

- Research team:

- Ana Balsa (University of Montevideo)
- Cecilia Noboa (University of the Republic)
- Patricia Triunfo (University of the Republic)



- Research projects

- [Nudging healthy food choices](#)

- We sent Whatsapp messages about healthy food consumption to customers of a large supermarket chain in Uruguay. Messages were sent three times a week for eight weeks.
- Using an RCT (N = 1,590), we find an increase in purchases of healthy food of 8% and a substitution of sugar-sweetened for sugar-free beverages. We also find an increase in purchases of unhealthy food, but with no correlative increase in calories, suggesting substitution of high calorie for low calorie foods.
- Households with lower educational attainment, lower income, and with children under the age of 12 are more likely to increase their purchases of fruits and vegetables, while other households are more likely to improve the diet quality without increasing expenditure.
- Effects do not persist after the intervention is over, suggesting that salience, rather than information is the main channel triggering the effects.

- The impact of octagonal food labels in Uruguay on food purchases and product composition

- On February 2021 Uruguay implemented a food labelling policy, highlighting excesses of sodium, sugar, fats, and saturated fats through the use of octagonal labels.
- The project aims at studying the impacts of these labels on food purchases and on changes made by the industry in food composition