“You can lead an adolescent to the water, but you can’t make him drink it.”
- A nudge approach to reduce energy drink consumption

**Theoretical background & Hypotheses**
Adolescents have a strong need to belong and currently this clashes with acting upon health goals, such as, drinking water.

When the nudge is not interfering with the need to belong, water drinking will be increased.

**Problem**
Energy drinks are very popular amongst adolescents, however they are a large contributor to the rising obesity rates and cause concentration problems at school. Restricting the consumption leads to great uproar.

In this study we aim to nudge adolescents towards substituting energy drinks for water.

**Method**
- Goal strength assessment T1
- Nudge intervention (social proof)
- Goal strength assessment T2
- Follow-up

Setting is in a high school in Utrecht

**Expected results**
It is expected that adolescents with a strong need to belong will conform more to a social proof manipulation than adolescents with a weaker need to belong.

**Implications**
The results of this study will add to the knowledge of nudges in a naturalistic setting in which conflicting goals hinder healthy choices.

**References**

**Definition:** nudges are changes in the choice architecture that gently steer towards the best choice while allowing for alternative options.

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