

# **Acceptance of Food Nudges among Diabetics in the Czech Republic in the Conditions of Digital Transformation. (Case of a CEE country)**

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**Abstract:** This article on the case of the Czech Republic examines the acceptance of food nudges. Obesity and unhealthy lifestyle are supposed to be a potential cause for diabetes mellitus which affects over 900, 000 Czech people and poses a serious health policy problem. As the costs of diabetes treatment take up to 15% of the public health insurance per year. Solution emerges in employing nudging strategies. Digital transformation changes the technological environment, social relations as well as decision-making processes. The research found out the general acceptance of food nudges among Czech diabetics considering, among others, the role of age and digital competence on the use of health and social care services. Only four out of thirty-three presented nudge stimuli (such as setting calory intake or portion size and reminding messages) were considered somewhat unacceptable. The eldest patients find the nudges the least appropriate, especially those of digital nature.

**Key words:** food nudging; behavioral insights, public health, type 2 diabetes mellitus