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Collaboration for healthier lives, France

Submission date 17/05/2019	**Recruitment status** Suspended	[X] Prospectively registered [ ] Protocol
Registration date 18/05/2019	**Overall study status** Stopped	[ ] Statistical analysis plan [ ] Results
Last Edited 04/08/2021	**Condition category** Other	[ ] Individual participant data [ ] 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?
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Type(s)
Public

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Additional identifiers

Protocol serial number

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)

Primary study design
Interventional

Study design
Interventional multi-centre controlled before and after design

Study type(s)
Prevention

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(s)
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.

Key secondary outcome(s)
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.

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

Healthy volunteers allowed
No

Age group
Adult

Sex
All

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 Carrfour FrancheVille
Avenue du Chater
Francheville
France
69340

Study participating centre
Hypermarché Carrefour Villeurbanne
145 Rue Anatole France
Villeurebanne
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

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

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