

The ‘Click & Crunch’ RCT

Increasing healthy purchasing in high school students’ online lunch orders: 15-month follow-up

Authors & Affiliations

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01 Introduction

- School canteens are a recommended setting to influence adolescent dietary behaviours.
- Online canteen ordering systems allow students to order & pay for lunch online.
- They may facilitate implementation of digital interventions that nudge users towards healthier food choices.

02 Objective

To assess the long-term effectiveness of a multi-strategy choice architecture intervention embedded in online high school canteen ordering systems at 15-month follow-up.

03 Methodology

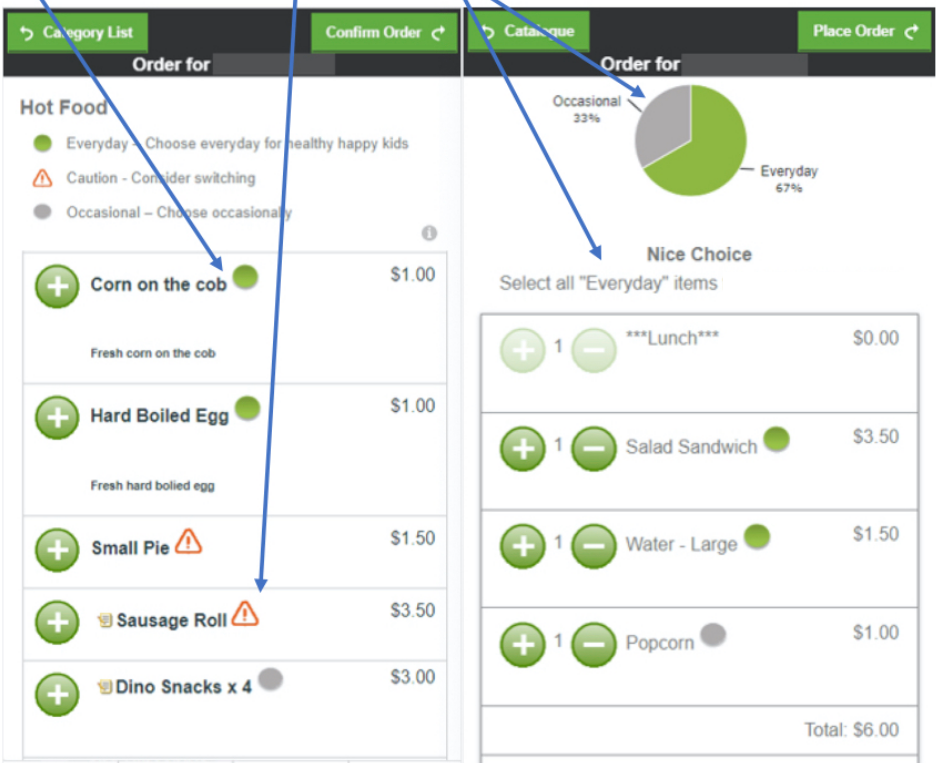
- A cluster RCT with 1331 students from 9 high schools in NSW, Australia.
- Schools were randomized in a 1:1 ratio.
- Control schools received the standard online ordering system.
- Intervention schools had the interface of the online canteen (website or app) modified to include choice architecture strategies.

04 Intervention Strategies

Intervention schools had these strategies added to their online ordering system

- **Menu labelling**
 - Each menu item displayed a label to indicate its relative healthiness
 - Labels were based on the state-wide NSW Healthy Canteen Strategy
- **Positioning**
 - Healthier categories and items within categories were positioned first
 - Less healthy items with multiple flavours were displayed in a pop-up box
- **Feedback**
 - Graphical and narrative feedback was provided
 - Displayed in real-time and updated as changes were made to the order
- **Prompting**
 - Less healthy hot food items received a prompt to purchase water, fruit & vege (e.g. “Try adding some Everyday items for a balanced meal”)

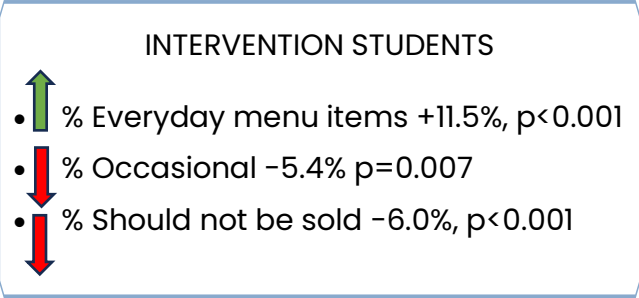
menu labelling, positioning and feedback.



Selection screen

Order confirmation screen

05 Results



06 Conclusion

From baseline to 15-month follow-up, on average, Intervention students relative to control students:

- ordered significantly more healthy items
- ordered significantly fewer unhealthy items

Choice architecture interventions delivered via online canteen ordering systems may represent a promising option to support healthy eating among high school students.

