



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?



Photo by iStock



# 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.



Photo by iStock



# 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](http://SmarterLunchrooms.org)

