

Nudging in the School Cafeteria

Think about the ways you might nudge students to choose fruits, vegetables, and whole grains in the cafeteria. Using the categories below, brainstorm a list of your ideas:

NUDGE with Facilities and Processes

- Lighting
- Line Layout
- Displays
- Signage
- Service method

Ideas:

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NUDGE with Food

- Colors, textures, and shapes
- Fun and descriptive names
- Fun food facts
- Food specials
- Line layout

Ideas:

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NUDGE with People

- Scripts and prompting
- Service methods
- Appearances, attitudes, and attention
- Send home messages and reinforcements

Ideas:

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NUDGE with Incentives

- Rewards
- Prices

Ideas:

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