

Center for Research in
Nutrition and Health Disparities
UNIVERSITY OF SOUTH CAROLINA

A Seminar Presented by:

[Kathryn “Kate” Hoy](#)

Doctoral Student

University of South Carolina in Health Promotion, Education and Behavior

**"Behavioral Economics and
the Smarter Lunchrooms Movement"**

In the Fall of 2009, the Cornell Center for Behavioral Economics in Child Nutrition Programs launched the Smarter Lunchrooms Movement. Since that time the Smarter Lunchrooms Movement has been included in national health and wellness initiatives such as the Healthier US School Challenge and can be identified in over 20,000 schools across the country. Behavioral economics – the practice of altering the physical environment in order to affect purchasing and consumption behavior – lies at the heart of the Smarter Lunchrooms Movement. This module gives participants a solid foundation in the theory behind Smarter Lunchroom interventions, explaining why traditional methods of influencing eating behavior (such as choice restriction and financial subsidies) have failed and why the Smarter Lunchroom Approach Six Principles have proven to be so much more successful.

Friday, November 20, 2015

1:30 PM – 2:30 PM

Discovery I, Room 140



Kathryn “Kate” Hoy – (Master of Food and Nutrition – BGSU 2010, RD/CDN) was the Manager of the Center for Behavioral Economics in Child Nutrition Programs at Cornell University. Her role with Cornell has taken her across the country to speak at conferences, to Capitol Hill where she regularly meets with government officials/policy makers, and to the table with many of the industry leaders in school wellness and childhood obesity. She was recently awarded the AAEA – Distinguished Outreach Award for her SLM efforts. In her spare time, Kate manages a private practice called “Food for Fuel”, serves on the board for several DPGs within the Academy, and writes columns and blogs in addition to participating in endurance athletics.

This is a free seminar and all faculty, staff, students, and guests are welcome to attend.

Contact Mary Wilson or Ranina Outing at nutrinfo@mailbox.sc.edu
or 803-777-6363 for more information <http://nutritioncenter.sph.sc.edu/>