

# Studying the use of planning and reminders in the promotion of a healthier dietary lifestyle

**Submission date**  
17/03/2011

**Recruitment status**  
No longer recruiting

☐ Prospectively registered

☐ Protocol

**Registration date**  
07/04/2011

**Overall study status**  
Completed

☐ Statistical analysis plan

☒ Results

**Last Edited**  
03/01/2012

**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**  
Dr Robert Hurling

**Contact details**  
Unilever Discover  
Colworth Science Park  
Sharnbrook  
Bedfordshire  
United Kingdom  
MK44 1LQ

## Additional identifiers

**EudraCT/CTIS number**

**IRAS number**

**ClinicalTrials.gov number**

**Secondary identifying numbers**  
UCR2009-1008

## Study information

**Scientific Title**

An exploratory study on the use of planning and reminders in the promotion of a healthier dietary lifestyle: a randomised controlled trial

**Study objectives**

Combining planning and reminders will lead to greater reductions in saturated fat intake than the control group

**Ethics approval required**

Old ethics approval format

**Ethics approval(s)**

Independent Ethics Committee in Unilever, South of England

**Study design**

Randomised Controlled Trial

**Primary study design**

Interventional

**Secondary study design**

Randomised controlled trial

**Study setting(s)**

Not specified

**Study type(s)**

Prevention

**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**

Healthy Individuals

**Interventions**

1. Control group, in which participants received information on a healthy diet low in saturated fats
2. Planning condition, in which participants were requested to choose specific plans to help them reduce their saturated fat intake
3. Planning and reminders condition, in which participants were requested to form specific plans and also received reminders of these plans over the study duration

**Intervention Type**

Other

**Phase**

Not Specified

**Primary outcome measure**

1. Saturated fat intake measured by a food frequency questionnaire
2. Two self-perceived scales

**Secondary outcome measures**

Socio-cognitive variables:

1. Intention to reduce saturated fat intake
2. Self-efficacy
3. Planning

**Overall study start date**

01/01/2010

**Completion date**

01/03/2010

**Eligibility****Key inclusion criteria**

1. Body Mass Index (BMI)  $\geq 25$
2. 30-60 years old
3. Subjects of either sex can take part
4. Not diagnosed with a heart-condition (heart-attack or angina)
5. Not diagnosed with cancer
6. Not diagnosed with an eating disorder
7. Willing to sign the Online Informed Consent form
8. Computer and internet literate
9. Having their own mobile phone
10. Being capable of opening delivered SMS messages
11. Be willing to receive SMS messages over the duration of the study

**Participant type(s)**

Patient

**Age group**

Adult

**Sex**

Both

**Target number of participants**

800

**Key exclusion criteria**

1. BMI  $< 24.9$
2.  $<30$  years old
3.  $>60$  years old
4. Pregnant women
5. Diagnosed with cancer
6. Diagnosed with an eating disorder

7. Diagnosed with a heart-condition (heart-attack or angina)
8. Any other chronic disease of the major organs (e.g. kidney failure)
9. Not willing to sign an online consent form
10. Not literate in use of computer and the internet
11. Not having their own mobile phone
12. Not capable of opening delivered SMS messages
13. Not willing to receive SMS messages over the duration of the study

**Date of first enrolment**

01/01/2010

**Date of final enrolment**

01/03/2010

## Locations

**Countries of recruitment**

England

United Kingdom

**Study participating centre**

**Unilever Discover**

Bedfordshire

United Kingdom

MK44 1LQ

## Sponsor information

**Organisation**

Unilever Discover (UK)

**Sponsor details**

c/o Cyrena Tomlin

Colworth Science Park

Sharnbrook

Bedfordshire

United Kingdom

MK44

**Sponsor type**

Industry

**ROR**

<https://ror.org/05n8ah907>

# Funder(s)

## Funder type

Industry

## Funder Name

Unilever (UK)

## Alternative Name(s)

Unilever Global, Unilever PLC, U

## Funding Body Type

Government organisation

## Funding Body Subtype

For-profit companies (industry)

## Location

United Kingdom

# 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	20/12/2011		Yes	No