Welcome to the COPE Webinar Series for Health Professionals!

September 28, 2016
Changing Food-Related Behavior: Insights from Behavioral Science

Time:
12 noon – 1 PM EDT

Moderator:
Lisa Diewald, MS, RD, LDN
Program Manager
MacDonald Center for Obesity Prevention & Education

Handouts of the slides are posted at: www.villanova.edu/COPE

Welcome to the COPE Webinar Series for Health Professionals!
• Enhance Education
• Participate in Research
• Partner with agencies and organizations
• Provide Continuing Education
• Enhance Education

Changing Food-Related Behavior:
Insights from Behavioral Science

Objectives:
1. Drawing from the behavioral science literature, review the drivers of food-related decisions, particularly those that occur outside of the consumers’ awareness.
2. Identify strategies from behavioral science aimed at assisting clients in making better food-related decisions.

CE Credits

Notice:
• Villanova University College of Nursing is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center Commission on Accreditation
• Villanova University College of Nursing Continuing Education/COPE is a Continuing Professional Education (CPE) Accredited Provider with the Commission on Dietetic Registration
• The American College of Sports Medicine’s Professional Education Committee certifies that Villanova University College of Nursing Continuing Education, Center for Obesity Prevention and Education (COPE) meets the criteria for official ACSM Approved Provider status (2015-December, 2018). Providership #698849

Credits:
• This webinar awards 1 contact hour for nurses and 1 CPEU for dietitians
• Suggested CDR Learning Need Codes: 4000, 6000, 6010, 8120 , Level 2

Changing Food-Related Behavior:
Insights from Behavioral Science

Beth Vallen Ph.D.
Associate Professor of Marketing
Villanova University
Department of Marketing and Business Law
Neither the planners or presenter have any conflicts of interest to disclose.

Accredited status does not imply endorsement by Villanova University, COPE or the American Nurses Credentialing Center of any commercial products or medical/nutrition advice displayed in conjunction with an activity.

**WHAT IS BEHAVIORAL SCIENCE?**

- Includes fields like psychology—and more specifically—behavioral economics and behavioral decision making—sociology, and anthropology
- Focus is on irrational decision outcomes—we exercise too little and eat too much

**BEHAVIORAL SCIENCE APPLICATIONS**

Applications to myriad consumer welfare-related issues
- Health and wellness
- Retirement savings
- Environmental conservation
- Food-related decision making

**BEHAVIORAL SCIENCE EXAMPLES**


Wansink & Kim (2005), "Bad Popcorn in Big Buckets: Portion Size Can Influence Intake as Much as Taste," *Journal of Nutrition Education & Behavior*.

PUTTING BEHAVIORAL SCIENCE TO USE

September 2015: Executive order calls for government agencies to use insights from behavioral science to "better serve the American people," with health and wellness highlighted as key areas for change.

In addition to there potential to inform change strategies at the policy level, insights from behavioral science can help us and those whom we try to help.

APPLYING INSIGHTS TO CHANGE FOOD RELATED BEHAVIORS

Model of consumer decision making:

- Acquisition
- Consumption
- Disposition

What to eat
How much to eat

ACQUISITION

BIASES IN PLANNING, SHOPPING, AND CHOOSING

- The planning fallacy
- The present bias
- The role of marketing stimuli (context)
- Choice architecture
- Communicating identities

THE PLANNING FALLACY

Consumers are notoriously poor planners
- Planning fallacy (Kahneman & Tversky 1977)
- Implementation intentions help (Koole & van’t Spijker 2000)
**Present Bias**

Consumers are focused on the now (not the later)
- Present bias (O’Donoghue & Rabin 1999)
- Thinking about goals and publicly stating intentions helps

**The Role of Marketing Stimuli**

Consumers are heavily influenced by context.
Marketing stimuli play a role at acquisition.

**Price**
- Price over time (e.g., Finkelstein, Ruhm, & Kosa 2005)
- Seasonal pricing (e.g., White & White 2011; Athanasiou et al. 2013)
- "Larger is a better value" heuristic (Hein & White 2013)

**Product**
- Name
- Form
- Size
- Color
- Packaging
- Branding

**Place (distribution)**
- Accessibility
- Salience

**The Marketing Mix**

- PRODUCT
- PRICE
- PLACE
- PROMOTION
**THE ROLE OF MARKETING STIMULI**

Promotion (communication)
- Advertising
- Packaging
- Product placement
- Event sponsorship

**ACQUISITION: CHOICE ARCHITECTURE**

The ways in which options are presented, impacts choice
- Compromise Effect is defined as the tendency to select intermediate or middle options in a choice set

**CHOICE ARCHITECTURE**

- Attraction effect is defined as a preference for similar items that dominate the close alternative on some attribute

**COMMUNICATING IDENTITIES**

Individuals signal “who they are” through the products they buy
- Acquisition can signal their values, wealth, or power to others (Wu 1989, Belk 1985, Dubois, Rucker, & Galinsky 2012)
- Over-acquisition of food particularly related to “good provider” image (Evans 2012, Graham-Rowe, Jessop, & Sparks 2014, Visschers, Wickli, & Siegrist 2016)

**WHY DOES THIS MATTER?**

We eat more when we have more to eat (Chandon & Wansink 2002, Wansink & Kim 2005)
- True for portion sizes, packages, tableware, etc.
We eat more when we are choosing from more varied options (Kahn & Wansink 2004)
Factors that Impact Eating

- The food environment
- The eating environment
- Social influence
- Time
- How you are feeling
- Goals/Self-regulation

Contextual Biases

Consumers are still heavily influenced by context.

The Food Environment

It can be factors related to the food (i.e., the food environment) ... like the label information.

The Eating Environment

... or more general atmospherics (i.e., the eating environment).

Social Influence

The presence of others also impacts consumption.

- Eating with others increases the length of meal and, in turn, quantity consumed (i.e., social facilitation; Hargreaves et al., 1984; see Herman, 2015 for a review)
- Meals with others are 44% larger; 76% larger with 7 or more people (De Castro and Brewer, 1992)
- Tendency to "match" others' consumption (Herman, Brehm, & Polivy, 2003)
- They depend on the body type of the other person (e.g., Sibson et al., 2013)
- They depend on individual impression management motivations (e.g., Robins et al., 2011)
- Family influence (Birch, Savage, & Ventura, 2007)
**TIME**

Time impacts consumption
- Time of day
- Time of year

![Image of food and time](https://via.placeholder.com/150)

**HOW YOU ARE FEELING**

Emotions impact eating
- Felt affect (Garg, Wansink, & Inman 2007)
- Affect regulation (Valle, Block, & Eisenstein 2014)
- Licensing (Khan & Dhar 2006; Hui, Bradlow, & Fader 2009)

![Image of emotions](https://via.placeholder.com/150)

**GOALS**

Self-regulation involves controlling behavior in the face of temptations
- Necessary for goal achievement
- Self-control exemplified in the food domain (e.g., dieting)

The type of goal matters
- "All or nothing" goals lead to counterregulatory eating (e.g., the what the hell effect; Polivy et al. 1986, 1996)

![Image of goals](https://via.placeholder.com/150)

**WHY DOES THIS MATTER?**

The US aggregate food supply provided 3,800 calories per person per day in 2000 (USDA Agriculture FastBook 2002).
- 1,100 calories were attributed to spoilage, plate waste, and other losses.
- 2,700 calories were attributed to dietary intake.

We acquire too much.
We consume too much.

![Image of calories](https://via.placeholder.com/150)

**WHAT CAN WE DO ABOUT IT?**

At acquisition...
- Make a plan AND a strategy to implement the plan.
- Focus on the future when making a decision right now.
- Rely on objective information when making decisions (e.g., calories) instead of puffery.
- Create your sub-culture surrounding food.

![Image of strategy](https://via.placeholder.com/150)

**WHAT CAN WE DO ABOUT IT?**

At consumption...
- Know what is relevant.
- Estimate nutritional content for parts of the meal (rather than the meal overall).
- Help to reduce estimation biases (Chen & Chan 2015; Chertok, Valle, & Feinman 2011).
- Seek positive role models (and invite them to dinner).
- Anticipate your emotions.
- Take actions to bolster self-control (and not just before your holiday dinner).
- Know your goals (and remind yourself).
- Define your splurge ... and move on.
WELL IF IT'S THAT EASY ...

Many of these occur at a subconscious level.
There are many, many more effects to consider.
These do not impact individuals in isolation, but may interact with other effects.
We make many, many food-related decisions (and don’t always have the time to become hyper involved with each).
We balance health and taste.

Understanding is likely to lead to more mindful, positive choices.

THANK YOU!
Beth Vallen
Department of Marketing & Business Law
Villanova University
beth.vallen@villanova.edu

Evaluations and CE Certificates

- Those completing the webinar will be emailed a link to the evaluation.
- The email will be sent to the email address that you used to register for the webinar.
- Complete the evaluation soon after you receive the email. The evaluation does expire after 3 weeks. Once expired, you cannot obtain a certificate.
- Once the evaluation is completed, the CE certificate will be emailed separately within 2 or 3 business days.

Upcoming COPE Professional Webinars

Low Calorie Sweeteners and a Healthy Lifestyle: Do they fit together?
Date: Wednesday, October 12, 2016
Time: 12:00PM - 1:00PM EST
CE Credit: 1.0 contact hour, 1.0 CPEU
Berna Magnuson PhD, ATS Fellow
Vice-President
Health Science Consultants
To register: villanova.edu/cope
Sponsored by an unrestricted educational grant from SPLENDA® Sweeteners

Questions and Answers!

Moderator: Lisa K. Diewald MS, RD, LDN
Email: cope@villanova.edu
For website: www.villanova.edu/COPE
To receive monthly emails on upcoming COPE events, please join COPE’s Contacts on our website.
Thank you for your time and interest.