A Dietary Planning Intervention Increases Fruit Consumption in Iranian Women
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Does dietary planning intervention increase fruit consumption?

- Intervention group scores higher in dietary planning.
- Intervention group reports higher levels of fruit consumption.
- Changes in planning mediates the relationship of intervention and fruit consumption.

Participants and Procedure

- Fruit intake: “How many portions of fruit have you eaten on average per day during last week?”
- Dietary planning:
  1. Action planning: “I have planned what to eat, when to eat, and where to eat a particular fruit”.
  2. Coping planning: “I have made a detailed plan on how to maintain fruit intake despite other obligations or interests”

Intervention

- Information about recommended fruit intake.
- Information on where and when to perform the behavior
- Dietary planning:
  1. Action planning
  2. Coping planning

METHOD

Levels of dietary planning in two experimental conditions at three points in time. F(1,147) = 4.21, p = .04, η² = .03

Levels of fruit intake in two experimental conditions at three time points. F(1,156) = 11.08, p < .001, η² = .07

Effects of experimental conditions (1=treatment, 0=control) via changes in dietary planning on fruit intake, moderated by age, controlling for baseline fruit consumption. Mean centered solution with unstandardized coefficients; bootstrapped with 5,000 resamples. **p < .01, *p < .05.

Conclusions

- Dietary planning intervention increases fruit consumption in Iranian women.
- Mediation by planning was found in the subgroup of women aged 30 to 48 years, but not in those aged 17-29.

Limitations

- Self-report assessment.
- Fruit intake was measured retrospectively.
- Drop outs.

Suggestions

- Other mediators (e.g., self-efficacy, action control, social norms).
- Other moderating effects in addition to age.
- The effect of cultural differences.