

Study: Color-coded food changes eating habits

By Michaeleen Doucleff, NPR

Could a little red circle really make me bypass short ribs and mashed potatoes for some cod and rice instead? You've got to be kidding.

Well, a team of doctors at Massachusetts General Hospital sure think so – at least sometimes – and they have a study that backs them up.

After six months, people started changing their eating habits, the researchers found. The number of red, unhealthy items purchased in the cafeteria dropped by 20 percent, while green purchases rose by 12 percent. But the biggest change occurred when it came to drink choices: Consumption of sugary sodas dropped by nearly 40 percent.

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