

**Title of Intervention:** Point-of-purchase (POP) Labeling for Healthy Eating

**Intervention Strategies:** Campaigns and Promotions

**Purpose of the Intervention:** To use POP labels to promote the consumption of healthful foods among university students

**Population:** University students on full meal plans

**Setting:** University cafeteria food service line and dining hall in Canada; community-based

**Partners:** University Dining Services

**Intervention Description:**

- Campaigns and Promotions: POP messages were placed on an 11 x 17-inch poster located at the cafeteria entrance and 4 x 2.5-inch signs next to the targeted food item. Messages emphasized the budget-friendly, energizing, sensory/taste, time efficient/convenient (BEST) stimulus properties of foods.

**Theory:** Social Cognitive Theory

**Resources Required:**

- Staff/Volunteers: Dining service personnel
- Training: Creating POP messages emphasizing BEST properties of foods
- Technology: Computer programs to create vibrant POP messages
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: POP message displays
- Evaluation: Sales records, interviews

**Evaluation:**

- Design: Pre/Post evaluation
- Methods and Measures:
  - Intercept survey to determine awareness of signs
  - Daily sales of targeted foods were recorded from cash register data and hand counts

**Outcomes:**

- Short Term Impact: The targeted foods' sales greatly increased during the 4-12 week intervention as well as the 2-week follow-up period.
- Long Term Impact: Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** BEST properties are easy to understand. They may allow individuals with little to no nutrition knowledge to translate messages into specific eating behaviors. Using the BEST properties in POP interventions may help promote the consumption of healthful foods among university students, particularly when the targeted foods are priced comparably to less healthful foods. Given that students snack frequently, POP interventions that focus on snack foods may improve students' overall diet quality.

**Citation(s):**

Buscher, L. A., K. A. Martin, et al. (2001). "Point-of-purchase messages framed in terms of cost, convenience, taste, and energy improve healthful snack selection in a college foodservice setting." *J Am Diet Assoc* 101(8): 909-13.