

Title of Intervention: A Tailored Intervention to Increase Fruit and Vegetable Intake

Intervention Strategies: Individual Education

Purpose of the Intervention: To increase fruit and vegetable consumption

Population: Adult callers to National Cancer Institute's Cancer Information Service

Setting: Home-based

Partners: None mentioned

Intervention Description:

- Individual Education: Following an initial telephone assessment, an information specialist provided intervention participants with a short series of educational and motivational messages. These messages were specifically tailored to the caller's stage of readiness for eating at least five servings of fruits and vegetables per day. All callers assigned to the intervention condition also received a short list of concrete behavioral suggestions for increasing fruit and vegetable consumption. Immediately following the intervention interview, two packets of materials were mailed to the caller. If the caller had reported eating fewer than five servings per day, the first mailing included "Take Five: A Guide to Healthful Eating." The booklet contained suggestions, worksheets and recipes to help increase fruit and vegetable consumption. If the caller had reported eating five or more servings per day, the first mailing included a slightly modified version of this booklet that did not specifically focus on eating servings per day, but instead focused on increasing fruit and vegetable intake ("Reach Your Peak with Produce: A guide to Healthful Eating"). Also included in the first mailing was a 5-a-Day brochure, a bookmark/tip card and a 5-a-Day magnet. The second packet, included a recipe book entitled "Tastes for all Seasons: Ripe and Ready Recipes", two 5-a-Day brochures ("Time to Take Five: Eat 5 Fruits and Vegetables a Day" and "Five a Day for Better Health"), as well as a magnet and a pencil with the 5-a-Day Logo. Both packets were accompanied by one of three cover letters tailored to the caller's response to the consumption and future intent questions.

Theory: Transtheoretical Model, Social Cognitive Theory, Health Belief Model, Theory of Reasoned Action

Resources Required:

- Staff/Volunteers: Information specialists
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Cover letters, postage, 5-a-Day campaign booklets, brochures and promotional items
- Evaluation: Telephone, questionnaires

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Baseline and follow-up interviews were conducted by telephone to assess nutrition knowledge and awareness of the program.
 - The frequency fruit and vegetable intake was measured by single-item questions, a 7-item food frequency index and by 24 diet recall.

Outcomes:

- Short Term Impact: Participants in the intervention group had substantially higher knowledge and intention to eat more fruits and vegetables.
- Long Term Impact: The intervention group reported eating more fruits and vegetables.

Maintenance: Not mentioned

Lessons Learned: Not mentioned

Citation(s):

Marcus, A. C., J. Heimendinger, et al. (2001). "A randomized trial of a brief intervention to increase fruit and vegetable intake: a replication study among callers to the CIS." *Prev Med* 33(3): 204-16.