

Title of Intervention: Lowfat Lucy

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To increase the proportion of students who chose and consumed low-fat milk

Population: Children

Setting: Inner city Latino elementary school in the Washington Heights community of New York City; school-based

Partners: Washington Heights-Inwood Healthy Heart Program, Teachers College/Columbia University, Presbyterian Hospital of the City of New York, Columbia University School of Public Health

Intervention Description:

- Campaigns and Promotions: The "Lowfat Lucy" character (a charismatic cow) was the center of all campaign activities. Posters promoting Lucy's arrival initiated the intervention. A school-wide assembly occurred on the day Lucy arrived. The assembly included information about heart health, the benefits of drinking low-fat milk, interactive games and a presentation from "Lowfat Lucy." Students also got the chance to taste low-fat milk. After the auditorium session, 3D cardboard cutouts of Lucy promoting low-fat milk were displayed near the milk chests around the intervention schools. A Lowfat Lucy Puzzle Contest involving prizes was held. Students and parents were given flyers about low-fat milk. Presentations were made at parents' association meetings to encourage parents to choose low-fat milk at home.

Theory: Precede-Proceed framework

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Media creation
- Space: Assembly space
- Budget: Approximately \$2.25 per student
- Intervention: Lucy character designer(s), posters, cardboard cutouts, Lucy costume, contest prizes (t-shirts, refrigerator magnets, pencils), flyers, low-fat milk samples, puzzles
- Evaluation: Audit forms

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Data collectors took the cartons of every third student as they were going to throw away their lunches. Milk cartons were counted and the type of milk was recorded. All non-consumed discarded milk was collected and measured by total volume and type of milk.

Outcomes:

- Short term Impact: There was a significant increase in low-fat milk consumption in the intervention school.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: Not mentioned

Citation(s):

Wechsler, H., C. E. Basch, et al. (1998). "Promoting the selection of low-fat milk in elementary school cafeterias in an inner-city Latino community: evaluation of an intervention." *Am J Public Health* 88(3): 427-33.