

community, particularly in Victoria where the campaign originated. Overall, this suggests RSD resonated with Aboriginal and Torres Strait Islander adults and highlights the importance of Aboriginal-led health promotion campaigns and tailoring health messages to the local Aboriginal community.

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Effects of interpretive front-of-pack nutrition labels on consumer food purchases: A randomized controlled trial



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The potential of front-of-pack labels on unhealthy foods to counteract the misleading effects of health claims



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Health and nutrition claims on packaged food packs are an effective marketing tool as they emphasise one positive aspect of a food without mention of any potentially negative aspects (e.g. nutrient content claim: ‘‘High in calcium’’; general-level health claim: ‘‘Contains calcium for healthy bones and teeth’’; high-level health claim: ‘‘High in calcium to reduce the risk of osteoporosis’’). Health claims can create cognitive biases wherein consumers report stronger positive evaluations and purchase intentions for products with health claims compared to identical products without claims. This is concerning since studies have shown that the presence of a claim, and particularly nutrition claims, may have little relation to overall product healthiness. Recent studies suggest that front-of-pack labels (FoPLs) can attenuate the cognitive biases created by health claims. The aim of this qualitative study was to contribute to this small evidence base and explore how consumers trade-off between conflicting health claims and FoPLs, and assess whether certain FoPLs are more effective at eliminating the cognitive biases created by health claims. Eighty-five males and females, who ranged in age (from 10 to 46+) and socioeconomic status, took part in 10 focus groups in Perth, Western Australia. Participants