

Title of Intervention: Inexpensive prompts in a national fast-food restaurant to increase sales of salads

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To promote one low-fat, high-fiber menu item selection (salads) without undermining the sales of other menu items

Population: Patrons of a national fast-food restaurant

Setting: National fast-food restaurants located in Blacksburg and Radford, VA; community-based

Partners: Fast-food chain franchise owners

Intervention Description:

- Campaigns and Promotions: The intervention was directed toward influencing customers to choose a salad through a simple visual message presented with prompts located in several places in the restaurant. Two large (45 cm by 47 cm) colorful posters with the message "Be Fit & Healthy; Eat low-fat SALAD as your meal or add a side salad" and a picture of a salad were situated near where customers placed their order. Small (10 cm by 12 cm) table tent cards with the same message as the posters were put on each table. A banner and decorative streamer bows with the message "Eat Salads" were also placed near the entrance.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Posters, table tents, banner and streamer bows
- Evaluation: Computerized cash register systems

Evaluation:

- Design: Quasi-experimental
- Methods and Measures:
 - Sales data from computerized cash register systems were used to calculate percentages of total sales represented by each food item.

Outcomes:

- Short Term Impact: Introduction of relatively inexpensive prompts resulted in an increase in salad sales when prompts were present in the fast-food restaurant.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: Future projects should monitor meal composition and additions, as well as provide instructive prompts and low-calorie additions. Corporations may have potential to gain profit from promoting nutritious choices.

Citation(s):

Wagner, J. L. and R. A. Winett (1988). "Prompting one low-fat, high-fiber selection in a fast-food restaurant." J Appl Behav Anal 21(2): 179-85