Weight status of adults on the island of Ireland, 2011

0.3-2% Underweight
37-39% Normal weight
61-70% Overweight/obese

Stats from the Health Survey NI, 2011/12 & National Adult Nutrition Survey, 2011
Childhood obesity on the island of Ireland

~1:4 children overweight / obese

- **NI**: 31% children (2-15 years) overweight / obese
- **ROI**: 26% children (9 years) overweight / obese
  - 18-25% pre-school (2-4yrs) children overweight / obese

1; Stats from the Health Survey NI (2011/12); 2; 3 Growing up survey Ireland (2011); 3 National Pre-School Nutrition Survey (2012)
National Adults Nutrition Survey (RoI) 2011: Eating locations

Friends’ home (3%)

At home (76%)

Irish Universities Nutrition Alliance (IUNA) National Adults Nutrition Surveys (2011/2)
National Adults Nutrition Survey (RoI) 2011: Eating locations

- At home (76%)
- Out of the home (21%)
- Friends’ home (3%)
Expenditure on food outside the home

10 years
~30%↑

£ / person / week

€ / household / week

N.Ireland

2001-2004
2008-2010

1,2

1999-2000
2009-2010

3,4

↑ Portion size\textsuperscript{1-3}

↑ Energy + fat intakes\textsuperscript{1-4}

↑ Weight\textsuperscript{5,6}

↓ Micronutrient intakes\textsuperscript{1-4}

\textsuperscript{1}Orfanos et al., 2009; \textsuperscript{2}O’Dwyer et al., 2005; \textsuperscript{3}Kant & Graubard 2004; \textsuperscript{4}Lachat et al., 2011; \textsuperscript{5}Bezerra et al., 2012; \textsuperscript{6}Rosenheck 2008.
Aim

To investigate the range of food available for children while eating out of the home, and to identify barriers and opportunities to healthier food choices in this environment

Family out of home eating definition:
Any food, or beverage that has been prepared or cooked outside of the home for a family to eat together.
Overview of research
Overview of research

Nutrition & Health Policies

Caterer

Child

Parent
Policies obtained for 24 out of 53 WHO European Region member states

<table>
<thead>
<tr>
<th>Country / Region</th>
<th>Number of Policies Included</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>1</td>
</tr>
<tr>
<td>Canada</td>
<td>6</td>
</tr>
<tr>
<td>EUR(^1)</td>
<td>30</td>
</tr>
<tr>
<td>US(^2)</td>
<td>22</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>59</strong></td>
</tr>
</tbody>
</table>

\(^1\) Policies obtained for 24 out of 53 WHO European Region member states

\(^2\) Policies obtained for 7 states based on geographical location & obesity rates: Colorado, California, Washington, North Dakota, North Carolina, Louisiana, Mississippi
Criteria for reviewing Nutrition & Health policies

Inclusion of:
1. Children’s food
2. Children’s advertising
3. Cost strategies
4. Family eating out sector as stakeholders
5. Family eating out sector

1. Nutrition labelling
2. Training
3. Dialogue structures
4. Monitoring & evaluation

WHO 2004, 2007a, 2007b
Results

- 41% of nutrition policies included the family eating-out sector
- When included often lacked specific details and evaluation strategies

Overview of research

Nutrition & Health Policies

Caterer

Child

Parent
Catering perspective

- Survey with caterers
  - 180 (60 NI; 120 ROI)
  - Café / sandwich shops – 12%; Fast Food – 22%; Restaurant – 45%; Pub – 21%
- Range of children's options
- Practices within establishment
- Caterers' attitudes
- Scoring of children's menus for availability of healthy options
  - 106 (35 NI, 71 ROI)
  - Cafe/ sandwich shops: 9%; Fast food – 21%; Restaurants – 48%; Pubs – 22%
Catering perspective

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  - 180 (60 NI; 120 ROI)

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- Childrens’ menu criteria within the Pilot NI Nutrition Award (scored /15)
Children's menu scoring criteria

Availability of:

1. Healthier options (>½ menu)
2. Vegetable options (other than baked beans)
3. Fruit & yogurt
4. Milk & water
5. Lower fat alternative to chips
6. Half portions of healthier adult meals

Maximum score = 15
Range of children’s menu options available on the island of Ireland
Scoring the availability of healthy options

- Mean score: 4/15; Range 0-13

![Box plot showing the score distribution for different categories: Cafes (n=10), Fast food (n=24), Restaurants (n=49), and Pubs (n=23). There is a significant difference (P<0.001) highlighted by a red circle on the Fast food category.]
84% agreed that providing healthy food to children is important
32% have made changes to their menu in light of recent concern about children’s diets
76% agreed it is possible to provide cost effective healthy options for children.
79% would provide healthy choices if the demand was greater
Establishments which did provide healthy options considered that their appeal and uptake was similar to less healthy options
Overview of research

Nutrition & Health Policies

Caterer

Child

Parent
Focus groups - parents of children 5-12 years

- $n=24$ (8NI; 16RoI) groups
- 7/8 per group; 60-90 mins
- Balanced for age, gender, SES

Friendship pairs - children 5-12 years

- $n=48$ (16NI; 32RoI) groups
- 15-20 mins
- Same age, gender, SES
Parent & child perspectives

Why families eat out

- **Treat**
- Time & convenience
- Range of special offers available

‘If you were going to … buy a packet of burgers and baps and something else it works out almost cheaper just to take them to McDonalds’
Parent’s Input

- Treat
- Avoid waste
- Avoid argument
- Cost/value for money
- Health

Child’s Input

Level of input dependent on age of child

Children’s OH food choice

Parent’s Input and Child’s Input are connected, indicating that the level of input provided by parents is dependent on the age of the child.
Parent’s Input

- Avoid waste
- Avoid argument
- Health
- Treat
- Cost/value for money

**Level of input dependent on age of child**

Children’s OH food choice

Child’s Input

- Taste/food preference
- Health & Sport
- ‘The norm’/Neophobia
- Significant others
- Parent’s perspective
- Marketing
- Presentation of food
- Cost/value for money

Parent

Child

Parent’s perspective

Children’s perspective
Key Recommendations

**Nutrition & Health Policies**
- Include the family eating-out sector in future nutrition related policies

**Caterers**
- Use healthier cooking methods
- Provision of half portions from the main menu
- Be more flexible
- Actively promote healthier options

**Parent**
- Support and guide children in making healthier choices
- Ask for healthier options
Nutrition & health policies

Parent
Caterer