



BE MORE
HEALTHY CHOICES ADD UP

Christopher T. Sneed, PhD
UT Extension Specialist

Janie Burney, PhD, RD
Professor

Department of Family and
Consumer Sciences

POINT-OF-DECISION PROMPTS

As a food retailer, you play an important role in providing customers with access to healthy food choices. In fact, you are probably already doing this by stocking your shelves with healthy food options. One important tool to help your customers identify the healthy food choices you offer is point-of-decision prompts.

What are point-of-decision prompts?

Point-of-decision prompts (sometimes called point-of-purchase prompts) are motivational messages such as signs, posters or shelf labels placed near fruits, vegetables and other items to encourage purchase. Point-of-decision prompts can provide specific nutrition information, use symbols to rate or indicate healthy items, or promote selection of specific types of healthy foods.

There are two types of point-of-decision prompts: Shelf Talkers and Shelf Inserts.

Promote healthy purchases

SHELF TALKERS
Designed to hang over the side of the shelf and educate consumers at the point of selection.

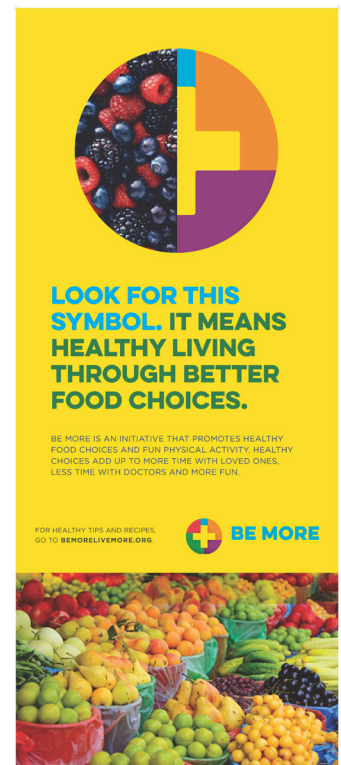
SHELF INSERTS
Designed to fit into the same slot as traditional price signs. Shelf inserts provide an alternative to shelf talkers.

Do point-of-decision prompts really make a difference?

Yes! Point-of-decision prompts can be effective tools in helping customers make healthy food choices. Current research suggests point-of-decision prompts increase the purchasing of fruits and vegetables as well as other healthy foods.

What benefits do point-of-decision prompts offer retailers?

Virtually all retailers use some sort of point-of-decision prompts in their stores. These prompts can ...



References

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