

# Go Food

*Partnered with* Defence Science and Technology Group



In partnership with Defence Science and Technology Group (DSTG), 'Go Food' was developed by Social Marketing @ Griffith to support the performance of military personnel through healthy eating habits. The program recognised that a nutritious diet is essential for clear thinking, alertness, and sustained strength and endurance. Given the busy nature of military life, Go Food aimed to make healthier choices more accessible and appealing.

To develop the program, extensive research methods were employed. This included a [literature review](#), [interviews with military personnel](#), observational studies, and [food audits](#) of nearby outlets. The findings highlighted that performance was the primary motivator for eating and that food retail outlets needed to provide more healthy options.

One of social marketing's core principles (the marketing mix) was crucial in shaping Go Food, offering convenient and cost-effective healthy choices within modified military dining rooms. The program incorporated communications that linked healthy choices to improved performance, subtly encouraging busy military personnel to opt for healthier options.

With a reach of over 6,000 military personnel, implementing Go Food in dining rooms resulted in increased consumption of healthful foods. Focusing on supporting performance motivations rather than imposing strict rules, Go Food effectively nudged individuals towards better eating habits.

Click here to read the [Go Food program outcome paper](#).

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## Over 6,000 meals were consumed

during the implementation of the Go Food program in military dining rooms, resulting in increased consumption of healthful foods.



**↑ 12% increase** in the most healthful foods during the program.

**↓ 10% decrease** in moderate healthful foods during the program.

**↓ 4% decrease** in the least healthful foods during the program.