

Title of Intervention: Labeling Low-Fat Menu Items at Target® Store Restaurants

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To provide menu labels showing lower fat food choices

Population: Shoppers at Target® stores

Setting: Target® Food Avenue restaurants, in Minnesota (rural, suburban, and urban stores were included); community-based

Partners: Target® stores

Intervention Description:

- Campaigns and Promotions: Large green checkmarks were used to symbolize lower fat, or “Good for You”, menu choices. The checkmarks were placed next to “Good for You” foods and there was a description at the bottom of the menu board to explain the green checkmarks. Table tents and tray liners were printed to emphasize and educate the consumer on the "Good for You" foods.

Theory: Consumer Information Processing Model

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Large green checkmark labels, table tents, tray liners
- Evaluation: Sales reports

Evaluation:

- Design: Pre/post evaluation
- Methods and Measures:
 - Quarterly sales data to calculate the percentage of sales from "Good for You" items compared to total sales by food category

Outcomes:

- Short Term Impact: There was a significant increase in sales of most "Good for You" items.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: Corporations and universities can successfully collaborate to promote healthy eating behaviors in the community. Informed consumers can and will choose lower fat menu options.

Citation(s):

Eldridge, A., P. Snyder, et al. (1997). "Development and evaluation of a labeling program for low-fat foods in a discount department store food service area." J Nutr Educ 29(3): 159.