

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

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Additional identifiers

Protocol serial number

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

Study type(s)

Other

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(s)

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

Key secondary outcome(s)

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).

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

Healthy volunteers allowed

No

Age group

Child

Sex

All

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**

United Kingdom

England

Study participating centre
Health Behaviour Research Centre
London
United Kingdom
WC1E 7HN

Sponsor information

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

ROR
<https://ror.org/03x94j517>

Funder(s)

Funder type
Government

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

Results and Publications

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?
Results article	results	01/01/2012		Yes	No
Participant information sheet	Participant information sheet	11/11/2025	11/11/2025	No	Yes