**An observational study examining the effect of a social norm and a health message on the purchase of vegetables in student canteen setting: Study 5**

*Aim*

The study investigated the effect of exposure to a social norm and a health message on vegetable purchases. Participants were customers of two student canteens on a University campus, one which displayed a vegetable related social norm message, and one a health message.

*Design*

A pre-test/post-test design was used, and observations were made during a two-hour observational period per day across a two-week baseline stage (consisting of a total of five days of observations), a two-week intervention stage (consisting of six days of observations during which the posters were displayed), and a two-week post-intervention stage after the posters were removed (consisting of five days of observations). This resulted in a total of 16 days of observations.

*Messages*

During the intervention stage, one canteen displayed a social norm message (“Most University of Birmingham students eat more than 3 servings of vegetables each day, according to a 2014 survey”), and the other a health message (“Eating over 3 servings of vegetables each day can reduce cancer risk, according to a 2014 survey”).

*Procedure*

Two researchers were positioned by the till-points and independently observed whether customers purchased their meals with or without side portions of vegetables (excluding any potato products). Side portions of vegetables were generally dispensed by the catering staff, and therefore constituted at least a portion (80g) of vegetables.

The observations were generally conducted on Mondays, Wednesdays and Thursdays, during the busiest periods at the canteens. For both canteens, this time was between 11:30 and 13:30.