



Focus on the salad bar

Celebrate the salad bar rather than letting it be an afterthought. Move it to a location children have to walk past, make it stand out, and offer a variety of different tasty options.

Separate foods

Children sometimes avoid having salad if it's mixed together because the tomato has "contaminated" the other food. Offer food separately where possible so children aren't put off.



Praise being adventurous

Rather saying you are rewarding a child for trying a specific food, change the focus to rewarding for being adventurous and open to new things, and reinforce that behaviour trait.



Not sure about a food 'yet'

It can take 10-15 tries to develop a liking for a taste/texture, so change the food culture by saying that there's no food that a child "doesn't like", but rather they're just not sure about it "yet".



Competition

Children love games so encourage competition, whether it's trying new food to be crowned the most adventurous class, or having a personal score card where they can level up.



Healthy **TOP**
Profits **TIPS**

Using behavioural science
to increase uptake of healthier foods in
Schools

Children aged 3 to 12 years

Food tasters

Expose children to new flavours and textures in fun non-scary ways. Regularly give children a chance to try samples of new dishes or foods they might not have tried before.



Option A, B or both?

By asking, "do you want carrots, peas or both?" a child will pick an available option, rather than saying, "no". Give children the freedom to explore food with unusual combinations.



Attractive healthier choices

Whole fruit can be daunting to a child, so chop it up, put it in a colourful self-serve bowl and add a dollop of yogurt on top. Reduce cake portion sizes and serve with fruit.



Menu descriptions

Motivate children to choose particular dishes by sharing how the nutrients in it will help them run fast, heal cuts and bruises, grow long shiny hair, or make them clever.



Novelty and fun

Initiatives tend to keep up their momentum for about half a term, so plan for that and don't let them fizzle out. Rotate initiatives so there is something different to interest them.



Communicate with home

When a child tries a new food share this achievement with the home, through a sticker or certificate, so their family can praise them and encourage them to eat it at home, too.



Role models

Children are strongly influenced by those they look up to, e.g. older children, teachers, or sports stars. Share what role models are eating to encourage them to do the same.

