

Food, Children and Youth What's eating?



INSTITUTE OF SOCIAL SCIENCES, UNIVERSITY OF LISBON

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ABSTRACT BOOKLET

This conference is organised under the project "Between the School and the Family: Children's Food Knowledge and Eating Practices" (PTDC/CS-SOC/111214/2009). <http://www.school-meals.pt.vu>



Friday, 21 February

(cont.)

Food habits of adolescents: consumption pattern and relationship with BMI

Cátia Brunhoso, Cristiana Pereira, Elodie Pires, Vera Ferro-Lebres and António Fernandes (Polytechnic Institute of Braganza, Portugal)

Aim: Evaluate food habits of adolescents of the northern Portugal using the three-days food diary. Methods: It is a cross-sectional analytical study. Data were collected using a three-days food diary. It was also collected weight and height, and calculated the BMI. The end sample consisting in 40 adolescents. Statistical analysis was made by the application of correlation test between the percentile for BMI/age, nutrients and food portions, through the application of the Spearman test and the Pearson test, using the software Statistical Package for the Social Sciences, version 20. Results: It was found a significant correlation between the consumption of vegetables and fruit (p -value = 0.001), and also between the consumption of vegetables and monounsaturated fats (p -value = 0.000). No significant correlation was found between the percentile of BMI and food consumption. Conclusion: It was found a healthy eating pattern of the adolescents by the correlation between the consumption of vegetables with fruits and monounsaturated fats. The availability of this type of food in school is a good justification for that consumption. This pattern fits in with the traditional diet of Mediterranean countries, which includes Portugal. There is a large advantage in this diet namely the consumption of olive oil, which is associated with large benefits on health.

Session 7 - Food marketing

4.45— 6.45 p.m.

Sala 3 (Chair: [Ana Horta](#))**Children's food commercial communication in Portugal: self-regulation is "the way" against changes in regulation**

Ana Jorge (New University of Lisbon, Portugal)

In this paper, we discuss the tension between the regulatory framework and self-regulation initiatives in Portugal, regarding food commercial communication to children. In 2010, 26 companies from the food and beverages sector signed an agreement, reacting to the EU Pledge, to abstain themselves from advertising to children under 12 through television, press or internet, and to do commercial communication in elementary schools. A self-discipline code, signed in 2011 by ICAP, reinforced the same purpose. These efforts were also a response to the intentions of changing the law by the Parliament. This has been made evident with the monitoring of the pledge, which has been published in 2012 and 2013, to emphasize that self-regulation is "the way" to a more balanced communication about food brands with children and lobbying against the change of legislation. We pay attention to the contents of MediaSmart, an international media literacy programme dedicated to advertising for children 7 to 11, has been put in place in Portugal since 2009, with the support of several food companies, through the National Advertisers' Association. Also the programme by the Consumers' Association has dedicated attention to advertising towards children. While we recognise the importance of food in children's and young people's cultures, including its intersection with peers and family, we also have to look at children's engagement with media in their everyday lives and the challenges posed by the new digital environment. While European Commission pressures States to conduct media education policies, these tend to fall short in resources in Portugal and self-regulation initiatives step in those breaches. Most importantly, we have to discuss the agenda of self-responsibility that is being put on the side of children and families as audiences, and how this may serve to postpone legislation changes.

"In your face: food marketing to children on Facebook"

Gabrielle Jenkin, Louise Signal, Ellen Jackman, Hedley Dew and Moira Smith (University of Otago, New Zealand)

The marketing of unhealthy food to children is a significant contributor to poor diets and increased obesity in children. To date, much of the research on food marketing and the policy and public debate around it, has focused on television based food advertising. However, unhealthy food marketing to children and youth has now expanded to the internet with Social Networking Sites such as Facebook becoming a key medium through which to promote unhealthy food to young people. In New Zealand where this study was undertaken, 7 of the top 10 most 'liked' Facebook Pages are food companies or food products. This study examined how major food marketers promote their products and brands to young people via Facebook. Using a unique study design, a young research assistant became a 'fan' of big brand food companies Facebook. For six weeks the resultant food marketing appearing on the main Newsfeed of their Facebook pages was documented. The number of advertisements (posts) was documented along with the marketing techniques used by food companies to get Facebook users to engage with their brands. Results: The total number of posts (advertisements) by the 20 food companies for the six weeks of data collection was $n=468$. Of these, 90% were for unhealthy food products. The most common techniques used to promote food via Facebook were: competitions; encouraging 'comments' and 'likes'; give-aways; cross promotions via web-links; and the use of promotional characters especially sports celebrities. Conclusion: This study provides some baseline data on food marketing via Facebook. Food marketing on Facebook appears to be prolific and is predominantly for unhealthy food. Options for restricting food marketing on Social Networking Sites need to be developed.