

# 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?
<a href="#">Results article</a>	results	01/01/2012		Yes	No