Healthier food and healthier food environments at sports events

A focus on nudges and making choice easier

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How do people choose what to eat?

DECISIONS about what to eat ARE:

• habitual
• automatic
• rapid
• instinctive
• guided by noncognitive processing
• subject to the influence of social and environmental cues
• often made in a way that does not require effort, awareness, intent or control
• ...
What is “nudging”? 

• A focus on the **ENVIRONMENT** around the individual where concrete decisions are made.
• It operates within a person’s automatic decision-making processes.
• Reduces the cognitive load or physical effort involved in choosing the target option.
• Alters the environment to make some choices easier.

Some characteristics: 
• Low cost
• Do not prohibit
What do nudges do?

- Placement
- Contrast
- Availability
- Presentation
- Changes to Information
Examples from Qatar World Cup 2022 ™: CONTRAST
Examples from Qatar World Cup 2022 ™ : PRESENTATION
How can organizers implement nudges at sport events?

1. Investigate
2. Specify
3. Select
4. Implement
5. Monitor
What did we learn?

Nudge techniques are useful to ensure that varied food options (with their properties) are known and made accessible to fans.

- As expected, high interactions with the visual cues
- Demand was higher than offer (at some point the wobblers were removed by staff)
- These efforts if accompanied by systematic trainings and real-time data collection can enable adaptive strategies and systems
- A variety of data need to be collected
THANK YOU

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