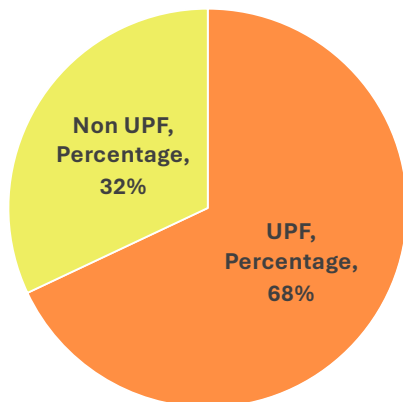




Hello, my name is Lucy Cokes. I am a lecturer in Creative Advertising at Falmouth University, and I am also the founder of our inhouse agency Be Good.

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

PUBLIC

As you will all know, teenagers consume more ultra-processed food (UPF) than any other age group. Currently approximately 70% of teenagers energy comes from the consumption of UPF.

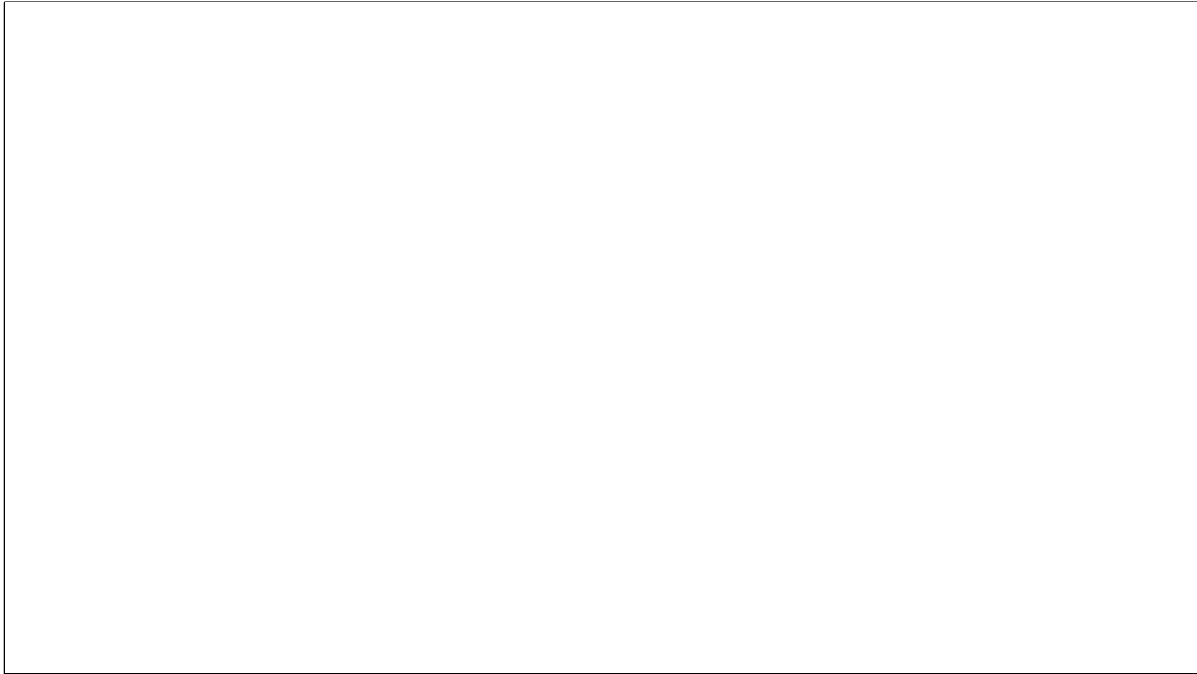
Back in November last year we wrote a behavioural change brief for Camborne Academy to shift behaviour towards the consumption of Real Food. This brief was embedded into the Advertising Students module behaviour change for good. Passive health education alone rarely shifts teenage eating habits. Telling teenagers to "eat your vegetables" or to stop eating this or that, doesn't work; we needed an intervention that alters the environment and shifts social norms.



16 of our students spent the day at Camborne Academy observing the environment and doing mega focus groups with the teenagers. Then in April they pitched their ideas to a panel....and Jessica Toze's Idea was chosen.



This is Jess proudly visiting her art work at Camborne Academy a couple of weeks ago.



The COM-B Model (Michie et al., 2011) describes how you need Capability, Opportunity, and Motivation in order for the Behaviour to change.

Similarly the Balm Behavioural Change model describes how before you can get someone to change their behaviour (the doing part) you need them to understand, to want to and to be able to (Marcel Balm, 2002)..

The weekly educational sessions written by Dr. Rhiannon Day-Thompson gave the students the understanding and the capability of why eating real foods would make them happier, smarter, more energetic, more full and more healthy and gave them the tools to identify a UPF vs. Real Food

The Science Behind the Intervention

The EAST Framework



The EAST Framework from the behavioural Insights Team (originally known as the Government Nudge Unit) is a well-known tool, used by policy makers to come up with ideas to change behaviour. EAST stands for Easy, Attractive, Social, Timely (BIT, 2014).

The programme at Camborne Academy uses all four elements of the EAST framework, and using all four elements, makes it more likely to succeed. I will now talk you through how the programme used the EAST framework.



The artwork designed by our student Jess Toze translates complex nutrition science into clear, appealing visual choices that pupils can instantly understand. As well as the weekly topic posters there were large posters giving real food meal suggestions and another giving clear visual swaps. So the programme keeps the top-level messaging simple with the line "Get Real Food" - so we are using advertising techniques to fight the big food giants.



Inside each of the Real Food Passports given out was a commitment contract, where the pupil is committing to the challenge for 5 weeks. This works because: READ the INSIGHT.

Once we have made a commitment as humans we have a strong desire to stay true to ourselves and act in ways that make us feel better about ourselves, engaging in behaviours that create, maintain or build on our sense of worth.



These are the 'Real Food Passports' given out to all the year 7-10 pupils at CSIA. We supplied cute apple stamps and ink pads. The students were instructed prior to the start of the 5 week challenge on how to record the real foods they consumed each day. The idea was that the daily record keeping builds habit and tracking progress drives goal-setting. We used gamification to turn dietary choices into an exciting challenge rather than a restrictive regime.



Each week the students collected a 'stamp' for each real food they consumed, these are added up for each week by the student food ambassadors and added to the total for the whole tutor group. It then became a competition with a prize for the tutor group in each year group that collects the most stamps. Tutor group rankings displayed across the school create positive peer pressure. Teenagers, more than any other group of people, are heavily influenced by social norms. By tracking tutor groups collectively, eating real food becomes a team effort where peers encourage one another.



The social element of this programme is really the most important element and what will make it really work. We are tapping into social networks and using social norms by letting people know how others are behaving by sharing the number of stamps collected by other tutor groups.



The High-impact posters use the salience insight by rotating weekly across tutor rooms and corridors to maintain interest. Each week the posters in the corridors were swapped out, so the students were met with a new theme and colours for each week.



As you can see the large posters really stood out in the corridors.



It was the aim of the school to change the Canteen menu to remove UPF options before the start of this programme but this didn't happen, I know they are still working hard to achieve this.

The whole-school visual presence ensures Real Food remains prominent and top-of-mind, particularly important in the canteen here, where posters were strategically placed to remind students of the swaps and the challenge while they were queuing, just before choosing their lunch. In addition to this the physical prompt of the passports they were carrying around with them acting as a constant reminder to eat real food.



“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.”

The benefits were not just felt by the pupils of CSIA, Jess and all of my students also learn a lot about the importance of eating Real Food. Here are a few quotes from Jess, who unfortunately couldn't be here today due to work commitments.



To make this work we had to have a whole-school buy-in: Students, tutors, leadership working in unison.

We are looking to develop a comprehensive case study off the back of this project to inform future public health rollouts.

It seems the programme has had a positive reception from pupils and staff and the co-creation by other young people (our university students) helps to build trust.



We are looking to transition from this pilot to a formal, funded multi-school research study. We are currently inviting secondary schools across Cornwall to join the September 2027 cohort. Please get in touch: lucy.cokes@falmouth.ac.uk if you know of anyone looking to get involved for next year.



If you have a behavioural change challenge that aims to do good, please speak to us about your project. Thank you.