Evaluating the Burmese Population and Their Use of the WIC Program

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Learning Outcome: Determine to what extent the Women, Infants, and Children (WIC) program is meeting the needs of the Burmese population in Indianapolis, Indiana.

Background: A significant number of Burmese people migrated to the Indianapolis area starting in 2004, including families with young children enrolled in the WIC program. Language barriers and cultural differences make it more difficult for the WIC program to meet these families' needs.

Methods: Participants were invited to participate in the study during a regular WIC appointment. Participants completed a survey including questions focusing on participants' use of foods provided and the nutrition education they receive. Translator services were available.

Results: 30 participants completed this study. Average household size was 4.97 +/- 1.35. When asked how long they have lived in the USA, 9 participants reported 1 to 3 years, 7 reported 3 to 5 years, and 14 reported more than 5 years. 28 participants (93.3%) reported WIC as being very helpful. Tortillas, brown rice, and whole wheat pasta were reported as not being utilized as frequently. 26 participants (86.7%) reported the nutrition education as being very helpful.

Conclusions: The majority of study participants reported WIC as being very helpful and the nutrition education they receive on WIC as being very helpful. Participants were complimentary of the program, showing that WIC is beneficial for them. Funding source: None

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Exploring Intuitive Eating Behaviors and Attitudes among a Sample of College Students

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Learning Outcome: Describe differences in intuitive eating behaviors and attitudes by race, gender, and field of study for a sample of college students.

Background: This study examined the eating philosophy of college students at a public, four-year institution to build upon prior research of intuitive eating (IE), and to guide on-campus programming and services. Questions on whether IE behaviors and attitudes would differ between students pursuing health and non-health-related careers were also considered.

Methods: The Intuitive Eating Scale-2 (Tylka and Kroon Van Diest, 2013) was replicated into a 33-question Qualtrics survey, and participation was solicited via email. A total of 109 usable surveys were collected with respondents identifying predominantly as female (64.22%), Caucasian (80.73%), and pursuing degrees in disciplines outside of health professions (71.56%).

Results: Mean IE score was 3.39 (SD=0.48) out of a possible score of 5, aligning with prior research using the IES-2. Total score was significantly higher in students pursuing a health-related degree versus those who were not ($t(107)=2.117$, $p=0.037$), and for students studying dietetics, specifically ($t(107)=2.626$, $p=0.010$). IES-2 scores did not differ significantly by gender, or between Caucasian and Non-Caucasian respondents.

Conclusion: Higher scores on the IES-2 indicate that a person is more of an intuitive eater. Students pursuing health-related degrees were found to be more intuitive eaters compared to students of other majors. Future research should investigate if this trend holds true in more diverse samples and if IES-2 scores change if IE is incorporated into undergraduate health professions courses. Additionally, future research exploring racial differences in IE behaviors and attitudes are warranted.

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Evaluation of the Nutritional Quality of Processed Foods in Honduras: A Comparison of Three Nutrient Profile Models

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Learning Outcome: Learn about the importance of nutrient profile in different regions of America as an important tool in reducing risk of obesity related diseases.

Obesity is considered by World Health Organization (WHO) a global pandemic. Different countries have worked on implementation of front package labels (FOPL), defining critical nutrients /CN thresholds (sodium, sugars, trans fats) to include specific warnings on the packaging. This study aimed to identify the proportion of processed foods (PF) and ultra-processed foods (UPF) marketed in Honduras with excessive amounts of CN, applying three nutrient profile (NP) models: The Pan American Health Organization (PAHO) model (2016), Chilean model (2017) and Central American Proposal /CAP (2017). Comparative-descriptive study for which 1,009 products (food/beverages) of 206 brands were collected in main supermarket July to September 2019. A database was created in Excel version 2013 including company, brand, country of origin, nutritional information, package size, list of ingredients. PF and UPF were classified according to their nutritional composition following NOVA food classification in 7 categories. The average nutritional content of food and beverage categories was examined as well as the proportion of products that met the criteria for each nutrient threshold. Descriptive statistics performed using the SAS 9.4 program. Overall, PAHO and CAP models concentrated the greatest amount of products as compliant, In contrast to Chilean model, due to more stringent criteria regarding its thresholds. This study constitutes the first evaluation of the content of CN in PF and UPF in Honduras under three different nutrient profiles models. Results highlight the importance of implementing front of package labels to contribute information for the consumer and reduce the risks of obesity and related diseases.

Funding source: None

Food and Beverage Marketing to Children on YouTube: An Advertisement Content Analysis and Nutritional Comparison

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Learning Outcome: Describe child-focused marketing techniques presented to children on social media (YouTube) in the US and the nutrient quality of the foods advertised.

Research outcomes: The purpose of the study was to: (a) document the types of food/beverage advertisements on children's YouTube videos, (b) analyze the marketing techniques present, and (c) determine if the products met the criteria for healthy food.

Methods: Children's YouTube channels were identified and ranked by views using the "kids" tag on the social media analytics website socialblade.com. To avoid the use of Internet cookies, "incognito" mode was used. Content analysis was performed on YouTube advertisements and the nutrient content of foods advertised were analyzed using Nutrition Facts labels and the UK Nutrient Profiling healthy food criteria.

Analysis: Descriptive statistics were used to determine the frequency of advertisement type and child-focused marketing techniques.

Results: A sample of 920 total advertisements and 16 advertisement categories were reviewed. Food/beverage advertisements were the 5th largest category (n = 62, 6.7%). Noncore (unhealthy) food advertisements were more prevalent (n = 46, 74.2%) than core/miscellaneous foods (n = 16, 25.8%). The most common food/beverage advertisements were for fast-food restaurants (n = 22, 35.5%), followed by high-fat, high sugar, and high salt spreads (n = 13, 21.0%). The top 3 persuasive marketing techniques were: price advantage, unique/new product, and taste appeal.

Conclusions: Much like traditional television advertising toward children, most of the YouTube food advertisements were for foods of poor nutritional quality. Current policies regulating television food marketing should be expanded to cover digital content found on the Internet.

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