

Core Behavioral Economic and Broader Strategies

Below is a list of core behavioral economic strategies and broader strategies you might want to consider. Make notes where you are doing some of these and where some of them sound interesting and you may want to consider. You will notice the core behavioral economic strategies are included first.

	Core Behavioral Economic Strategy	Notes, Ideas, Next Steps
<input type="checkbox"/>	<u>Abundance</u> : The appearance of abundance leads shoppers to take more of an item. The opposite is also true: decreasing the visibility of a food will result in less being taken.	
	<u>Bundling</u> : Displaying or packaging foods together that can be combined to make all of part of a recipe.	
<input type="checkbox"/>	<u>Convenience</u> : Making it easy for shoppers to access food.	
<input type="checkbox"/>	<u>Normalizing</u> : Providing a reference to what the “normal,” or average, person does.	
<input type="checkbox"/>	<u>Placement</u> : Being intentional about where foods are placed affects how much shoppers take.	
<input type="checkbox"/>	<u>Priming</u> : Placing posters, floor arrows, shopping cart placards, etc. that highlight a particular food at strategic locations such as waiting rooms or entry ways increases the likelihood that shoppers will select that food.	
<input type="checkbox"/>	<u>Signage</u> : Providing useful information about healthy foods nudges shoppers to choose them over less healthy options.	
<input type="checkbox"/>	<u>Visibility</u> : Arranging foods so that they can be easily seen and look attractive.	

	Broader Strategy	Notes, Ideas, Next Steps
<input type="checkbox"/>	<p>Create a nutrition policy with a focus on sourcing culturally relevant foods: Create a nutrition policy focused on how your agency will receive—through donations or purchases—such items. Ideas could include cooperative purchasing models, a food pantry garden or farm, or working with local farmers markets and Black, Indigenous or People of Color (BIPOC) growers. This is also a good way to highlight all the strategies from this guide that you are implementing or plan to implement.</p>	
<input type="checkbox"/>	<p>Donor education (e.g., sharing information about the importance of healthy food donations)</p>	
<input type="checkbox"/>	<p>Increase access (ties into convenience strategy): Reduce check-in requirements—especially for new immigrants and refugees who may not have IDs or other requirement forms. Increase number of times customers can visit a food pantry in a month. Expand food pantry hours.</p>	
<input type="checkbox"/>	<p>Food demonstrations and taste testing (e.g., offering samples of healthy foods and dishes)</p> <p>For examples visit Cooking Matters: http://cookingmatters.org/educational-tools</p>	

<input type="checkbox"/>	<p>Community Resources Rooms:</p> <p>Food assistance referrals (e.g., promoting enrollment in WIC and SNAP, sharing information about nutrition incentive programs)</p> <p>Provides access to resources such as housing, healthcare, transportation, and other services for customers.</p> <p>Include connecting customers to gardens, cooking classes and other expertise in the community.</p> <p>When seeking out partnerships, prioritize BIPOC-led organizations.</p>	
<input type="checkbox"/>	<p>Dietary accommodations (e.g., offering foods that meet dietary needs based on culture and medical need)</p>	
<input type="checkbox"/>	<p>Volunteer training/engagement (e.g., fostering service opportunities and communication styles that respect the dignity of shoppers)</p>	