

Healthy Food Environments - Pricing Incentives

NC Prevention Partners, in partnership with The Duke Endowment, the NC Hospital Association, and FirstHealth of the Carolinas (Moore Regional Hospital)



NC PREVENTION
PARTNERS

NC Prevention Partners is a non-profit organization located in Chapel Hill, NC. They were founded in 1998 and continue to be a leader in reducing preventable illness and early death caused by tobacco use, poor nutrition, and physical inactivity.

www.ncpreventionpartners.org

Healthy Food Environments is an intervention developed by NC Prevention Partners to increase availability, visibility, and affordability of healthy foods and beverages in worksites for employees, volunteers, and visitors.

Five Principles of Healthy Food Environments:

- Provide access to healthy foods
- **Use pricing to promote healthy foods**
- Use marketing techniques to promote healthy foods
- Use benefit design & incentives to encourage behavior change, and
- Educate staff and visitors about healthy foods

NC Prevention Partners helped NC hospitals go tobacco free. Now they are collaborating with hospitals to promote healthy eating to further improve the health environment!

The Pricing Principle

The Healthy Food Environments intervention includes a pricing policy incentive to encourage the purchase of healthier items (through a price decrease) and discourage the purchase of less healthy items (through a price increase). For example, a turkey burger may be priced at \$1.25 while a traditional (less healthy option) hamburger is priced at \$1.75.

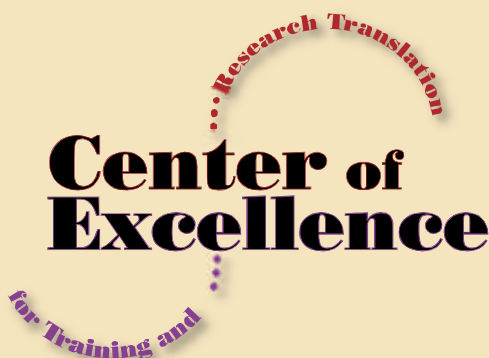
The Bottom Line...

At FirstHealth's Moore Regional Hospital, overall sales increased (sale of healthier items ↑ while sale of less healthy options ↓) after nine months of implementation of the pricing incentive!

Learn more about Healthy Food Environments' Pricing Principle by visiting

www.center-trt.org where you will find:

- **Essential information** about the intervention
- **A review of the evidence** in support of the intervention
- **Materials** available for download



The Center of Excellence for Training and Research Translation (Center TRT) is devoted to bridging the gap between research and public health practice with an emphasis on nutrition, physical activity, and the prevention and control of cardiovascular disease and obesity.

To advance the skills of public health practitioners, the Center TRT provides in-person and web-based trainings. To promote evidence-informed practice, the Center TRT identifies, translates and disseminates interventions, including the one featured above. To download the translated intervention and accompanying materials, visit the Center TRT website at www.center-trt.org

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