Title of Intervention: The Green Keyhole

Intervention Strategies: Environments and Policies

Purpose of the Intervention: To enable consumers to choose fat-reduced and fiber-enriched food alternative products

Population: Adults aged 25-64

Setting: Goteborg, Southwest Sweden; community-based

Partners: National food administration, food industry

Intervention Description:
- Environments and Policies: The Green Keyhole symbol was introduced to make it easier for consumers to choose fat-reduced and fiber-enriched food alternative products. In order for the symbol to be used on a food package, the specific food had to be an alternative to an either high-fat or low-fiber product. The food also had to have a specific (low) fat content or more than a minimum amount of fiber content.

Theory: Consumer Information Processing Model

Resources Required:
- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Not mentioned
- Evaluation: Questionnaire, materials to measure height and weight

Evaluation:
- Design: Cross-sectional
- Methods and Measures:
  - Questionnaires regarding general health and well-being, diet, physical activity, smoking, and knowledge of Green Keyhole symbol
  - A general physical examination measured several cardiovascular disease risk factors
  - Food frequency form

Outcomes:
- Short Term Impact: A majority of the population understood the significance of the Green Keyhole symbol.
- Long Term Impact: Intake of Green Keyhole labeled foods was significantly higher in males and females with knowledge of the symbol than in those who were not familiar with the symbol.

Maintenance: Not mentioned

Lessons Learned: Overall, the Green Keyhole campaign is potentially most relevant in the context of primary prevention in its attempts to prevent obesity and other chronic diseases.