Title of Intervention: The Green Keyhole

Intervention Strategies: Environments and Policies

Purpose of the Intervention: To enable consumers to choose fat-reduced and fiber-enriched food alternative products

Population: Adults aged 25-64

Setting: Goteborg, Southwest Sweden; community-based

Partners: National food administration, food industry

Intervention Description:

- Environments and Policies: The Green Keyhole symbol was introduced to make it easier for consumers to choose fat-reduced and fiber-enriched food alternative products. In order for the symbol to be used on a food package, the specific food had to be an alternative to an either high-fat or low-fiber product. The food also had to have a specific (low) fat content or more than a minimum amount of fiber content.

Theory: Consumer Information Processing Model

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Not mentioned
- Evaluation: Questionnaire, materials to measure height and weight

Evaluation:

- Design: Cross-sectional
- Methods and Measures:
    - Questionnaires regarding general health and well-being, diet, physical activity, smoking, and knowledge of Green Keyhole symbol
    - A general physical examination measured several cardiovascular disease risk factors
    - Food frequency form

Outcomes:

- Short Term Impact: A majority of the population understood the significance of the Green Keyhole symbol.
- Long Term Impact: Intake of Green Keyhole labeled foods was significantly higher in males and females with knowledge of the symbol than in those who were not familiar with the symbol.

Maintenance: Not mentioned

Lessons Learned: Overall, the Green Keyhole campaign is potentially most relevant in the context of primary prevention in its attempts to prevent obesity and other chronic diseases.

Citation(s): Larsson, I., L. Lissner, et al. (1999). "The 'Green Keyhole' revisited: nutritional knowledge may influence food selection." Eur J Clin Nutr 53(10): 776-80.