

Title of Intervention: Four Heart Supermarket Program

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To encourage consumers to purchase foods with less fat, cholesterol and sodium

Population: Individuals at least 18 years old

Setting: Supermarkets, and a family-owned market in Pawtucket, Rhode Island; community-based

Partners: Not mentioned

Intervention Description:

- Campaigns and Promotions: The basis of the program is the placement of brand-specific shelf labels next to the unit price tags of qualifying foods. Qualifying foods must be tasty and contain less fat, cholesterol, and sodium. Uniform color labels with the messages: "low-fat", "low sodium", "low fat, low sodium", and "fat ratio OK" were placed next to products on shelves. Support materials to promote the Four Heart Program included: signs with health messages in areas where shelf labels could not be applied; "Look for the Labels" posters with holders for brochures; free recipe cards; periodic promotions such as contests and blood pressure and cholesterol screening, counseling and referral events.

Theory: Consumer Information Processing Model

Resources Required:

- Staff/Volunteers: Store and department managers, lay volunteers
- Training: Program monitors
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Labels, signs with health messages, posters capable of holding brochures, recipe cards, materials to screen blood pressure and cholesterol
- Evaluation: Interviewers

Evaluation:

- Design: Post-test only
- Methods and Measures:
 - Frequency of shopping was assessed
 - Shoppers were asked to identify labels they saw in the store
 - Influence of the labels on purchase behavior was assessed from counting individuals who reported seeing them

Outcomes:

- Short Term Impact: During the intervention, the percent of shoppers able to correctly identify labels greatly increased. A larger number of shoppers reported they were encouraged to purchase the Four Heart foods.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: Point of purchase nutrition education in supermarkets is feasible and effective in increasing consumer awareness of nutrition messages over time and in exerting a positive influence on self-reported purchase behavior.

Citation(s):

Hunt, M. K., R. C. Lefebvre, et al. (1990). "Pawtucket Heart Health Program point-of-purchase nutrition education program in supermarkets." *Am J Public Health* 80(6): 730-2.