

**Title of Intervention:** Changing Individuals' Purchase of Snacks (CHIPS)

**Intervention Strategies:** Environments and Policies, Campaigns and Promotions

**Purpose of the Intervention:** To increase purchases of low-fat snacks from vending machines

**Population:** Customers of a large vending machine company

**Setting:** 12 worksites and 12 secondary schools in Minneapolis-St. Paul, Minnesota; worksite-based, school-based

**Partners:** Vending machine service contractors, work-site and school-based food supervisors

**Intervention Description:** Four levels of pricing and three levels of promotion were examined.

- **Environments and Policies:** The four levels of pricing were equal price, 10% price reduction for low-fat snacks, 25% reduction and 50% price reduction. Low-fat snacks were also placed in two designated rows of the vending machine, along with the appropriate low-fat labels or signs. Approximately ten low-fat snack options were placed in each machine.
- **Campaigns and Promotions:** The three levels of promotion were no signs, signs labeling low-fat snacks and signs labeling low-fat snacks combined with signs placed on vending machines encouraging a low-fat snack choice.

**Theory:** Consumer Information Processing Model

**Resources Required:**

- **Staff/Volunteers:** Not mentioned
- **Training:** Vending route drivers and supervisors received protocol training
- **Technology:** Not mentioned
- **Space:** Not mentioned
- **Budget:** Not mentioned
- **Intervention:** Low-fat snacks, access to vending machines
- **Evaluation:** Sales records, inventory counts

**Evaluation:**

- **Design:** Randomized Trial- sequence of intervention randomized
- **Methods and Measures:**
  - Sales data continuously recorded
  - Vending route drivers performed manual inventory counts
  - Weekly site visits to each worksite and school provided information about the extent to which the intervention was being carried out

**Outcomes:**

- **Short Term Impact:** Promotion of low-fat snacks using labels and small signs had a small but significant independent positive effect on low-fat vending snack sales. Only the label plus sign condition produced significantly more sales than the no-label condition. Price reduction was significantly associated with the percentage of low-fat snack sales. Price reductions of 50%, 25%, and 10% were associated with increased low-fat snack sales.
- **Long Term Impact:** Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** Lowering prices is a very effective method of promoting desired food choices in community-based settings that can be done while maintaining overall profitability. People who are concerned with promoting good nutrition at schools, worksites and other community settings need to make tasty, healthful food choices available at attractive prices while maintaining overall profitability.

**Citation(s):**

French, S. A., R. W. Jeffery, et al. (2001). "Pricing and promotion effects on low-fat vending snack purchases: the CHIPS Study." *Am J Public Health* 91(1): 112-7.