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):