

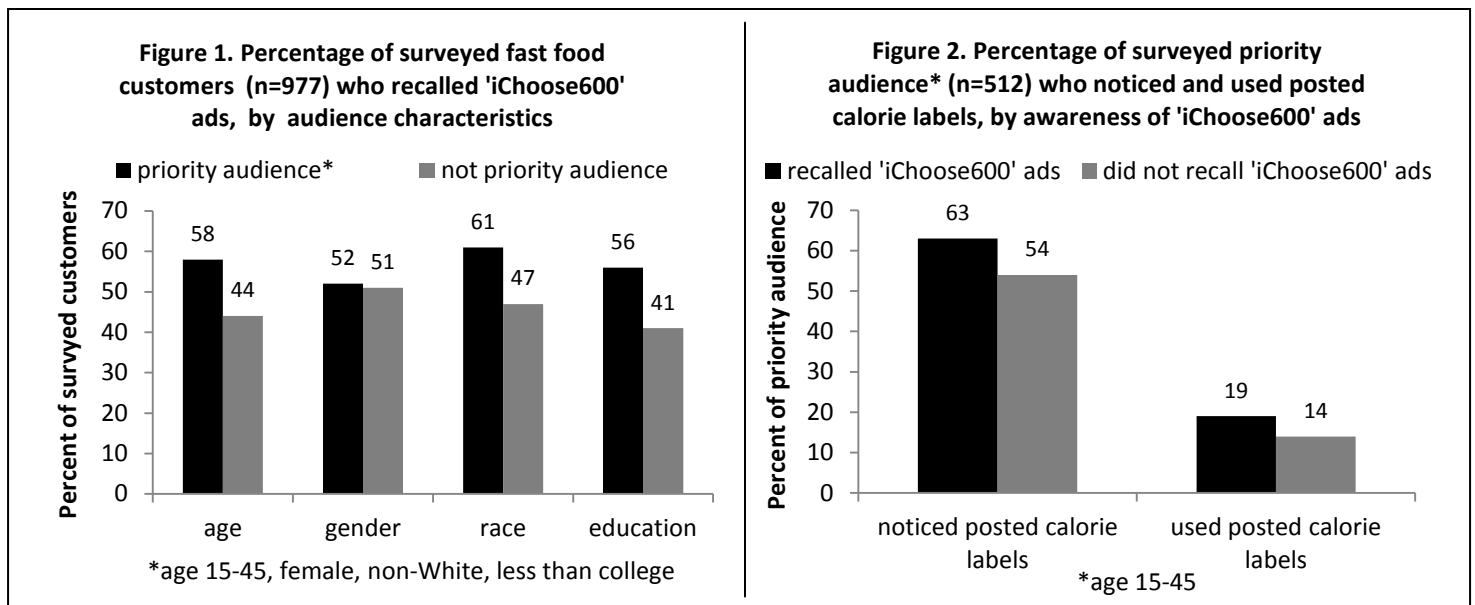
## Information for Action # 2012-3

The Department of Health's iChoose600® media campaign was associated with increased recognition and use of posted calorie labels in chain restaurants in four counties in New York State.

Between February and August, 2011, the iChoose600® media<sup>1</sup> campaign educated New Yorkers about strategies for ordering meals under 600 calories at restaurants with posted calorie information. Campaign ads were located on billboards, buses, and in malls in four upstate counties that required chain restaurants to post calorie labels: Albany, Schenectady, Suffolk, and Ulster. Local Health Departments conducted awareness activities in each of the counties and a Facebook page was created. The campaign's priority audience was low income, minority women with children. An evaluation found the 'iChoose600®' campaign reached its priority audience (Figure 1) and fast food customers who recalled seeing the 'iChoose600®' campaign were more likely to notice and use posted calorie labels (Figure 2).

### Public Health Importance:

- Consumption of calories outside of the home and purchases from fast food venues have increased significantly during the past few decades.<sup>2,3</sup>
- Frequent fast food consumption has been linked to high caloric intake and obesity.<sup>4,5</sup>
- Calorie labeling at the point of purchase is one way to inform consumers about the high calorie content of many fast food items, and reduce the number of calories purchased and consumed at restaurants.<sup>6</sup>



### PUBLIC HEALTH OPPORTUNITY

Media campaigns like iChoose600® can enhance the effectiveness of posted calorie labels by helping customers to notice and use the posted calorie information.

**Contact:** For more information about the data included and their specific implications for action, please send an email to [DCDIPIFA@health.state.ny.us](mailto:DCDIPIFA@health.state.ny.us) with IFA # 2012-3 in the subject line.

#### References:

- <sup>1</sup> New York State Department of Health. iChoose600® Campaign. [www.health.ny.gov/prevention/obesity/ichoose600](http://www.health.ny.gov/prevention/obesity/ichoose600).
- <sup>2</sup> Guthrie JF, Lin BH, Frazao E. Role of food prepared away from home in the American diet, 1977-78 versus 1994-96: changes and consequences. *J Nutr Educ Behav.* 2002;34(3):140-50.
- <sup>3</sup> Nielsen SJ, Siega-Riz AM, Popkin BM. Trends in energy intake in U.S. between 1977 and 1996: similar shifts seen across age groups. *Obes Res.* 2002;10:370-378.
- <sup>4</sup> Bowman SA, Vinyard BT. Fast food consumption of U.S. adults: impact on energy and nutrient intakes and overweight status. *J Am Coll Nutr.* 2004;23(2):163-8.
- <sup>5</sup> Pereira MA, Kartashov AI, Ebbeling CB, et al. Fast-food habits, weight gain, and insulin resistance (the CARDIA study): 15-year prospective analysis. *Lancet.* 2005 Jan 1-7;365(9453):36-42.
- <sup>6</sup> Swartz JJ, Braxton D, Viera AJ. Calorie menu labeling on quick-service restaurant menus: an updated systematic review of the literature. *Int J Behav Nutr Phys Act.* 2011 Dec 8;8:135.

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