Title of Intervention: Point-of-purchase (POP) Labeling for Healthy Eating

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To use POP labels to promote the consumption of healthful foods among university students

Population: University students on full meal plans

Setting: University cafeteria food service line and dining hall in Canada; community-based

Partners: University Dining Services

Intervention Description:
• Campaigns and Promotions: POP messages were placed on an 11 x 17-inch poster located at the cafeteria entrance and 4 x 2.5-inch signs next to the targeted food item. Messages emphasized the budget-friendly, energizing, sensory/taste, time efficient/convenient (BEST) stimulus properties of foods.

Theory: Social Cognitive Theory

Resources Required:
• Staff/Volunteers: Dining service personnel
• Training: Creating POP messages emphasizing BEST properties of foods
• Technology: Computer programs to create vibrant POP messages
• Space: Not mentioned
• Budget: Not mentioned
• Intervention: POP message displays
• Evaluation: Sales records, interviews

Evaluation:
• Design: Pre/Post evaluation
• Methods and Measures:
  o Intercept survey to determine awareness of signs
  o Daily sales of targeted foods were recorded from cash register data and hand counts

Outcomes:
• Short Term Impact: The targeted foods’ sales greatly increased during the 4-12 week intervention as well as the 2-week follow-up period.
• Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: BEST properties are easy to understand. They may allow individuals with little to no nutrition knowledge to translate messages into specific eating behaviors. Using the BEST properties in POP interventions may help promote the consumption of healthful foods among university students, particularly when the targeted foods are priced comparably to less healthful foods. Given that students snack frequently, POP interventions that focus on snack foods may improve students’ overall diet quality.

Citation(s):