HOW SWEET IS YOUR TEA BREAK?: A NUDGE EXPERIMENT ON SUGAR INTAKE

The Behavioural Insights Unit had conducted a field experiment on sugar intakes during tea breaks among healthcare professional while they attending a workshop in November 2024.

BACKGROUND

Sugar intake among Malaysian adults for self prepared drinks is 53.2% daily and on average 3 teaspoons of sugar daily (NHMS, 2019). Excessive intake can lead to serious health consequences, making it crucial to reduce sugar consumption for long-term well-being.

STRATEGIES

Message awareness on sugar intake was displayed during tea breaks session to see how it can affect sugar intake among healthcare professional in this workshop.

OBJECTIVE

To examine the effect of two different approach of messages.

01 Gain Frame

Day 1 (Afternoon tea break) :
- No message

Day 2 (Afternoon tea break) :
- Positive framing message



02 Lost Frame

Day 1 (Afternoon tea break) :
- No message

Day 3 (Afternoon tea break) :
- Negative framing message



FINDINGS

During tea breaks, observations were conducted to monitor sugar intake specifically white and brown sugar among participants, and photographs were taken to document the evidence. The findings indicated that white sugar consumption decreased more significantly when messages were framed negatively compared to those framed positively, suggesting that negative framing may be more effective in influencing sugar-related behaviour.

CONCLUSION

Small changes can help in decision making. A behavioural insights approach can encourage behavioural changes towards sugar intakes during tea breaks.