

The promotion of healthy foods

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H1: The promotion of fruit and vegetables will increase the reinforcing value of fruits and vegetables H2: The reinforcing value of fruit and vegetables has a positive and reciprocal effect on the immediate intake of fruit and vegetables. H4:...

Ethische beoordeling	Niet van toepassing
Status	Werving nog niet gestart
Type aandoening	-
Onderzoekstype	Interventie onderzoek

Samenvatting

ID

NL-OMON28820

Bron

NTR

Verkorte titel

TBA

Aandoening

children's fruit and vegetables intake

Ondersteuning

Primaire sponsor: n.a.

Overige ondersteuning: Veni-grant

Onderzoeksproduct en/of interventie

Uitkomstmaten

Primaire uitkomstmaten

Food intake

Toelichting onderzoek

Achtergrond van het onderzoek

Eating a diet rich in fruit and vegetables is essential for healthy development, protects against chronic diseases and increases mental well-being. Numerous studies have consistently shown that children do not consume enough fruit and vegetables, especially among children from low socioeconomic status. More specific, less than 25% of Dutch children between 8 and 12 years eats the recommended amount of fruit, and only 1-8% eats the recommended amount of vegetables, while foods high in fat, sugar and salt (HFSS) are over-consumed.

In order to improve children's eating behavior, there is an urgent need to systematically test novel and effective methods to make fruit and vegetables more appealing and increase the intake among children. Therefore, the main aim of the proposed project is to validate a newly designed overarching theoretical model that explains and predicts whether, how, when, and for whom food promotion techniques increase children's fruit and vegetable intake, both on the short- and long-term.

HFSS foods have higher intrinsically rewarding properties that make them more "wanted" and "liked" than fruit and vegetables, thereby inducing unhealthy eating behavior among children. Additionally, promotion for HFSS foods is omnipresent and increases the rewarding value of these foods. Moreover, some studies showed that the promotion of fruit and vegetables affects the intake, although a recent systematic review shows that evidence is inconclusive and a theoretical understanding for the underlying mechanism is missing.

To validate the theoretical model, a between-subject repeated measure design with a fruit and vegetable promotion intervention will be used among children between 8 and 12 years to test the effects on actual intake of fruit and vegetables. Using a multi-methodological approach to systematically test the theoretical model, with actual intake as main outcome, this project will be pioneering and extremely relevant on a societal and scientific level.

Doel van het onderzoek

H1: The promotion of fruit and vegetables will increase the reinforcing value of fruits and vegetables

H2: The reinforcing value of fruit and vegetables has a positive and reciprocal effect on the immediate intake of fruit and vegetables.

H4: Individual and contextual susceptibility factors will moderate the effects of food promotion techniques of fruit and vegetables on intake.

H3: The intake of fruit and vegetables on the short term will lead to habitual forming that will lead to an increased fruit and vegetable intake on the long-term.

Onderzoeksopzet

n.a.

Onderzoeksproduct en/of interventie

A food stand with free fruit and vegetables and a vlog to promote fruit and vegetables

Contactpersonen

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Wetenschappelijk

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Deelname eisen

Belangrijkste voorwaarden om deel te mogen nemen (Inclusiecriteria)

children between 7 and 13

Belangrijkste redenen om niet deel te kunnen nemen (Exclusiecriteria)

children younger than 7

Onderzoeksopzet

Opzet

Type: Interventie onderzoek

Onderzoeksmodel:	Factorieel
Toewijzing:	Gerandomiseerd
Blindering:	Enkelblind
Controle:	Geneesmiddel

Deelname

Nederland	
Status:	Werving nog niet gestart
(Verwachte) startdatum:	01-04-2021
Aantal proefpersonen:	350
Type:	Verwachte startdatum

Voornemen beschikbaar stellen Individuele Patiënten Data (IPD)

Wordt de data na het onderzoek gedeeld: Nog niet bepaald

Ethische beoordeling

Niet van toepassing	
Soort:	Niet van toepassing

Registraties

Opgevolgd door onderstaande (mogelijk meer actuele) registratie

Geen registraties gevonden.

Andere (mogelijk minder actuele) registraties in dit register

Geen registraties gevonden.

In overige registers

Register	ID
NTR-new	NL8077
Ander register	NWO : VI.Veni.191S.102

Resultaten