Getting to YES in Healthy Building Operations

Using Behavioral Design to Make the Healthy Choice the Easy Choice for Nutrition and Physical Activity

DNPAO National Training

Liz York, FAIA

Centers for Disease Control and Prevention

The conclusions in this presentation are those of the author and do not necessarily represent the views of the Centers for Disease Control and Prevention.
Behavioral Design

Individuals

- Think
- Are **economic**
- Evidence-based
- Make optimal choices:
  - Information
  - Resources

- React
- Are **behavioral** choices driven by:
  - Sensory exposure
  - Availability
  - Tangible in the present
  - Culture, norms, mindset
Behavioral Design

- Rider
  - Fatigue

- Elephant
  - Impatient

- Design the Path
WE CAN SAVE THE MOST MONEY BY DOWNSIZING THE UNHEALTHIEST WORKERS FIRST.

HOW DO WE KNOW WHO THEY ARE?

WE’LL CLOSE THE PARKING LOT THAT’S NEAREST THE BUILDING.

SHOULD WE HELP THEM?

IT’S TOO LATE FOR BROCCOLI.
Design Partners and Stakeholders

Customers
- Staff
- Visitors
- Community

External Partners
- Producers
- Suppliers
- Vendors

High Level Management Support
- Contracts
- Food service
- Facilities
- Waste

Responsible Offices
- Wellness dietitians
- Food service managers and staff

Healthy Food Service
Back of House Impacts to Health

- Deep Fryer
- Refrigerators
- Electrical Outlets
- Shelving Capacity
- Vegetable Sink
- Window Placement
- Loading Dock Location
- Contract Language
- Building Manager

Architecture
Cleaning, Cleaning Materials
Cooking Methods
Foods Offered, Sourcing of Foods
Energy Use
Pricing, Serving Size
Building Design and Facilities
Serving Ware
Packaging
Waste
Placement, Promotion
“They tried adding healthy snacks to the office vending machines, but all that rotting fruit made the candy bars taste bad.”
Case Study
Healthy Vending

- Exiting codes
- ADA
- Electrical
- HVAC heat
- Delivery path
- Plumbing
- Credit Card Reader
- Aesthetics Wrong
- Cost of Machine
- Healthy Foods
- Basement
- Post build operations
- Loading dock/ elevator proximity