

Evaluation of a Dutch public-private partnership to promote healthier diet

Deskripsi Lengkap: <https://lib.fkm.ui.ac.id/detail.jsp?id=94373&lokasi=lokal>

Abstrak

Purpose: Public-private partnerships may help to promote healthy diets. We assessed customers' exposure to and the acceptability of a Dutch public-private healthy diet campaign in butcher's shops and investigated the effects on the purchase of lean meat and the use of liquid cooking margarine and potential behavioral determinants.

Methods: The pretest-posttest control group design included 486 customers (242 experimental and 244 control) of butcher shops representing 64% of the original sample. Campaign exposure, acceptability, and behavioral effects were measured by a questionnaire.

Results: Seventy-one percent of the customers noticed the campaign. Scores on the acceptability were positive to very positive. Regression analysis revealed that customers in the experimental condition evaluated the campaign better ($B = .415$; $p < .05$) and felt more encouraged to buy lean meat ($B = .252$; $p < .05$) than customers in the control condition. No effects on behavior were found.

Discussion: Study design limitations included possible campaign exposure of control group participants. The study shows the feasibility and acceptability of a joint health-promoting activity through a public-private partnership, but there were no effects on behavior.