

To what extent can the effects of increasing healthier food availability on food selection be explained by individual food preferences? A follow-up pilot study

Submission date 08/04/2020	Recruitment status No longer recruiting	<input checked="" type="checkbox"/> Prospectively registered <input type="checkbox"/> Protocol
Registration date 14/04/2020	Overall study status Completed	<input type="checkbox"/> Statistical analysis plan <input checked="" type="checkbox"/> Results
Last Edited 12/06/2023	Condition category Nutritional, Metabolic, Endocrine	<input type="checkbox"/> Individual participant data

Plain English summary of protocol

Background and study aims

Increasing the availability of healthier or more plant-based foods increases their selection. One possible mechanism that might underlie these effects is individuals' prior preferences, whereby selections reflect individuals' most-preferred option from the available range. The first exploration – to the researchers' knowledge – of the role of prior preferences as a possible mechanism underlying the effects of manipulating the relative availability of healthier and less healthy options suggested that a large majority of selections reflect the most-preferred option. However, only small differences were observed in preferences by option healthiness in this initial study. This study aims to further explore role of preferences by identifying high vs. low preference options for use in an extension of the previous study, as well as exploring the extent to which preferences vary depending on whether options are meat-based or vegetarian.

Who can participate?

Adults over the age of 18 with no dietary restrictions

What does the study involve?

The study will be conducted online. Participants will all see meat-based less-healthy meal options, but will be randomly assigned to also see images of either meat-based healthier meal options or vegetarian healthier meal options. The study will establish each participant's baseline relative preferences between all the food options they have been assigned to in the study. To do so, participants are asked to choose which option they would prefer to eat right now from pairs of food options. These pairs represent every possible pairing of food options assigned in the study. This allows each food option to subsequently be ranked in terms of each participant's preferences. The data from the study will be used to identify main meal options that represent high vs. low preference options for use in a subsequent extension study, and to examine the extent to which preferences are altered depending on whether options are meat-based or vegetarian.

What are the possible benefits and risks of participating?
Participants will be paid the equivalent of UK minimum wage for participating in the study.
There are no known risks of participating.

Where is the study run from?
Behaviour and Health Research Unit, University of Cambridge (UK)

When is the study starting and how long is it expected to run for?
February 2020 to July 2020

Who is funding the study?
Wellcome Trust (UK)

Who is the main contact?
Dr Rachel Pechey
rachel.pechey@phc.ox.ac.uk
(updated 07/01/2021, previously: rachel.pechey@medschl.cam.ac.uk)

Contact information

Type(s)
Scientific

Contact name
Dr Rachel Pechey

ORCID ID
<http://orcid.org/0000-0002-6558-388X>

Contact details
Nuffield Department of Primary Care Health Sciences
University of Oxford
Radcliffe Primary Care Building
Radcliffe Observatory Quarter
Woodstock Rd
Oxford
United Kingdom
OX2 6GG
-
rachel.pechey@phc.ox.ac.uk

Additional identifiers

EudraCT/CTIS number
Nil known

IRAS number

ClinicalTrials.gov number
Nil known

Secondary identifying numbers

Pre.2020.030

Study information

Scientific Title

Increasing the relative availability of healthier vs. less healthy food: Can impact be explained in terms of prior preferences? A follow-up pilot study

Study objectives

Vegetarian options are less likely to be selected than comparable meat-based options.

Ethics approval required

Old ethics approval format

Ethics approval(s)

Approved 30/03/2020, Cambridge Psychology Research Ethics Committee (School of the Biological Sciences, 17 Mill Lane, Cambridge, CB2 1RX, UK; +44 (0)1223 766894; Cheryl.torbett@admin.cam.ac.uk), ref: Pre.2020.030

Study design

Single-centre two-group between-subjects design

Primary study design

Interventional

Secondary study design

Randomised controlled trial

Study setting(s)

Internet/virtual

Study type(s)

Other

Participant information sheet

Not available in web format, please use the contact details to request a participant information sheet

Health condition(s) or problem(s) studied

Unhealthy diet

Interventions

The study will be conducted online. Participants will all see meat-based less-healthy meal options, but will be randomly assigned to also see images of either meat-based healthier meal options or vegetarian healthier meal options. The study will establish each participant's baseline relative preferences between all the food options they have been assigned to in the study. To do so, participants are asked to choose which option they would prefer to eat right now from pairs of food options. These pairs represent every possible pairing of food options assigned in the study. This allows each food option to subsequently be ranked in terms of each participant's

preferences. The data from the study will be used to (1) identify main meal options that represent high vs. low preference options for use in a subsequent extension study, and (2) to examine the extent to which preferences are altered depending on whether options are meat-based or vegetarian.

Intervention Type

Behavioural

Primary outcome measure

The ranking score calculated for each meal option following completion of the online survey (single timepoint)

Secondary outcome measures

There are no secondary outcome measures

Overall study start date

01/02/2020

Completion date

31/07/2020

Eligibility

Key inclusion criteria

1. Adults aged over 18 years
2. Participants currently residing within the UK

Participant type(s)

Healthy volunteer

Age group

Adult

Lower age limit

18 Years

Sex

Both

Target number of participants

540

Total final enrolment

540

Key exclusion criteria

Dietary restrictions

Date of first enrolment

15/04/2020

Date of final enrolment

30/04/2020

Locations

Countries of recruitment

England

United Kingdom

Study participating centre**Behaviour and Health Research Unit**

University of Cambridge

Institute of Public Health

University Forvie Site

Robinson Way

Cambridge

United Kingdom

CB2 0SR

Sponsor information

Organisation

University of Cambridge

Sponsor details

Greenwich House

Madingley Rd

Cambridge

England

United Kingdom

CB3 0TX

+44 (0)1223333543

research_governance@medschl.cam.ac.uk

Sponsor type

University/education

Website

<http://www.cam.ac.uk/>

ROR

<https://ror.org/013meh722>

Funder(s)

Funder type

Research organisation

Funder Name

Wellcome Trust

Alternative Name(s)

Funding Body Type

Private sector organisation

Funding Body Subtype

International organizations

Location

United Kingdom

Results and Publications

Publication and dissemination plan

1. Planned submission of the main results of this study for publication in a peer-reviewed journal
2. Dissemination of the results to the public, policy makers and other researchers through targeted social media

Intention to publish date

31/12/2020

Individual participant data (IPD) sharing plan

The data-sharing plans for the current study are unknown and will be made available at a later date.

IPD sharing plan summary

Data sharing statement to be made available at a later date

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article		26/01/2021	12/06/2023	Yes	No