



2021 Healthy Living Conference Burger Swap Martha Schirn and Suzy Sayre



INTRODUCTION

The El Monte Union High School District seeks to provide lunch options that are nutritious, environmentally sustainable, and appeal to finicky teens.

PURPOSE

Teens are overwhelmingly engaged with fast food. Especially with hamburgers.

Could we encourage young people to consider swapping high-fat beef burgers for plant-based burger substitutes?

Burger Swap embraces the power of one behavioral change at a time, one burger at a time.

PROGRAM DESIGN

1 Peer to Peer Influencing

Digital Media And Culinary Arts

- Before creating videos, 30 students studied benefits of plant-based burgers
- Videos included a podcast with an Impossible Burger
- Students grilled beef and plant-based burgers for a blind taste test



2 Survey With Fast Food Coupon Incentive

Students choosing plant-based burgers completed a three-question survey to determine why they chose this burger.

Those completing the survey received a fast-food coupon for a free plant-based burger from The Habit.

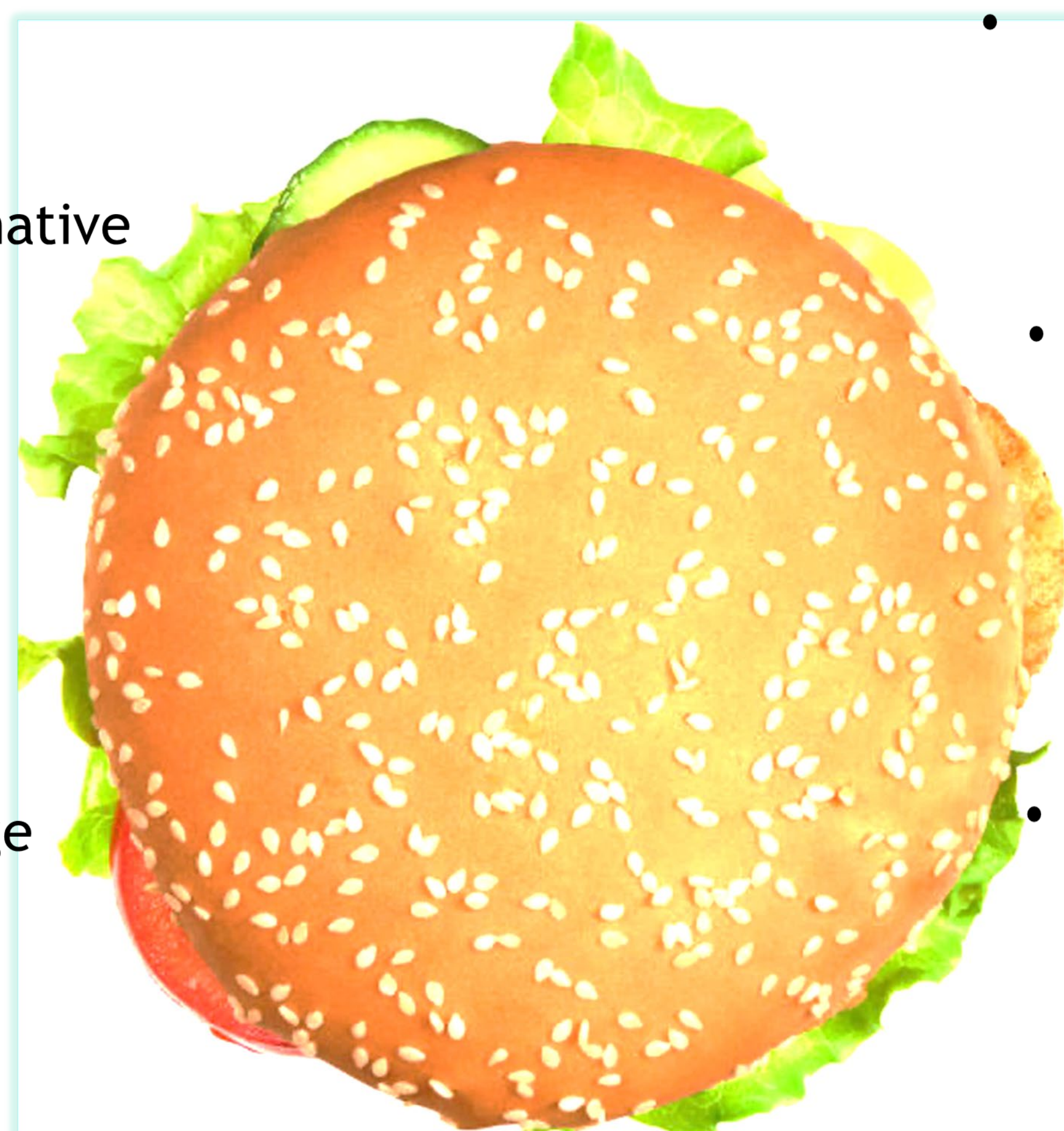
3 Cafeteria Chance

Cafeteria Burger Bars featured both beef and plant-based burgers for two weeks.



OUTCOMES

- Tasty 38.7%
- Healthy Alternative 46.1%
- Better for the Environment/Climate Change 25.7%
- Better for Animals 26.5%
- Vegan/Vegetarian 8.3%
- New and Different 70.2%



Students preferred plant-based burgers 2:1



■ Plant Based ■ Meat

Student interest in trying plant-based burgers was high:

Beef burgers data %
Plant-based burgers %

FINAL THOUGHTS

- E-blasts, social media, and visuals reminded students about healthy living.



- Partners are the greatest asset!
- Students were given a glimpse of what could be in the future while there's still to influence how that future will play out.