Nutrition Labelling: Understanding and Use of Nutrition Facts Tables among Young Canadians

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BACKGROUND

- Dietary patterns are associated with nutrition-related chronic diseases such as obesity, diabetes, cardiovascular disease, and cancer

- Poor dietary patterns among adolescents and young adults in Canada

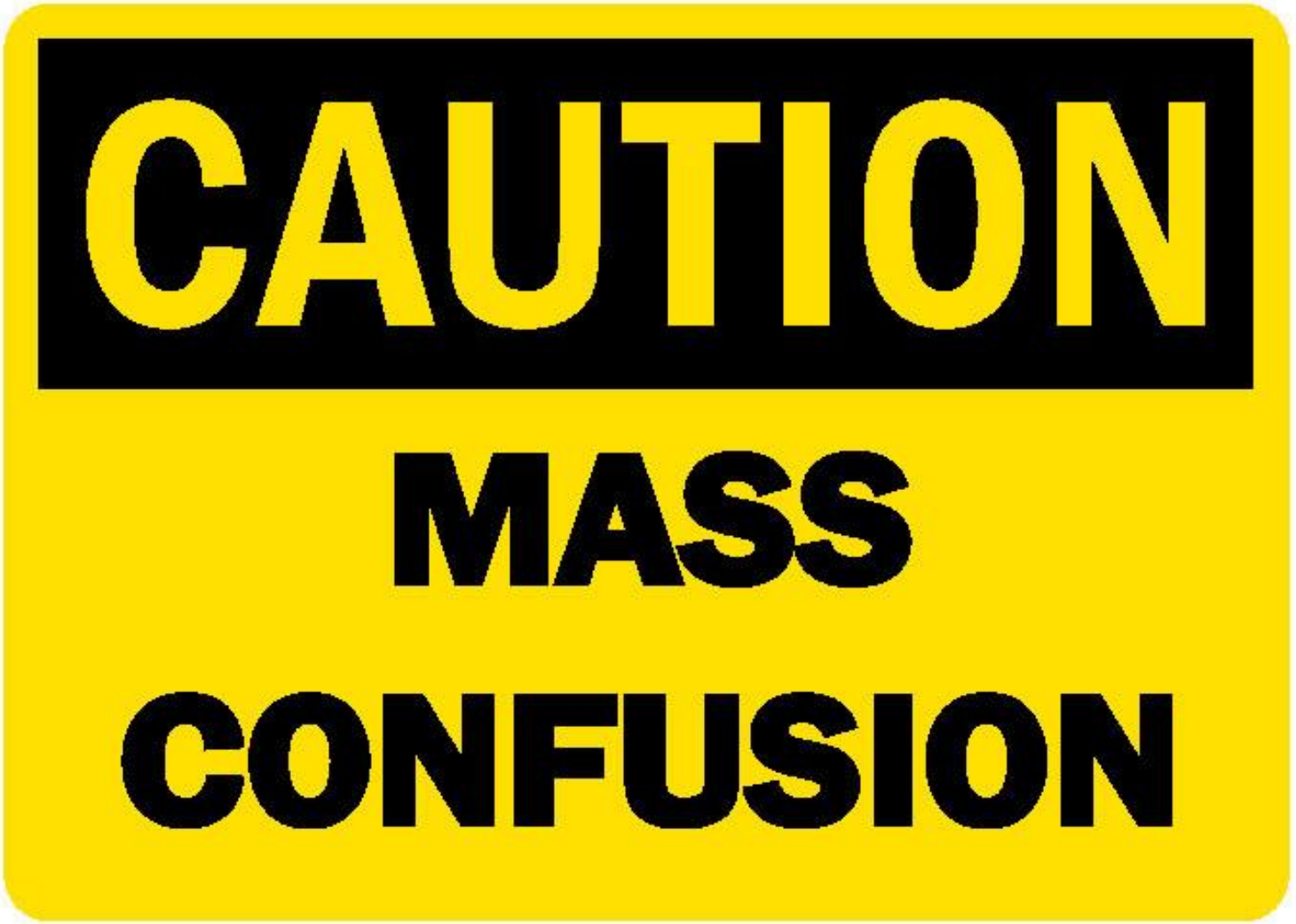
Adolescents and Young Adults

Nutrition Labels

Nutrition Facts
Valeur nutritive

Per 1 bowl (300 g) / Pour 1 bol (300 g)

Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 440	
Fat / Lipides 19 g	**29** %
Saturated / Saturés 4 g + Trans / Trans 0.2 g	**21** %
Cholesterol / Cholestérol 35 mg	
Sodium / Sodium 860 mg	**36** %
Carbohydrate / Glucides 53 g	**18** %
Fibre / Fibres 4 g	**16** %
Sugars / Sucres 6 g	
Protein / Protéines 15 g	
Vitamin A / Vitamine A	45 %
Vitamin C / Vitamine C	4 %
Calcium / Calcium	20 %
Iron / Fer	20 %


CAUTION
MASS
CONFUSION

PREVIOUS RESEARCH

- **<u>Not a single</u>** published study in Canada has examined the understanding and use of NFts among young people

PRIMARY RESEARCH OBJECTIVE

To investigate if and how young people in Canada comprehend and use serving size and %DV information on the current and modified NFts when choosing and comparing foods.

STUDY 1 will consist of a quantitative survey with 2,000 participants between the ages of 16-24 years from across Canada

STUDY 2 will use qualitative methods to explore the process by which young people engage with, understand, and use serving size and %DV information on the current and modified NFts.

STUDY 1

- Part 1: Demographic and Background Information
  - Age, gender, ethnicity, socioeconomic status, height, weight, education, shopping and label use habits, interest in nutrition and measures related to body weight concerns and attitudes towards eating using the EAT-26

- Part 2: Efficacy of NFts on Comprehension and Use
  - Between-groups experiment to test comprehension and use of modified formats of the NFt compared to the current NFts using a nutrition knowledge survey

EXPERIMENTAL CONDITIONS

	Current Serving Sizes	Standard Serving Sizes based on CFG servings
%DV only	Condition #1 - control	Condition #2
%DV + HIGH / LOW Descriptors**	Condition #3	Condition #4
%DV + HIGH / LOW Descriptors** + Colour	Condition #5	Condition #6

*n=~333 participants per condition
**HIGH = ≥ 15% DV per serving LOW = ≤ 5% DV per serving

CONDITION #6

HIGH Sodium NFt
Product A

Nutrition Facts / Valeur nutritive

Per: 7 crackers (30g) /par 7 craquelins (30g)

Amount Teneur		% Daily Value % valeur quotidienne
Calories / Calories 154		
Fat / Lipides 2.7g	**LOW/BAS**	4%
Saturated/ saturates 0.4g + Trans / trans 0g	**LOW/BAS**	4%
Cholesterol/ Cholesterol 4mg		0%
Sodium/Sodium 266mg	**HIGH/HAUT**	18%
Carbohydrate/ Glucides 20g		7%
Fibre 1.75g		7%
Sugars 1.4g		
Protein 2.8g		
Vit A/Vit A		0%
Vit C/Vit C		0%
Calcium/Calcium		0%
Iron/Fer		8%

LOW Sodium NFt
Product B

Nutrition Facts / Valeur nutritive

Per: 7 crackers (30g) /par 7 craquelins (30g)

Amount Teneur		% Daily Value % valeur quotidienne
Calories / Calories 145		
Fat / Lipides 2.6g	**LOW/BAS**	4%
Saturated/ saturates 0.8g + Trans / trans 0g	**LOW/BAS**	4%
Cholesterol/ Cholesterol 4mg		0%
Sodium/Sodium 60mg	**LOW/BAS**	4%
Carbohydrate/ Glucides 19g		6%
Fibre 1g		4%
Sugars 5g		
Protein 2g		
Vit A/Vit A		0%
Vit C/Vit C		0%
Calcium/Calcium		0%
Iron/Fer		6%

SURVEY

- Looking at **Products A & B**, which product do you think would be the best option for someone who was trying to reduce their risk of blood pressure by lowering their sodium intake?
  - ❑ Product A
  - ❑ Product B
  - ❑ Don’t Know

- If you consumed **one box of Product A**, what percentage of your recommended **daily value of total fat** would you consume?

***Questions based on previously validated surveys from Health Canada and Mackison et al.**

ANALYSES

- **Part 1**: Descriptive statistics to characterize self-reported patterns of current use and levels of comprehension
- **Part 2**: Logistic regression models to examine differences across conditions for the four outcomes: participants' ability to correctly
  1. Interpret;
  2. Define;
  3. Compare; and,
  4. Mathematically manipulate information on the NFt.

STUDY 2

Design Overview:

- Verbal Protocol + semi-structured interviews within randomized stimulus conditions and asked to “think aloud” while participating in 2 Behavioural Tasks

STUDY 2

- Behavioural Task 1:
  - Purpose: explore participants' food choices in the context of other factors
  - Receive $5 and asked to purchase one of two boxes of crackers from a table replicating a grocery shelf with price indicated
  - Watch video and conduct interview
- Behavioural Task 2:
  - Purpose: explore how participants understand and use information on the NFt
  - Complete the same nutrition knowledge survey as described in Study 1
  - Discuss task and interview

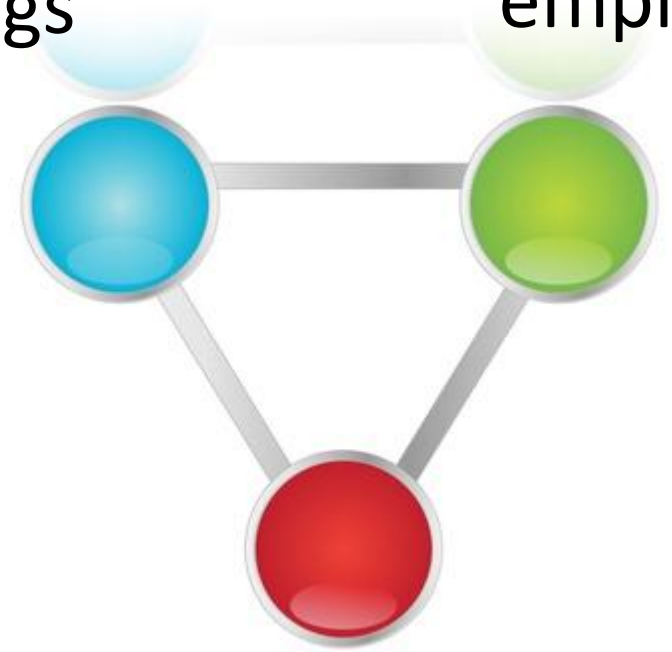
ANALYSES

- Recordings will be used to create transcript
- Content analysis
  - Data from *Task 1* will be analyzed inductively using standardized open coding techniques to identify categories and themes
  - Data from *Task 2* will be analyzed deductively using four stages: sampling, unitizing, coding, and producing a visual representation

LINKING DATA

Study 1 – quantitative empirical findings

Study 2 – qualitative empirical findings



Understanding and using NFts will support young people in making more informed and healthier food choices

RESEARCH TEAM

Food and Nutrition

Experimental Design and Survey Methods

Qualitative Methods and Think Aloud

Young People

- Dr. David Hammond
  Associate Professor, U Waterloo
- Dr. Erin Hobin
  Scientist, Public Health Ontario
- Dr. Judy Sheeshka
  RD, Professor, Victoria University
- Ms. Mary Fodor O'Brien
  RD, Public Health Ontario
- Dr. Gail McVey
  Scientist, Hospital for Sick Kids

TIMELINE: September 2012 through to June 2014

IMPLICATIONS

- Results can support the CFDR to advocate for more effective and evidence-informed regulatory changes to NFts.
- Translate findings to communicating nutrition information on Front-of-Package and menu labelling initiatives.
- Aligned with several NFt-related recommendations made by Canada's Sodium Working Group.
- Guide school curricula.

Thank you