

Title of Intervention: In-store audio public service announcements (PSAs) to increase produce consumption

Intervention Strategies: Campaigns and Promotions, Individual Education

Purpose of the Intervention: To increase produce consumption and to improve knowledge and attitudes about produce among supermarket shoppers

Population: Regular shoppers who were over 18 years of age

Setting: Low- and middle-income markets supermarkets in Eastern Massachusetts; community-based

Partners: 5-a-Day campaign, grocery stores

Intervention Description:

- Campaigns and Promotions: The intervention included in-store audio PSAs and take-home audiotapes. The messages were based on the 5-a-Day campaign. They promoted the value of eating fruits and vegetables. Four PSAs were rotated and broadcasted through in-store audio systems every 30 minutes.
- Individual Education: Participants were also given two audiocassettes. Each contained a one-hour program that focused on skill-building information regarding fruit and vegetable preparation and a nutrition knowledge test.

Theory: Consumer Information Processing Model, Theory of Reasoned Action

Resources Required:

- Staff/Volunteers: Grocery store personnel
- Training: Discussions with store personnel ensured PSAs were played as planned
- Technology: Audio broadcast system
- Space: Not mentioned
- Budget: \$10 voucher for any store in the supermarket chain upon enrollment, a second \$10 voucher upon completion of follow-up survey
- Intervention: Audio recordings of PSAs, audiocassettes
- Evaluation: Questionnaires

Evaluation:

- Design: Pre/post evaluation
- Methods and Measures:
 - Survey: Measured change in knowledge about fruits and vegetables and the 5-a-Day message, beliefs about fruits and vegetables, fruit and vegetable intake, behavioral intention to change fruit and vegetable consumption

Outcomes:

- Short Term Impact: Participants were significantly more likely to be aware of the meaning of the 5-a-Day slogan. Participants were also "highly likely" to share the tapes with a family member.
- Long Term Impact: Participants reported positive changes in eating patterns.

Maintenance: Not mentioned

Lessons Learned: Interventions to increase produce consumption focus on more than the positive benefits to health. Interventions must include skill-building information that will help increase produce intake. In-store audio messages may be ineffective on their own due to direct competition with visual cues or other sounds and other distractions. However, combining PSAs with on-site experiences, such as tastings, promotion of specific produce and purchase incentives, may have a more significant impact.

Citation(s):

Connell, D., J. P. Goldberg, et al. (2001). "An intervention to increase fruit and vegetable consumption using audio communications: in-store public service announcements and audiotapes." *J Health Commun* 6(1): 31-43.