

Message testing to promote plant-based foods among urban families

Jennifer M. Dinh, Jeanette Y. Ziegenfuss, Maren S. G. Henderson, Thomas E. Kottke, Hikaru Peterson, Laura J. Jacobson, Katy Ellefson, Andrea Anderson, Stephanie Kovarik, Marna Canterbury

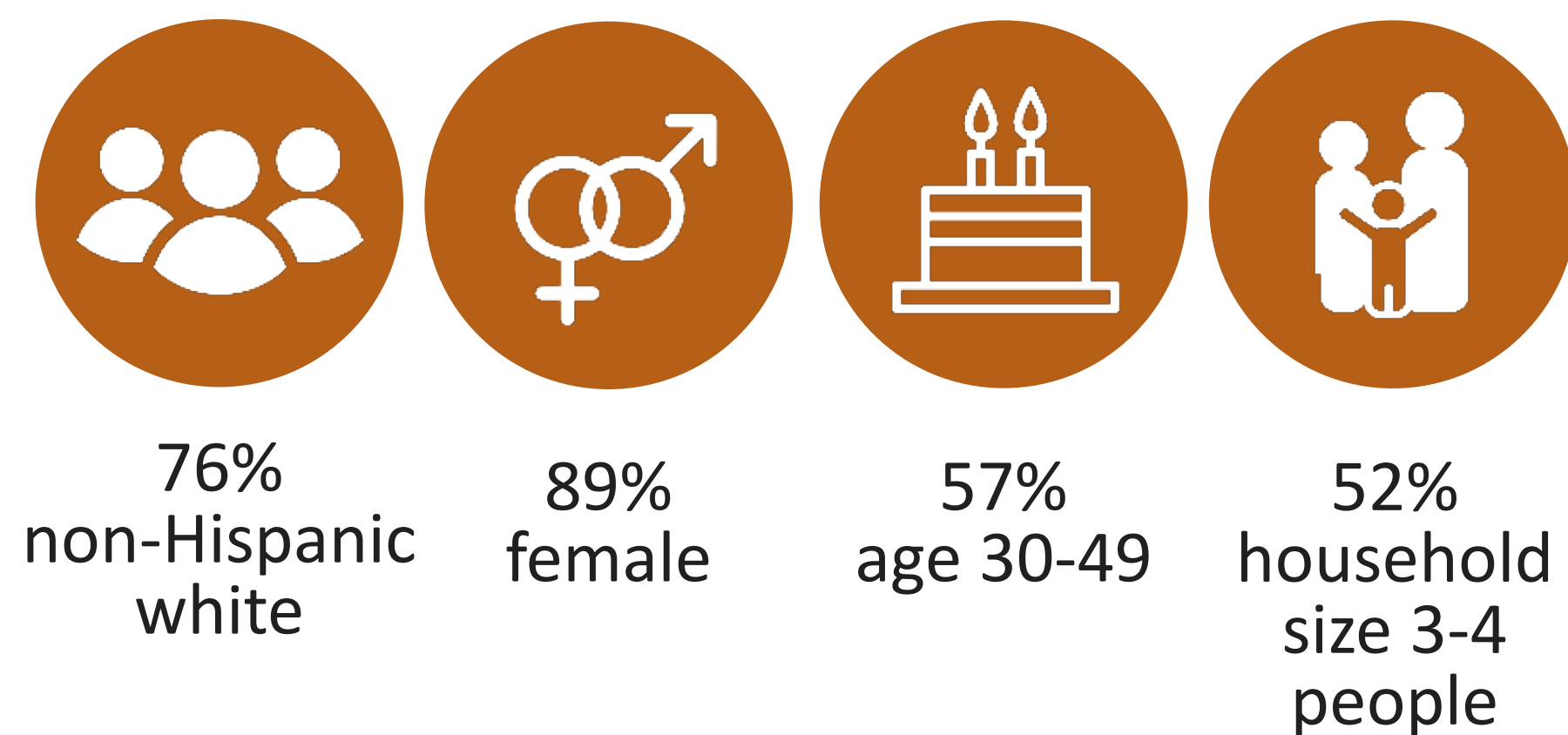
Background | People living in **urban** areas make up a **large portion** of the US population; shifting their diets to decrease red meat consumption can have **large impacts on the environment**.

Our interdisciplinary team comprising an MD, behavioral economist, health promotion experts, survey methodologists, and qualitative experts sought to **identify promising messages** to encourage **substituting meat** in one's diet with plant-based alternatives, focusing on families living in an **urban** environment.

Methods | A **literature review** informed our semi-structured interview protocol. Rapid qualitative analysis of data from the 15 completed interviews identified **2 motivators** and **3 barriers** to reducing meat consumption among this population.

We then **created 24 "headlines"**, that appealed to a motivation and addressed a barrier, then in June-December 2022 tested headlines via paper/web convenience **survey** of adults living in and around St. Paul, MN. A key survey question asked which headlines would lead respondents to **want to watch, listen, or read more** about the information that might follow, referred to here as "**likelihood to click**" based on the idea that they may appear on social media or elsewhere online.

Results | 144 people were eligible and completed the survey.

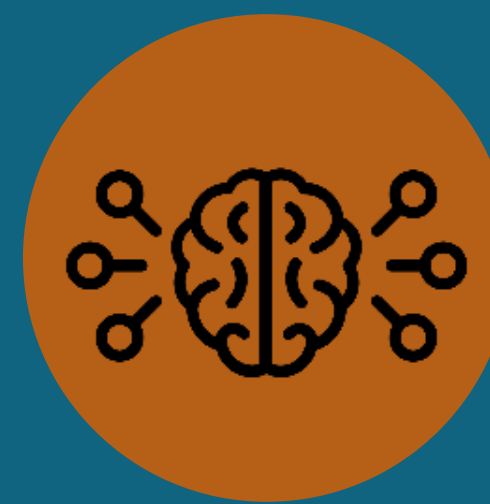


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Can you identify the message that families liked the most?

7 headlines were significantly more likely to be clicked than not. One headline was significantly less likely to be clicked. Take this quiz to see if you can identify the headlines that respondents said they would be most likely to click on!



Nutrition knowledge barrier



Skills barrier



Family habits barrier



Environmental motivator



Health and Well-being motivator

Join the PowerUp Green Team: Planet-friendly, protein-packed recipes	Join the PowerUp Green Team: Trade meat for beans with these planet-friendly meal ideas	Join the PowerUp Green Team: Planet-friendly recipes your family will love
Try Beans: Good for the planet. Plant-powered for growing kids	Try Beans: Good for the planet. Easy to add to any meal	Try Beans: Good for the planet. Mealtime fun for the family
Plant-based proteins: The protein move that's earth-approved	Sustainable Saturdays: Just one plant-based meal a week does wonders for the world	Plant some healthy habits with plant-based, earth-friendly foods
Be Green with Beans: The protein move that's earth-approved	Be Green with Beans: Simple to slip into any meal	Be Green with Beans: Kid-friendly, earth-approved recipes
Plant-powered ideas for picky eaters: Meet your protein needs with beans	Plant-powered proteins for picky eaters: Simple bean ideas to the rescue	Plant-powered proteins for picky eaters: Make battle-free meals with beans
Try the Bean Swap: Meet your needs with protein-packed meatless meals	Try the Bean Swap: Trade meat for beans with these simple suppers	Try the Bean Swap: Meatless makeovers for protein-packed family favorites
Switch it up with beans: Just a 1/2 cup a day fuels your body for play	Switch it up with beans: Just slip into main dishes for a plant- protein boost	Switch it up with beans. Try out these healthy foods that are kid-approved
PowerUp with plant-protein: Healthy family meals on a budget	PowerUp with plant-protein: Rotate in weekly recipes	PowerUp with plant-protein: A healthy way to stretch your food budget

Takeaways

Seven headlines were more likely to be clicked than not. While they spanned different motivators and barriers, only one was about beans. Future messaging should prioritize using the best-performing headlines and avoid using headlines that mention beans.

Future **interventions should address participant-reported barriers**, specifically the **family habits and preferences barrier** which performed better than knowledge and skills.

Next steps involve **testing the top 2 messages** to see which is associated with PowerUp program intervention participation and **decreased red meat consumption**.