

Title of Intervention: Treatwell: Worksite Nutrition Program

Intervention Strategies: Campaigns and Promotions, Group Education, Supportive Relationships, Environments and Policies

Purpose of the Intervention: To improve eating patterns

Population: Pilot - Adult workers; Expanded Intervention - Adults

Setting: Pilot - worksites in central Massachusetts and Rhode Island, Expanded Intervention - community health centers; worksite-based, health care facility-based

Partners: Employers, community health centers

Intervention Description:

- Campaigns and Promotions: In the pilot study, this strategy included bulletin board displays, taste tests and food demonstrations. In the expanded intervention, this strategy included the national 5-a-day media campaign, promotion of the Cancer Information Service Hotline, taste tests, posters, videos, brochures and labeling of fruits and vegetables.
- Group Education: The pilot study included education classes. The expanded intervention included discussion series and a one-hour general nutrition presentation.
- Supportive Relationships: The pilot study included an employee advisory board at each worksite to assist in tailoring the intervention to the individual worksite and serve as peer models. The expanded intervention encouraged family and co-worker support.
- Environments and Policies: In the pilot study, recommended foods were labeled in the cafeteria. In the expanded intervention, consultation was provided to encourage community health centers to increase their offerings of fruits and vegetables in vending machines, at special occasions meals and snacks and in break rooms.

Theory: Socio-ecological Model

Resources Required:

- Staff/Volunteers: Class leaders, employees, cafeteria staff
- Training: Not mentioned
- Technology: Not mentioned
- Space: Room for classes and food demonstrations
- Budget: Not mentioned
- Intervention: Bulletin board displays, taste test materials, brochures, posters, videos, nutrition education materials, promotional materials,
- Evaluation: Health habits questionnaire

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Pilot - A self-administered health habits questionnaire was distributed along with a food frequency questionnaire.
 - Expanded Intervention – A self-administered survey gathered information on fruit and vegetable intake, co-worker and household support.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact:
 - Pilot – Intervention company employees had a significantly higher increase in consumption of vegetables compared to employees in the control. They also had decreased consumption of ground and processed meats more than the control company.

- Expanded intervention – The workers in the worksite plus family group increased fruit and vegetable consumption significantly.

Maintenance: Not mentioned

Lessons Learned: Intervention messages directed at the specific food behaviors of the target population are more likely to be understood by participants and to result in behavioral change than are intervention messages directed at nutrients or food groupings defined by national dietary goals. Worksite interventions that extend to the family may address household barriers to fruit and vegetable consumption and provide resources not assessed through household measures. Social systems, including family members and co-workers, have the potential to play an important role in determining the climate of health behavior and can assist in influencing health behaviors such as eating habits.

Citation(s):

Glorian Sorensen, Anne Stoddard, Karen Peterson, et al., Increasing Fruit and Vegetable Consumption Through Worksites and Families in the Treatwell 5-a-Day Study, American J of Public Health 89(1): 54-60 (January. 1999)

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Sorensen, G., M. K. Hunt, et al. (1998). "Worksite and family education for dietary change: the Treatwell 5-a-Day program." Health Educ Res 13(4): 577-91.

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