

Policy Remix Lab, Redesign a Healthier Eating Initiative Using Real World Evidence

Learning Objectives

- Design an impact map that specifies an initiative intended goals, theory of change, likely cobenefits, and plausible unintended consequences for public health and wellbeing.
- Develop a redesign proposal that modifies the initiative to better meet its intended goals while reducing harms and equity tradeoffs.
- Synthesize evidence from real world artifacts to justify why your redesign is more credible and more accountable than the original approach.

Faculty Preparation

Provide a one page template with required headings for the impact map and redesign proposal. Provide two brief example initiatives students may choose if they cannot access a local artifact.

Assignment Overview

You will choose one real world healthier eating initiative led by a public sector or private sector actor, then you will redesign it. Your initiative must be something you can document through artifacts you can access directly, such as a product package claim, an in store promotion, a corporate pledge page, a government campaign page, a procurement standard, or a policy summary page. You will collect at least two artifacts that show what the initiative actually does and how it is framed, for example your own photo of a package front and back, a screenshot of a company webpage, or a screenshot of a government page. Use these artifacts as your primary evidence so your work is grounded in what people really see and what organizations really say.

Next you will create an impact map. You will state the intended goal in one sentence, then specify the mechanism that is supposed to change eating behavior or food environments. You will identify who benefits, who might be left out, and what incentives the sponsoring organizations may have. You will then generate at least three cobenefits and at least three unintended consequences. Include at least one consequence related to equity, such as differential exposure to marketing, uneven access to healthier options, financial burden,

stigma, or political tradeoffs that shift attention away from structural change. Your analysis should be concrete and testable, not only descriptive.

Finally you will redesign the initiative. You will propose a revised version that keeps what is useful and changes what is weak. Your redesign must include one change to the message or framing, one change to the policy or business practice, and one change to evaluation or accountability. You will justify each change using your artifacts plus any additional credible sources you choose. Your redesign should be feasible for the actor you selected, and it should explicitly address the unintended consequences you identified. Write so that a decision maker could understand what you want changed, why it matters, and how success would be assessed.

Steps to Complete

1. Select one healthier eating initiative led by a public sector or private sector actor.
2. Collect at least two real world artifacts that document the initiative as implemented or promoted.
3. Describe the initiative in plain language, including target population, setting, and sponsor.
4. Construct an impact map that specifies intended goal, mechanism, incentives, cobenefits, and unintended consequences, including at least one equity related consequence.
5. Propose a redesign with three elements, a framing change, a practice or policy change, and an evaluation or accountability change.
6. Justify your redesign by linking each proposed change to evidence from your artifacts and additional credible sources.

Deliverable / Submission Checklist for Students

- One document using the provided template that includes both the impact map and the redesign proposal.
- Two embedded artifacts or images you collected, each labeled with where you found it and when.
- A short reference list for any additional sources beyond your two artifacts.