

Title of Intervention: Use of heart symbols to promote low-fat choices at point of purchase

Intervention Strategies: Campaign and Promotion

Purpose of the Intervention: To promote low-fat entrée items in an effort to lower total fat intake of employees

Population: Government employees, average age of 40 and primarily Hispanic

Setting: Urban worksite cafeterias located in a large metropolitan area of New Mexico; worksite-based

Partners: American Heart Association, worksite wellness committee

Intervention Description:

- Campaigns and Promotions: The point of purchase program utilized heart symbols to promote low-fat entrée options. Heart-shaped labels were placed next to the targeted entrees on the menu board and a poster was placed at the entrance of the cafeteria telling consumers to "Look for the heart symbol for your low-fat entrée selection."

Theory: Consumer Information Processing Model

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Poster, heart-shaped labels
- Evaluation: Surveys, American Heart Association's low-fat, low-cholesterol cookbook

Evaluation:

- Design: Quasi-experimental, repeated measures
- Methods and Measures:
 - Lunchtime food sales data collected via computerized cash register receipts
 - Customer survey to assess awareness of labels and the effect labels had, if any, on entrée selection

Outcomes:

- Short Term Impact: Consumers felt the labels helped them make lower fat entrée choices.
- Long Term Impact: Sales of targeted entrée items were significantly greater during the intervention than before the intervention.

Maintenance: Not mentioned

Lessons Learned: Implementing this type of point of purchase campaign takes minimal money and time. The program offered simple, practical and relevant information about healthy foods, primarily via menu board symbols. One of the most positive features of this point of purchase promotion is its application to populations with low literacy skills.

Citation(s):

Levin, S. (1996). "Pilot study of a cafeteria program relying primarily on symbols to promote healthy choices." J Nutr Educ 28(5): 282-5.