

Effectiveness of awareness campaigns in shifting practices to reduce household food waste

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September 17, 2020



63% of household food waste in Canada could have been eaten¹



Do awareness campaigns change practices at home?



A Simple Campaign Design



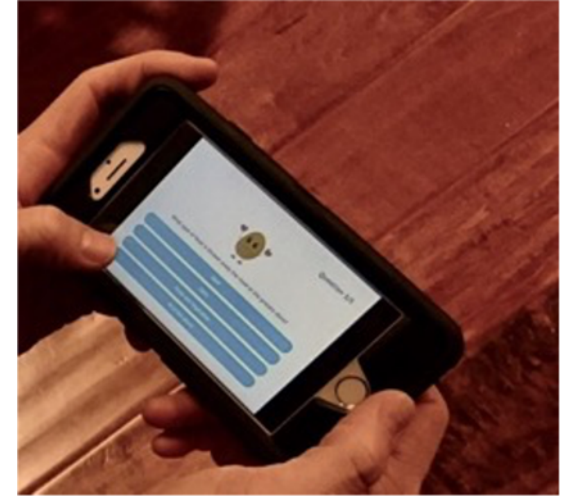
Testing Engagement Strategies



Information Only



Information + Workshops



Information + Online Game

+ Control (no campaign)

Research Participants and Engagement

Group	Recruitment and Pre-Survey	Engagement (12 Weeks)	Post-Survey	Focus Group
Control	n=120	No engagement	n=70	n=0
Information Only	n=140	4 newsletters	n=64	n=13
Information + Workshop	n=120	4 newsletters + 4 workshops	n=56	n=11
Information + Online Game	n=122	4 newsletters + 12 online game levels	n=74	n=20

Practices Generally Stayed the Same

Group	Meal Planning	Management of Leftovers	Management of Food Past Best Before Date
Control	↑ Shopping lists (p=0.01)	-	-
Information Only	↓ Unplanned purchases (p=0.01)	-	-
Information + Workshop	-	-	↑ Eat anyway (p=0.01)
Information + Online Game	-	-	↓ Thrown away (p=0.03) ↑ Check if still good (p=0.01) ↑ Eat anyway (p=0.04)

Competing Goals



"Last week the pineapple was 1 dollar and I bought six of them. I know that my grandchildren would eat them but I didn't need to buy that much, but it was on sale, so I bought them." - Tanya



"We always make enough for a family of 4 but we are just two people. When I try to save the rice in a container it just dries out and it's gross, so we just throw it away." - Ashley

A Missing Piece of Traditional Campaigns



Motivation



Opportunity

Ability



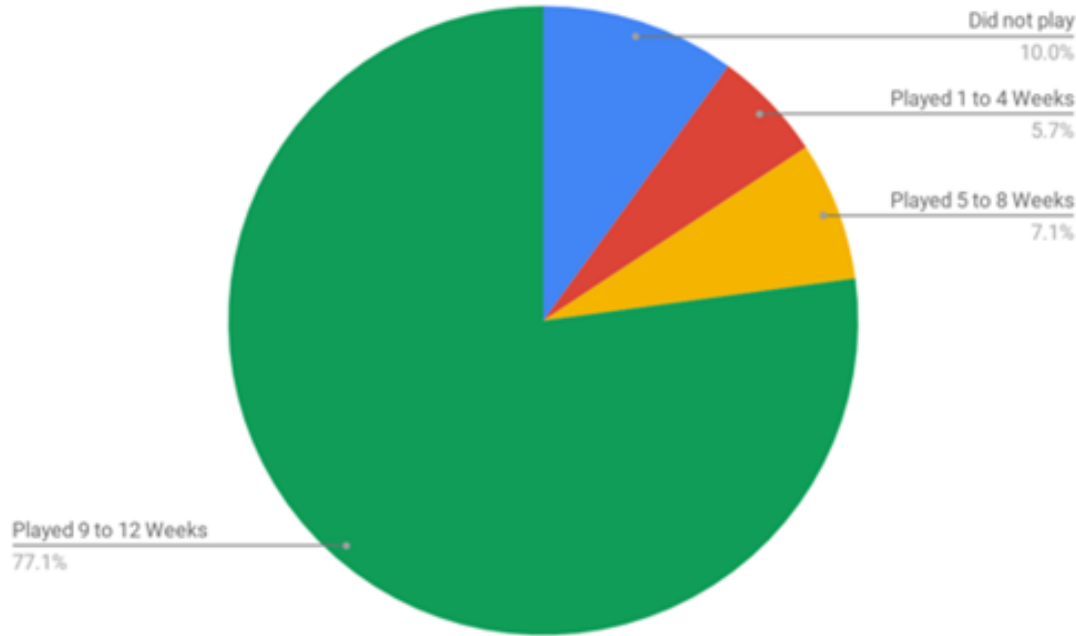
Game for Week 6

It's Week 6 of the Food Waste Game! Level 6 is now available to play to earn points for a grocery gift card and includes 5 trivia questions.

After completion of each level, you will earn 10 points towards a PC grocery gift card that can be redeemed at stores such as Loblaws and No Frills. Don't worry about getting the trivia questions right each time -- you will still earn points for participation.

So far you have earned 50 points.

A Closer Look at Online Game Participants



Gender, age, education, income, household size did not appear to affect participation.

Households without children engaged with the online game more than those with children ($p=0.04$).

Gamification: A Promising Engagement Strategy?

“It's quick, it doesn't take much of your time at all but it is very engaging. Whereas like, you know, maybe a group where you have to go out to the group sometimes even if you think, oh, I'm going to do that on Tuesday and whatever, it's kind of easy for something to come up and get in the way.....but this [game] is easy to put into anyone's schedule just because it takes such a short amount of time and it was very engaging. And then yeah, once you start doing it, it does make you think about things more than you think.” -Susan

Thank you!

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