inconsistencies were legibility (60%) and font size (56%). All (100%) fast food outlets and large supermarkets had some kilojoule information available instore. Some casual dining (40%), takeaway drink and snack outlets (75%) and coffee outlets (87%) had some kilojoule information instore. No (0%) bakeries or convenience stores had any kilojoule information instore. Overall only three of the 25 chains had labelling consistent with NSW regulations.

Conclusions/recommendations: The study findings indicate kilojoule information is available in many Victorian food chains. However it is inconsistent and often difficult to read reducing its impact. Mandatory consistent kilojoule menu labelling and accompanying education is more likely to help consumers make healthier choices in chain food outlets.

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257

Add health stars to reduce kilojoules? Effects of health star labelling on the kilojoule content of adults' fast food meal selections

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Background: People substantially underestimate the energy content of fast food meals.

Aim: To test whether the addition of Health Star Rating (HSR) labelling to kilojoule (kJ) labelling on menus at fast food outlets would prompt consumers to select meals with fewer kJs.

Methods: A between-subjects experimental design, whereby 1,007 NSW adults aged 18—49 were allocated to one of four menu labelling conditions: (i) no labelling; (ii) kJ labelling; (iii) HSR labelling; and (iv) kJ + HSR labelling. Using an online methodology, respondents were presented with their menu boards and instructed to select an evening meal as they would at a fast food restaurant. Programming required participants to select at least one item overall, and up to five mains and sides, two drinks and three desserts. A one-way ANOVA, with Bonferroni adjustment, was conducted to test for differences in the total mean kJ content of respondents' evening meal selections by menu labelling condition.

Results: Overall, the mean kJ content of meals selected did not differ significantly by menu labelling condition ($p > 0.05$). This was consistent across demographic characteristics, BMI, perceived weight status, usual frequency of eating at fast food restaurants, and self-reported importance of nutrition when eating out. However, among respondents who reported using menu board nutrition information to assist meal selection ($n = 343$, 34%), mean kJ content of meals differed significantly by condition ($p = 0.034$). Respondents shown kJ + HSR menu labelling selected meals with a significantly lower kJ content compared to those shown HSR labelling only (4751 kJ cf. 5745 kJ, $p = 0.038$).

Conclusion: For the sample as a whole, the addition of HSR to kJ labelling on menus did not afford a clear reduction in the mean kJ of meals selected. However, among the minority of respondents who made use of nutrition information, it enabled them to select less energy-dense meals.

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