Proposed Project Description for LES to be Initiated Fall 2016 by VO Personnel

Initial draft July 31, 2016[*]

NOTE: The following specifications are based on power calculations and descriptions of information sought by VO and others working in the AR movement. Modifications of the specifications described below ARE possible, but they MUST be approved by the funder prior to the initiation of the study.

Study Design

The study will use a pre-test/post-test design with an optional control group.

As this effort is underpowered to discern differences between multiple experimental group leaflets, only one leaflet will be examined using this group.

Geographic diversity of participants will be intended to maximize generalizability, and random effects modeling will be employed to account for clustering within campuses.

Time Frame

Data collection should be accomplished during one or two consecutive semesters per VO discretion.

Survey Instrument

The survey instrument should be similar to that used in the most recent PPR study, with the exception that--for any questions to be compared between pre-test and post-test--the questions must be identical in both the pre-test and post-test.

Per ACE recommendations, a 24-hour food frequency questionnaire may be added to both the pre- and post-test surveys. Use of the ASA 24 is discouraged, however.

Note that EVERYONE completing a pre-test will be sought to complete a post-test--even if they are 100% vegan at pre-test. All respondents with compete data will be included in the analysis.

Data collection must include (a) the location (i.e. campus) where the leaflet was distributed, (b) the date of pre-test completion, and (c) the date of post-test completion.

[*] This is stated to assist those who report the results, so they will be able to establish that the study design and outcome metrics have not been formulated post-hoc.

Reimbursement

Reimbursement should consist of a $10 coupon for either Amazon or Starbucks, based on the choice of the respondent. Reimbursement should be completed as soon as possible after respondent completes the POST-TEST.

Control Group

Sample characteristics. A minimum of 2,500 control leaflets must be distributed at a campus in EACH of the four regions of the US (Northeast, South, Midwest, and West), for a total of **10,000 leaflets**. This is expected to yield a control group size of 250 respondents in total. If this number and distribution of control leaflets is not feasible, the control group should be omitted from the study plan.

Outcomes measured. The outcome will be the percents increasing and decreasing their consumptions of non-vegan foods (calculated by comparing pre- and post-test responses). The purpose will be to demonstrate rough differences in these outcomes compared to the experimental group without requiring a comparably large sample. As such, these outcomes should not be considered to be the main focus of the study.

Experimental Group

Sample characteristics. 9,000 leaflets should be distributed at EACH of two campuses located in EACH of the four regions of the US, for a total of **72,000 leaflets**. This is expected to yield an experimental group size of 1,800 respondents in total.

Outcomes measured. For comparison with the control group, the outcomes described in that section will also be reported for the experimental group. The experimental group will have two additional outcomes, however, that will constitute the main focus of the study:

1. The ratio comparing the post-test odds to the pre-test odds for eating each non-vegan food (and jointly for all non-vegan foods) less than once per week or not at all (responses of “never” or “less than once per week”). Note that this is identical to the main outcome for the most recent PPR study.

2. The ratio comparing the post-test odds to the pre-test odds for not eating each non-vegan food (and jointly for all non-vegan foods) at all (response of “never”).

Summary of group sizes

	Minimum total number of leaflets distributed	Minimum number of US regions	Minimum number of campuses per region	Projected number of responses
Control group	10,000	4	1	250
Experimental group	72,000	4	2	1,800