

Title of Intervention: Lifestyle 2000

Intervention Strategies: Campaigns and Promotion

Purpose of the Intervention: To promote the selection and purchase of low-fat foods

Population: Customers aged 25-45

Setting: Six local grocery stores in Western Australia; community-based

Partners: Supermarket chains, local dairy company

Intervention Description:

- Campaigns and Promotions: Various promotions were held in five of the six supermarkets. These included low-fat product taste testing and microwave cooking demonstrations to highlight the use of fresh fruit and vegetables and low-fat cooking methods. A local dairy company used one side of their milk carton to feature the Lifestyle2000 logo, indicate their support for the program and direct people to buy their low-fat dairy items. The supermarket displays and promotions were further supported by an advertising campaign. A 60-second television commercial was produced. A series of radio commercials provided listeners with the number for the Lifestyle telephone service. Callers were provided with information about the project and directed to look for ads and displays in the supermarket. A weekly page in the local newspaper and weekly radio interviews were used to explain the purpose of the supermarket displays and to notify shoppers when various promotions were occurring. The program highlighted low-fat dairy products and the fresh fruit and vegetable area of the supermarket. Large mobiles were suspended from the ceiling in the fresh produce area, vinyl stripping was used to decorate the produce bins, and shelf 'talkers' promoted various fruits and vegetables. Cardboard canopies and barbers' poles decorated the dairy cabinets. All materials featured the Lifestyle 2000 logo and slogan. In addition, a series of five information leaflets promoting the increased use of the low-fat dairy products, bread and cereals, and fruit and vegetables were displayed in the dairy cabinet, the bakery and fresh fruit and vegetable areas, respectively. Each leaflet provided tips for reducing fat intake on one side and recipes on the other. Coupons on the recipe side invited people wanting more low-fat recipes and information to send for a copy of a cookbook.

Theory: Consumer Information Processing Model

Resources Required:

- Staff/Volunteers: Phone operators
- Training: Not mentioned
- Technology: Television commercial, radio commercials, telephone service
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Materials for taste testing and cooking demonstrations, newspaper, radio and TV ads, displays, leaflets, coupons, cookbooks, mobiles, vinyl stripping, shelf "talkers", barbers poles, logo and slogan
- Evaluation: Interviewers, questionnaires

Evaluation:

- Design: Quasi-experimental
- Methods and Measures:
 - Interviewer-administered questionnaires determined the level of community awareness, effectiveness of the supermarket promotion and the media activities and demographic items
 - Surveys were conducted approximately two weeks after the end of the project and at peak times

Outcomes:

- Short Term Impact: Awareness of the promotion was high.
- Long Term Impact: There were some self-reported behavior changes.

Maintenance: Not mentioned

Lessons Learned: To increase the likelihood of success of future programs the following guidelines should be followed: 1) involve store managers early in the planning process, 2) train all store staff, 3) appoint a coordinator in each store, 4) have a good monitoring plan, 5) maintain interest in your program throughout advertising and promotions.

Citation(s):

Scott, J. A., A. M. Begley, et al. (1991). "Nutrition education in supermarkets: the Lifestyle 2000 experience." *Aust J Public Health* 15(1): 49-55.