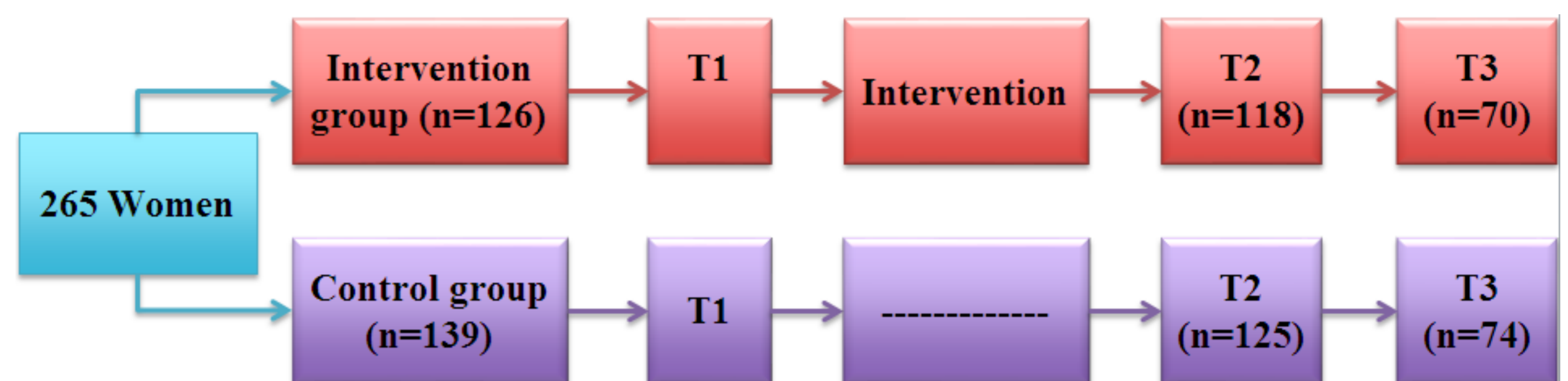


Does dietary planning intervention increase fruit consumption?

- 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.

METHOD

Participants and Procedure

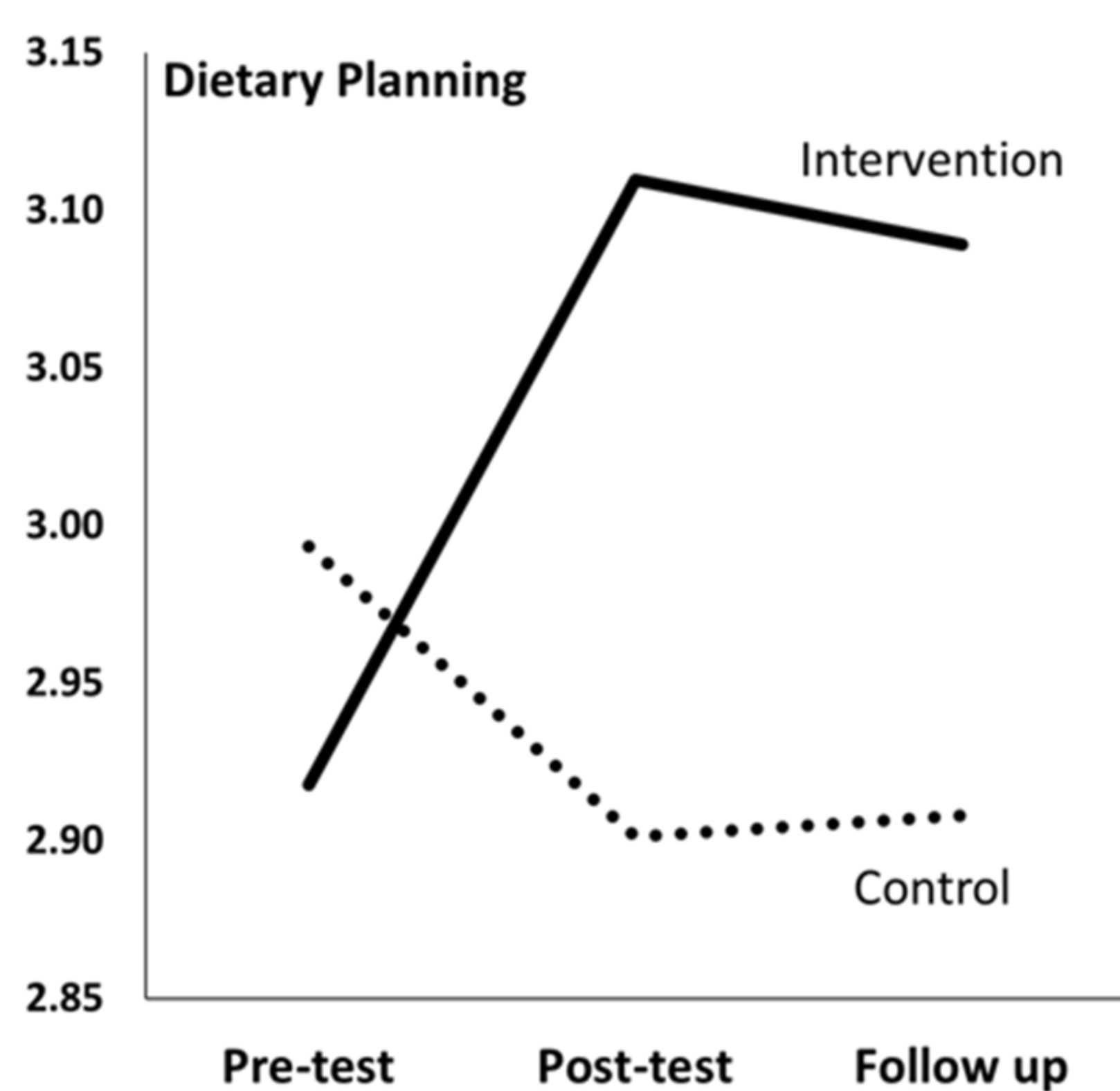


- *Fruit intake*: “How many portions of fruit have you eaten on average per day during last week?”
- *Dietary planning*:
 1. *Action planning*: “I have planned what to eat, when to eat, and where to eat a particular fruit“.
 2. *Coping planning*: “I have made a detailed plan on how to maintain fruit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

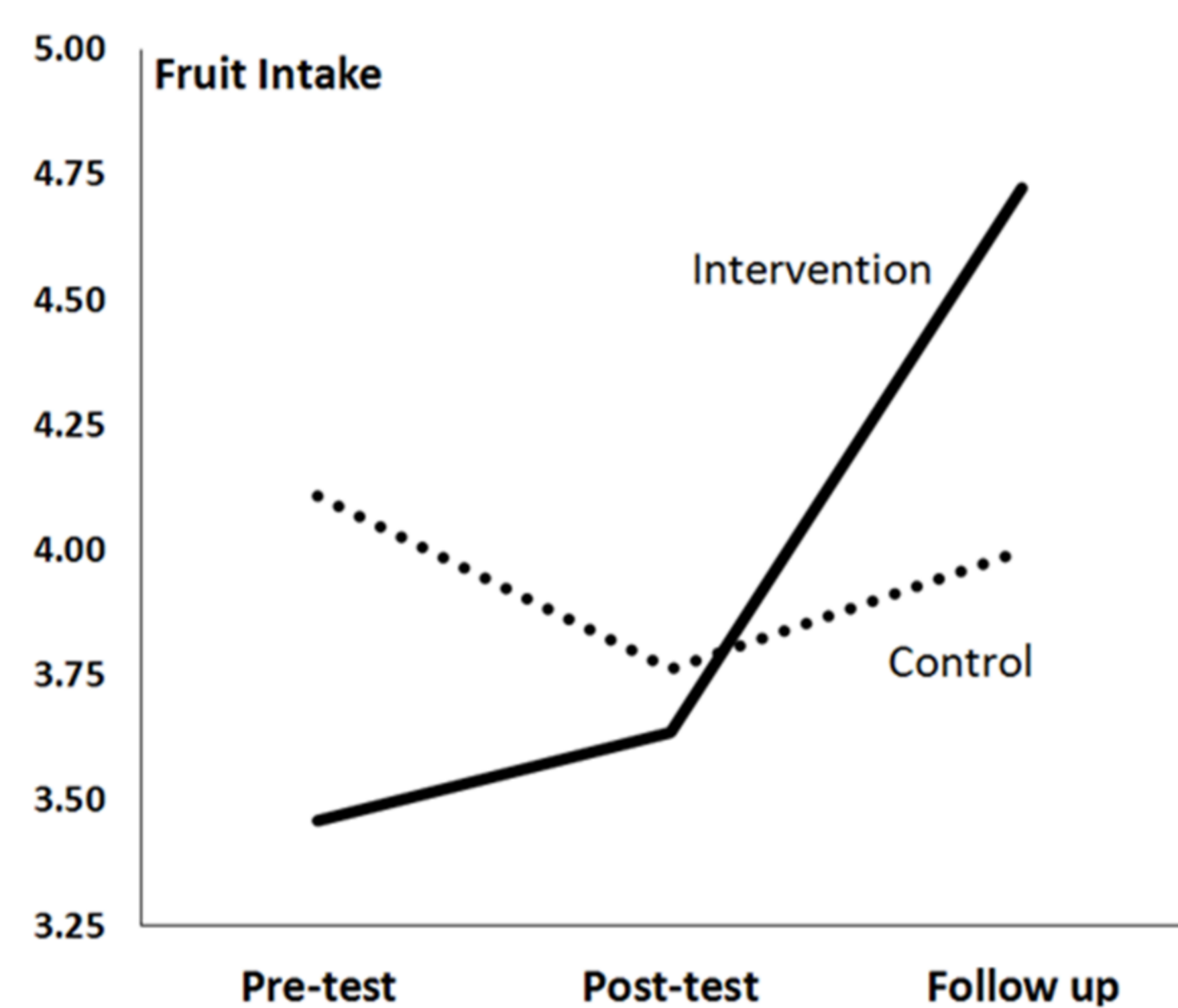
Intervention

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

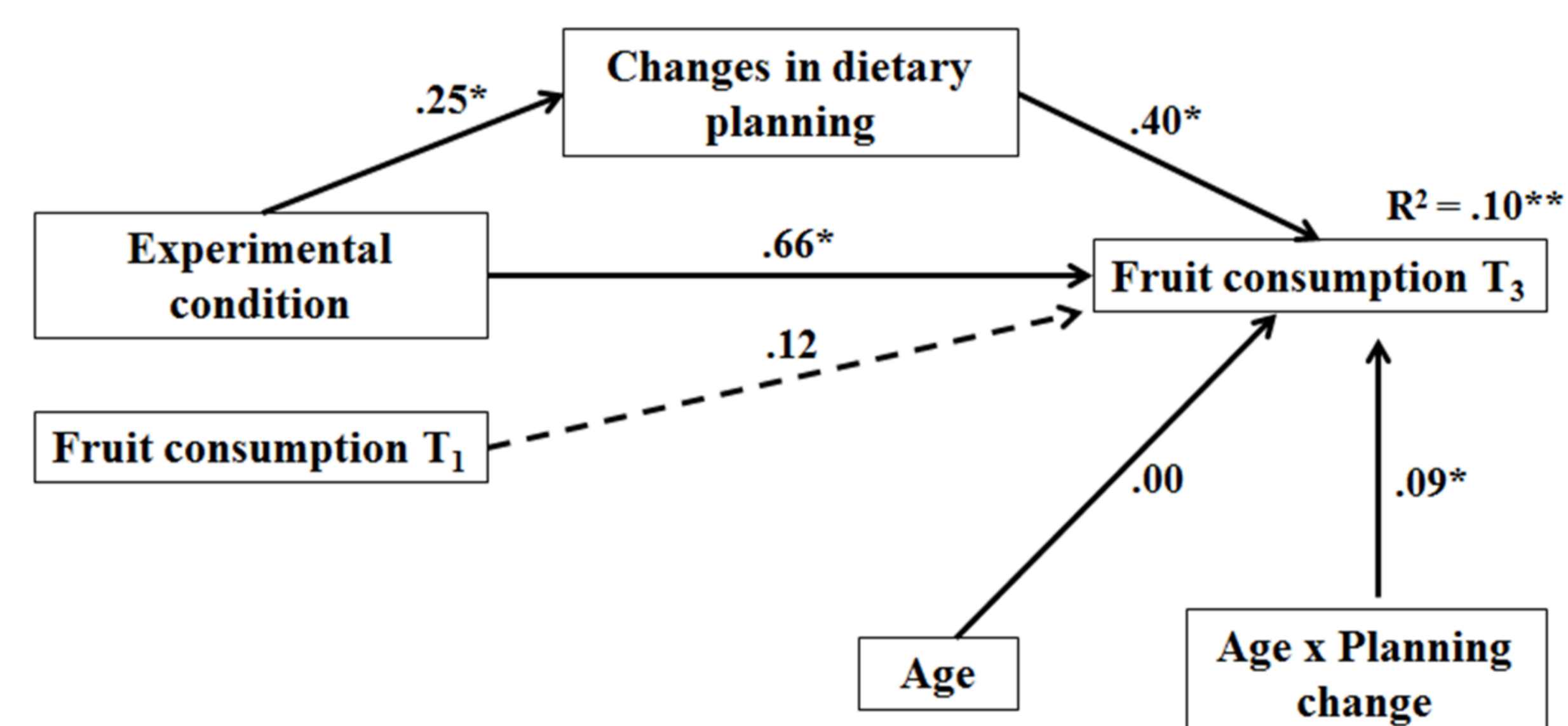
RESULTS



Levels of dietary planning in two experimental conditions at three points in time. $F(1,147) = 4.21, p = .04, \eta^2 = .03$



Levels of fruit intake in two experimental conditions at three time points. $F(1,156) = 11.08, p < .001, \eta^2 = .07$



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.