

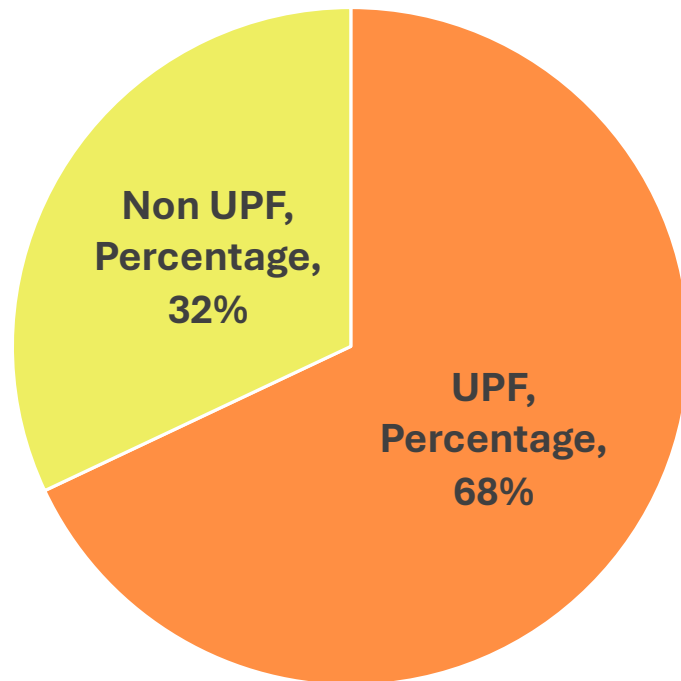
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Lucy Cokes

PUBLIC

The Challenge



Message

Commit to 'Real Food' - deliberately include one whole, unprocessed food item in every meal and daily snack.

Objective

1. Reduce consumption of UPF



Research & Pitches



Ultra-processed foods usually bypass your body's "fullness switch," making it easy to overeat without ever feeling satisfied

GET REAL FULL

GET REAL FOOD.

Real food is naturally packed with fibre and protein. Foods like beans, chicken, and whole grains signal to your brain that you're genuinely full, keeping hunger pangs away for longer



Over 70% of your immune system lives in your digestive tract, waiting to be powered up by real nutrients

GET REAL HEALTHY

GET REAL FOOD.



Real foods are loaded with micro-nutrients and work with your microbes - they give your body the power to protect itself speeding up muscle recovery after exercise, and stopping bugs in their tracks

GET REAL FOOD.

NHS

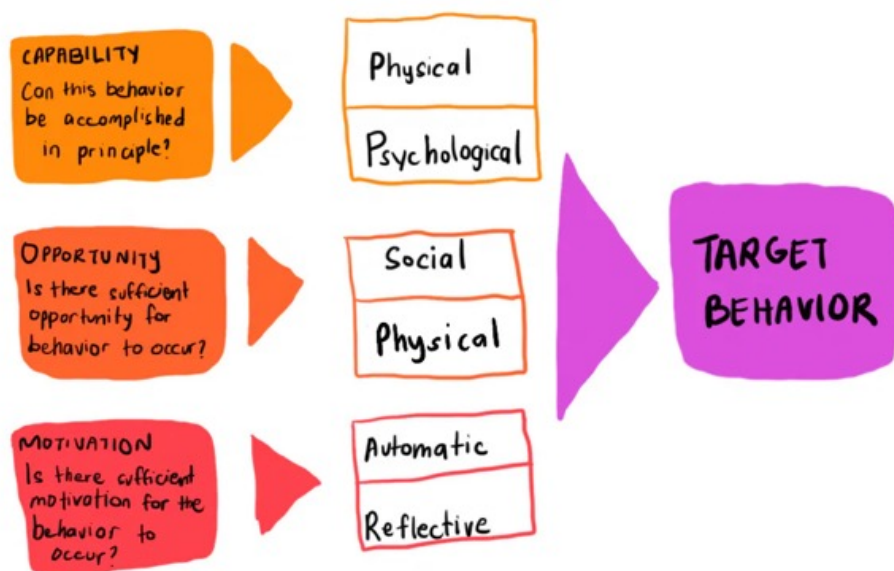
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NHS

The Science Behind the Intervention

COM:B Model & Balm Behavioural Models



(Michie et al., 2011)



(Balm, 2002)

The Science Behind the Intervention

The EAST Framework

- Posters
- Visual Meal Guides
- Visual Easy Swaps



- Reminder Posters in Canteen
- Physical Passports
- Tutor Room Prompts
- Commitment Contracts

- Leaderboards
- Peer Norms
- Tutor Group Challenge

(BIT, 2014)

EASY

Simplification

Insight: We are more likely to action a message if it is easy to understand.

How to apply: Make a service easier to use or a message easier to understand.



EASY

Commitment Contracts

Insight: When we commit to achieving a goal, we are more likely to achieve it, especially if paired with a penalty for failure.

How to apply: Encourage people to write a goal, publicly commit to it and set a penalty for themselves.

GET REAL FOOD.

My Commitment

I, Emily Mason
recognise that the food I eat affects my energy,
my mood, and my future.

I understand that to Get Real Food it needs to
come from nature, not from a factory. For the
next 5 weeks,

I commit to:

- Exploring new flavours and choosing “real” alternatives over ultra-processed foods.
- Recording my choices honestly, in this passport, each day.
- Supporting my tutor group and our Real Food Ambassadors to help us win the community prize.

I am part of the revolution to Get Real Food.

Signed: 

Date: 10th September 2026



Gamification

ATTRACTIVE

SOCIAL

Relative Ranking

Insight: Our performance tends to improve if we are told that our peers are doing better than us.

How to apply: Give feedback on how people's behaviour compares to their peers.



GET REAL CHALLENGED

THE FIVE-WEEK, REAL-FOOD CHALLENGE IS ON.

Grab your passport, ditch the ultra-processed foods, and help your tutor group climb to the top of the leaderboard

HOW IT WORKS:

Grab Your Passport: Your tutor will hand you your official 16-page Real Food Passport. Keep it safe - this is your ticket to the grand prize.

Fuel Your Body: Choose real, whole foods over factory-made UPFs at breakfast, lunch, and snack times.

Level Up Your Gut: Keep an eye out for specific, gut-boosting superfoods like berries, oats, seeds, and real yogurt. Tracking these will unlock major points for your team.

Earn the Stamp: Bring your passport to your tutor session every Tuesday. Your Real Food Ambassador will verify your progress and give you an apple-heart stamp for every real food choice you made.

TRACK THE LEADERBOARD:

Your weekly stamp totals will be fed directly into the CSIA digital leaderboard. Check the screens around the school to see if your tutor group is dominating or needs to step it up.

THE GRAND PRIZE: THE REAL FOOD FEAST.

We aren't just playing for bragging rights. The single highest-scoring tutor group from every single year group will win an exclusive invite to a Real Food Feast at the end of the challenge (week of 19th Oct).

5 weeks. Your tutor group. Real Food. GET READY!

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SOCIAL

Social Networks & Social Norms

Insight: People's friends and peers can help them change their behaviour.

How to apply: Tap into the social networks of the individuals you are seeking to influence.

Insight: We tend to behave the way we think most other people do.

How to apply: Let people know when most of their peers are behaving a certain way.

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ATTRACTIVE Salience

Insight: People's attention is drawn to what is new and/or seems relevant.

How to apply: Make it clear to people what you want them to do.

GET REAL HAPPY

Around 95% of your body's "happy chemical" (serotonin) is made in your gut, not your brain



Eating a real diet with colourful plants acts like fuel, reducing the risk

GET REAL SMART

Your brain is roughly 60% fat, it relies on regular intake of premium fats like Omega-3 for best performance



Real foods like nuts, seeds, eggs and oily fish help to fire up your focus, helping you learn, concentrate and stay sharp

GET REAL FOOD.

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GET REAL ENERGY

High-sugar ultra-processed foods give you a temporary "sugar spike" but you pay for it afterwards with an energy crash that leaves you exhausted



Real foods like oats and rice give you energy. They keep your batteries charged for sports

GET REAL FULL

Ultra-processed foods usually bypass your body's "fullness switch," making it easy to overeat without ever feeling satisfied



Real food is naturally packed with fibre and protein. Foods like beans, chicken, and whole grains signal to your brain that you're genuinely full, keeping hunger pangs away for longer

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Over 70% of your immune system lives in your digestive tract, waiting to be powered up by real nutrients



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GET REAL FOOD.

be.good NHS

**NEED SUPPORT?
WE'RE HERE TO HELP**

No problem is too small. Come and talk to us.
You can speak to your Pastoral Team about:

- Friendship issues
- Mental or physical health concerns
- Reporting behaviour incidents, including bullying
- Timetable queries
- Requesting time with the safeguarding team

Year 8
Year 9
Year 10
and

High-sugar ultra-processed foods give you a temporary "sugar spike" but you pay for it afterwards with an energy crash that leaves you exhausted

GET REAL ENERGY

GET REAL FOOD.

Real foods like oats, beans, eggs and brown rice give your body slow-release energy. They keep your batteries charged all day long for sports, hobbies, and hanging out

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TIMELY

Prompts

Insight: Giving people reminders at the right time can help them take action.

How to apply: Encourage individuals to act through a well-timed message or intervention.





“It's great to have had my work chosen.”

“The whole process was fun and allowed me to employ design and art direction as a force for positive change.”

“Ultra-processed food consumption, especially when it comes to big companies exploiting young customers, is something of personal importance to me that I want to help change. This project felt like a step in the right direction towards that.”

CSIA Pilot: Real- World Lessons



Scaling for September 2027

PARTICIPATE IN SEPTEMBER 2027

Following our current pilot, we are expanding the initiative into a full research study for September 2027. To secure formal ethical approval and funding, we are currently gathering expressions of interest from secondary schools across the region.

GET YOUR SCHOOL INVOLVED

Register interest or book a brief discussion

Email: lucy.cokes@falmouth.ac.uk



Scan to book a Teams meeting



begood.falmouth.ac.uk

Lucy Cokes

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