

# Reward schema to nudge healthier food choice

A multidisciplinary investigation of food choice in young adults in the United States of America

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6 December 2019

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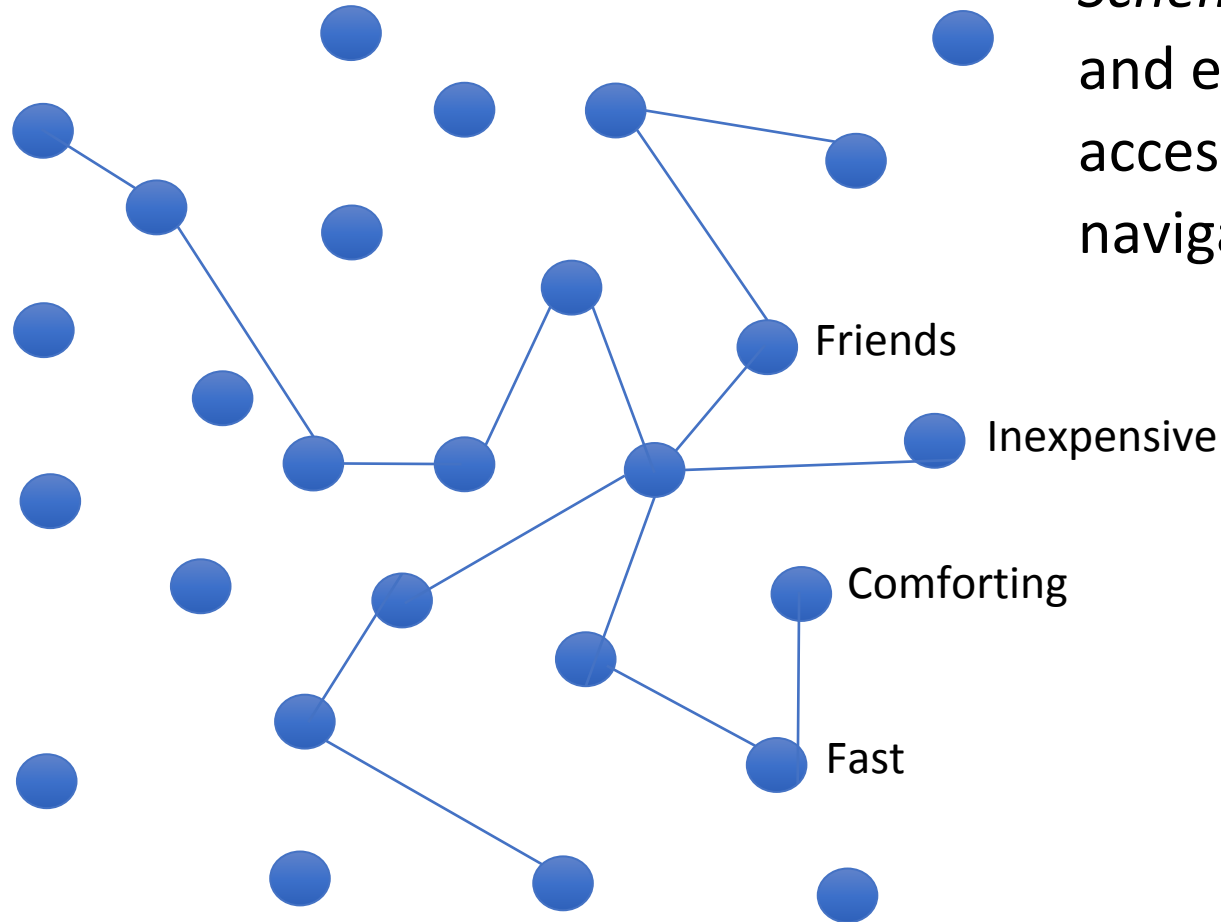
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# PhD project rationale

- Routine decisions impact long-term health
- Food choice is central to leading causes of morbidity and mortality
- The period of young adulthood is a unique and important opportunity for prevention interventions
- There is limited research targeting broader food choice (beyond FVC) for young adults in the US: health promotion efforts show mixed results

# Schema theory



*Schema*: organized collections of knowledge and experience stored in long-term memory, accessed, and evolved to aid individuals in navigating related situations.<sup>(3,4)</sup>

3) Kunda Z. Social cognition: making sense of people. Cambridge: MIT Press; 2001.

4) Blake CE, Bisogni CA, Sobal J, Jastran M, Devine CM. How adults construct evening meals: scripts for food choice. *Appetite*. 2008;51(3), p. 654-62

# Nudge theory

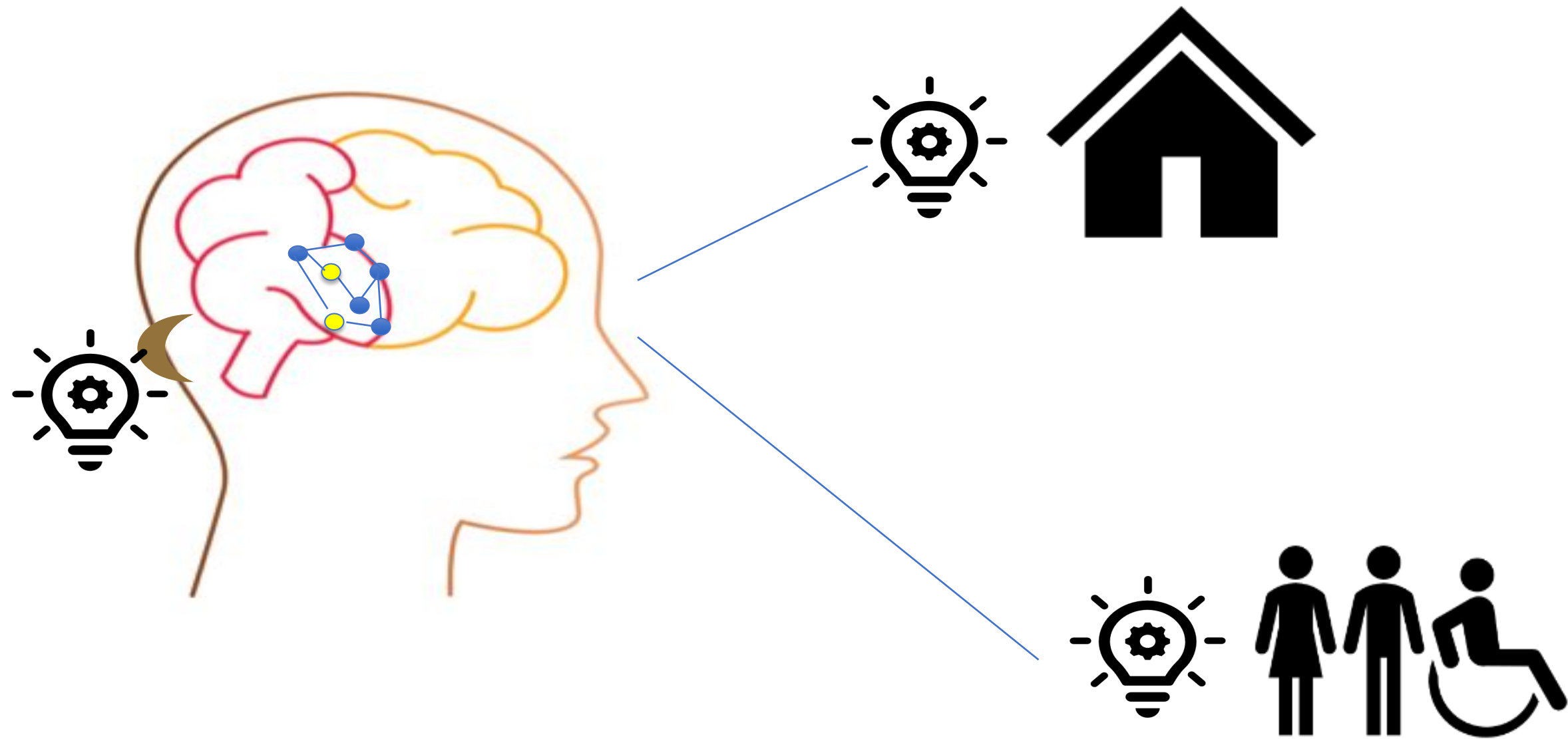


Nudge: any intervention that acts on the individual, including implicit processes, at the point of decision through environmental cues designed to encourage behaviours of interest without taking away any options or altering economic incentives.<sup>(5,6)</sup>

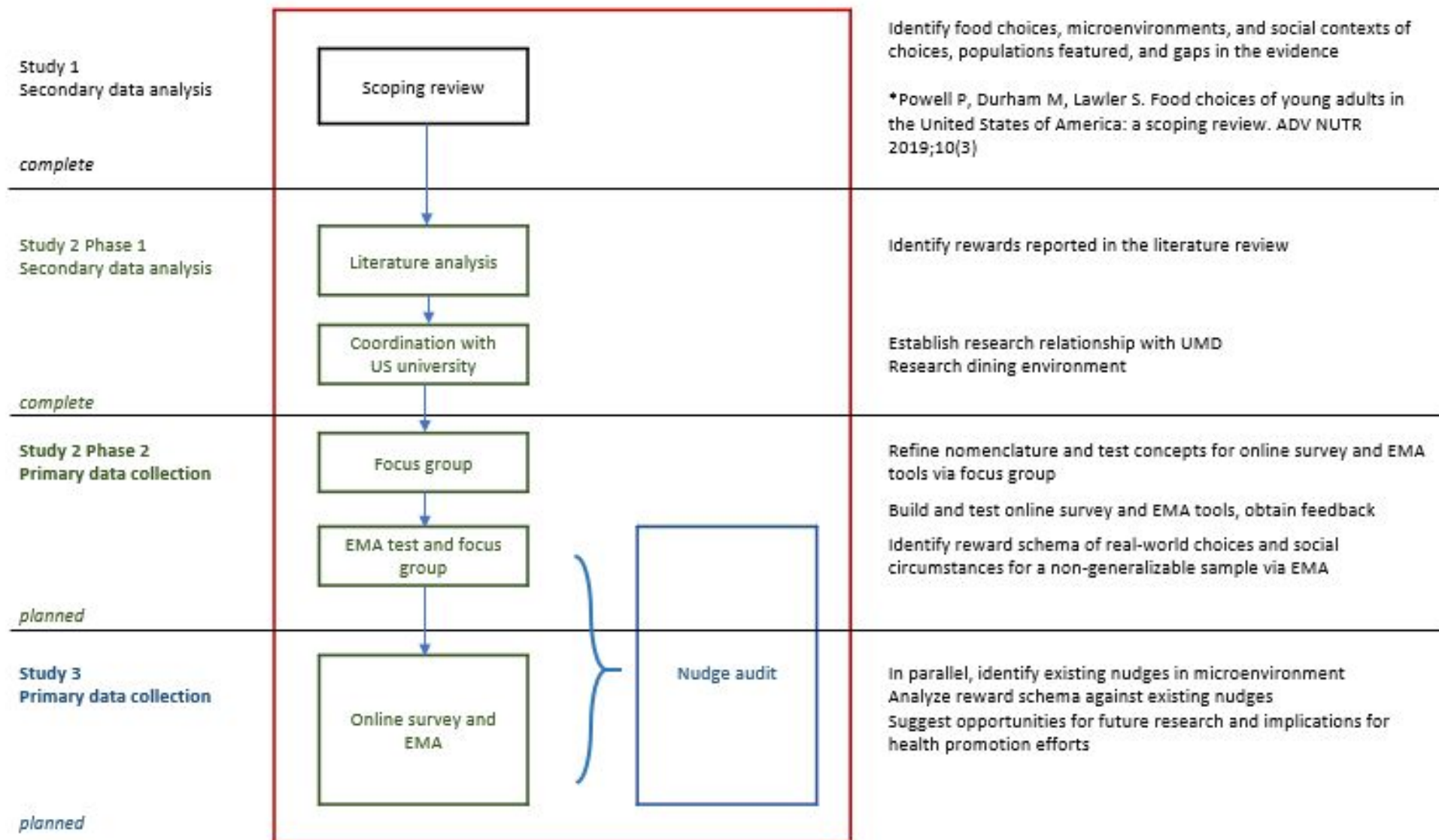
Heuristic: Mental shortcuts used to aid decision-making, such as representing biases, boundaries, or habits that simplify the process by focusing attention on factors important to the individual.<sup>(5,6)</sup>

5) Thaler R, Sunstein C. Nudge: Improving Decisions About Health, Wealth and Happiness. New Haven, CT: Yale University Press; 2008.

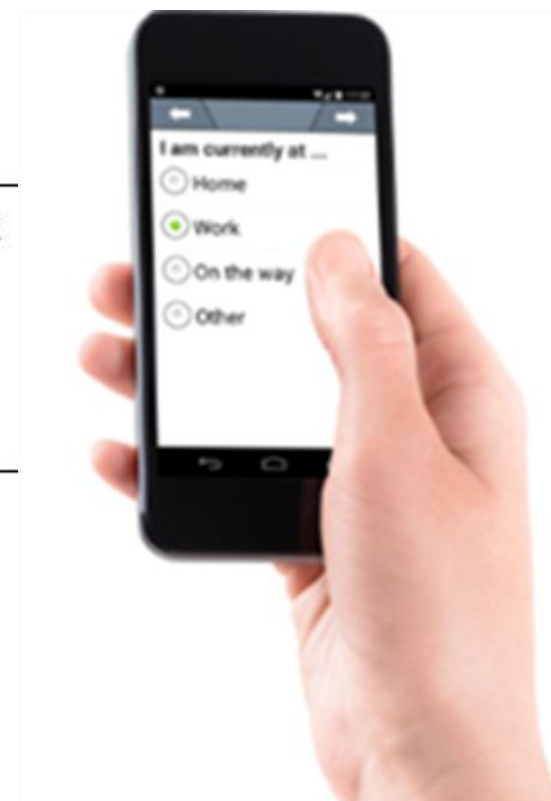
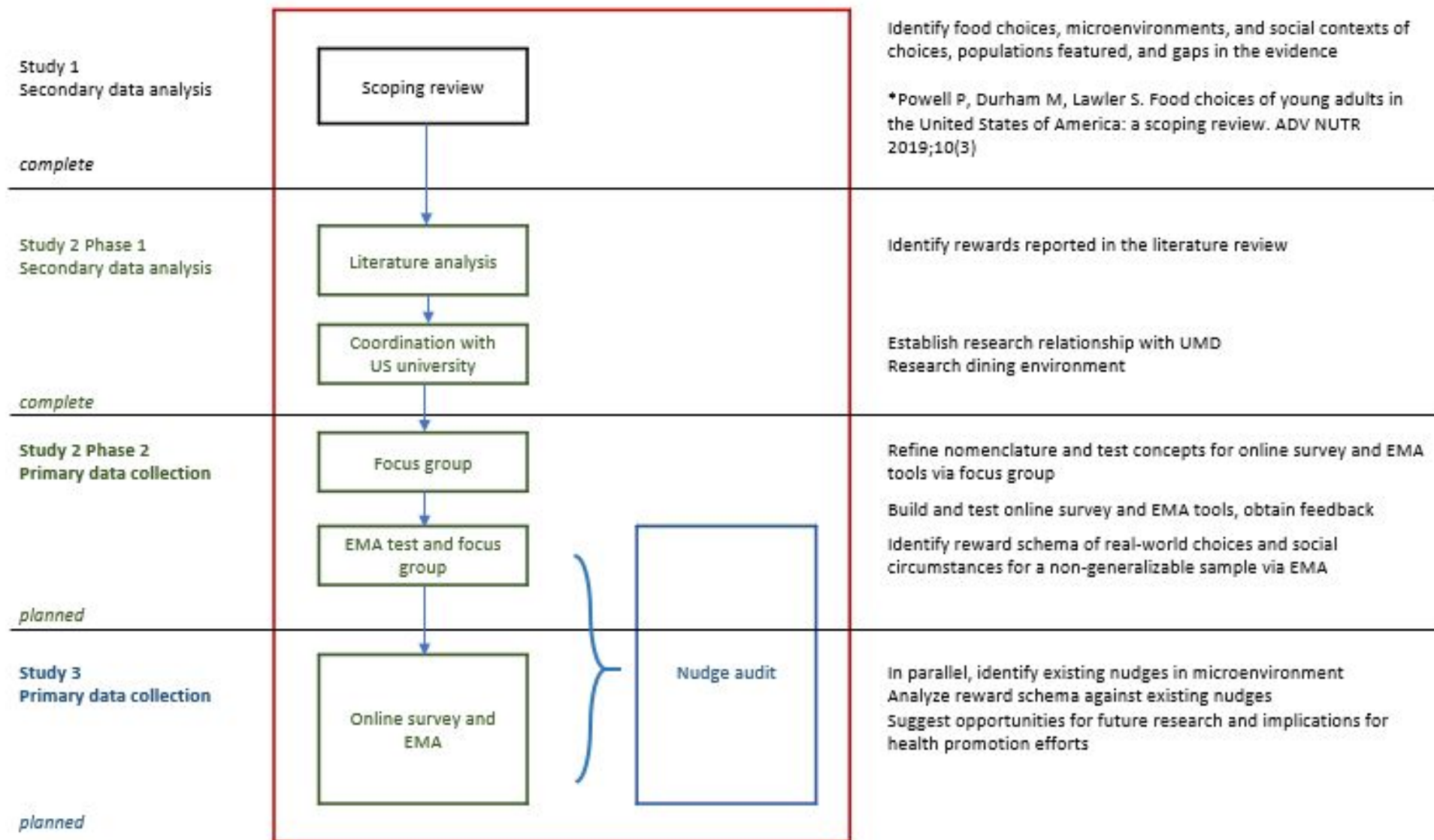
6) Arno A, Thomas S. The efficacy of nudge theory strategies in influencing adult dietary behaviour: a systematic review and meta-analysis. BMC Public Health. 2016;16(1):676.



# Research overview

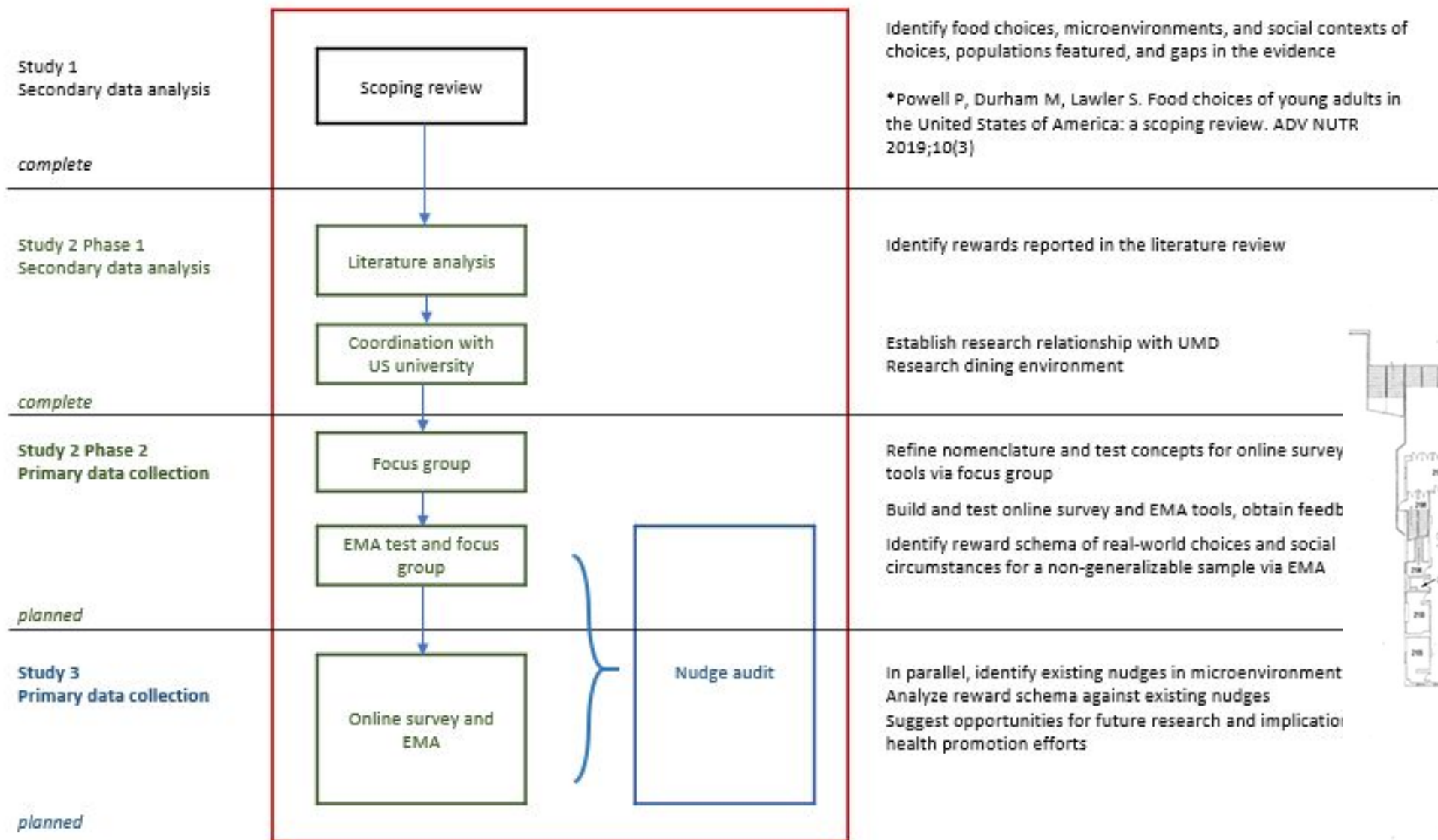


# Research overview





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*Thank you*