

Proposal for “Eat Wise, Win Prize” Campaign

Background

According to WHO, the major causes to death are heart disease, stroke, and lower respiratory infections. However, the chance of people getting to the first 2 diseases can be lowered by adopting a healthy diet with low fat and cholesterol. Our plan is to promote healthy eating starting from CUHK canteens.

Objective

To encourage students in CUHK adopt a healthier diet when choosing food in canteen with means of psychological based displays, event and slogans.

Project details, expected outcomes and related principles

A) Posters: utilizing psychological principles of visual sensation and perception to encourage better decision making

We chose bright green as our main colour scheme to grab the viewer's attention, and also because according to color psychology, green is associated with balance, growth and health. The image of fruits and vegetables on the poster (Appendix A) has an anchoring effect on viewers' future judgments, subconsciously reminding them to pick the healthier option. Laws of continuation and closure were used to make the words in the foreground visually and cognitively appealing. The slogans on the other posters (Appendix B and C) motivate change through associating healthy eating with a positive body image. These slogans are short, direct and emotive, in order to make them more memorable, so this information will be stored in our long-term storage rather than sensory memory (Atkinson-Shriffin Model). We could also use slogans such as 'everyone is eating smart; are you?' (Appendix B) to encourage healthy eating through utilizing the powerful conformity effect.

B) Knowledge dispersion

Knowledge concerning healthy eating is displayed on table stands, posters and our Facebook page.

These should be picture-based, short, and phrased in a gain-frame approach (Appendix D), in order to capture the audience's selective attention, aid memory retention (as emotionally-charged content is more likely to be stored in long-term memory (Roediger, 1264)), and influence risk-averse decision-making. Moreover, reading these facts right before buying food will heighten the chances of viewers making healthy eating choices, due to the recency effect. After a while, the mere sight of these sources of information could act as a cue or conditioned stimulus to trigger the conditioned response of the desire to eat healthy.

C) Logos (e.g. healthy choice)

Logos will be placed besides the menu. Customers usually adopt System 1 decision making (Stanovich and West's, 2000) when choosing their meals. They make the decision based on their intuition, with little consideration of its nutritional value. Placing logos besides the menu enhances System 2 decision making, customers will stop and compare different meals. For example, they may give up fries and opt for salad with logo "Healthy Choice". (Appendix E)

D) Change in menu choices

Each meal is prearranged with 1 serving of vegetable. Customers have to proactively ask for an "opt out" if they want less vegetables and more meat. People are not as rational as we think, simple changes in environment can trigger better decisions and push us towards our goal. "Some simple changes to defaults can dramatically improve people's decisions" (Beshears, Choi, Laibson, and Madrian, 2008). Under this change in menu, customers automatically get certain amount of vegetables in their meals and are given the opportunity to "opt out". We expect that people will be consuming more vegetables than before by changing defaults.

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E) Instagram Giveaway Promotion

Students who eat healthy meals in any CUHK canteens can take photos and post on Instagram with the hashtag #cuhkeatwisewinprizegiveaway and tag three friends. They will be entered into a giveaway directly and have a chance to win the giveaway prize of \$200 canteen coupon.

The principles of conformity and operant conditioning are adopted. The Instagram promotion will start off a trend of eating and taking photos of healthy meals. With a group of initiators, more students will follow suit and conform to the healthy-eating trend as they wouldn't want to be odd out. Also, when students win prizes and gain social acceptance amongst their peer (reinforcements) when they choose to eat healthier (operant behavior), they would be more motivated to make the "eat healthier" choice and we could successfully navigate ongoing operant behavior. (Balleine, 2005)

We believe that by holding a giveaway, students would have more incentive to actually buy and eat the healthy meals, as they need to do so in order to enter the giveaway and win prizes.

Challenges and pre-post assessment/Feasibility

By handing in the application form, we can display table stands and posters in the canteen. For the Facebook page and Instagram giveaways, account can be easily registered. However, posting logos on the menu needs the consent of the office and feasibility of changing menu may not be high. But by adopting positive logo (e.g: low sugar) instead of warning (e.g: high sugar), the project is believed to be more acceptable.

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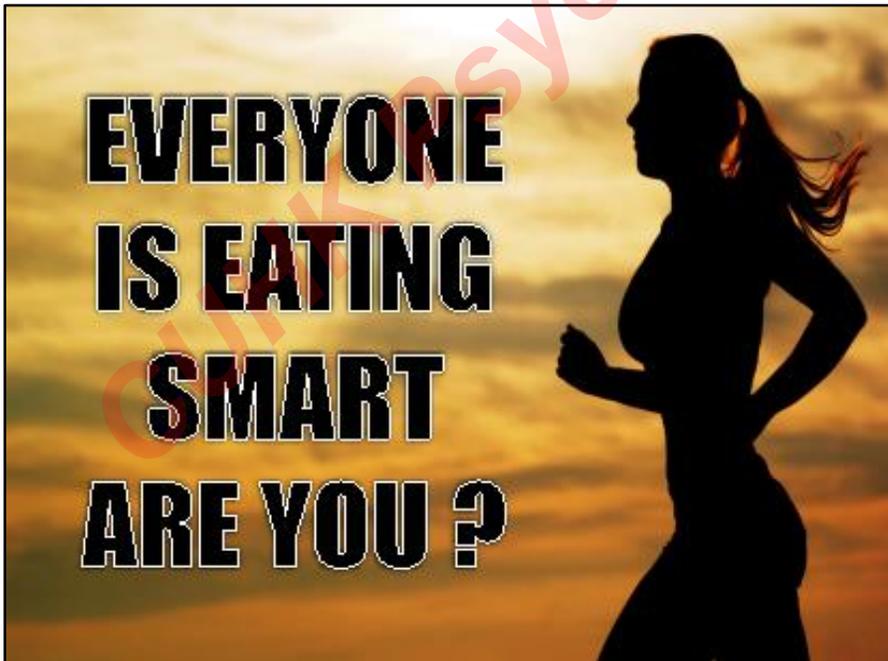
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Appendix

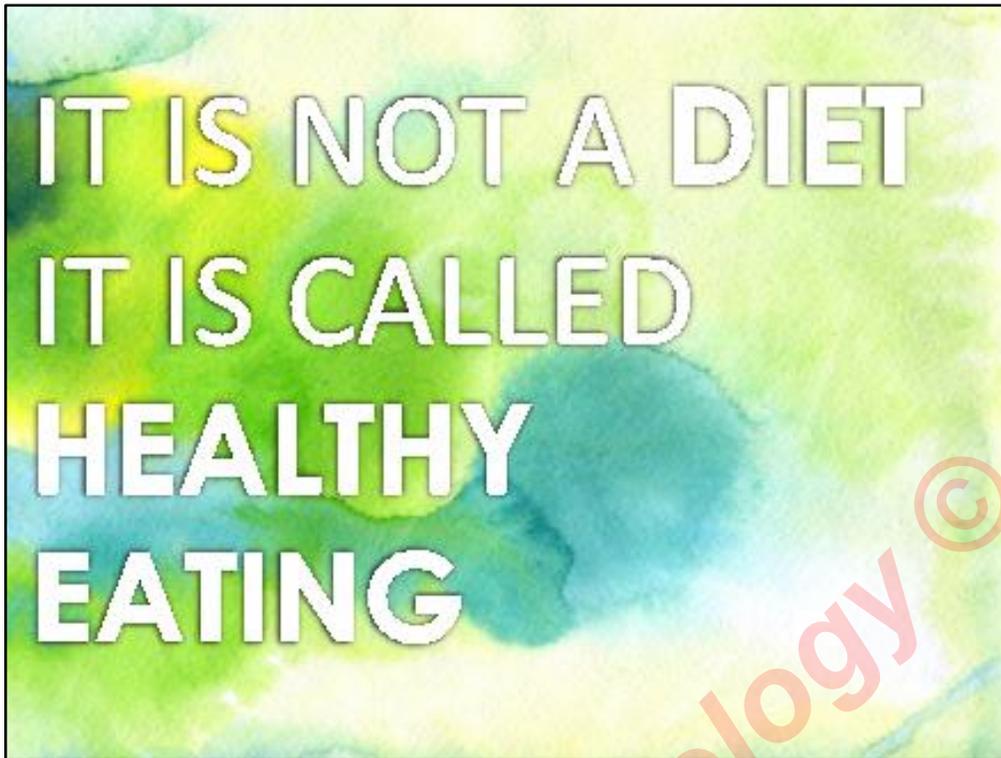
Appendix A



Appendix B



Appendix C



Appendix D



Appendix E



Appendix F

Sandwiches		Toasties 飛碟	
\$18.0	 Tomato & Cheese 蕃茄芝士	\$15.0	Roast Beef & Cheese 燒牛肉芝士
\$18.0	Banana & Cinnamon 香蕉玉桂	\$15.0	Smoked Turkey & Cheese 煙火雞芝士
\$24.0	Ham & Cheese 火腿芝士	\$18.0	Bacon & Cheese 煙肉芝士
\$24.0	Ham & Egg 火腿雞蛋	\$18.0	Bacon, Cheese & Mushroom 煙肉芝士蘑菇
	Beef Pastrami & Cheese 黑椒牛肉芝士	\$18.0	Mushroom, Avocado & Tomato 蘑菇牛油果蕃茄
每包加\$5.0	Mushroom & Cheese 蘑菇芝士	\$18.0	Ham, Pineapple & Cheese 火腿菠蘿芝士
\$8.0	 Tuna Fish & Cheese 吞拿魚芝士	\$18.0	Roast Chicken & Cheese 燒雞芝士
.0		\$18.0	
0			Extra Filling add \$6.5 另加額外配料

Appendix G



CUHK Psychology 2015

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Appendix H

