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

were shown images of mock food packs featuring various health claims and FoPLs (including the Daily Intake Guide, the Multiple Traffic Lights and the Health Star Rating). All mock foods were designed to be unhealthy (i.e. with a Health Star Rating of 2). Participants were provided with broad discussion prompts to elicit their spontaneous thoughts about the products represented by the mock packs. The discrepancy between the unhealthy FoPL and the positive health claim was noted by many participants (including children), particularly when the Health Star Rating was applied. These results illustrate the important role of FoPLs in providing consumers with an objective indicator of product healthiness.

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Attributes used by consumers to assess alternative front-of-pack food labelling systems

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Governments are increasingly relying on population-level interventions such as food labelling to encourage individuals to make healthier food choices. Such interventions are employed in an attempt to address high and growing levels of obesity and the rapidly increasing prevalence of nutrition-related diseases. There are many front-of-pack labelling systems in existence, but there is inadequate evidence available for policy makers to make informed decisions about the most appropriate system for their national context. The aim of the present study was to explore Australians' front-of-pack label preferences and the criteria they use to determine these preferences. More than 2,000 consumers aged 10 years and older responded to a national online survey that invited them to choose between the daily intake guide (DIG), multiple traffic lights (MTL), and health star rating (HSR) systems. They were then asked to provide any reasons for their stated preference; they were able to state as many reasons as they wished. The most popular system by a substantial margin was the HSR, with this stronger preference being especially apparent among children. The next most preferred system was the MTL, followed by the DIG. The label attributes most commonly cited as determining respondents' preferences were (1) ease of understanding and use, (2) speed of use, and (3) salience. The HSR system was considered most effective in terms of ease and speed of use, while the MTL system was perceived to be most salient due to the inclusion of colours. These results provide further evidence of the potential positive impact of the HSR system on consumers' food choices and suggest that future research assessing front-of-pack labelling systems should ensure the variables of ease and speed of understanding/use and salience are included in study instruments.

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Comparison of an electronic versus traditional food diary for assessing dietary intake — A validation study

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Background: Paper-based estimated food diaries are often used in research to collect dietary data, despite this method being burdensome for both participants and researchers. Such food diaries are often time consuming, labour intensive, and rely on participant literacy and therefore may lead to greater rates of under-reporting.

Methods: This study assessed the validity of the '*Boden Food Plate*', a novel web-based electronic application, compared to a paper-based three-day estimated food diary. Participants were also asked to rate their satisfaction with the new electronic diary. Sixty seven participants completed both the