



WELCOME

**The Politics of Food:
Understanding the Relationship between
Food Policy Issues, Societal Impact Factors and
Consumer Food Behaviors**



The Politics of Food: Understanding the Relationship between Food Policy Issues, Societal Impact Factors and Consumer Food Behaviors



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Overview

- Food policy trends and consumer reactions
- Surveys and reflections
- What it all means? Take-aways for educators and advocates

LET'S
MOVE!



Healthy
Hunger
Free Kids
Act

USDA

SNAP-Ed
CONNECTION

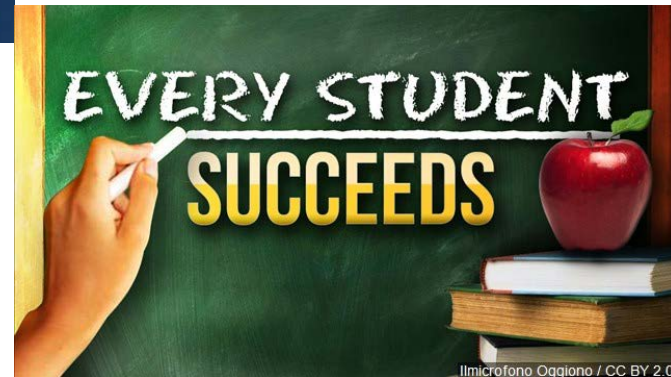


AFFORDABLE
CARE ACT

2014
FARM BILL



Head
Start



Ilmircifono Oggiono / CC BY 2.0

Nutrition Facts

10 serving per package

Serving size 1/10 package (43g)

Amount per 1 container

Calories **160**

	% DV*
Total Fat 4g	6%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 80mg	3%
Total Carbs 33g	11%
Dietary Fiber 0g	0%
Total Sugars 18g	
Includes 16g Added Sugars	32%
Protein 11g	

INGREDIENTS: X, Y, Z



Menu Labeling



U.S. Consumers Want Menu Labeling

Several surveys have found that a large number of consumers want and use menu labeling when it is available, and a variety of restaurant, movie theater, convenience store, and supermarket chains already are successfully providing calorie information.

Parents favor nutrition standards for all food sold to students



72% favor national standards for school meals.

72% support standards for school snacks.

75% think salt should be limited in meals.

91% support requiring schools to include a serving of fruits or vegetables with every meal.

The majority of parents are concerned with the state of children's health and childhood obesity



80% are concerned
about the state of
children's health.



74% are concerned
about the issue of
childhood obesity.

Seattle Becomes the Eighth U.S. Locale to Pass a Sugary Drink Tax



posted by **JAMES KRIEGER** | 69sc
June 07, 2017



National Polling Over Time

Key Findings

- Over last decade, public and policy maker awareness that policies impact obesity has increased significantly
- Attribution of obesity/diabetes more of a combination of personal behavior and policy/environment – not just personal
- Divide between D's and R's not as extreme
- Overall, D's and R's AGREE that policy makes a difference in health and obesity

National Polling Over Time

Key Findings (cont'd)

- Divide shows itself in specific policies
- Across board, both parties view policies to promote, enhance, strengthen as positive (building sidewalks, healthy food incentives)
- Words like Ban, Tax, Restrict met with less support mainly with R's
- Policy makers and people - consistent



2016 Food Temperance Survey in America

- Tracks opinions on food policy among registered voters and Opinion Leader Shoppers (politically aware, socially active, primary shoppers)
- 4th survey ('10, '10, '12, '16); recent one conducted Sept. 2016
- 684 Opinion Leader Shoppers

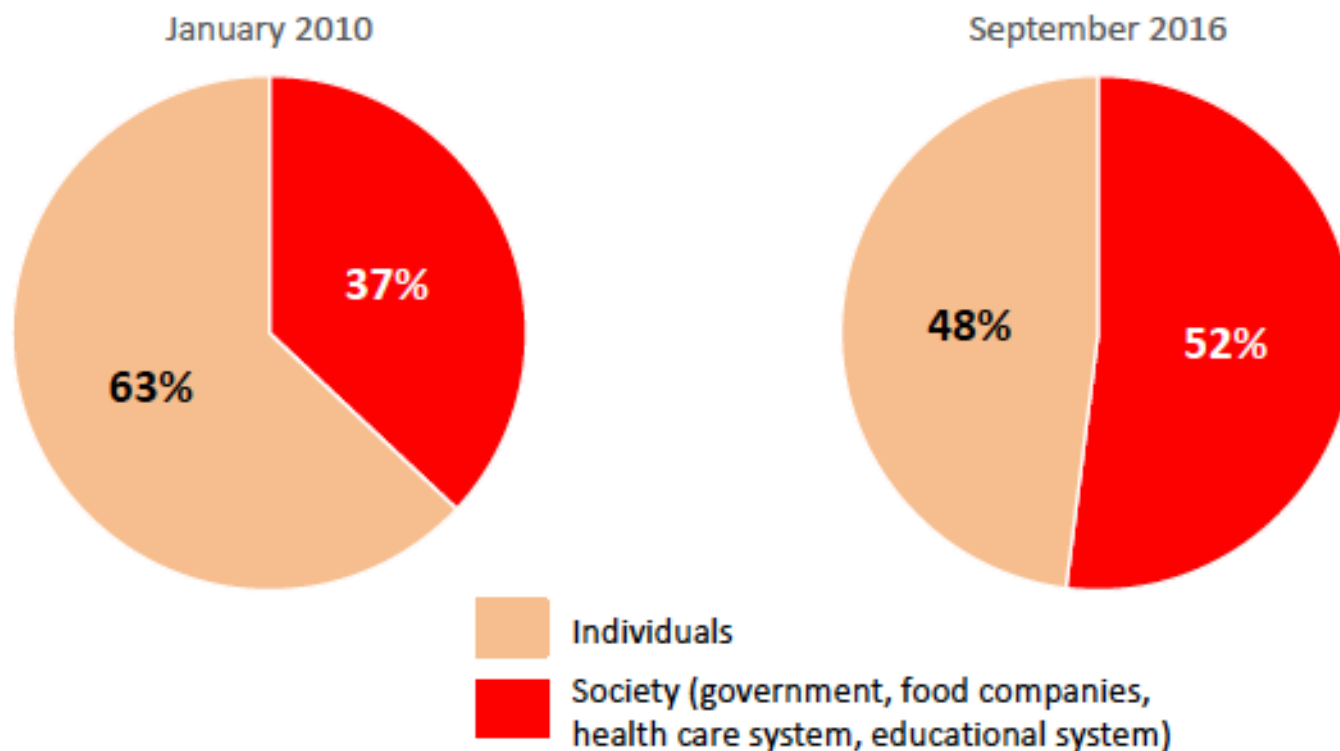
foodminds

#1 Take Away

“While food policy approaches differ between Democrats and Republicans, there has been a significant shift since 2010 in Opinion Leader Shoppers’ thinking about who holds the primary responsibility for making the right food choices to stay healthy and avoid obesity.”

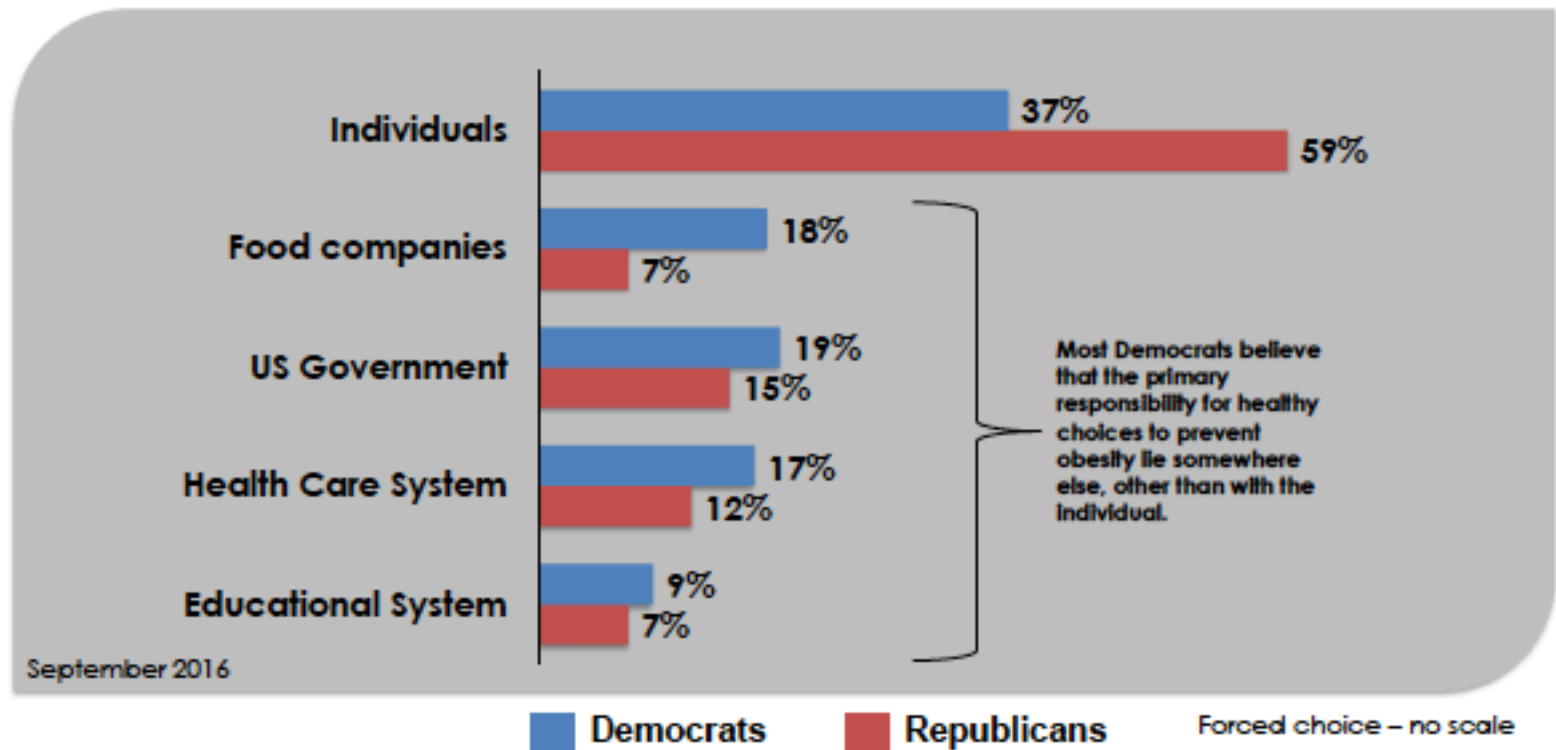
Who holds primary responsibility for healthy choices

In your opinion which of the following groups holds the PRIMARY responsibility for making sure the public makes the right food choices to stay healthy and avoid obesity?



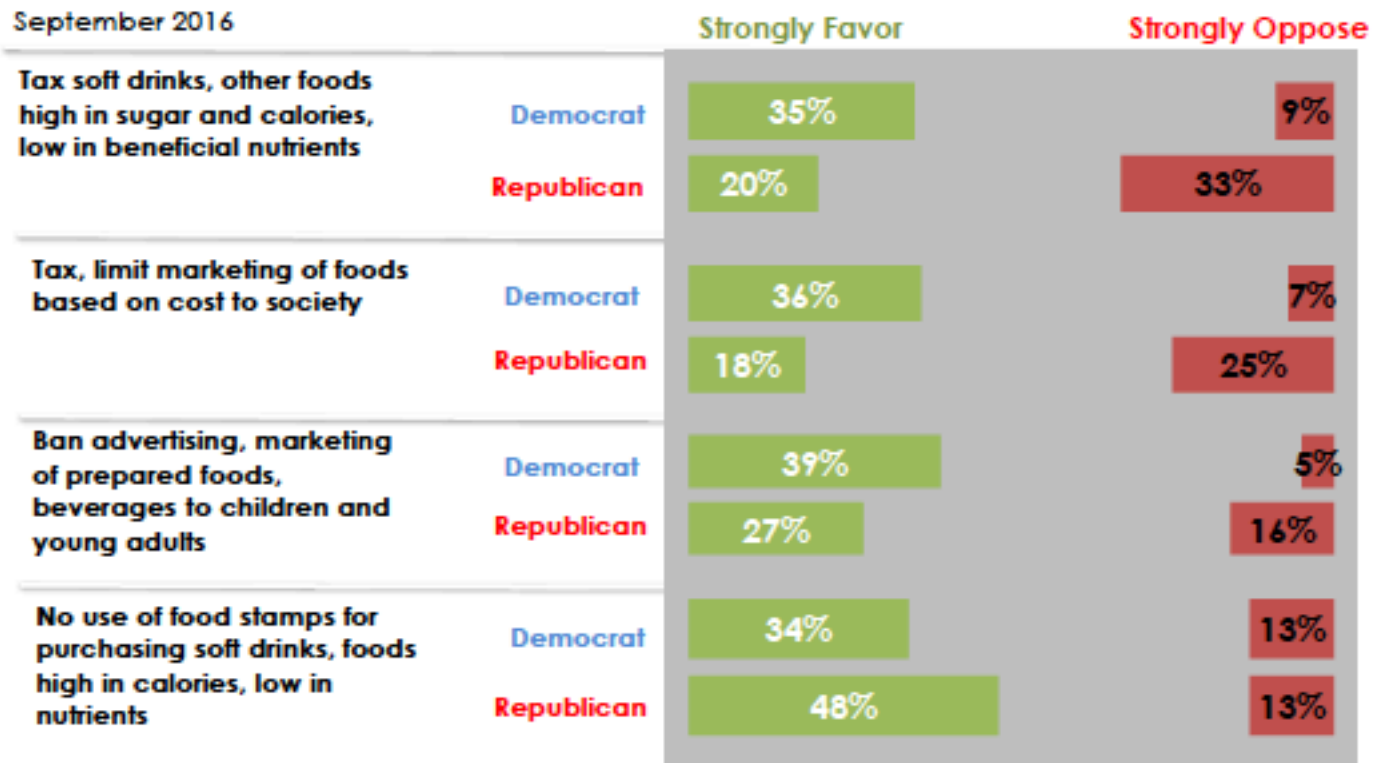
Individuals still #1; Gov't #2

Republicans are more likely to place responsibility on the individual; while nearly two-thirds of Democrats place blame on entities other than the individual



Is it all about HOW you ask the question?

Republicans most strongly oppose tax-based food policies, and most strongly support banning SNAP program (food stamp) purchase of high calorie, low-nutrient foods.

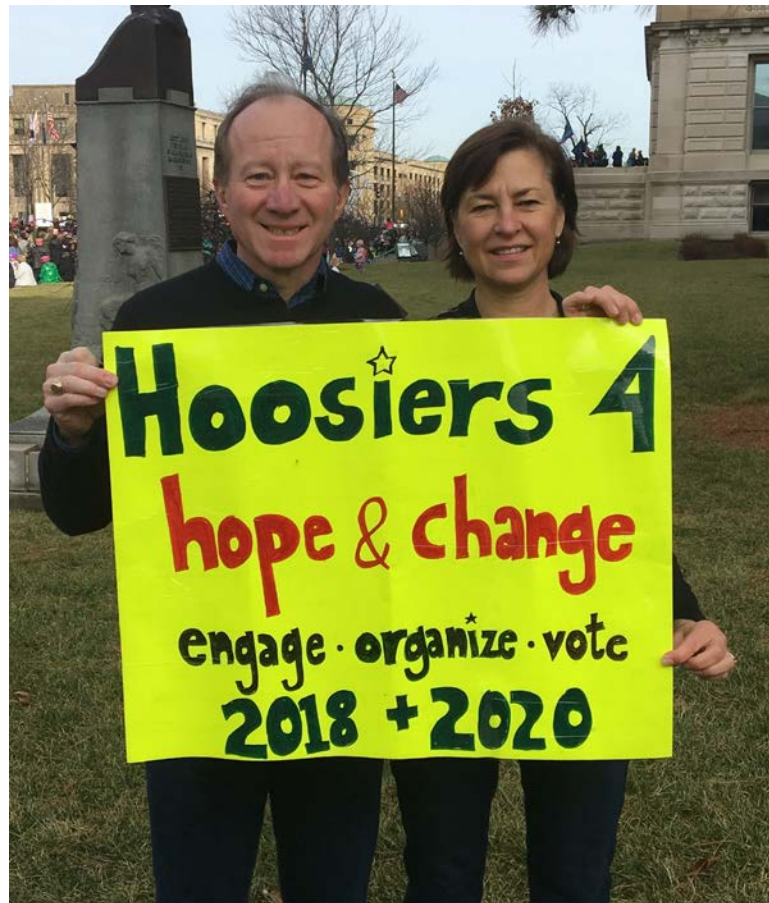


4 point scale – 4-strongly favor, 3-favor, 2-oppose, 1-strongly oppose



What does it mean for educators/advocates?

- Policy and environment matter
- Defend and protect the gains
- Highlight successes & build the evidence base
- Communicate-story telling through data
- Policy maker engagement: FB, Twitter, face-to-face
- Messaging is key





Thank You!



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The Importance of Societal Factors on Influencing and Impacting Consumer Habits and Behaviors

Susan Finn, PhD, RDN, FADA
Principal, Finn/Parks & Associates



Finn/Parks
& Associates



Today's Goals

- Highlight societal issues and changes that impact nutrition education and behavior
- Provide my views on communication strategies to address them
- Facilitate discussion among attendees regarding personal experiences and solutions that remove barriers and create opportunities





Societal Trends: Challenges or Opportunities

- Demographic shifts
- Complexity in the marketplace
- Confusion about science
- Erosion of authority



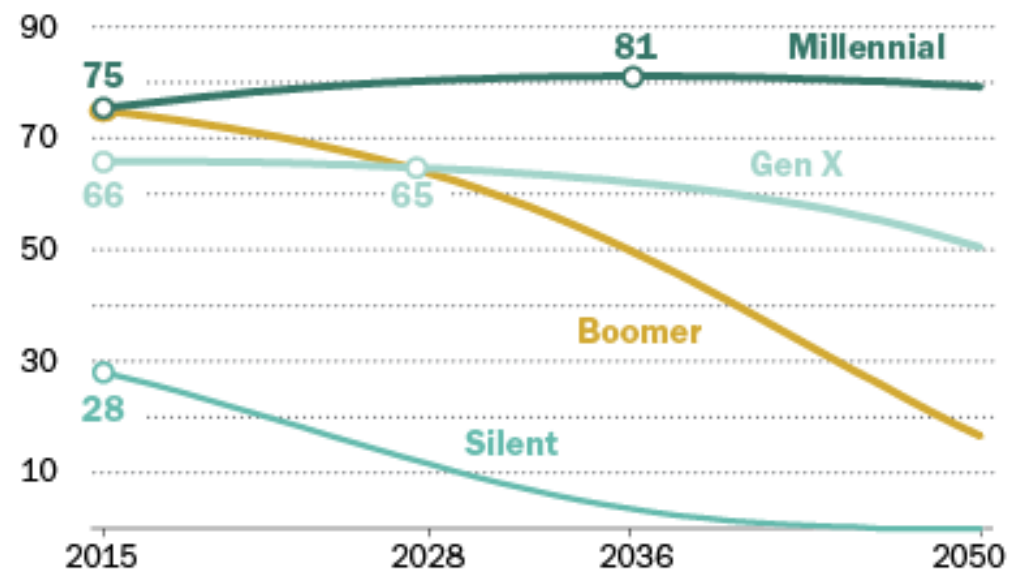


Demographic Shifts

Projected population by generation

In millions

Note: Millennials refers to the population ages 18 to 34 as of 2015.



Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014 and 2015 population estimates.

PEW RESEARCH CENTER

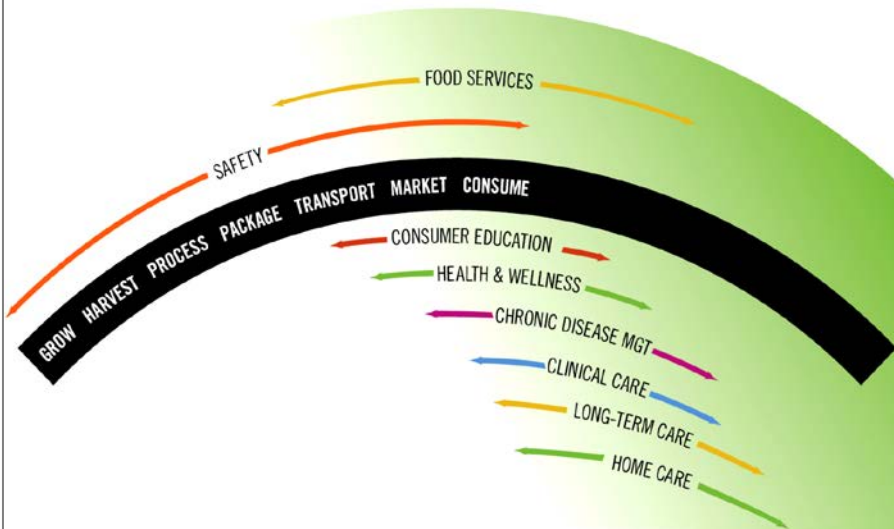




Complexity of the Marketplace

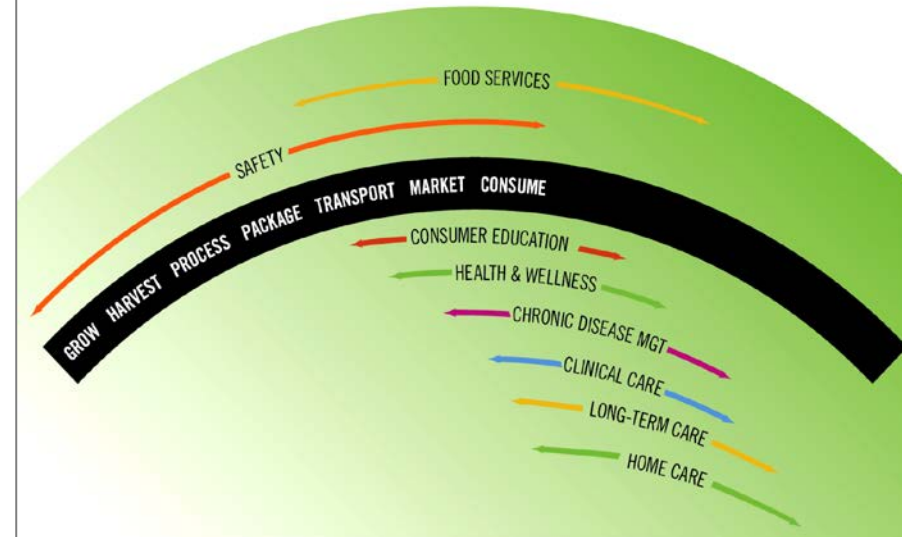
AND Food System Arc

where we work now



AND Food System Arc

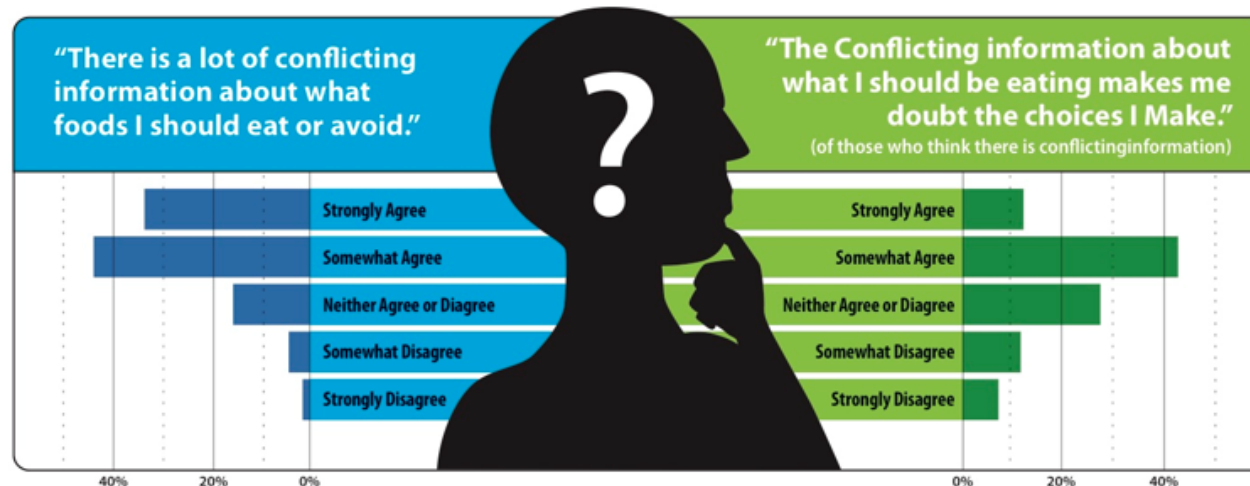
where we will work in the next century



Confusion About Science

Conflicting Advice Abounds

8 in 10 find conflicting advice about what to eat or avoid, many doubt their food choices



Q: Do you agree or disagree with the following statements?

"There is a lot of conflicting information about what foods I should eat or avoid." (n=1,002)

"The conflicting information about what I should be eating makes me doubt the choices I make." (Of those who agree about conflicting information, n=775)



INTERNATIONAL
FOOD INFORMATION
COUNCIL FOUNDATION

2017 FOOD & HEALTH SURVEY



Finn/Parks
& Associates



The more data we collect, the more falsity grows. The haystack gets bigger and what we're looking for - the needle - is buried deep.

-David Brooks





Social Media Activity



70 million
monthly US
users in Q1 of
2017

**7% increase
over 2016**



1.94 billion
worldwide users
in March 2017

**18% increase
over 2016**



167 billion
monthly
searches
worldwide



300 hours of
video
uploaded
every minutes

Almost 5 billion
videos
watched daily

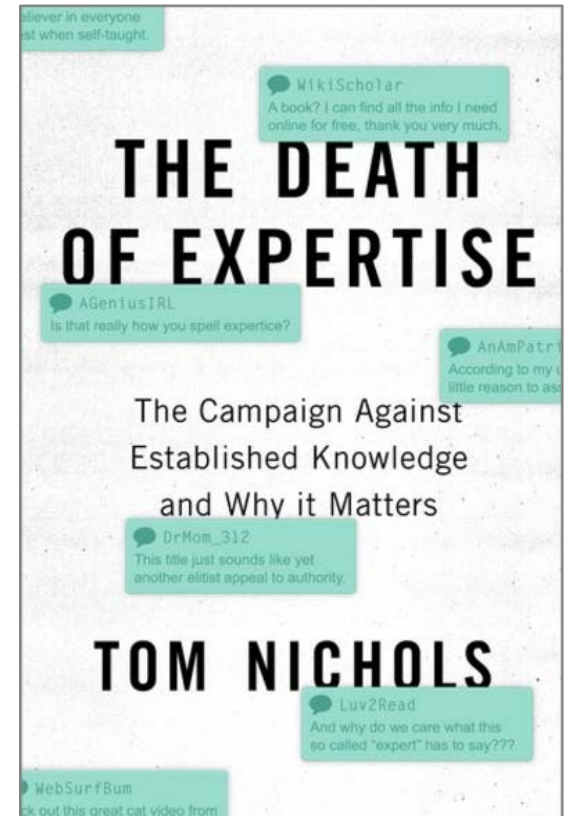




Erosion of Authority

While the internet has allowed more people to access more information than ever before, it also has given them the illusion of knowledge when in fact they are drowning in data and cherry picking what they choose to read.

-Thomas M. Nichols, *The Death of Expertise*





Societal Trends: Challenges and Opportunities

- Demographic shifts
- Complexity in the marketplace
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- Erosion of authority





Recommendations

- Join forces with like-minded professionals and organizations
- Communicate compelling messages and solutions through social media
- Keep current with what's happening in the marketplace
- Try to understand others' views and where they come from



Discussion



Thank you!

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