

Title of Intervention: Promoting Low-fat Items in Vending Machines

Intervention Strategies: Environments and Policies, Campaigns and Promotions

Purpose of the Intervention: To increase the availability and promotion of low-fat items in vending machines

Population: Elementary and middle school teachers

Setting: Vending machines located in teachers' lounges within a southeast Texas school district; worksite-based

Partners: Food Service Director

Intervention Description:

- Environments and Policies: Vending machines received three new low-fat items in addition to five original low-fat items.
- Campaigns and Promotions: Two types of promotional materials were also used: labels and large signs. The labels consisted of yellow price strips that highlighted the price stickers for the low-fat items. A small matching yellow sign was placed on the front glass of the machine above the selection buttons to indicate that the yellow items were low-fat. Large motivational signs encouraging low-fat selections were also placed on top of the vending machines.

Theory: Consumer Information Processing Model

Resources Required: Yellow price strips, posters

- Staff/Volunteers: Food Service Director
- Training: Not mentioned
- Technology: Not mentioned
- Space: Vending machine
- Budget: Not mentioned
- Intervention: Low-fat food items, yellow price strips, posters
- Evaluation: Sales records

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Weekly sales sheets of the number of individual items sold, dollar sales for each item, total machine revenue and a weekly average number and total dollar sales of low-fat items

Outcomes:

- Short Term Impact: More low-fat items were sold and there was a small positive, but not significant, effect on total dollar sales from low-fat items.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: The information from this intervention could be an incentive for vendors to make more low-fat products available.

Citation(s):

Fiske, A. and K. W. Cullen (2004). "Effects of promotional materials on vending sales of low-fat items in teachers' lounges." J Am Diet Assoc 104(1): 90-3.