

# NUDGING CHILDREN IN INDONESIA TO CHOOSE HEALTHIER SNACKS

## 1. PROBLEM

Children in Indonesia are **increasingly** exposed to sugary snacks

**1 in 10** Indonesian children is **overweight** which may lead to obesity later in life

## 2. QUESTIONS

- ▶ How can we get children to choose healthy snacks at school?
- ▶ Can nudges such as emojis improve snack choice?
- ▶ How do children influence each other's snacking behavior?
- ▶ How should we inform primary school children about healthy snacking?

## 3. EXPERIMENT



1674 children ages 6-13



18 public primary schools in Jakarta



Children were offered a choice between a banana or a cake for a snack. They either:

- 1) Some chose snacks from a **plain tray**
- 2) Some from a tray with a 😊 **emoji** next to the banana and a 😞 **emoji** next to the cake
- 3) And some children could see their classmate exiting the room with banana or cake before they could make their own choice
- 4) Half of children saw an educational video about healthy eating before choosing a snack

## 4. FINDINGS



**6 in 10** children preferred the banana to the chocolate cake

**21%**

**more** children chose the banana with the smiley emoji

**34%**

**more** children chose the banana after watching the video

**44%**

**less** children chose the banana after seeing a classmate with a cake

**Many children** that picked an unhealthy snack in the experiment are overweight

## 5. RESULTS - WHAT WORKS



Explaining to children which foods and snacks are good for them



Limiting the availability of unhealthy snacks at school and at home



Telling children that sugary snacks are only special treats



**Warning: one child's** unhealthy snacking behavior **has effects on other children's choices** of snacks