Nudging to Health

PROMOTING HEALTHY CHOICES
AT YOUR FOOD SHELF
Name two foods at your food shelf:
- One that everyone likes.
- One that no one chooses.

What is one thing that you want to get out of today’s training?
OBJECTIVES

- Learn about MyPlate and key nutrition messages.
- Learn ways to nudge clients to make healthier choices.
- Practice nudging skills through guided role playing.
WHAT IS NUDGING?
NUDGES ARE EVERYWHERE!
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?
ADVOCATE FOR HEALTHY EATING

As a food shelf volunteer, you have the opportunity to encourage healthy eating!
CHOOSE MYPLATE

Guides us to make the healthy choice the easy choice!
FOCUS ON FRUITS

Key Nutrients in Fruit
- Dietary Fiber — Helps reduce blood cholesterol and aids in bowel function.
- Vitamin C — Important for growth and repair of all body tissues, helps heal cuts and wounds, and aids oral health.
- Polyphenols (flavonoids) — Helpform red blood cell transport, especially important for pregnant women.

What Counts as One Cup of Fruit?
- 1 cup of fresh, canned, or frozen fruit
- 1/2 cup of dried fruit
- 1/4 cup of 100 percent juice counts as 1 cup of fruit.

Where Do We Get These Nutrients? In 100 percent fruit juice or any whole fruit, including fresh, canned, frozen, or dried.

How Much Should We Consume Each Day?
- Adults and youth over 4 years old
  - 11/4 servings
- Children between 2-4 years old
  - 1 1/4 servings

Remember to make half your plate fruits and vegetables!

Heathy Tips
- Vary fruit choices for enjoyment and for the full benefit of fruits’ different nutrient contents.
- Keep a bowl of fresh fruit on the counter.
- Buy fresh fruits in season when they are at peak flavor and usually less expensive.
- Choose fresh, canned, frozen, or dried fruit rather than juice for the dietary fiber benefits.

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VARY YOUR VEGGIES

Key Nutrients in Vegetables

- **Dietary Fiber** — Helps reduce blood cholesterol and aids in bowel function.
- **Vitamin A** — Keeps eyes and skin healthy and protects against infections.
- **Folate (folic acid)** — Helps form red blood cells, especially important for pregnant women.

**Where Do We Get These Nutrients?**

In 100 percent vegetable juice or any whole vegetable, including fresh, canned, frozen, or dried.

**How Much Should We Consume Each Day?**

- Adults and youths over 8 years old: 2-3 cups
- Children between 2-8 years old: 1-1½ cups

**What Counts as One Cup of Vegetables?**

- 1 cup of fresh, cooked, or frozen vegetables
- 2 cups of raw, leafy greens
- 1 (liquid) cup of 100 percent juice

**Healthful Tips**

- Vary vegetable choices for enjoyment and for the full benefit of vegetables’ different nutritional content.
- Choose canned vegetables labeled “reduced sodium” or “no salt added.”
- Buy fresh veggies in season when they are at peak flavor and usually less expensive.
- Enjoy veggies with meals or as snacks any time.

Remember to make half your plate fruits and vegetables!
MAKE HALF YOUR GRAINS WHOLE

Key Nutrients in Grains
- Dietary Fiber — Helps reduce blood cholesterol and aids in bowel function.
- B Vitamins — Help release energy from carbohydrates and build tissues.
- Potassium (Potassium) — Helps form red blood cells, especially important for pregnant women.

Where Do We Get These Nutrients?
- Any food derived from wheat, rice, corn, barley, rye, or other cereal grains.

What Counts as One Ounce of Grain?
- In general, 1 slice of bread, 1 cup of ready-to-eat cereal, or ½ cup of cooked rice, cooked pasta, or cooked cereal.

How Much Should We Consume Each Day?
- Adults and youth over 8 years old
  - 5-4 ounces [3]
- Children between 2-5 years old
  - 1½-2¼ ounces [3]

Healthful Tips
- Whole-grain foods include whole-wheat flour, bulgur (cracked wheat), oatmeal, and brown rice.
- Refined grain foods have been processed to remove two of the three main parts of the kernel, so they contain far fewer nutrients.

Remember to make half your grains whole!
GO LEAN WITH PROTEIN

Key Nutrients in Protein Foods
- Protein — Essential for building bones, muscles, skin, and blood.
- B Vitamins — Help release energy from protein and build tissues.
- Zinc — Helps the immune system function.

Where Do We Get These Nutrients?
In lean meats, seafood, beans, peas, nuts and seeds, poultry, and eggs.

What Counts as One Ounce of Protein?
In general, 1 ounce of meat, poultry, or fish; 1/4 cup cooked beans; 1 egg; 1 tbsp. of peanut butter; or 1/4 ounce of nuts or seeds.

How Much Should We Consume Each Day?
Adults and youth over 8 years old
- 5-6 ounces
Children between 2-8 years old
- 2-4 ounces

Healthy Tips
- Grill, broil, poach, or roast meats instead of frying them — which adds fat.
- To help prevent heart disease, eat at least 8 ounces of seafood a week.
- White fish, in particular, is lower in fat than any other source of animal protein, and oily fish are high in omega-3 fatty acids, or the "good" fats.
- Choose lean or low-fat meats and poultry, or fish, to truly "go lean with protein."

Go lean with protein

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GET YOUR CALCIUM-RICH FOODS

Dairy

Key Nutrients in Dairy Foods
- Calcium — Essential for building and maintaining bone and tooth strength.
- Vitamin D — Helps the body absorb and use calcium, contributing to strong bones and teeth.

Where Do We Get These Nutrients?
In milk, yogurt, cheese, and other calcium-fortified foods.

What Counts as a Cup of Dairy Food?
- 1 cup of milk, yogurt, or soy milk (soy beverage)
- 1½ ounces of natural cheese
- 2 ounces of processed cheese

How Much Should We Consume Each Day?
- Adults and youth over 8 years old
  - 3 cups per day
- Children between 2–8 years old
  - 2 ⅔ cups per day

Healthy Tips
- Drink fat-free or low-fat milk, instead of whole milk. Gradually transition to lower-fat options.
- Substitute plain yogurt for sour cream or cream cheese.
- Look for cheeses labeled “reduced fat” or “low fat.”

Non-Dairy Options
- Canned fish with bones: calcium-fortified foods, such as juice cereals, breads, or rice, soy, and almond milk. Look for lactose-free dairy milk that contains at least 100 mg of calcium per serving.

Get your calcium-rich foods
KEY MESSAGES

Balance calories

Foods to increase

Foods to reduce
BALANCE CALORIES

- Enjoy your food, but eat less.
- Avoid oversized portions.
- Be physically active every day.
FOODS TO INCREASE

- Make half your plate fruits and vegetables.
- Make at least half your grains whole grains.
- Drink fat-free or low-fat (1%) milk.
FOODS TO REDUCE

Eat fewer processed foods with excessive sodium, fat, and added sugar.
SO LET’S OVERHAUL THEM

- 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.
YOUR TURN
SUPPORT YOUR CLIENTS IN MAKING HEALTHY FOOD CHOICES
FOOD SHELVES CAN INFLUENCE FOOD CHOICE WITHOUT SACRIFICING FREEDOM OF CHOICE
WHAT DRIVES DECISION MAKING?

Influenced by common expectations and certain cues

Example: “default” side of fries with a hamburger
YOUR TURN

Can you think of a “default” practice at your food shelf?
REVISITING NUDGING

Nudging includes positive reinforcement and indirect suggestions to encourage better choices.

Nudging does not include direct instruction, legislation, or enforcement.

Nudging alters people’s behavior in a predictable way without forbidding any options.
MORE ABOUT NUDGING

Nudges are *not* mandates!

Putting fruit at eye level *is* a nudge.

Banning junk food *is not* a nudge.
FOOD PRODUCT PLACEMENT
NUDGING AT THE FOOD SHELF
1. **CHECKOUT PLACEMENT**
   Place healthier options at checkout

2. **ENCOURAGE COMBINATIONS**
   Put together items to make a meal
USE EYE CATCHING PLACEMENT
Place healthy choices at eye level

FEATURE A RECIPE
Create a showcase shelf
OFFER A BARGAIN
Make it a great deal to pick up fruits and vegetables

DISPLAY CONSUMER LIKES
Shown when users “like” a food or recipe

I like
SHARE MORE RECIPES
Share easy-to-make recipes using food from the food shelf

CREATE ATTRACTIVE SIGNS
Highlight positive health benefits of produce items
TRY PRE-ASSEMBLED PACKAGING
Offer grab-and-go packs

CREATE END CAP DISPLAYS
Display healthy foods at the end of aisles
WHAT GOES INTO A NUDGE?

Great Northern Beans
A POSITIVE NUDGE

- Good source of protein
- High in fiber
- Low in fat
- Heart healthy

“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.”
A NEGATIVE NUDGE

“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.”
THE LESS HEALTHY COMMENT

“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.”
FOOD CARDS

Can freeze for later

Mixing Bowl recipes (if applicable)

Minnesota Grown (if applicable)

Blueberries

Health Benefits
- Contain more disease-fighting antioxidants than most other fruit
- Good source of vitamin C
- High in soluble fiber, which lowers cholesterol

Easy Ideas
- Add blueberries to whole wheat waffles or pancakes.
- Wake up your spinach salad with strawberries, your favorite nuts – and blueberries.
- Add to a smoothie.
- Layer with yogurt, granola, and other fresh fruit for a healthy dessert or snack.
FOOD GROUP INFORMATION SHEETS

Key Nutrients in Vegetables
- Dietary Fiber — Helps reduce blood cholesterol and aids in bowel function.
- Vitamin A — Keeps eyes and skin healthy and protects against infections.
- Folate (folic acid) — Helps form red blood cells; especially important for pregnant women.

What Counts as One Cup of Vegetables?
- 1 cup of fresh, canned, or frozen vegetables
- 2 cups of raw, leafy greens
- 1 (liquid) cup of 100 percent juice

*The amount of vegetables you need depends on your age, gender, and level of physical activity. Menstrual guses are averages.

Where Do We Get These Nutrients?
In 100 percent vegetable juice or any whole vegetable, including fresh, canned, frozen, or dried.

How Much Should We Consume Each Day?
Adults and youth over 8 years old
- 2-3 cups*
Children between 2-8 years old
- 1-1½ cups*

Healthy Tips
- Vary vegetable choices for enjoyment and for the full benefit of vegetables' different nutrient content.
- Choose canned vegetables labeled "reduced sodium" or "no salt added."
- Buy fresh veggies in season when they are at peak flavor and usually less expensive.
- Enjoy veggies with meals or as snacks any time.

Remember to make half your plate fruits and vegetables!

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Fats and Oils

- Fats provide energy, but consuming too much fat can increase your risk for health problems, including Type 2 diabetes, heart disease, and obesity.
- Fats provide essential fatty acids, which are not made by the body and must be obtained from foods.
- Fatty acids are an important part of every cell in your body, especially brain and nerve cells.

Healthy Hints

- Choose foods with unsaturated fats, which are healthier than foods with saturated or trans fats. Foods like seeds, nuts, fish, and olives contain unsaturated fats.
- Use canola, soybean, corn, and olive oils for cooking, as they are healthier than saturated fats and oils, such as butter, lard, and shortening.
- Limit fried or processed foods.
- Limit high-fat dairy and animal products, such as cheeses, whole milk, cream, ice cream, and fatty meats.
- Read Nutrition Facts on the food label for information on fat content.
- Eat plenty of foods naturally low in fat, such as whole grains, fruit, and vegetables.

DID YOU KNOW?

Fats found in fish, nuts, and vegetable oils help reduce LDL (“bad”) cholesterol levels and increase HDL (“good”) cholesterol levels in your blood.
# Guide to Storing, Freezing, and Preparing Produce

## Ideas for Storing, Freezing, and Preparing Fresh Fruits and Vegetables

May 2016

<table>
<thead>
<tr>
<th>Types of Fruits and Vegetables</th>
<th>Apples</th>
<th>Asparagus</th>
<th>Beans – green or yellow</th>
<th>Broccoli</th>
<th>Beets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Suggested Storage Methods, Maximum Times</strong></td>
<td>Room temperature: 1 to 2 days</td>
<td>Refrigerator: 4 days</td>
<td>Refrigerator: 5 days</td>
<td>Refrigerator: 6 days</td>
<td>Refrigerator: 1 to 2 weeks</td>
</tr>
<tr>
<td></td>
<td>Refrigerator: up to 7 months</td>
<td>Freezer: 0 to 12 months at 0°F or lower</td>
<td>Freezer: 0 to 12 months at 0°F or lower</td>
<td>Freezer: 6 to 12 months at 0°F or lower</td>
<td>Freezer: 6 to 12 months at 0°F or lower</td>
</tr>
<tr>
<td><strong>Tips for Storage (Except Freezing)</strong></td>
<td>Let apples ripen at room temperature. Refrigerate in crisper drawer for best quality.</td>
<td>Wash asparagus before preparing; eat fresh, steam, sauté, or grill.</td>
<td>Wrap beans in plastic bag before storing.</td>
<td>Place broccoli in plastic bag before storing.</td>
<td>Wash beets before boiling or roasting. Cook, slice, and add to salads.</td>
</tr>
<tr>
<td><strong>Suggested Preparation</strong></td>
<td>Wash apples (with skins) before preparing; eat fresh whole or sliced; use in slaw or coleslaw to make a sauce.</td>
<td>Wash beans before preparing; eat fresh, steam, sauté, or grill.</td>
<td>Place dry beans in plastic bag before storing.</td>
<td>Place in perforated plastic bag or resealable bag before storing.</td>
<td>Wash broccoli before preparing; eat fresh, steam, sauté, or grill.</td>
</tr>
<tr>
<td><strong>Freezing</strong></td>
<td>Wash whole apples, drain, core, slice, and dry. Do not peel. Place in plastic freezer bags and freeze.</td>
<td>Blanch stalks: Small – 3 minutes</td>
<td>Blanch 3 minutes, cool, drain, and dry; pack in freezer bags.</td>
<td>Blanch 1½ inch flowerets 2 minutes. Cool, drain, and dry; pack in freezer bags.</td>
<td>Once boiled, cool, peel, slice, and dry; pack in freezer bags.</td>
</tr>
</tbody>
</table>
HOW TO BLANCH AND FREEZE INFO SHEET
YOUR TURN

- Write down two takeaways.
- Did we cover what you wanted to learn?
- What questions do you have?
‘NUDGING TO HEALTH’ TRAINING TEAM

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

3. **Email:** program.intake@usda.gov
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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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