

# Collaboration for healthier lives, France

<b>Submission date</b> 17/05/2019	<b>Recruitment status</b> Suspended	<input checked="" type="checkbox"/> Prospectively registered <input type="checkbox"/> Protocol
<b>Registration date</b> 18/05/2019	<b>Overall study status</b> Stopped	<input type="checkbox"/> Statistical analysis plan <input type="checkbox"/> Results
<b>Last Edited</b> 04/08/2021	<b>Condition category</b> Other	<input type="checkbox"/> Individual participant data <input type="checkbox"/> 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?

1. Ms Sharon Bligh (public),  
s.bligh@theconsumergoodsforum.com
2. Prof. Pierre Chandon (scientific),  
pierre.chandon@insead.edu
3. Ms Nouha Touati (scientific),  
nouha.touati@insead.edu

# Contact information

## Type(s)

Public

## Contact name

Ms Sharon Bligh

## Contact details

22 Rue du Gouverneur Général Éboué  
Issy les Moulineaux  
France  
92130  
00331 82 00 95 95  
s.bligh@theconsumergoodsforum.com

## Type(s)

Scientific

## Contact name

Prof Pierre Chandon

## ORCID ID

<http://orcid.org/0000-0002-1887-1985>

## Contact details

Boulevard de Constance  
Fontainebleau  
France  
77300  
00331 60 72 40 00  
pierre.chandon@insead.edu

## Type(s)

Scientific

## Contact name

Ms Nouha Touati

## Contact details

Boulevard de Constance  
Fontainebleau  
France  
77300  
+33 1 60 72 49 87  
nouha.touati@insead.edu

# Additional identifiers

EudraCT/CTIS number

Nil known

**IRAS number**

**ClinicalTrials.gov number**

Nil known

**Secondary identifying numbers**

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

**Secondary study design**

Controlled before and after

**Study setting(s)**

Other

**Study type(s)**

Prevention

**Participant information sheet**

No participant information sheet available

**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 measure**

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.

## **Secondary outcome measures**

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.

## **Overall study start date**

21/02/2019

## **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

**Age group**

Adult

**Sex**

Both

**Target number of participants**

100000

**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 Carrefour Francheville**  
Avenue du Châter

Francheville  
France  
69340

**Study participating centre**  
**Hypermarché Carrefour Villeurbanne**  
145 Rue Anatole France  
Villeurbanne  
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

## Sponsor details

Boulevard de Constance

Fontainebleau

France

77300

01 60 72 40 00

pierre.chandon@insead.edu

## Sponsor type

University/education

## Website

[www.insead.edu](http://www.insead.edu)

## 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

## **Publication and dissemination plan**

The results of the study will be targeted for publication in academic journals. Progress reports about the implementation of the study and its evaluation by consumers will be released as the study progresses.

## **Intention to publish date**

30/06/2021

## **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