Collaboration for healthier lives, France

Submission date	Recruitment status	[X] Prospectively registered
17/05/2019	Suspended	☐ Protocol
Registration date	Overall study status	Statistical analysis plan
18/05/2019	Stopped	☐ Results
Last Edited	Condition category	Individual participant data
04/08/2021	Other	Record updated in last year

Plain English summary of protocol

Background and study aims

There is a growing interest for in-store interventions that can nudge people to purchase healthier foods, but a lack of data about their real-world effectiveness, especially over the medium term. The study aims to assess the ability of three point-of-sale interventions in grocery stores to improve the nutritional quality of food purchases.

Who can participate?

Anyone shopping at one of the participating grocery stores.

What does the study involve?

Grocery shopping at the participating stores, before and during the intervention. A few participants will be invited to answer an online survey about their perceptions and healthy eating intentions.

What are the possible benefits and risks of participating? There are no foreseeable risks or benefits for the participants.

Where is the study run from?

The study is running in supermarkets and hypermarkets in the region of Lyon, France.

When is the study starting and how long is it expected to run for? May 2019 to June 2020

Who is funding the study?

Institut Européen d'Administration des Affaires (European Institute of Business Administration, INSEAD), France

Who is the main contact?

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- 2. Prof. Pierre Chandon (scientific),
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- 3. Ms Nouha Touati (scientific), nouha.touati@insead.edu

Contact information

Type(s)

Public

Contact name

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Contact details

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Type(s)

Scientific

Contact name

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Type(s)

Scientific

Contact name

Ms Nouha Touati

Contact details

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Additional identifiers

Clinical Trials Information System (CTIS)

ClinicalTrials.gov (NCT)

Nil known

Protocol serial number

CHLF

Study information

Scientific Title

Grocery store interventions to improve the nutritional quality of food purchases in a field setting. A controlled before and after real-life study

Acronym

CHLF

Study objectives

The three interventions will improve the nutritional quality of the foods purchased in the test grocery stores and will increase intentions to engage in healthier eating.

Ethics approval required

Old ethics approval format

Ethics approval(s)

Approved 17/05/2019, Internal Review Board of INSEAD (Boulevard de Constance, Fontainebleau Cedex, 77305, France; +33 (0)1 60 72 40 00; irb@insead.edu)

Study design

Interventional multi-centre controlled before and after design

Primary study design

Interventional

Study type(s)

Prevention

Health condition(s) or problem(s) studied

Volunteer

Interventions

A total of five conditions are tested:

- 1. A group of stores with shopping carts with specially-designed posters placed in the front part of the cart to nudge consumers to reach the Public Health France recommendations for daily fruit and vegetable consumption
- 2. A group of stores with specific end-of-aisle displays promoting fruits & vegetables or foods with good nutritional profiles (with an A or B Nutriscore or at least a better Nutriscore than the average of their category), accompanied or not by promotional offers like temporary price reductions
- 3. A group of stores with specific checkout lines including an assortment of food with a good

nutritional profile

- 4. Stores with all three interventions
- 5. There will be also a group of control stores with similar clientele and sales as the group of test stores and without any intervention.

Participants are regular shoppers at the participating grocery stores. The retailer will communicate anonymized purchase data for shoppers who have a loyalty card and scan it at the time they are making their purchases. All the shoppers will be informed of the intervention in the participating stores. All loyalty card holders have consented to have their data analyzed by the retailer. A random sample of loyalty card holders shopping in the participating stores will also receive an invitation to fill out a survey. This survey will collect data about their awareness of the intervention, their evaluation of it, and their intentions to engage in healthy eating behaviors. Participation in the survey is voluntary and not compensated.

Intervention Type

Behavioural

Primary outcome(s)

Nutritional quality of the basket of supermarket food purchases:

- 1. Quantity of fruits and vegetables purchased, and
- 2. Quantity-weighted nutrition quality of their basket of purchases, measured using the Ofcom /FSA nutrient profile

At baseline (before the intervention), and at the following time points: 31/08/2019, 31/12/2019 and 30/06/2020.

Key secondary outcome(s))

Consumers awareness and behavioral intentions to engage in healthier behaviors measured using an online questionnaire sent to the loyalty cardholders at baseline and at the following times: 15/06/2019, 15/10/2019, 15/02/2020, 15/06/2020.

Completion date

30/06/2020

Reason abandoned (if study stopped)

Stopped due to the Covid-19 pandemic

Eligibility

Key inclusion criteria

1. Customers enrolled in the loyalty program of the test and control grocery stores of the participating retailer

Participant type(s)

Other

Healthy volunteers allowed

No

Age group

Adult

Sex

All

Key exclusion criteria

1. No data will be collected on the purchases of minors

Date of first enrolment

20/05/2019

Date of final enrolment

30/06/2020

Locations

Countries of recruitment

France

Study participating centre Carrefour Market Lyon Lumière

68 avenue des Frères Lumière Lyon France 69008

Study participating centre Carrefour Hyper Marché Ecully

Chemin Jean-Marie Vianney CC, Grand Ouest Ecully France 69130

Study participating centre Carrefour Market VELIZY -DE GAULLE

78 Avenue du Général de Gaulle Vélizy-Villacoublay France 78140

Study participating centre COURBEVOIE

Centre commercial Charras, 12 Rue Baudin

Courbevoie France 92400

Study participating centre Carrefour Market CLERMONT FD -JAUDE

10 Rue Barrière de Jaude Clermont-Ferrand France 63000

Study participating centre Carrefour Market BOULOGNE BILLANCOURT

67 Avenue du Général Leclerc Boulogne-Billancourt France 92100

Study participating centre Carrefour Market IVRY S/SEINE

22 Promenée Marat Ivry-sur-Seine France 94200

Study participating centre Carrefour Market PARIS -ST OUEN

102 Avenue de Saint-Ouen Paris France 75018

Study participating centre Hyper Marché Carrefour Montesson

280 Avenue Gabriel Péri Montesson France 78360

Study participating centre Hyper Marché Carrefour Les Ulis

rue Aubrac Les Ulis France 91940

Study participating centre
Hyper Marché Athis-Mons
80 route Nationale 7 Boîte Postale 310
Athis-Mons
France
91200

Study participating centre
Hyper Marché Grenoble Meylan
1 Boulevard des Alpes
Meylan
France
38240

Study participating centre
Hypermarché Lyon Confluence
112 Cours Charlemagne
Lyon
France
69002

Study participating centre
Hypermarché Carrfour FrancheVille
Avenue du Chater
Francheville
France
69340

Study participating centre
Hypermarché Carrefour Villeurbanne
145 Rue Anatole France
Villeurebanne
France
69100

Study participating centre Carrefour Market Genas

2 Avenue Charles de Gaulle, Genas France 69740

Study participating centre Carrefour Market Meyzieu

8 Rue de la République Meyzieu France 69330

Study participating centre Carrefour Market Fontaine

1 Montée Roy Fontaines sur Saône France 69270

Study participating centre Carrefour Market Belleville

Avenue de Verdun Belleville France 69220

Study participating centre Carrefour Market Villeurbanne

61 Avenue Roger Salengro Villeurbanne France 69100

Study participating centre Carrefour Market Irigny lieu dit Le, Rue du Château d'Yvours

Irigny France 69540

Study participating centre Carrefour Market Corbas

32 Avenue de Corbetta Corbas France 69960

Study participating centre Carrefour Market St Priest

3 boulevard E.Herriot, Zac Mozart Saint Priest France 69800

Study participating centre Carrefour Market Rilleux

104 Avenue de l'Europe Rilleux-la-pape France 69140

Study participating centre Carrefour Market Villefranche

169 Rue de Stalingrad Villefranche sur saône France 69400

Sponsor information

Organisation

INSEAD

ROR

https://ror.org/00ghzk478

Funder(s)

Funder type

University/education

Funder Name

Institut Européen d'Administration des Affaires

Alternative Name(s)

European Institute of Business Administration, INSEAD

Funding Body Type

Private sector organisation

Funding Body Subtype

Universities (academic only)

Location

France

Results and Publications

Individual participant data (IPD) sharing plan

The datasets generated during and/or analysed during the current study are not expected to be made available due to their proprietary nature and potential commercial use.

IPD sharing plan summary

Not expected to be made available

Study outputs

Output type Details Date created Date added Peer reviewed? Patient-facing?

Participant information sheet
Participant information sheet
11/11/2025 No Yes