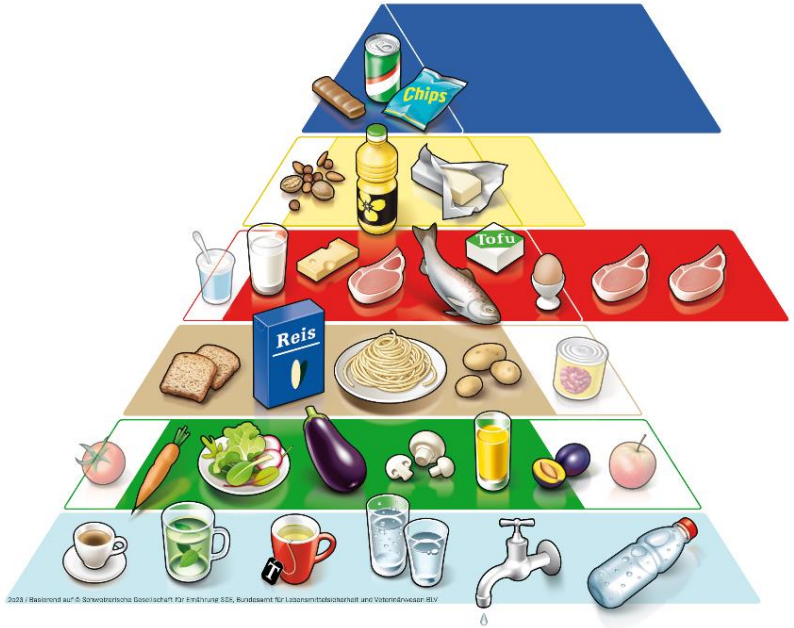
Gesünder und nachhaltiger

Wie lebensmittelbezogenes Konsumverhalten geändert werden kann

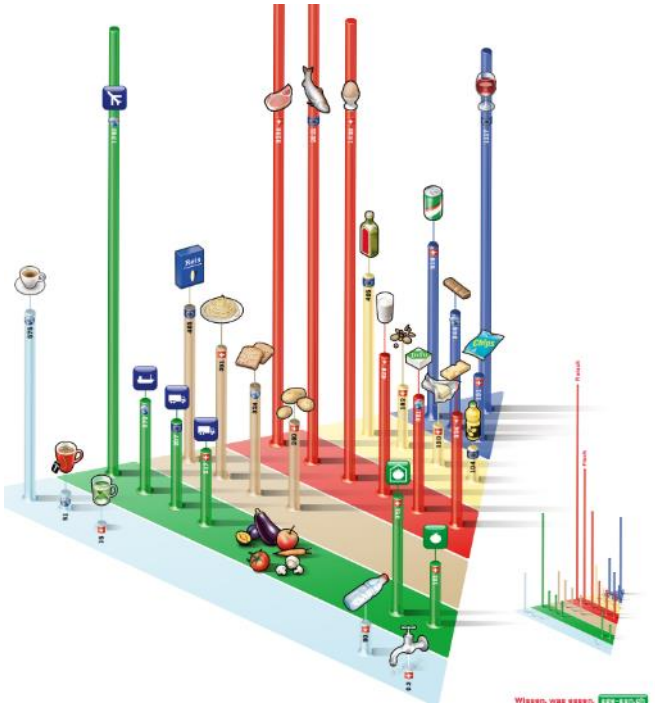
(Bildquelle: about.agroscope.ch)

Agroscope

Potenzial für gesünderen und nachhaltigeren Lebensmittelkonsum



(Bildquelle: eigene Grafik basierend auf Grafik © BLV und SGE, BLV 2022: https://www.blv.admin.ch/blv/de/home/lebensmittel-und-ernaehrung/ernaehrung/menuCH/menuch-lebensmittelkonsum-schweiz.html)



(Bildquelle: © SGE mit Unterstützung von healthy3, 2020: https://www.healthy3.ch/die-oekobilanz-von-lebensmitteln/)

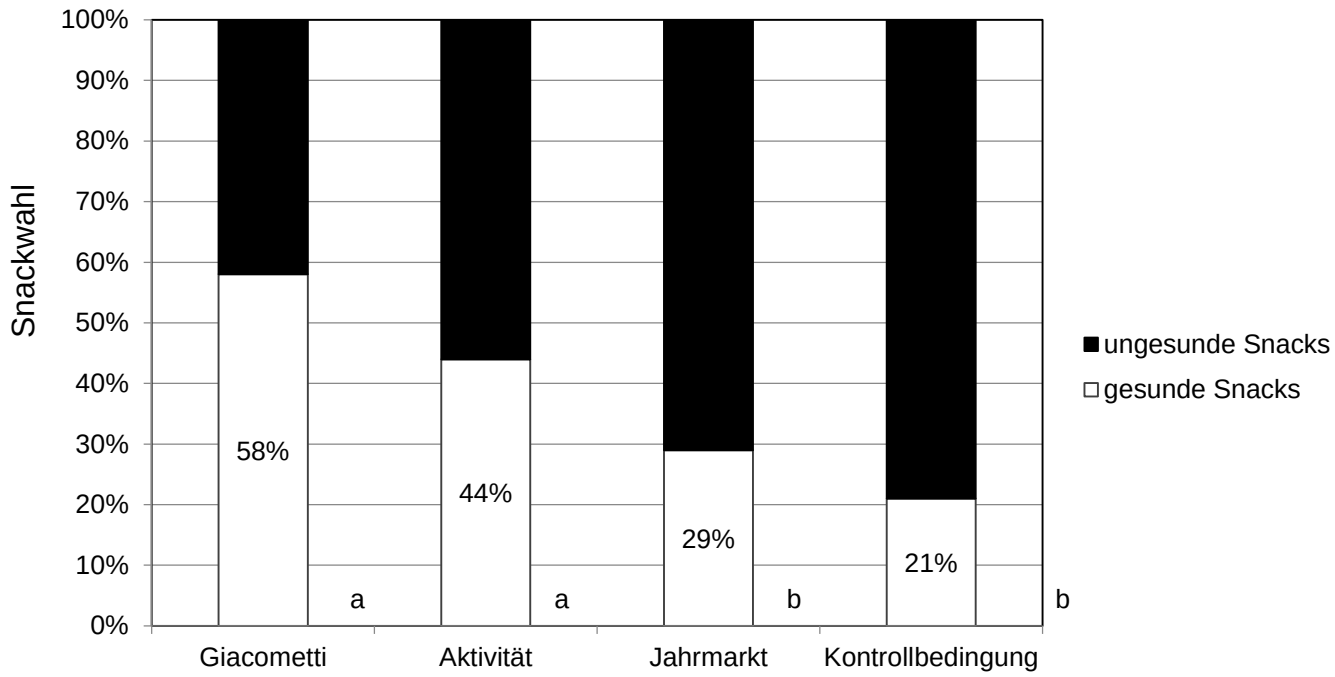
Umweltoptimiertes Ernährungssystem, in welchem die Empfehlungen der Lebensmittelpyramide umgesetzt werden → Umweltbelastungen der Ernährung könnten ca. halbiert werden

(Zimmermann, A., Nemecek, T., & Waldvogel, T. (2017). Umwelt- und ressourcenschonende Ernährung: Detaillierte Analyse für die Schweiz. Agroscope Science, 55.)

Grosser Einfluss der Umgebung auf das lebensmittelbezogene Konsumverhalten

(Bildquelle: pexels.com, Dmitry Zvolskiy)

Gesundheitsförderliche Umgebung durch «Health Cues» bei Snackautomaten



Zusammenhang zwischen Bild und Snackwahl, $X^2(3, N = 252) = 16.94$, $p < .001$
Snackwahlen in Bedingungen mit verschiedenen Buchstaben unterschieden sich.

Stöckli, S., Stämpfli, A. E., Messner, C., & Brunner, T. A. (2016). An (un)healthy poster: When environmental cues affect consumers' food choices at vending machines. *Appetite, 96,* 368–374. https://doi.org/10.1016/j.appet.2015.09.034

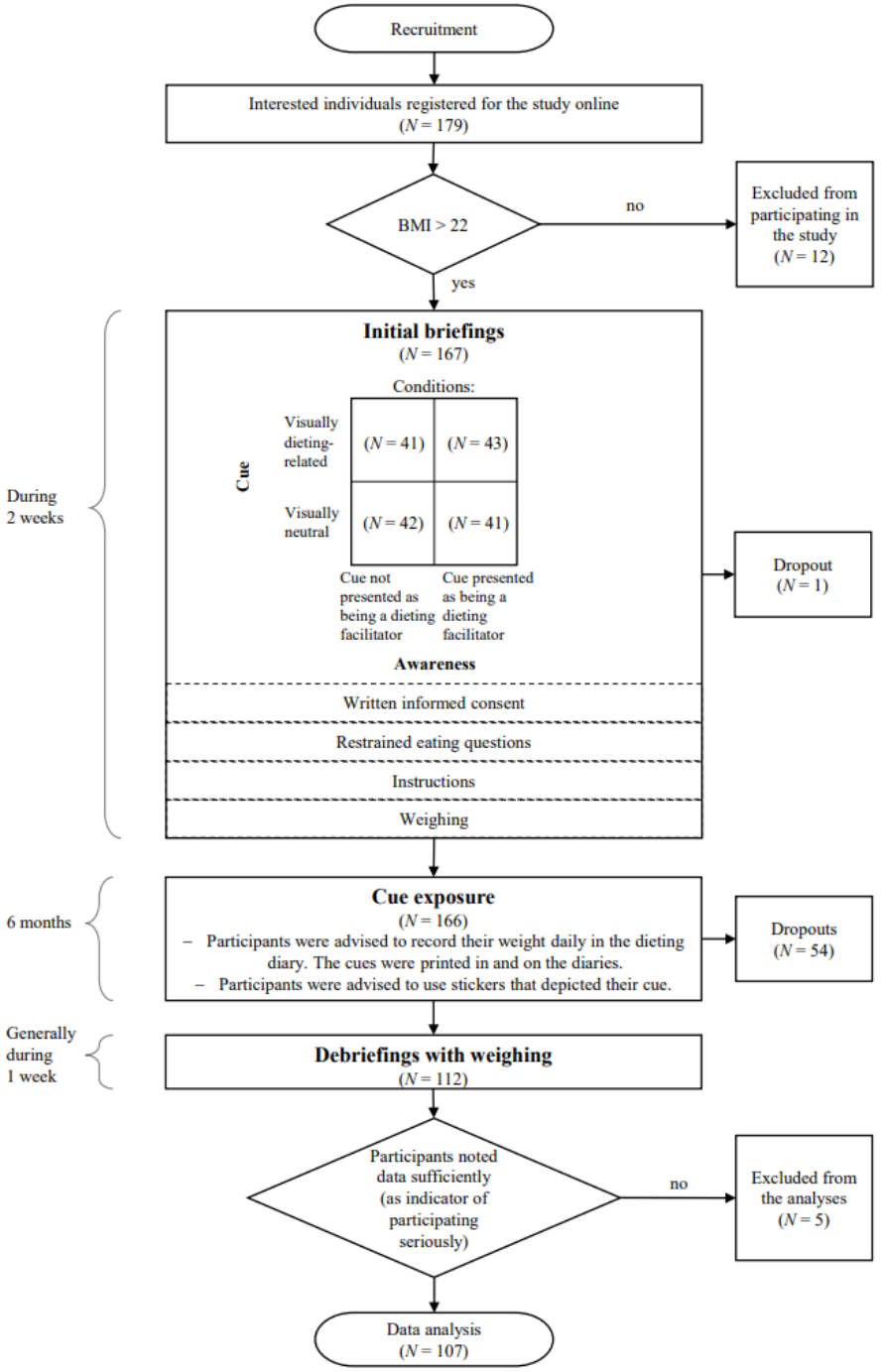
Verhaltensänderungs-Strategien

TABLE 1 An overview of selected cueing and training intervention tools, their strategies and underlying mechanisms, and ways to increase their situatedness

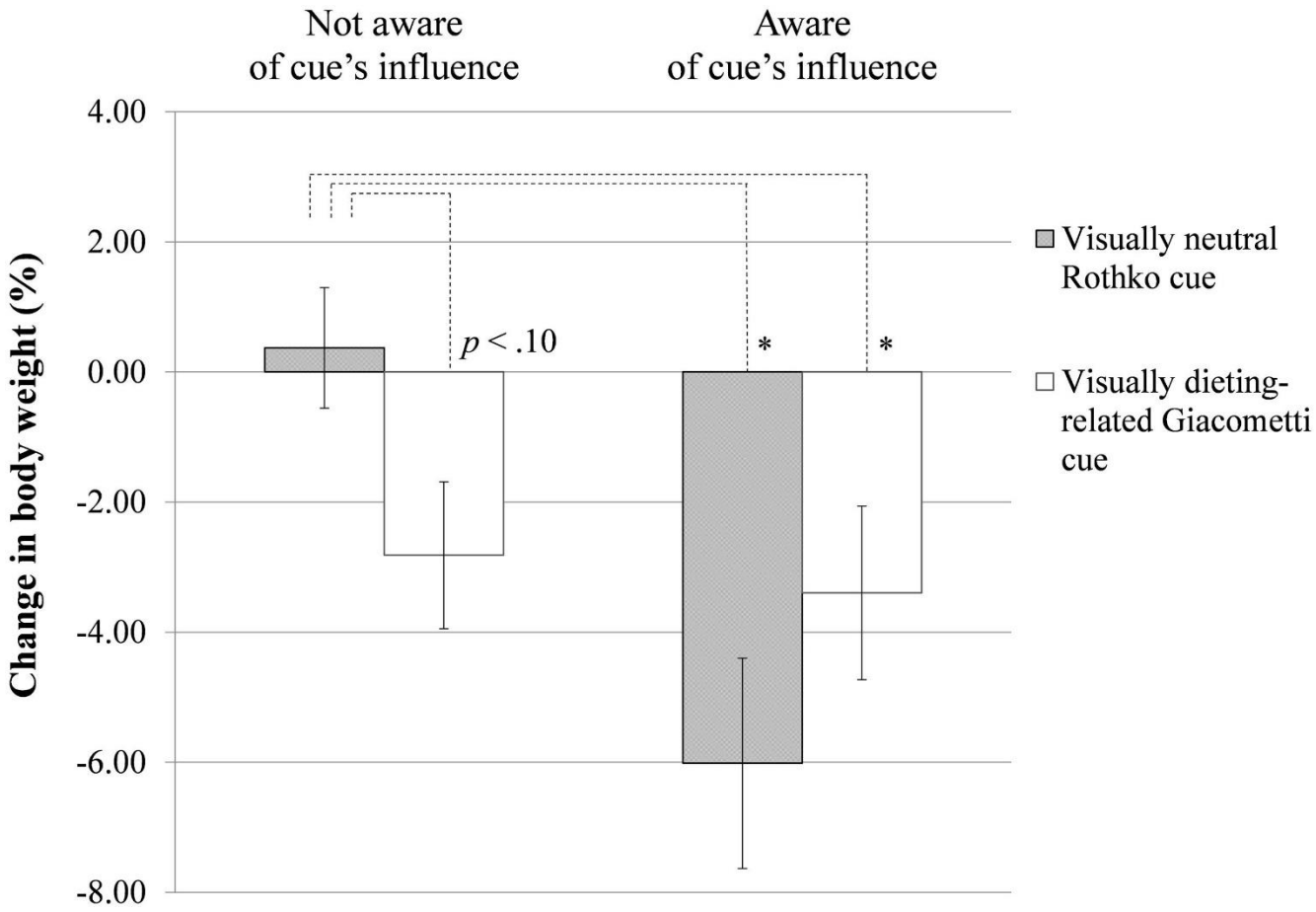
Intervention type	Intervention tool	Strategy and mechanism	Increasing situatedness
Cueing	Goal priming	Use positive, goal-related cues to activate goal-directed cognition and behaviour	Target motivated individuals by activating specific motivation, through positive cues that attract attention at the right time, when effective goal-directed behaviour is accessible; see Papies (2016b)
	Cueing social norms	Cue behaviour of other people's expectations or behaviour to activate representation of what is appropriate to do	Integrate normative cues into decision context as closely as possible to when decision is made; design cues such as to refer to others who are motivationally relevant to target group
	Nudging and prompting	Change salience or accessibility of options through product placement, design, or default settings	Integrate nudge into decision context as closely as possible to when decision is made
	"Upstream" interventions	Use law and policy to change salient situational cues in decision context	Change cues in decision context as closely as possible to when decision is made
Training	Computerized high-repetition training	Task or "game" to repeatedly withhold responses or attention to critical stimuli, "move away" from critical stimuli, or process pairing of critical and affective stimuli	Include critical stimuli that require behaviour change in training; include contextual cues from critical situation into training
	Mindfulness-based training	Meditation instruction and training to learn to regulate attention, become aware of experiences and patterns of thoughts and emotions, and learn to accept these experiences as no more than mental events; to change situated conceptualizations of events that can cause craving or negative affect	Direct training specifically at domain, situations, and stimuli where behaviour change is desired
	Implementation intentions	Form specific if–then plans for responding to certain cues with specific behaviours	Encourage imagery of critical situational cue and imagery of performing desired behaviour in critical situation

Papies, E. K. (2017). Situating interventions to bridge the intention-behaviour gap: A framework for recruiting nonconscious processes for behaviour change. *Social and Personality Psychology Compass*, *11*(7). https://doi.org/10.1111/spc3.12323

Können Umgebungs-Cues <u>bewusst</u> zur Erreichung der eigenen Ziele eingesetzt werden?



Stämpfli, A. E., Stöckli, S., Brunner, T. A., & Messner, C. (2020). A dieting facilitator on the fridge door: Can dieters deliberately apply environmental dieting cues to lose weight? *Frontiers in Psychology, 11,* 1–11. https://doi.org/10.3389/fpsyg.2020.582369



Mean change in body weight (in %) for restrained eaters derived from the median split, with a restrained eating value > 3.50. Error bars represent standard errors. $p < 0.05$.

(Stämpfli et al., 2020)

Neue Gewohnheiten brauchen Zeit

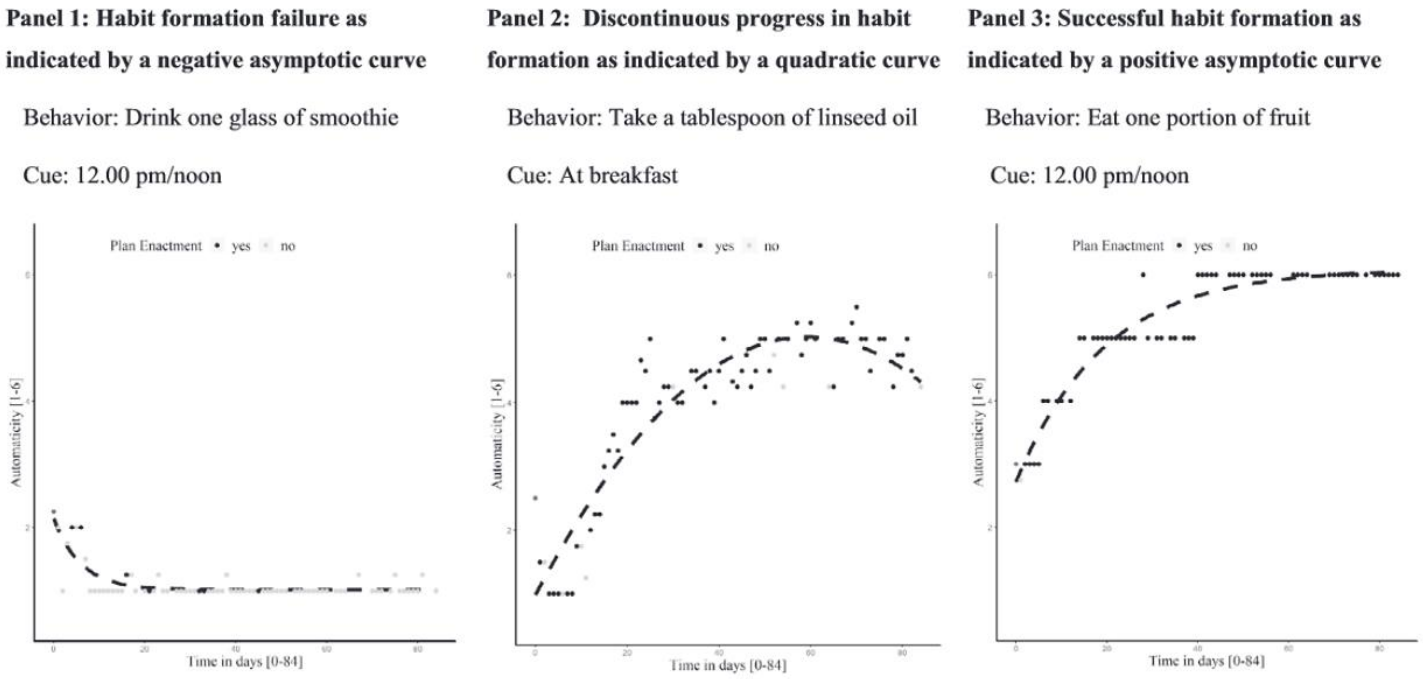


Figure 3. Examples of different types of automaticity time courses from three participants.

Keller, J., Kwasnicka, D., Klaiber, P., Sichert, L., Lally, P., & Fleig, L. (2021). Habit formation following routine-based versus time-based cue planning: A randomized controlled trial. *British Journal of Health Psychology 26,* 807–824. https://doi.org/10.1111/bjhp.12504

Vielen Dank für Ihre Aufmerksamkeit

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Agroscope gutes Essen, gesunde Umwelt

(Bildquelle: pexels.com, Olga L.)