No Time To Train

AUGUST WORKSHOP

Introduction to Behavioral Economics
WARM-UP CHALLENGE

How many brands and labels can you remember?

1. Look at the following slide for 15 seconds.

2. In 45 seconds, write down as many labels and brands as you can remember from the picture.
WARM-UP DISCUSSION, PART 1

- What brands did you remember?
WARM-UP DISCUSSION, PART 2

- Look back to the picture. Which shelf do most of the items and brands you remembered appear on?
- Why were these the items you saw and remembered most?
FRONT AND CENTER

- We notice and remember items placed in front of us at eye level.
  - Easy to see
  - Easy to reach
  - This becomes our default setting.
LET’S GET SCIENTIFIC

- In the language of *behavioral economics*, these factors are called *Visibility* and *Convenience*, and they influence consumers’ choices of everything from snacks to cars to political candidates.
  - Choices influenced by environment
  - Most choices are so subliminal they seem automatic
  - Very hard to “out-think” this tendency, even if you are aware of it
  - **Change your environment = change your habits.**
SMARTER LUNCHROOMS MOVEMENT

- Use these powers for good!
  - The Cornell B.E.N. Center researches how behavioral economics influences students’ food choices

- Use BE to promote healthy foods
  - Make healthy choices visible, convenient, and appealing to students
  - Students select, eat, and enjoy healthy school food

- Smarter Lunchrooms Makeovers

It’s Not Nutrition... Until It’s Eaten!
LET’S MAKE OURS A SMARTER LUNCHROOM!

Learn more: SmarterLunchrooms.org