TRAIN THE TRAINER WORKSHOP

Nudging to Health

Promoting Healthy Choices at Your Food Shelf

OBJECTIVES

Upon completion of this workshop, participants will:

- Learn about MyPlate and key nutrition messages.
- Learn ways to nudge food shelf clients to make healthier choices.
- Practice nudging skills through guided role playing.

Length: About 90 minutes

Supplies and Equipment Needed:

- Computer and LCD projector with PowerPoint presentation
- Food Shelf Resource Book; distribute 1 to 2 copies per food shelf
- Name badges and sign in sheet
- Evaluation forms — enough for each participant
- Paper for notes and pens or pencils — enough for each participant

Handout for Reference: Promoting Healthy Eating at Food Shelves

INTRODUCTION

(Slide 1) Welcome participants and introduce yourself and any key partners in the room. Announce the workshop title and briefly describe the topic.

(Slide 2) Ask participants to share their name, the name and location (community) of the food shelf they represent, their volunteer or staff role at that food shelf, and years of service. Next, ask them to name two foods at their food shelf — one that everyone likes and one that no one wants to take. Allow sufficient time for everyone to share.

Following this, distribute pens or pencils and note paper and ask participants to write down one thing that they want to get out of today's training about nudging clients to make healthy choices at the food shelf. Be sure to refer back to this at the end of the workshop when you discuss Slide 43).
PRESENTATION
(Slides 3-43) Present material from the Nudging to Health PowerPoint presentation. Script for the presentation can be found in the Notes section.

Activity 1
(Slide 6) Ask participants what other nudges they can identify in everyday life. Listen to a few responses, and then say: *Think of an example of a nudge that encouraged you to do something. It doesn’t have to involve food or eating — your example can be from any area of your life. Why do you think this nudge was successful? Share your thoughts with a partner.*

Activity 2
(Slide 19) Ask participants to form small groups to brainstorm ideas for making less-healthy options offered at the food shelf, such as canned soups and packaged meals, healthier. Also ask participants to discuss ways they can nudge clients to try those ideas (when cooking at home). Tell participants they may briefly discuss which packaged meals are most prevalent at their food shelves, as well as when and why that is so, e.g., donors might favor giving certain kinds of foods at certain times of the year. However, urge participants to focus on generating ideas for making less-healthy food options more nutritious and on discussing how to nudge clients to try some of these ideas.

Ask participants to envision when they might have these kinds of conversations with clients. For example, a client picks up a package of instant noodles. Ask participants: *What are some ideas you can pass on to that client about making those instant noodles healthier? What could you say to encourage the client to come up with his or her own ideas for adding nutrients to the instant noodles?*

Activity 3
(Slide 23) Ask participants: *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.

Activity 4
(Slide 37-42) Hand out and refer to Food Shelf Resource Book as you go through the corresponding slides.

Activity 5 (optional)
Lead participants in an activity designed to increase their familiarity with what’s in the Food Shelf Resource Book (the binder):

Divide the entire group into small groups of 2 or 3, noting that each group should refer to the binder for this activity.

Ask participants to use the binder to find answers to the following questions. You might also want to challenge groups to a competition and award prizes to the group that finds the answer to each question the fastest.
• What is one health benefit of blueberries? (Some answers are on the Blueberries food card; participants are free to describe additional benefits, too, if they wish.)

• Can you freeze tomatoes? (The answer is in the Guide to Storing, Freezing, and Preparing Produce.)

• What is an easy idea for preparing squash? (Some answers are on the Squash food card; participants are free to offer additional ideas, too, if they wish.)

• What is an easy idea for using evaporated milk in a recipe? (One answer is on the Evaporated Milk food card; participants are free to offer additional ideas, too, if they wish.)

• How many cups of vegetables per day are recommended for adults? (The answer is on the Vegetables information sheet.)

• How do you store asparagus? (Answers are in the Guide to Storing, Freezing, and Preparing Produce.)

• What is the recommended process for freezing green beans? (The answer is in the Guide to Storing, Freezing, and Preparing Produce.)

Activity 6
(Slide 43) Ask participant to write down two ideas or pieces of information they can take from this training and use at their food shelf. Say the following: Going back to the beginning of this workshop, you were asked to write down one thing you wanted to get out of this training. Did you get what you wanted in today’s course? Are there any other questions you have?

Respond to any questions as needed, and then move on to the evaluations.

EVALUATION
Distribute the evaluation forms and ask participants to complete them with the pens or pencils provided. Remind participants that you (the facilitator) are available for assistance as they implement nudging techniques at their food shelves. Also tell participants that they will receive a follow up evaluation form in six months to assess their progress in using nudging techniques.

SOURCES
Smarter Lunchrooms Movement — While this website from the Cornell Center for Behavioral Economics in Childhood Nutrition Programs is centered on school lunches, it offers nudging ideas that can be used at food shelves, too.

ChooseMyPlate — This website from the U.S. Department of Agriculture tells you everything you need to know about MyPlate.
NUDGING FOR HEALTH TEAM
(Slide 44)

- JoDee Christianson
- Dianne Davis-Kenning
- Andrew Doherty
- Rachel Jones
- Mary Krentz
- Kelly Kunkel
- Erin Ostrowski
- Annette Shepherdson

(Slides 45-48) USDA Information Statements