

**Title of Intervention:** Increasing variety and decreasing price of fruits and vegetables

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

**Purpose of the Intervention:** To increase fruit and salad purchases in a cafeteria

**Population:** University employees

**Setting:** A cafeteria at a university office building; worksite-based

**Partners:** None mentioned

**Intervention Description:**

- **Environments and Policies:** The selection of fruits and salad bar choices at the worksite cafeteria was increased. Six fruit choices were made available daily, compared to the usual three, and three additional vegetables were added to the salad bar throughout the intervention period. The price of salad and fruit was reduced by 50%.
- **Campaigns and Promotions:** The intervention was advertised through signs posted in the cafeteria and flyers placed in each employee's mailbox.

**Theory:** Not mentioned

**Resources Required:**

- **Staff/Volunteers:** Not mentioned
- **Training:** Not mentioned
- **Technology:** Not mentioned
- **Space:** Not mentioned
- **Budget:** \$0.13 per customer per day
- **Intervention:** Additional fruits and vegetables, posters, flyers
- **Evaluation:** Cash register receipts, questionnaires

**Evaluation:**

- **Design:** Pre-/post-test
- **Methods and Measures:**
  - Daily counts of cafeteria customers
  - Cashier register receipts documented the total number of fruit purchases per day and the total pounds of salad purchased per day
  - Questionnaires assessed demographics, whether or not respondents were currently modifying their diet to control cholesterol, salt or weight, and a listing of all foods purchased and all foods brought from home.

**Outcomes:**

- **Short Term Impact:** Fruit and salad purchases increased three-fold in the intervention period.
- **Long Term Impact:** Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** A combination of price incentives and increased variety can greatly affect food choices in a cafeteria setting. Interventions that make healthier food choices more attractive economically compared to less healthy choices are an effective strategy for changing food purchase behavior and may be more effective than nutrition education alone.

**Citation(s):**

Jeffery, R. W., S. A. French, et al. (1994). "An environmental intervention to increase fruit and salad purchases in a cafeteria." *Prev Med* 23(6): 788-92.