

**Principal Researcher: Antoni Mora – Universitat Internacional de Catalunya**

**Title:** The impact of alternative interventions on food decisions: food cash-aid beneficiaries

**Main purpose of the project:**

Improve purchase guidelines with regards the nutritional content targeting cash-aid beneficiaries with low income levels. Specifically, we test the impact of three different kinds of ‘nudges’ on the quality of their diet choices.

**Design/methodology/approach:**

We will conduct a randomized control trial with three intervention groups consisting of: the provision of workshops on nutritional guidelines; the sending of SMS messages that promote healthier food purchases and the provision of incentives. The final purpose is to determine which of these interventions is more effective.

**Potential results:**

We test the impact of alternative public health policies to correct the nutritional habits of population with the lowest level of income. Policy recommendations can be made to several NGOs and to public administrations that tackle this segment of population.

**Social relevance of the research:**

Given the presence of an educational/income gradient in the prevalence rates of obesity and overweight and that the low-income population has little nutritional knowledge, we test different strategies to amend their diet choices. Food intakes have consequences on health care use and more importantly on several diseases such as cancer.

**Originality/value of the project:**

The randomized control trial we propose has not previously been implemented in low-income families in either developed or underdeveloped environments. Empirical evidence is really very scarce worldwide.