

Public Health Behaviour Intervention Roadmap [Scoping]

PUBLIC HEALTH ISSUE: Canada has increasingly very high levels of meat consumption, specifically red and processed meat, which poses a detrimental issue for overall public health and environmental sustainability.

WHO IS MOST IMPACTED? University female students are most impacted, at UBC Okanagan. They make up 66% of the student population. Currently they have been facing multiple barriers towards implementing dietary changes, including time constraints, cost, peer pressure, limited food options, and food insecurity. These contributing factors that act as barriers make it difficult to adopt healthier, and more sustainable eating habits without strategic, supportive interventions in place.

EXTERNAL INFLUENCES

COMPARATIVE ANALYSIS *Forward Food* and *Greener by Default* partner with universities to redesign menus and normalize plant-based meals using environmental nudges, training, and benefit-based messaging. *Veganuary* uses social media and short-term challenges to engage individuals, especially younger adults, with easy tools and influencer support

PARTNERS Interior Health supports public health alignment and promotion. UBCO Food Services enables menu changes, data tracking, and event coordination. SUO provides adequate student access, promotions, and efforts towards encouraging peer engagement. Student Health & Wellness Services connect plant-based eating to well-being and academic success. Inclusion of the cultural and sustainability clubs would help ensure inclusivity and peer advocacy is directly in place. Local plant-based vendors and brands extend reach off-campus through events, discounts, and workshops.

TARGET AUDIENCE

DEMOGRAPHICS: With 66% of UBCO students identify as cis-female. University students differ from the general population in dietary habits (rely on meals that are quick and affordable). Therefore, female students aged 18-25 who consume meat (red meat, poultry, etc.) daily and live and/or dine on campus are the audience of interest.

GEOGRAPHICS: UBCO is a progressive institution that offers plant-based alternatives on campus; the issue is reaching students and bringing awareness to these options. Focus on dining halls and food services available on the UBCO campus where students frequently purchase their meals.

PSYCHOGRAPHICS: Social influence, habit, cost, and convenience are driving factors that lead to female university students to eat meat-based meals.

BARRIERS TO CHANGE

Emotional ties to meat, social norms, limited knowledge of plant-based eating, and the perception that alternatives are less convenient or more expensive all make reducing meat intake challenging.

BENEFITS OF CURRENT BEHAVIOUR

Meat is familiar, comforting, convenient, socially accepted, and perceived as affordable and filling, making them the go-to choice for busy students..

DAY IN THE LIFE

Tracy, a 1st-year UBCO student, balances school, fitness, and social life while relying on quick, cheap meals. Convenience, stress, and social influences drives her meat-heavy choices. She lacks the time and motivation to shift her dietary habits.

STAGE OF CHANGE

Our target audience falls within the contemplation and preparation stages of the Transtheoretical Model. They are aware of the environmental and health impacts of meat consumption and are starting to explore plant-based options, but remain ambivalent or inconsistent due to cost, convenience, and emotional ties to food.

HUMAN TRUTH / INSIGHT

Female students living and/or dining on the UBCO campus believe that eating meat-based meals is more convenient and affordable than plant-based alternatives and therefore do not see the benefit of consuming less meat products.

GET: Female UBCO students aged 18 -25

WHO: Live and/or dine on campus and consume meat daily

TO: Reduce their consumption of meat by ~30% (2 days a week)

BY: Using incentives and social media promotion of plant-based food to nudge them to choose plant-based options on campus

WHO

WHY

SO WHAT?

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PATHWAYS OF BEHAVIOUR CHANGE

KNOWLEDGE

Students often view plant-based diets are inadequate, unappetizing, or inaccessible, reinforced by poor practical knowledge. The campaign uses engaging content, student leaders, and accessible tools to promote informed, appealing plant-based choices.

ABILITIES

Students see plant-based eating as difficult, costly, or time-consuming due to limited cooking skills and campus visibility. This is addressed by simple recipes, demos, tasting tables, and peer support to increase accessibility and confidence.

EXCHANGE

Students view plant-based diets as a loss due to emotional, cultural, and social ties to meat. The campaign reframes plant-based eating as a rewarding lifestyle by offering tasty alternatives, loyalty programs, social media challenges, and peer-led tastings.

NORMS

Students struggle to adopt plant-based diets due to habits, social norms, and stigma. This is addressed through engaging, culturally inclusive social media content, student testimonials, and interactive tasting events to empower.

BEHAVIOUR

Female UBCO students have interacted with the campaign, chose more plant-based options on campus, and reduced their consumption of meat by 30%.

APPROACH

COST-BENEFIT ANALYSIS

Change students' behaviour with minimal effort through the use of targeted social media posts and posters across the UBCO campus, and incentives through Meatless Miles, thus utilizing a NUDGE approach.

PRODUCT

Core: pride and autonomy in making sustainable choices.
Actual: plant-based meals featured on menus, social media, and posters.
Augmented: QR codes, peer ambassadors, tasting events, and Meatless Miles rewards.

PRICE

Plant-based meals cost the same as meat options on campus. Meatless Miles reward system adds perceived value. Messaging tackles misconceptions and highlights cost, health, and environmental benefits.

PROMOTION

Social media posts and on-campus visuals promote plant-based meals. Weekly "Tasting Table Tuesdays" offers free samples. "Meatless Miles" is a reward system that incentivizes repeat behaviour.

PLACE

Campaign is embedded in high-traffic campus food spots and digital spaces (UBCO Food Services website, social media). Materials placed where students eat, study, and socialize.

LAUNCH

BUDGET

Partner with UBCO Food Services and Student Unions for support in funding promotional materials. Acquire funding from UBCO for student-led initiative up to 50k.

IMPLEMENTATION

Meet Your Meat Alternatives will first be implemented through weekly social posts, pop-up events, and promotion across the UBCO campus. Roll out initiative during orientation week.

MONITORING / FOLLOW-UP

After the first semester, review the evaluation report to determine if initiative is effective in changing meat-consumption behaviour in students. Follow-up at the end of the school year to evaluate food sales, points redeemed, and interaction with posts.

FRAMING

Value:

Students value quick, cost-effective, filling meals. Enhance the idea that plant-based fits these values.

Vision:

Experience stigma-free plant-based eating across campus. Lead change to influence other universities to follow methods.

Barrier:

Social media, misinformation, and presumption that plant-based is more costly and less convenient.

Ask:

Cheat on Meat, Two Days a Week - small change can save time, money, and provide a nutritious climate-friendly meal.

MESSAGE FRAMEWORK

BRAND & CREATIVE

Cute images and bright colours for promotion. Messages include encouragement, trust, and affordability of plant-based alternatives.

INPUTS

Campus partnerships. QR codes with recipes. Social media tools, Student card tracking system. Campus collaboration

TACTICS

Weekly social media posts, posters on campus, student voices, and Tasting Table Tuesdays.

OUTPUTS

Social media posts and engagement. Event attendance. QR code scans. Meatless Miles sign-ups and rewards.

EVALUATION

OUTCOMES

Increased knowledge and awareness
Reduced stigma, increased peer modelling.
Self-reported 2-day/week meat reduction.

IMPACT

Better student dietary health. Progress toward sustainability goals. Institutional support for plant-based eating. Sustained behaviour change.