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The Eat Well @IGA Project

Submission date
13/01/2017

Recruitment status
No longer recruiting

Registration date
04/05/2017

Overall study status
Completed

Last Edited
15/03/2021

Condition category
Nutritional, Metabolic, Endocrine

[X] Prospectively registered
[_] Protocol
[_] Statistical analysis plan
[X] Results
[_] Individual participant data

Plain English summary of protocol

Background and study aims
Unhealthy eating is the risk factor with the greatest contribution to life years lost in Australia. With supermarkets accounting for the majority of food spending in Australia, marketing techniques in the supermarket environment have the potential to improve the healthiness of consumer food purchases at a population level. However, to date, there is limited evidence of the real world feasibility and impact of interventions designed to create supermarket environments that encourage healthy food purchases. A partnership between IGA, the City of Greater Bendigo, Deakin University and VicHealth was formed to test a range of low-cost, scalable changes to supermarket store environments aimed to increase healthy purchasing.

Who can participate?
IGA stores involved in a collaborative marketing group, based in Bendigo Victoria.

What does the study involve?
Participating stores are randomly allocated to one of two groups. Stores in the first group continue as normal for the duration of the study. Stores in the second group receive a range of interventions, including shelf tags promoting the healthiest product store-wide, trolley and basket signage to promote healthy eating, promoting healthier options at the end-of-aisle shelf /checkout counters, and local and in-store promotion (e.g. posters in-store, letter box drops of brochures in the local community). The research team monitors the in-store interventions and promotions on a weekly basis, with minimum disruption to the customers.

What are the possible benefits and risks of participating?
Participating stores will receive the healthy food promotional items (i.e. shelf tags, trolley /basket signs) at no cost and will also receive local community promotion (i.e. letter box drop brochures). Stores will be promoted locally as supermarkets doing something for the health of their customers. The store operation should not be affected and therefore no risks for the participating stores are anticipated.

Where is the study run from?
The study is run by Deakin University and takes place in 11 IGA stores based in Bendigo Victoria (Australia)

When is the study starting and how long is it expected to run for?
December 2016 to March 2018

Who is funding the study?
National Health and Medical Research Council (Australia)

Who is the main contact?
Dr Adrian Cameron
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Contact information

Type(s)
Public

Contact name
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Additional identifiers

Protocol serial number
1133090

Study information

Scientific Title
A multi-component supermarket intervention to promote healthy eating

Study objectives
1. A co-developed package of low-cost and scalable interventions in the supermarket environment will lead to short and longer-term improvements in the healthiness of consumer food purchases, with no decrease in retailer profits
2. This multi-component intervention will be cost-effective from a societal perspective.

Ethics approval required
Old ethics approval format

Ethics approval(s)
Deakin University Human Ethics Advisory Group, Faculty of Health, 15/12/2015 , ref: #HEAG-H 65_2015
Amendments approved 16/05/2016 and 09/01/2017.

Study design
Randomised controlled trial

Primary study design
Interventional

Study type(s)
Other

Health condition(s) or problem(s) studied
Population Diet

Interventions
This is a randomized controlled trial in 11 IGA supermarkets in Victoria, Australia, with 5 stores randomised to intervention and 6 to control. The primary aim of the trial is to test the effect on the healthiness of consumer food purchases of a low-cost and scalable multi-component intervention in the supermarket setting. The financial impact of this intervention on the retailer, and the potential cost-effectiveness of the intervention as a nutrition promotion and obesity prevention strategy in Australia will also both be evaluated.

To ensure comparability of intervention and control stores, the stores will be stratified according to socio-demographic characteristics of the community. Disadvantage will be assessed at the suburb level using the Australian Bureau of Statistics socio-economic index for Australia. Of the 11 stores, two are in the top decile (least disadvantaged), two in the lowest decile, and seven in the 5th or 6th deciles.

Randomisation within stratified groups of stores will be conducted by the study statistician, CI Orellana, using computer-generated random numbers.

Baseline sales data will be (retrospectively) collected between May 2016 and May 2017.
The intervention period for the study is between 12th May 2017 (launch date) and March 1st, 2018.
Data collection (sales data) will continue during 2018 to assess the longer-term impact of the interventions, albeit without control stores during this time.

The intervention stores will receive a range of interventions. All stores will install shelf tags promoting the healthiest product store-wide (identified as those with a 4.5 or 5 star rating on the Australian Health Star Rating scheme), and both trolley and basket signage to promote healthy eating. Local promotion for all intervention stores will involve letter box drops of brochures in the local community. Individual stores will also implement additional components, selected from the following based on specific store logistics and constraints: a) the promotion of a dedicated healthier end-of-aisle shelf/checkout counters, b) in-store promotion (e.g. posters in-store), c) promotion on store-specific social media, d) installation of floor decals promoting healthy eating, e) branded island bins near registers containing healthier products, f) shelf tags highlighting specific healthier alternatives or complementary products, g) staff training, h) laminated sheets to help identify healthier catalogue options at store end-plan meetings (meetings where store and department managers select what products to place on end-of-aisle and island bin displays). A public launch of the project will be conducted in May 2017, promoting the intervention only in those stores allocated to receive the intervention.

Control stores will not receive any specific intervention during the main intervention period (May 2017 to February 2018). Since it is important to the retailer and local government partners that each community eventually receives the intervention, it will be implemented in all stores at the conclusion of the trial.

Intervention Type
Behavioural

Primary outcome(s)
Store sales of healthy (‘core’) and less healthy ('discretionary') foods is assessed using store sales data is aggregated weekly per store and per department (e.g. grocery, dairy, bakery) is assessed by reviewing sales data collected during the the baseline period (12 months prior to the intervention period), intervention period (May 2017 to end Feb 2018) and the post-intervention period (2018).

Key secondary outcome(s))
1. Mean change between the baseline and intervention periods in sales of packaged foods according to their health star rating (measured both as a dichotomous ≥4.5 vs. <4.5 star rating, as well as a continuous measure) will be assessed using store sales data obtained at the completion of the intervention period (Feb/March 2018)
2. Mean change between the baseline and intervention periods in sales of fresh fruit and vegetables is measured using store sales data of all fresh fruit and vegetables assessed using store sales data obtained at the completion of the intervention period (Feb/March 2018)
3. The nutrient value of all products sold will be obtained by matching the products in the sales database to either the database obtained from the FoodSwitch app (The George Institute), or the AusNut database. Mean change between the baseline and intervention periods in key nutrients, including total energy (kj), fat, saturated fat, sugar, salt, fibre, protein and carbohydrate content will be assessed
5. Mean change between the baseline and intervention periods in profit will be measured using the cost and retail price of all food sold, using store sales data

Completion date
01/03/2018

Eligibility

Key inclusion criteria
IGA stores involved in a collaborative marketing group, based in Bendigo Victoria.

Participant type(s)
Other

Healthy volunteers allowed
No

Age group
Other

Sex

All

Key exclusion criteria
Stores not willing to participate.

Date of first enrolment
12/05/2017

Date of final enrolment
12/05/2018

Locations

Countries of recruitment
Australia

Study participating centre
Deakin University
221 Burwood Hwy
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3125

Sponsor information

Organisation
National Health and Medical Research Council

ROR
https://ror.org/011kf5r70

Funder(s)

Funder type
Research council

Funder Name
National Health and Medical Research Council

Alternative Name(s)
National Health and Medical Research Council, Australian Government, NHMRC National Health and Medical Research Council, NHMRC

Funding Body Type
Government organisation

Funding Body Subtype
National government

Location
Australia

Results and Publications

Individual participant data (IPD) sharing plan
The participant level data, which is the stores sales data in our case, is commercial in confidence and will therefore not be made available. The data will be password protected and kept on a secure server at Deakin University assessed only by the research team for data analysis purposes.

IPD sharing plan summary
Not expected to be made available

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article	results	12/03/2021	15/03/2021	Yes	No
Study website	Study website	11/11/2025	11/11/2025	No	Yes