



‘Here’s how we see it...’

Child and Parent Perspectives of the Food Environment Associated with Sport

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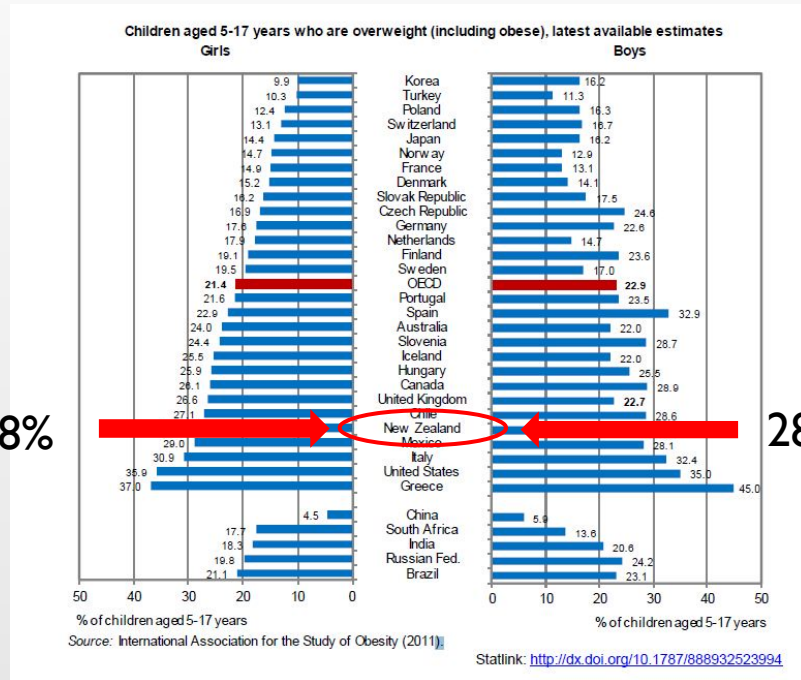
HePPRU: Health Promotion and Policy Research Unit, University of Otago, Wellington

Game Plan

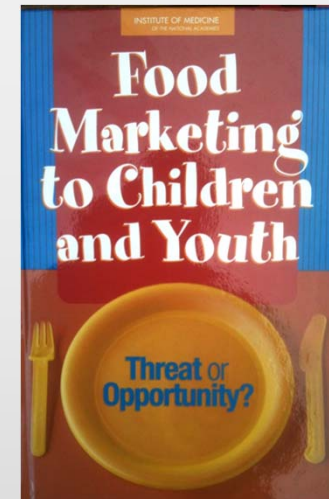
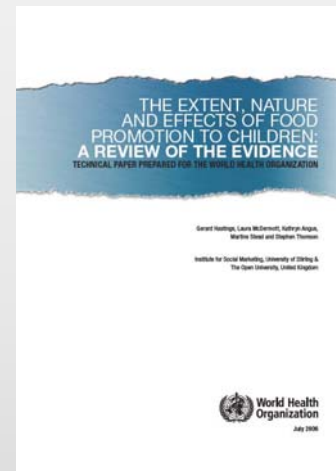
- ▶ Warm up
- ▶ Strategy
- ▶ Score line
- ▶ After match



The problem and why



Obesogenic environment
- marketing



Childhood overweight and obesity in New Zealand

Research questions

- ▶ **What does the nutrition environment** associated with sport and the sport setting **look like** from the perspective of children and parents?
- ▶ **What are the children's and parents' opinions, attitudes and beliefs** about the environment they describe?
- ▶ **UN Convention on the Rights of the Child, Article 12:**
 - ▶ The right to express [~~those~~] views freely in all matters affecting the child, the views of the child being given due weight in accordance with the age and maturity of the child



UN Convention on the Rights of the Child (UNCROC, 1989)

The **best interests of the child** should be a primary consideration

▶ Article 24:

- ▶ The right to the **highest attainable standard of health**

▶ Articles 32 and 36:

- ▶ The right to **protection from economic exploitation...and...any other kind of exploitation**

▶ Articles 18 and 27:

- ▶ Parents have primary responsibility for the upbringing of their children and States to give assistance...
- ▶ The right to an adequate standard of living, including material assistance and **support to parents** for care regarding **nutrition, food**, clothing and housing



Participants and method

▶ The Team

- ▶ Children 10-12 years and parents
- ▶ Football, rugby and netball
- ▶ Wellington and Porirua



▶ The Strategy

- ▶ Photovoice
 - ▶ Focus groups
 - 13 child groups (75 children)
 - 8 parent groups (28 parents)
 - ▶ Photographs
 - Children n=564
 - Parents n=256



The score line - findings

- ▶ Venues
- ▶ Foods and beverages important for sport
- ▶ **Commercial products**
 - ▶ Availability
 - ▶ Promotion
 - ▶ Marketing strategies



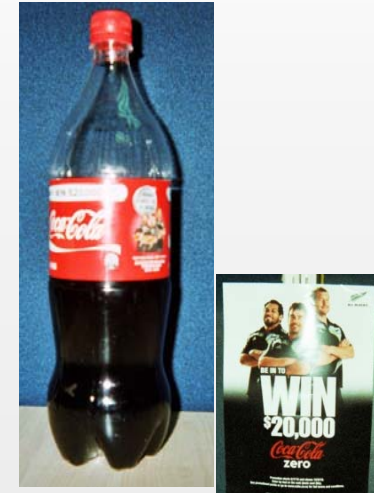
Incentives and promotional items



(Wellington, netball, girl)



(Porirua, rugby, father)



(Wellington, rugby, father)



(Porirua, netball, girl)



(Wellington, rugby, father)



Famous sports people



“With the Weetbix, it’s not only the All Blacks thing, it’s the cards they have in them that is the big thing.”

(Porirua, rugby, female)

“Powerade...It has been advertised many times by famous sports players and is drunk by a lot of sports players and used in many sports”

(Porirua, netball, girl)

*“...makes other people want to drink Powerade, ‘cos it’s like **role model energy**”*

(Porirua, netball, girl)



(Wellington, soccer, girl)



Marketing 'fit' – inappropriate and conflicting

“it doesn’t make sense...” (Wellington,
soccer, boy)

“...silly...”
(Wellington, soccer, boy)

*“I think it’s **kind of dumb**, because McDonalds has really fatty foods
and promoting sport is like a **complete opposite**”*
(Wellington, netball, girl)

*“They **shouldn’t be encouraging** children to be unhealthy”*
(Porirua, netball, girl)



Children used for commercial gain

“they want kids to see it [product] so they make a profit and make lots of money” (Wellington, rugby, boy)

“...to nag their parents...”

(Wellington, rugby, girl)

“that’s how you catch the big fish” (Wellington, soccer, father)

“I had the most cards you could get [from the Weet-Bix], but they still didn’t give me anything”

(Porirua, soccer, boy)

“...they can get more money and they get more advertising...it’s good for them but bad for us”

(Porirua, rugby, boy)



Children an inappropriate target

“we think they’re educated but they’re still sucked in”

(Porirua, netball, mother)

“they [children] believe in the properties it [Powerade] has, you know, recuperate and all that kind of stuff”

(Porirua, rugby, father)

“children are impressionable...so perhaps they’re targeting them wrongfully really”

(Porirua, rugby, mother)

“they [children] are kind of like a weaker target and they can’t answer it”

(Wellington, soccer, girl)



Supportive environment?

*“...in a way I’m **relieved** that they promote [Weetbix]...with national heroes because it...can be quite positive.”*

(Wellington, soccer, mother)

“...sporting identities need to be careful with regards to who their fans are”

(Wellington, netball, mother)

*“I reckon it is **quite difficult** because you [parents] are up **against the advertising constantly...it’s contradicting what you are trying to teach them...**”*

(Porirua, soccer, mother)

*“**It’s a battle actually**”*

(Wellington, rugby, father)



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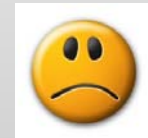
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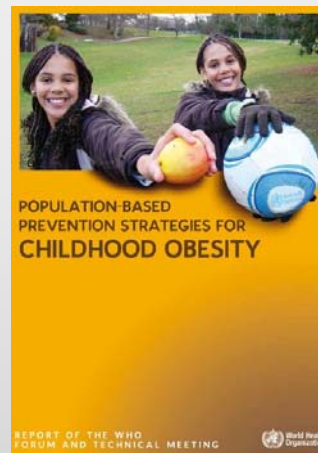
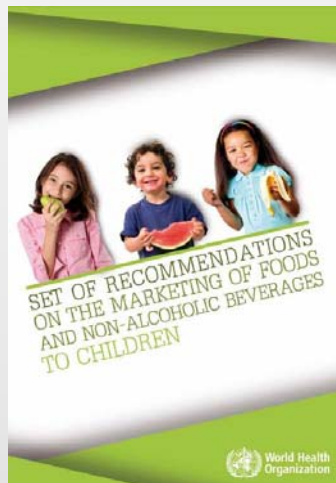
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After match...

- ▶ Comprehensive policy development
 - ▶ Urgent action
 - ▶ Everyone responsible / at all levels



A WHO-UNICEF Global Code of Practice on the Marketing of Unhealthy Food and Beverages to Children

Source: Allyn L. Taylor, Ibadat S. Dhillon, Lenias Hwenda, global vaccine ethics and policy, June 2012.
<http://centerforvaccineethicsandpolicy.wordpress.com/2012/06/23/proposed-a-who-unicef-global-code-of-practice-on-the-marketing-of-unhealthy-food-and-beverages-to-children/>



The Sydney Principles



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- ▶ ‘Junior’ and ‘parent’ researchers

FEAST Study - winter 2010



Overweight and obesity - prevalence

	Overweight (%)	Obese (%)	Total (%)
Age group			
5-9 years	16.9	11.0	27.9
10-14 years	22.8	14.0	36.8
15-19 years	24.6	10.3	34.9
20-24 years	28.6	18.6	47.2
Ethnicity			
Māori	27.7	20.6	48.3
Pacific	29.3	35.7	65.0
Asian	19.0	7.1	26.1
European	20.5	9.0	29.5
Deprivation			
(least deprived) 1	16.8	4.5	21.3
2	23.8	8.0	31.8
3	22.2	12.9	34.1
4	25.1	14.6	39.7
(most deprived) 5	24.7	22.8	47.5

Source: Clinical Trials Research Unit, Synovate. 2010. *A National Survey of Children and Young People's Physical Activity and Dietary Behaviours in New Zealand: 2008/09 - Key Findings*. Wellington: Ministry of Health



Legitimises and normalises consumption

“heroes” (Porirua,
rugby, mother)

“inspiring”
(Porirua, netball, girl)

“idols”
(Porirua, netball, girl)

*“[they] aspire to be like them, they look up to them,
they’re role models in sport”*
(Porirua, netball, mother)

*“he’s got it in his head, and we have too I guess, that ‘hey, load up on
Weet-Bix if you’re going to play sport’”* (Wgtn, rugby, mother)



(Wellington, rugby, mother)

