nutrition Facts Panel to see what types and quantities of fats and oils, sugar, and sodium are in food products.
Another feature of the Food Shelf Resource Book is the “Guide to Storage, Freezing, and Preparing Produce” that provides guidelines on storing, freezing, and preparing fresh fruits and vegetables. This guide is for your reference, and you may also distribute this to clients if you wish.
Finally, the resource book contains an information sheet on blanching vegetables. This is for your reference, and you may distribute to clients — if you wish.

Binder Activity:

- Divide the group into small groups of 2-3
- Using the binder, have trainees find the following in the binder, keep score if you would like and offer a prize to the group who finds the answers the fastest.
  - What is one health benefit of blueberries?
  - Can you freeze tomatoes?
  - Find a recipe using apples.
  - What is an easy idea using squash?
  - What is an easy idea using powdered milk?
  - How many cups of vegetables per day are recommended for adults?
  - How do you store asparagus?
  - What is the recommended process for freezing green beans?
We're almost done. But before we head over the food shelf, I'd like you to evaluate this presentation. First, write down two ideas or pieces of information you can take from this training and use at your food shelf.

Give participants about 3 minutes to write down their thoughts, and then say:

Earlier we asked you to write down one thing you wanted to get out of this training. Did I (we) cover this today? Write down whether or not the presentation met your expectations and why.

Give participants a minute to write their responses, and then collect participants’ written thoughts — while saying something like the following:

Thank you for sharing your thoughts. Now I'm going to hand out a more formal evaluation form. Please take a few more minutes to complete this form.

Distribute evaluation forms and give participants about 5 minutes to complete them. Then collect the forms, while saying something like the following:

Thank you so much for completing the evaluation form. I, and other Extension staff, will review your responses on the form, as well as your written thoughts, and use the information to improve future presentations. NOTE that I’ll also be contacting you in 6 months for another evaluation — to see how things are going with nudging at your food shelf. At that time, we’ll want to know how things went at your food shelf with incorporating the nudging techniques you learned today.

This concludes our presentation. Do you have any final questions or comments?

Respond as necessary, and then lead the participants to the food shelf where they will do more role play to practice nudging clients to choose healthy foods.
Here are the names of the “Nudging to Health” Training Team, and...

Move on to the USDA and copyright slides.
Continue remarks begun on Slide 44 as you display this and the following three slides:

...here’s some information about USDA and copyright that we’re legally required to display. Now, please go back to your food shelf and practice the nudging techniques you learned today. Do some role playing with other volunteers like we did today. Good luck!
To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call 1-866-632-9992.

Submit your completed form or letter to USDA by:

1. **Mail:**
   U.S. Department of Agriculture
   Office of the Assistant Secretary for Civil Rights
   1400 Independence Avenue, SW
   Washington, D.C. 20250-9410

2. **Fax:** 202-690-7442

3. **Email:** program.intake@usda.gov
This institution is an equal opportunity provider.

For any other information dealing with Supplemental Nutrition Assistance Program (SNAP) issues, persons should either contact the USDA SNAP Hotline Number at 1-800-221-5689, which is also in Spanish, or call the MN Food HelpLine at 1-888-711-1151.

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