**Using a Descriptive Social Norm to Increase Vegetable Selection in Workplace Restaurant Settings: Study 3**

*Aim*

This study tested whether a social norms intervention could enhance and then maintain the purchase of meals with vegetables in workplace restaurants. Purchases were examined during pre-intervention, intervention, and post-intervention observation periods. It was hypothesized that introducing a social norm message indicating that most diners in the restaurant consume vegetables with their lunch would be associated with an increase in the purchase of meals with vegetables.

*Participants*

Participants comprised all individuals who purchased a meal within one of the three restaurants during the study period.

*Design*

A pre-test/post-test design was used with three consecutive phases, each lasting 2 weeks: Pre-intervention Phase, Intervention Phase, and Post-intervention Phase. During each phase cash register purchases made by participants dining at each of the three restaurants were recorded. During the intervention phase only, posters containing the social norm message were displayed in all restaurants.

*Posters*

On average, five posters were placed in each restaurant, near to the entrances and on top of the food counters at the point of selection. The message stated, “Most people here choose to eat vegetables with their lunch.”

*Procedure*

All meal purchases were automatically recorded by cash registers at each of the restaurants, providing purchase data for all meals over the entire day. The chef at the restaurant was able to indicate to researchers/operators which meals contained at least one serving of vegetables (at least 80g), thereby enabling the identification of these meals. Side orders of vegetables were also recorded.