

# Pictorial warning labels against sugar



Foto: SVT

**Göran Greider vill ha hjälp mot sitt sockersug**

**Göran Greider wants help with his sweet tooth**

# Topic

Reduce sugar consumption from beverages  
Sugar sweetened beverages (SSB)

Inspiration from tobacco industry

Important to reduce obesity, diabetes, dental decay

Complement to conventional policy



# Decision Map - Entering and not buying SSB

1. Entering store and going to the drinks section
2. Considers options
3. Being aware of SSB's effects
  - a. Bottleneck: Information deficit
4. Incorporating short- and long-term health effects
  - a. Bottleneck: Present bias, Status quo bias
5. Not Consuming a bottle of SSB

# Type of nudge

Warning labels on SSB, pure nudge

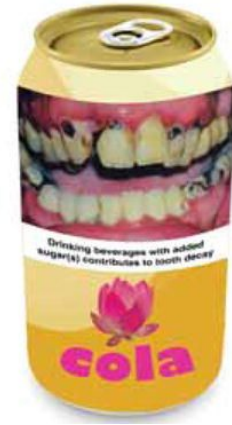
Graphic pictures and text warnings

Graphic pictures - Rotting teeth

Text warning - “WARNING”, specific illness, shape of label

Sweden, supermarket

Scalable, cost effective, simple



# Expected behavioral change

Informing about health effects for those unaware

Debiasing - Present bias for consumers aware of health risks but fail to ignore immediate benefits.

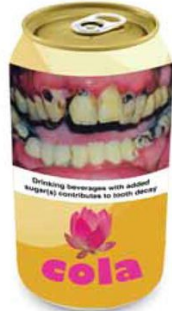
Rebiasing - Availability heuristic using pictorial health warnings reminding of long-term health costs associated with sugar. Pictures easier to recall.

Decreased consumption of sugar sweetened beverages.

# Lab experiment/field experiment

## Lab experiment

- Two conditions, between-subjects design
- 3 groups
  - control group, label group, Pictorial labels
- Waiting room with available drinks
- Outcome variable: number of consumed SSB



## Field experiment

- Either municipalities or specific stores
- References → DiD estimation of effect



# Discussion

Lab/field experiment