

Social Cognitive Theory and improving children's nutrition

*Findings from a New Zealand social
marketing programme*

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Background

- 29% of NZ children overweight or obese
- Feeding our Futures part of NZ Government's strategic response to this problem
 - National social marketing programme

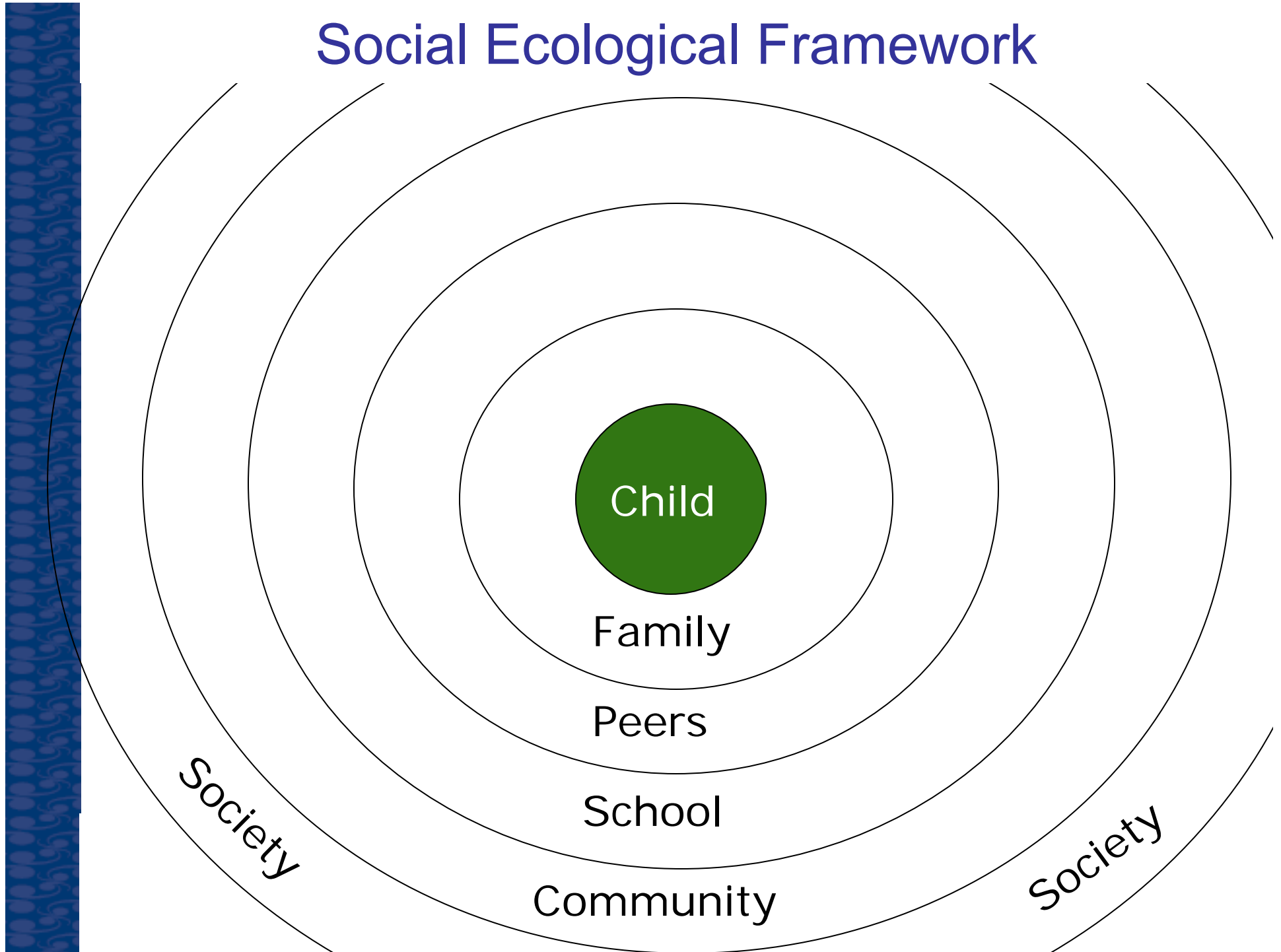


Feeding our Futures

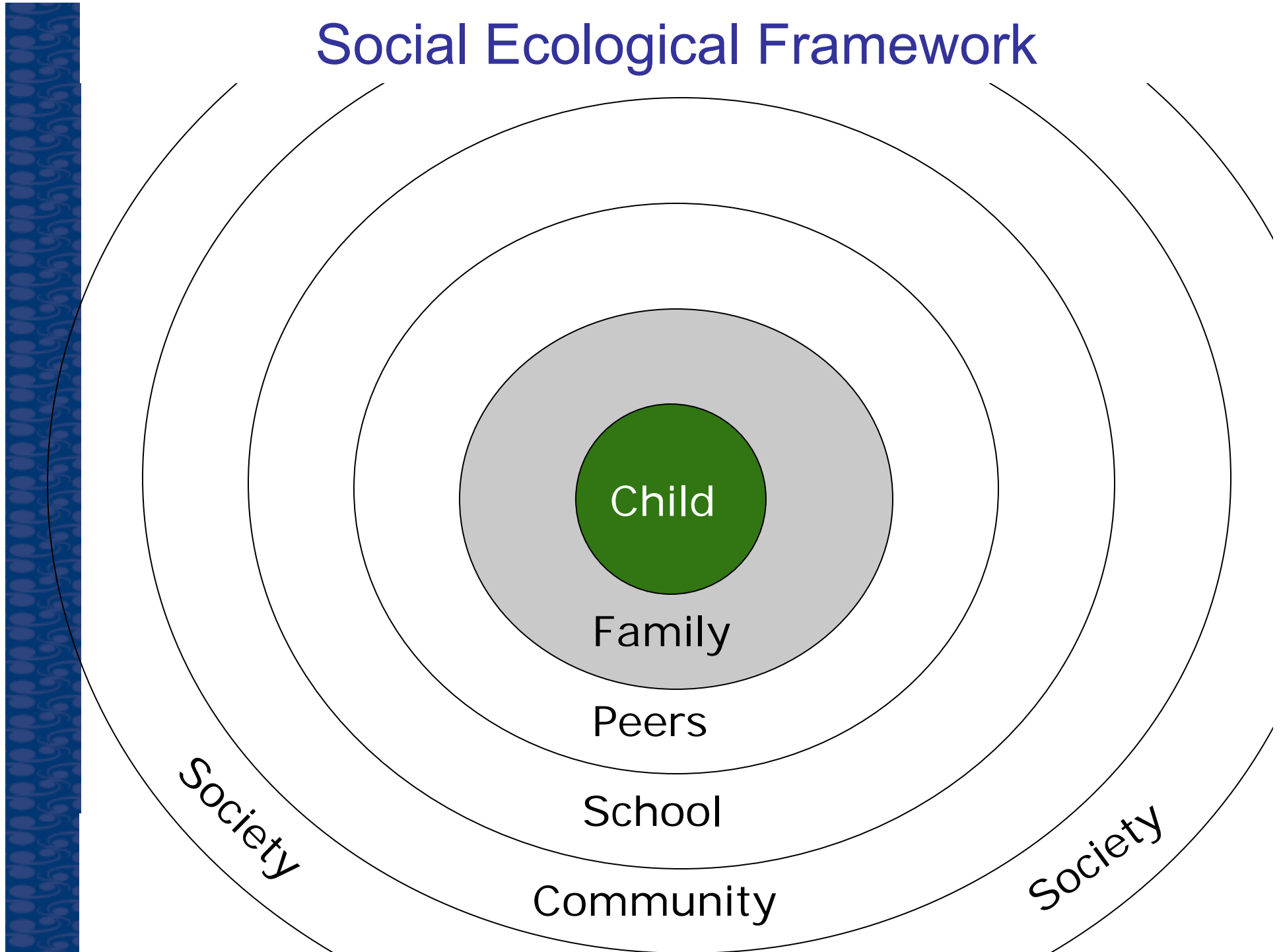
- Focus is on improving child nutrition
- Priority audience groups
 - Maori (NZ's indigenous people)
 - Pacific peoples
 - Low socioeconomic status groups



Social Ecological Framework



Social Ecological Framework

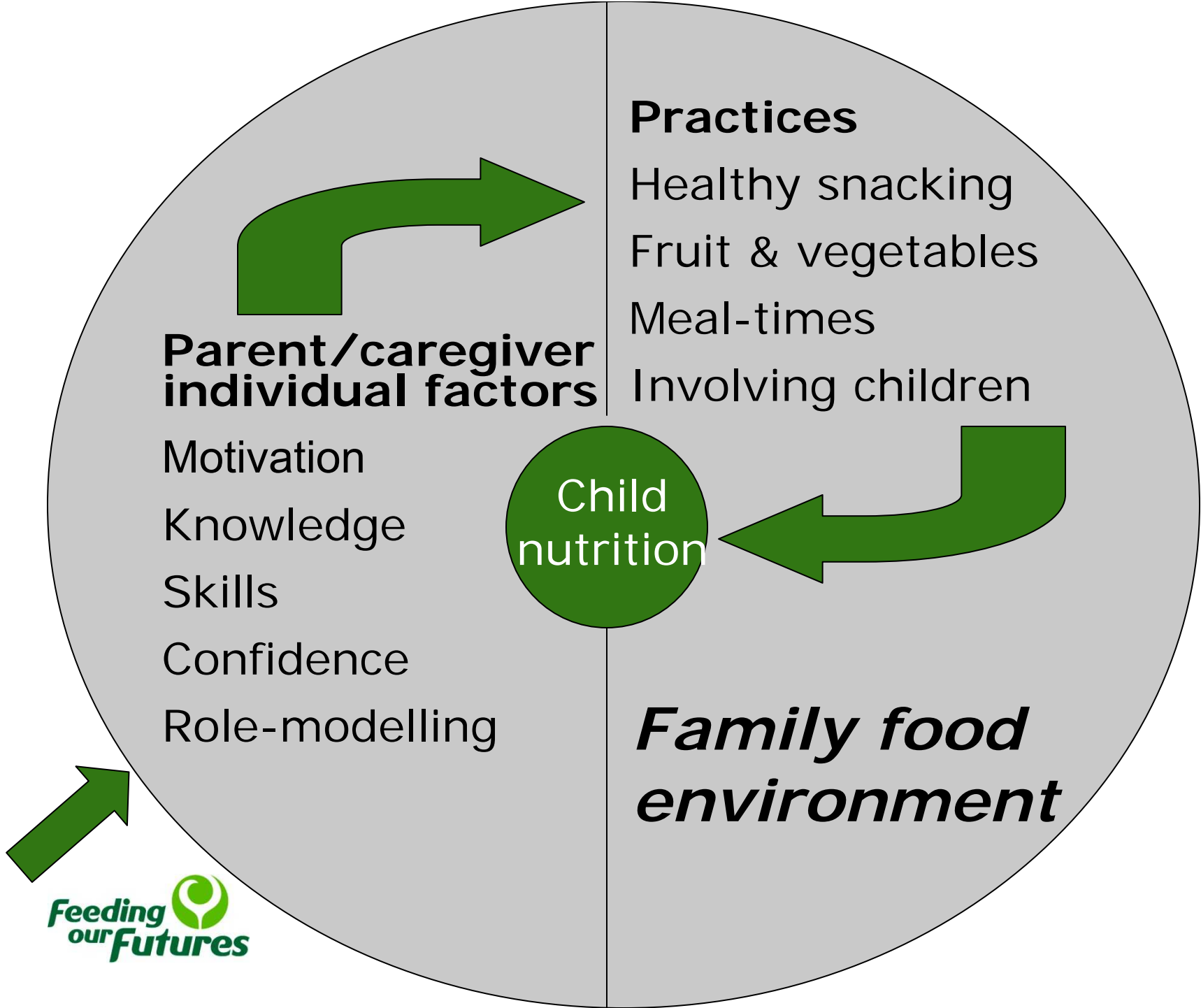


Approach

- Motivate and support parents and caregivers to adopt practices that support healthy eating
 - eg. family meal times, involving children in food preparation, eating more fruit and vegetables, drinking water and milk, healthy snacking
- Theory of change informed by Social Cognitive Theory

Social Cognitive Theory

- Personal constructs:
 - Outcome expectancies [motivation]
 - Knowledge
 - Skills
 - Self-efficacy [confidence]
- Environmental constructs:
 - Modelling
 - Reinforcements



Survey data

- Children's Food and Drinks Survey '07
 - Nationwide, in-home survey
 - 1,133 parents and caregivers of 5 to 16-year-olds
- Health and Lifestyles Survey '08
 - Nationwide, in-home survey
 - 719 parents and caregivers of 5 to 16-year-olds
- Descriptive 'analysis' only

**Preliminary
data only**



2007: Parent/caregiver reported that child ...

ALL

Eats 5+ servings fruit & vegetables most days

57%

Drinks water or milk most days

62%

Eats fried food no more than once a week

61%

Eats high fat / sugar snacks no more than once a week

62%

Eats a wide variety of healthy foods

58%

Gets involved in preparing meals

55%

2007: Parent/caregiver reported that child ...

	ALL	Maori	Pacific	High dep.
Eats 5+ servings fruit & vegetables most days	57%	57%	53%	53%
Drinks water or milk most days	62%	57%	51%	57%
Eats fried food no more than once a week	61%	63%	53%	56%
Eats high fat / sugar snacks no more than once a week	62%	57%	53%	52%
Eats a wide variety of healthy foods	58%	57%	54%	53%
Gets involved in preparing meals	55%	51%	55%	54%

Outcome expectancies [motivation]

- Limited awareness of risks and benefits of children eating healthily
- Low concern about children's weight and diet
 - Concern higher in Pacific households and households in high deprivation areas

Knowledge

- High awareness of importance of fruit and vegetable consumption
 - Higher awareness in Pacific households and households in high deprivation areas
- Some awareness of importance of drinking water
 - Higher awareness in Maori and Pacific households and households in high deprivation areas

Self-efficacy [confidence]

- 60% parent/caregivers found it 'easy' to get child to eat/drink healthily
 - Lower for Pacific parent/caregivers (54%)



2007 survey results



Role-modelling

- 90% parent/caregivers tried to set a good example by what they eat and drink
 - Lower for Maori (83%) and Pacific (80%) parent/caregivers
- 92% parent/caregivers talked to their children about healthy and unhealthy foods
 - Lower for Maori parent/caregivers (84%)

In 2007 ...

- Overall -
 - ✓ Use of healthy eating practices, incl. role-modelling
 - ✓ Confidence in ability to ensure healthy eating
 - ? Motivation to change - limited
 - ? Knowledge and skills - information limited
- For priority audience groups -
 - ↓ Use of healthy eating practices, incl. role-modelling
 - ↓ Confidence in ability to ensure healthy eating
 - ✓ Motivation to change
 - ? Knowledge and skills - information limited

Parent/caregiver reported that child ...

**ALL
2007**

Eats 5+ servings fruit & vegetables most days

57%

Drinks water or milk most days

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62%

Eats a wide variety of healthy foods

58%

Gets involved in preparing meals

55%

Parent/caregiver reported that child ...

**ALL
2007** **ALL
2008**

Eats 5+ servings fruit & vegetables most days

57% 80%

Drinks water or milk most days

62% 89%

Eats fried food no more than once a week

61% 84%

Eats high fat / sugar snacks no more than once a week

62% 62%

Eats a wide variety of healthy foods

58% 85%

Gets involved in preparing meals

55% 75%

2008 data - preliminary

2008: Parent/caregiver reported that child ...	ALL	Maori	Pacific	High dep.
Eats 5+ servings fruit & vegetables most days	80%	78%	77%	77%
Drinks water or milk most days	89%	84%	87%	86%
Eats fried food no more than once a week	84%	79%	81%	83%
Eats high fat / sugar snacks no more than once a week	62%	58%	65%	62%
Eats a wide variety of healthy foods	85%	81%	82%	81%
Gets involved in preparing meals	75%	71%	82%	76%

Outcome expectancies [motivation]

- High % of parent/caregivers not already using healthy eating practices, intend to 'try'
- BUT – high overall usage of healthy eating practices => 'motivation' less relevant?



2008 survey results



Knowledge

- ~ 1 in 2 parent/caregivers report:
 - increased awareness of ‘*things I can do to improve my children’s diets*’ cf 12 months ago
 - increased understanding of ‘*things I can do to improve my children’s diets*’ cf 12 months ago
- Maori, Pacific, and low-income parent/caregivers more likely to agree

Skills

- ~ 1 in 2 parent/caregivers report having '*more skills to help their children eat and drink in healthy ways*' cf 12 months ago
- Pacific parent/caregivers (78%) and those in high deprivation areas (65%) more likely to agree

Confidence

- 1 in 2 parent/caregivers find it 'easy' to get their child to eat/drink healthily
 - Decreased since 2007 (60%)
- 1 in 3 parent/caregivers find it 'hard'
 - Increased since 2007 (13%)



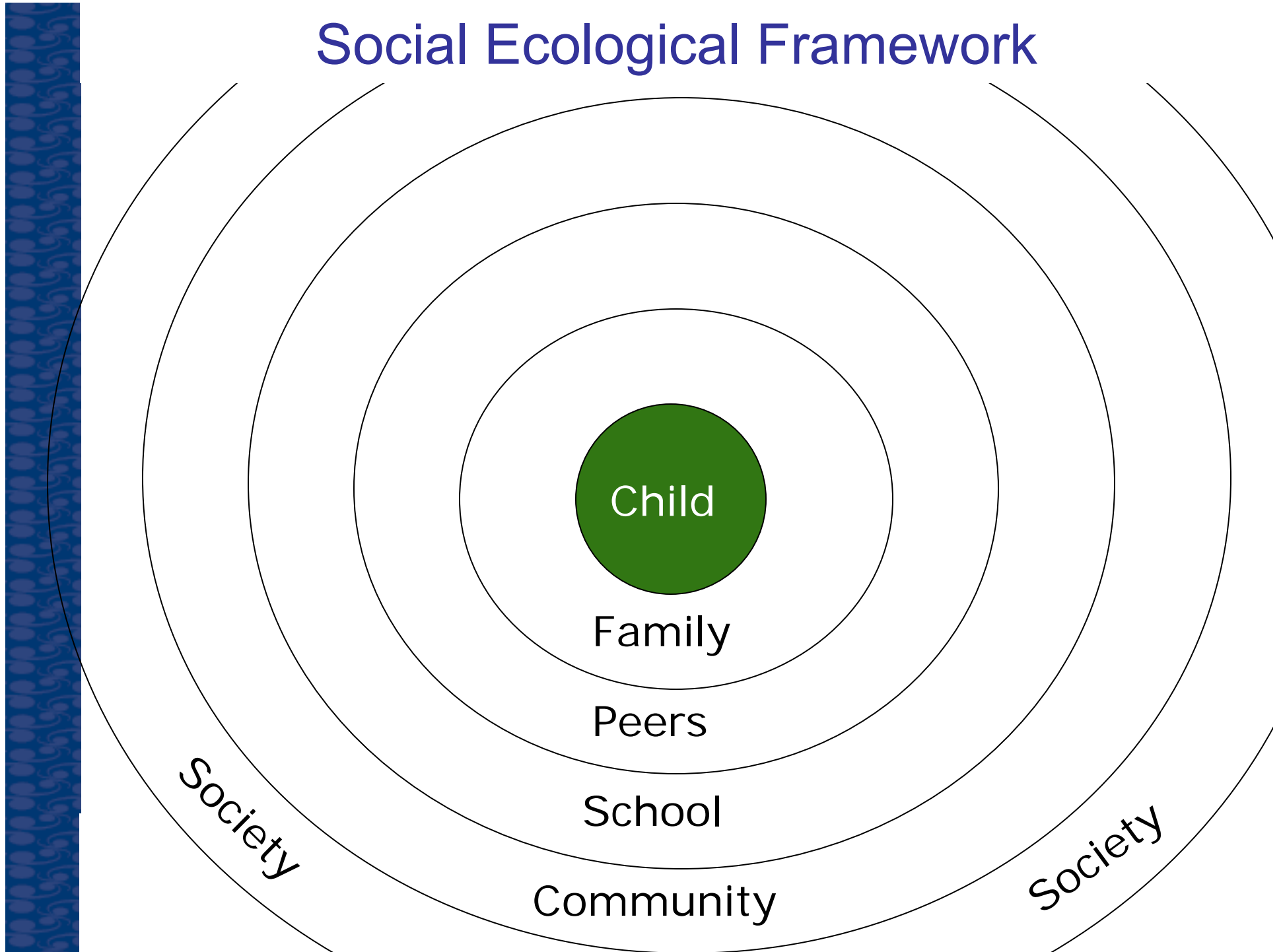
2008 survey results



From 2007 to 2008 ...

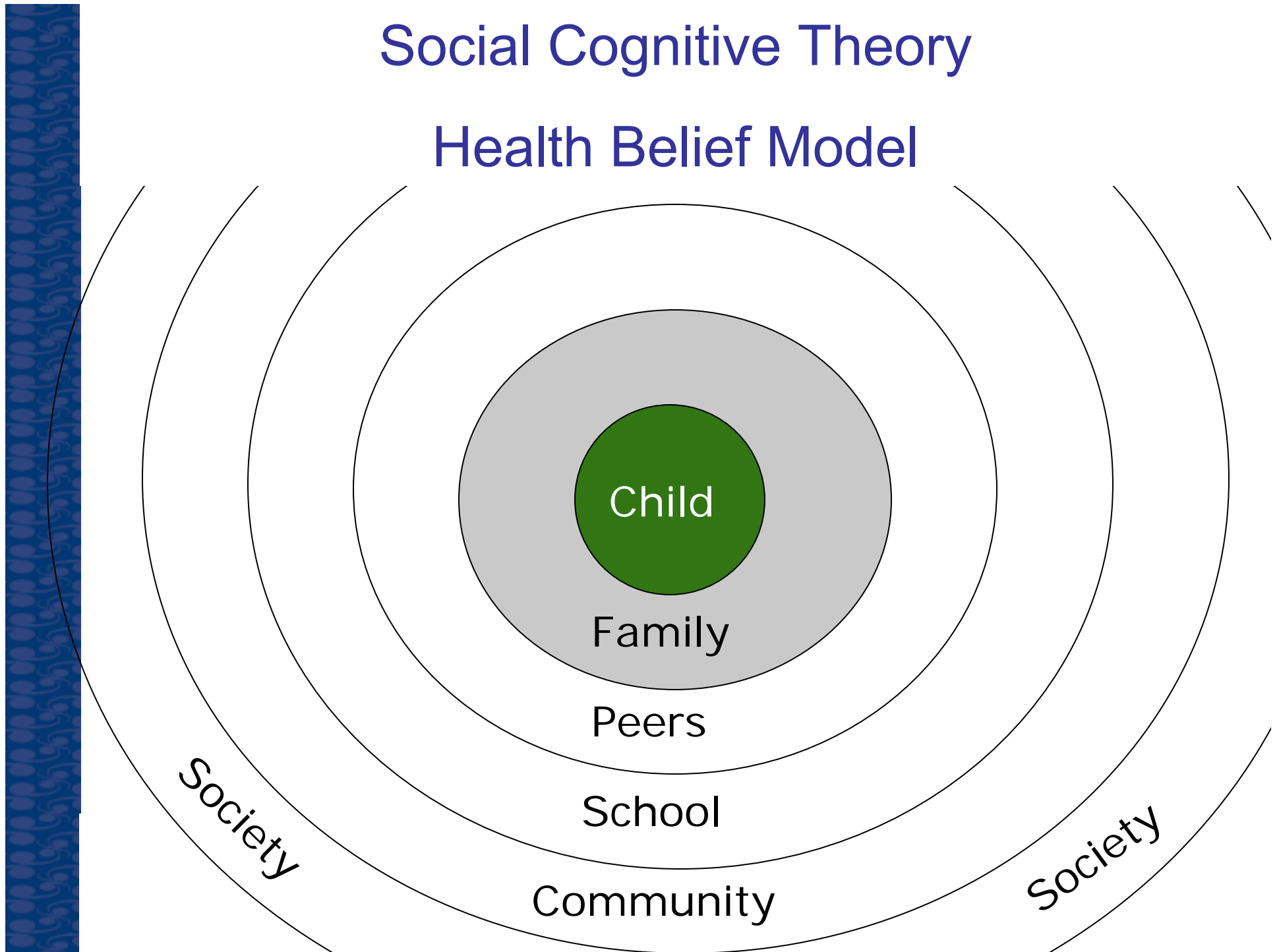
- Overall -
 - ✓ Use of healthy eating practices increased
 - ↓ Confidence in ability to ensure healthy eating
 - ? Motivation to change
 - ✓ Knowledge and skills (perceived to have) increased
- Priority audience groups
 - more likely to agree their knowledge and skills have increased
 - confidence levels unchanged

Social Ecological Framework



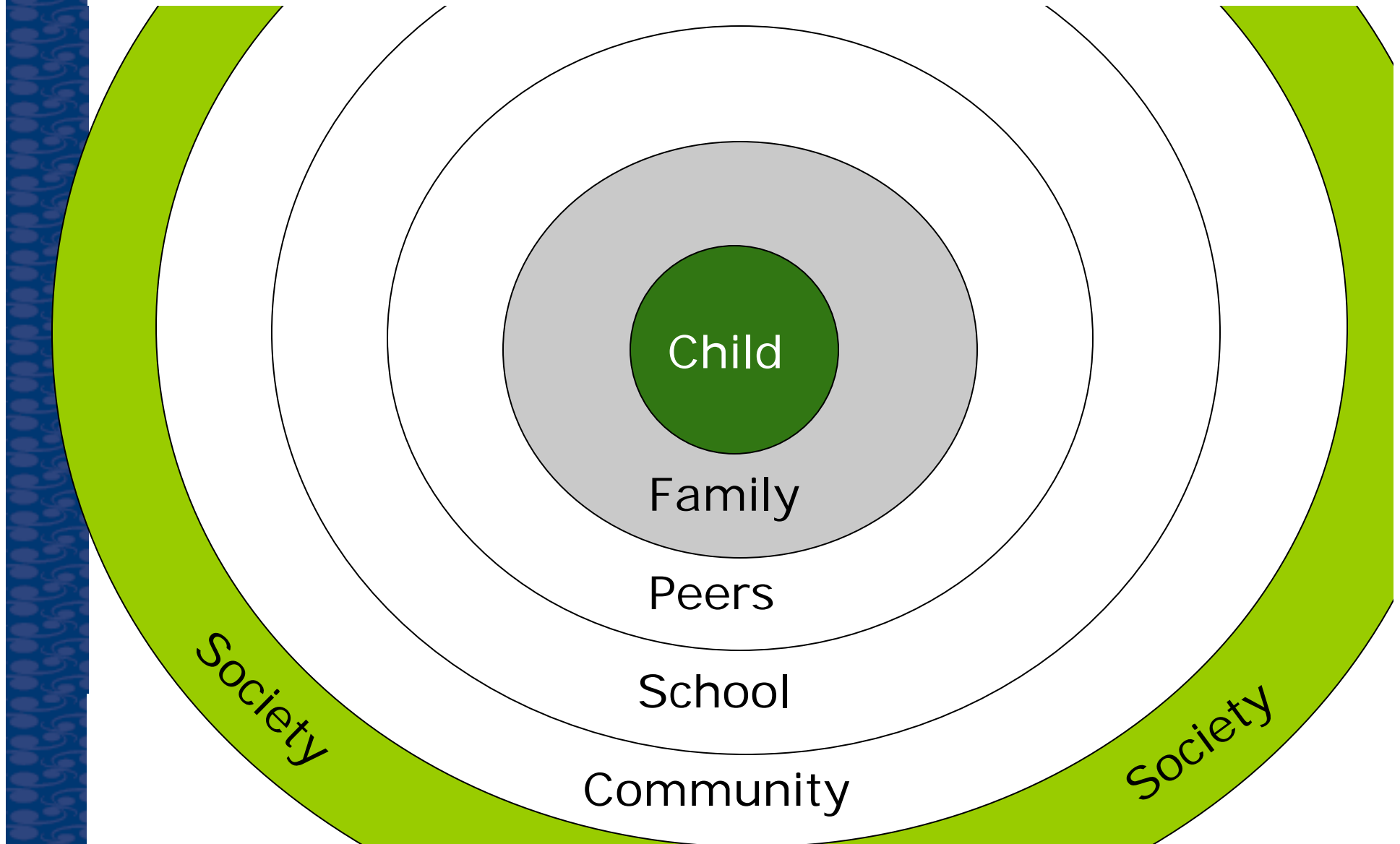
Social Cognitive Theory

Health Belief Model



Community Organisation Approaches

Communication theories





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Further information:

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