Childhood Obesity Opportunity Spaces: Where are there opportunities to impact the local food environment?

THEME 3: CREATURES OF HABIT
5 opportunity platforms for interventions

1. Environmental Nudges
2. Healthy Headspace
3. Creatures of Habit
4. Social Influencers
5. Inclusive Regeneration
3. Creatures of Habit
Families are creatures of habit. Throughout the week they travel along the same routes and do the same things over and over again. They rarely go anywhere new or eat anything new. This means that they are not exposed to other (healthier) food options.
How might we exploit moments of lifestage change to create new healthier food habits?

How might we make stealthy changes to the default food options available in kids meals?

How might we integrate healthier food behaviours into children’s routine activities?

How might we make stealthy changes to the default food options available in kids meals?

How might we use transport to expose families to different food environments?

How might we hack the home to disrupt families’ food habits?
## Opportunity 3A: Moments of change

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<tr>
<th>Design brief:</th>
<th>What we heard:</th>
<th>Relevant settings:</th>
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<tbody>
<tr>
<td><strong>How might we exploit moments of lifestage change to create new healthier food habits?</strong></td>
<td><strong>Changing families’ habits is hard.</strong></td>
<td><strong>STREET</strong></td>
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<td><strong>However new habits are naturally created during moments of lifestage change e.g. having a baby, starting secondary school, moving to a new area.</strong></td>
<td><strong>HOME</strong></td>
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<td><strong>At these moments of change, people have to make new choices about things they have not done before.</strong></td>
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<td><strong>They will then stick with this choice for a long time.</strong></td>
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Opportunity 3A: Moments of change

Examples:

Get in early
Brands target first time parents as they will often stick with the same brand of baby milk or baby food for any subsequent children.

Supportive environments
Evelina London Children’s Hospital runs cooking/nutrition classes for parents at baby & toddler play groups.

Encourage repeat behaviours
Healthy start vouchers are valued by parents. Because vouchers can be used on every shopping trip, they encourage repeat purchases.
Opportunity 3B: Piggybacking on routines

**Design brief:**
How might we integrate healthier food behaviours into children's routine activities?

**What we heard:**
There are activities that children and young people often do on a weekly basis e.g. after school clubs, swimming classes and youth clubs.

Food is generally not provided at these activities.

Therefore food is often eaten immediately before or after these activities, and generally purchased en route.

This can mean that more convenience foods are eaten on days that activities take place.

**Relevant settings:**
- STREET
- HOME
Opportunity 3B: Piggybacking on routines

Examples:

Go to where they go

My Brother’s Kitchen is a new mobile food van that sells healthier fried chicken to the children using the sports facilities at Black Prince Trust.

Food & activity pairings

The Colombo Centre gym, connected to Coin Street, provides a free gym for 12+ year olds with healthy snacks including fruit and energy bars given out during sessions.

Compete with after school snacks

Kingsdale School in Dulwich sells leftover school food after school for cheap (e.g. a bag of cube fries sells for 50p) meaning that children are less hungry when leaving school.
Opportunity 3C: Changing defaults

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<td><strong>How might we make stealthy changes to the default food options available in kids meals?</strong></td>
<td><strong>Kids meal deals are popular with parents, children and young people as they offer good value (e.g. £1.50 wings and fries).</strong></td>
<td><strong>STREET</strong></td>
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<td><strong>Chains such as McDonalds are quietly switching to healthier defaults e.g. smaller portions of fries, milk instead of soda in Happy Meals.</strong></td>
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<td><strong>However the independent outlets in the area have not yet followed suit.</strong></td>
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Opportunity 3C: Changing defaults

Examples:

Expanding options

The sides that parents and children can select in McDonalds Happy Meal have been expanded to include fruit and veg options as well as fries.

Removing options

The Sainsburys Cafe on Wandsworth Road in Vauxhall offers mashed potato, jacket potato or baked beans as the default side options, even in meals traditionally served with chips.

Healthier swaps

This chicken shop in Brixton offers Capri fruit drinks rather than a carbonated drink with its kids meals.
Opportunity 3D: Transport links

**Design brief:**
How might we use transport to expose families to different food environments?

**What we heard:**

- The size of people’s local geographical ‘territories’ (i.e. how far they travel and to where) shapes which food environments families are exposed to.

- Food shopping is often integrated into other routines e.g. picking up a takeaway after school before going home, or going to the supermarket after the school run.

- Food shops and takeaways near bus stops and transport hubs are extra convenient as they are easily integrated into people’s journeys.

**Relevant settings:**
STREET
Opportunity 3D: Transport links

Examples:

Use transport touchpoints

Parents use the McDonald’s vouchers printed on the back of TfL oyster card top up receipts. If they ask, the vendor will sometimes give them extra vouchers.

Make getting there easier

The Tesco superstore on Kennington Lane used to provide a free bus connecting the estates in Kennington with the shop. It is now discontinued.

Make transport hubs healthier

People often go to a shop or takeaway simply because it is close to the bus or train stop they use everyday.
### Opportunity 3E: Hacking the home

**Design brief:**
How might we hack the home to disrupt families’ food habits?

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<td>Homes shape habits.</td>
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<td>For example more freezer space means families buy more convenience foods. More organised storage means families remember what food they already have.</td>
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<td>Parents who are not happy with their kitchen try to find ways of hacking the space to make it work better for them.</td>
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**Relevant settings:**
HOME
Opportunity 3E: Hacking the home

Examples:

Restricting access
One parent who is concerned about her son’s weight has started locking the kitchen door at night to prevent her son raiding the fridge.

Increasing storage
Homes often have dining tables that are rarely used as tables for the family to sit and eat at - they are used more as storage space.

Smart tactics
Some parents hide treats and snacks more successfully than others e.g. one parent has started putting healthier snacks where the sweets used to be.
Thank you

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Product design for social change