

**Title of Intervention:** Pricing strategy to promote sales of lower fat foods in high school cafeterias

**Intervention Strategies:** Environments and Policies

**Purpose of the Intervention:** To promote sales of lower fat foods and discourage sales of higher fat foods

**Population:** High school students

**Setting:** Suburban high school cafeteria in the Midwest; school-based

**Partners:** Not mentioned

**Intervention Description:**

- Environments and Policies: Prices of three targeted high-fat foods were raised by approximately 10% and prices of four targeted low-fat foods were lowered by approximately 25% over an entire school year. The pricing intervention was implemented on the first day of school and was maintained through the end of the school year.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Not mentioned
- Evaluation: Computerized software system designed for school food service

**Evaluation:**

- Design: Longitudinal, observational design
- Methods and Measures:
  - Sales were tracked using a computerized software system designed for school food service

**Outcomes:**

- Short Term Impact: Not measured
- Long Term Impact: Overall there was no consistent trend or pattern for low-fat food sales. However, there was a slow decline in high fat foods throughout the school year.

**Maintenance:** Not measured

**Lessons Learned:** It would be of interest to broaden the pricing strategies to include the majority of foods offered in high school or work cafeterias, not just a few select foods.

**Citation(s):**

Hannan, P., S. A. French, et al. (2002). "A pricing strategy to promote sales of lower fat foods in high school cafeterias: acceptability and sensitivity analysis." *Am J Health Promot* 17(1): 1-6, ii.