

# Strategies to Encourage Healthy Choices



Irish Heart  
Foundation



While offering more healthy options is great, it is also important to look at supportive strategies to maximise uptake. Here we identify some practical strategies to support staff and visitors to make healthy choices.

## Healthier Pricing Strategies

Successful strategies include:

- Encouraging the purchasing of healthier options by pricing them cheaper than the unhealthy options.
- Charging more for unhealthy extras.



## Placement

Successful strategies include:

- Placing attractive looking healthier dishes on the counter or at the front of the display to increase the likelihood that customers will choose these options over less healthy options.
- Placing water, diet drinks and no-added sugar drinks at eye level in the drinks cabinet to encourage sales of these drinks instead of the sugar-sweetened drinks.
- Hiding or reducing access to unhealthy options, e.g. ensuring confectionary is away from the till area.



# Strategies to Encourage Healthy Choices



Irish Heart  
Foundation



## Promotion

The way in which food is presented and promoted can encourage staff and visitors to view a healthy alternative as an attractive option.

### Successful strategies include:

- Meal deals and loyalty schemes, e.g. sandwich, piece of fruit and water meal deal.
- Highlighting your healthiest options on the menu each day by promoting it as the daily 'Happy Heart' choice.

## Healthier Options

### Successful strategies include:

- Changing a recipe to make it healthier e.g. using less salt, sugar and fat.
- These can be offered as a healthier swap for traditional unhealthy menu items.
- Circulate a survey to staff asking them to identify dishes they would like to see on the menu, and aim to launch a healthy version of it.



## Nudges / Health Promotion Activities

### Successful strategies include:

- Posters
- Leaflets
- Motivational talks, e.g. by the dietetic department, on healthy eating topics
- Charity challenge or physical activity

