

Can implementation intentions increase fibre intake? An examination of the effect of planning and educational information

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Abstract-

Healthy eating is a main concern to public policy. Despite the public attention that overweight and obesity has received in recent years, research is still short of evidence about fiber consumption, even though fiber intake represents the third pillar of a healthy diet. This study assesses whether a volitional intervention based on goal planning and educational information raises fiber intake among healthy individuals. We test the effectiveness of implementation intentions accompanied by educational information on fiber intake in a 2x2x2 experiment with 205 university students. The results show that fiber intake did not significantly increase. However, the groups that had made plans for goal attainment narrowed their intention-behavior gap, and those receiving educational information had more knowledge about fiber-rich food. These results are puzzling as fiber intake meets the conditions where implementation intentions would work best. The authors suggest that to raise fiber intake, a combined strategy that involves manufacturers, public authorities and health professionals is needed to create a supportive environment so that individuals can successfully implement their plans.

Index Terms- Healthy diet; Implementation intentions; Goal planning; Education; Fiber intake

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