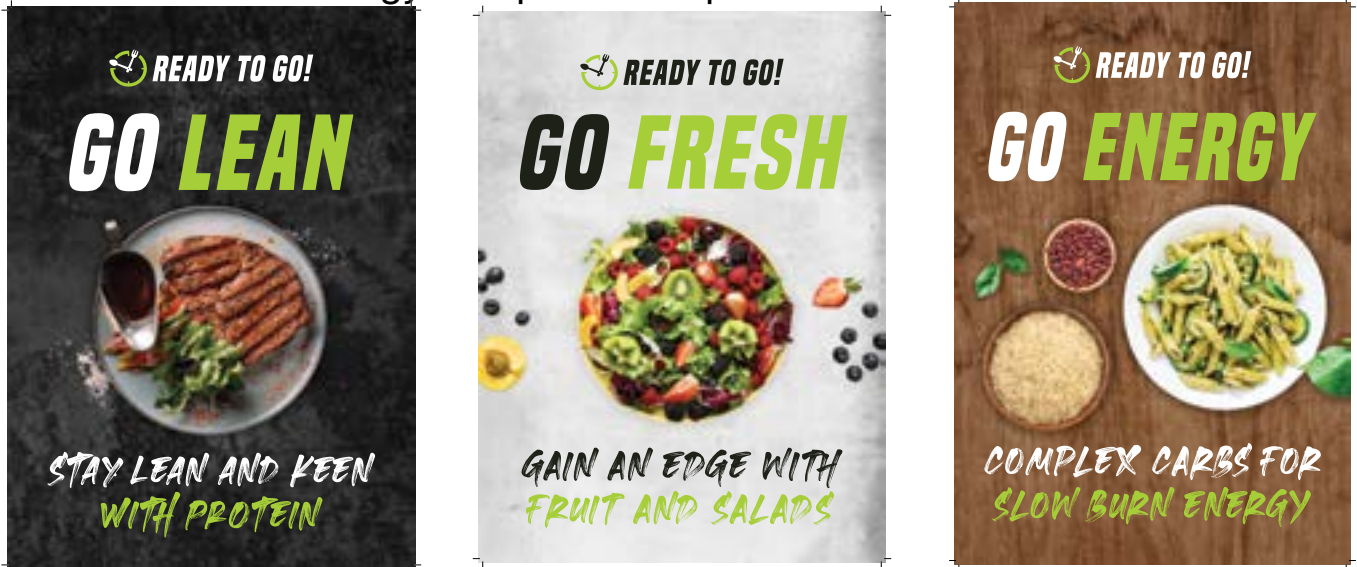


Eating for the Future



Supported by the Commonwealth of Australia as represented by the Defence Science and Technology Group of the Department of Defence



In partnership with Defence Science and Technology Group (DSTG), Social Marketing @ Griffith is building behaviour change programs to support the performance of military personnel through healthy eating habits. Given that a nutritious diet is essential for clear thinking, alertness, and sustained strength and endurance, this project is building programs tailored for military personnel.

This project employs our Co-Create Build Engage (CBE™) process to develop consumer-focused and systems-based programs to deliver better support for healthy eating. These programs involve co-design methods with personnel to understand their needs and preferences and consensus solution methods with stakeholders to understand where more support is needed in their environment.

Programs are being implemented, refined and tested with military personnel. This is to ensure that programs resonate with personnel, that they increase support in the environment, and that they are effective.

The project is currently running until 2025.

Using the CBE™ process, programs are being co-created with military personnel to support healthy eating behaviours.



Read more:

- [When Less is More: A Short-form Tool to Increase Segmentation Implementation](#)
- [Chapter 17 - Supporting healthy eating behavior through social marketing](#)