

# The influence of incentives on children's consumption of vegetables

**Submission date**

22/01/2009

**Recruitment status**

No longer recruiting

☐ Prospectively registered

☐ Protocol

**Registration date**

27/02/2009

**Overall study status**

Completed

☐ Statistical analysis plan

☒ Results

**Last Edited**

21/02/2012

**Condition category**

Nutritional, Metabolic, Endocrine

☐ Individual participant data

**Plain English summary of protocol**

Not provided at time of registration

## Contact information

**Type(s)**

Scientific

**Contact name**

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## Additional identifiers

EudraCT/CTIS number

IRAS number

ClinicalTrials.gov number

Secondary identifying numbers

MRC ref: G0701864

# Study information

## Scientific Title

The influence of incentives on children's consumption of vegetables: a randomised controlled multi-centre trial

## Study objectives

1. In children, are verbal rewards more effective than tangible rewards for increasing consumption of a target food, and for persistent changes in liking?
2. To what extent are the known benefits of mere exposure dependent on verbal rewards?

## Ethics approval required

Old ethics approval format

## Ethics approval(s)

University College London (UCL) Research Ethics Committee, approved on 28/11/2008 (ref: 1715 /001)

## Study design

Randomised controlled multi-centre trial

## Primary study design

Interventional

## Secondary study design

Randomised controlled trial

## Study setting(s)

Other

## Study type(s)

Other

## Participant information sheet

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

## Health condition(s) or problem(s) studied

Children's nutrition

## Interventions

Classes will be randomly assigned to one of four experimental conditions. All children will participate in a pre-intervention taste test at which a target vegetable will be identified for each child.

Four conditions are:

Control: The children will not be required to taste their target vegetable during the training stage, with no testing taking place between pre and post tests.

No reward (exposure) condition: The children will be asked to taste their target vegetable once daily for 13 school days. These tasting sessions will not be rewarded.

Immediate tangible reward condition: The children will be asked to taste their target vegetable once daily for 13 school days. This group will immediately receive a tangible reward (one sticker of their choice) for tasting their target vegetable.

Immediate verbal reward condition: The children will be asked to taste their target vegetable once daily for 13 school days. This group will immediately be praised for tasting their target vegetable.

### **Intervention Type**

Other

### **Phase**

Not Applicable

### **Primary outcome measure**

The following will be assessed at a post-intervention taste test and 1 and 3 months post-intervention:

1. Children's liking (faces scale: "Yucky" = 1, "OK" = 2, "Yummy" = 3)
2. Ranking: Forced choice ranking of target vegetable from 1 (most liked) to 6 (least liked)
3. Consumption (g) of a target vegetable

### **Secondary outcome measures**

Liking and frequency of consumption of a range of vegetables as reported by a parent using food frequency and food preference questionnaires at baseline and both follow-ups (1 month and 3 months post-intervention).

### **Overall study start date**

01/11/2008

### **Completion date**

15/09/2009

## **Eligibility**

### **Key inclusion criteria**

Children (both males and females) in Reception and Year 1 classes in primary schools

### **Participant type(s)**

Patient

### **Age group**

Child

### **Sex**

Both

### **Target number of participants**

**Key exclusion criteria**

Significant learning difficulties or insufficient command on English language to participate in tasting sessions.

**Date of first enrolment**

01/11/2008

**Date of final enrolment**

15/09/2009

## **Locations**

**Countries of recruitment**

England

United Kingdom

**Study participating centre**

Health Behaviour Research Centre

London

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WC1E 7HN

## **Sponsor information**

**Organisation**

Medical Research Council (MRC) - National Prevention Research Initiative (NPRI) (UK)

**Sponsor details**

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**Sponsor type**

Government

**Website**

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

ROR

## Funder(s)

### Funder type

Government

### Funder Name

Medical Research Council (MRC) - National Prevention Research Initiative (NPRI) (UK) (ref: G0701864)

## Results and Publications

### Publication and dissemination plan

Not provided at time of registration

### Intention to publish date

### Individual participant data (IPD) sharing plan

### IPD sharing plan summary

Not provided at time of registration

### Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
<a href="#">Results article</a>	results	01/01/2012		Yes	No