

# Good Affordable Food

## A Nutrition Education program for lower SES adults

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DIËTISTENPRAKTIJK





1.2 million poverty  
9% of the children

## Low SES families



2.5 million low literate and 29%  
low health literate



- <https://digitaal.scp.nl/armoedeinkaat2019>
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# Health literacy & nutrition literacy

- *Knowledge, motivation and competencies to access, understand, appraise and apply health information in order to make judgements and take decisions in everyday life concerning health care, disease prevention and health promotion to maintain or improve quality of life during the life course*
- Nutrition literacy
  - functional literacy: knowing what, declarative knowledge on factors that affect health.
  - An example is knowing that frequent intake of products high in saturated fats is damaging for health
  - interactive or critical nutrition literacy: knowing how, procedural knowledge on how to make positive dietary changes
  - An example, knowing how to replace products high in saturated fat by products low in fat to prepare a healthy meal would be procedural knowledge
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# Good Affordable Food

- Adults with small income
- Goals: determinants of healthier food choices and save money on groceries
- Implementation
  - Part of obligated course “household budgeting”
  - Low SES communities
  - Parental component for example in schools
- Two 2-hour group sessions
- Determinants such as attitude, self-efficacy and knowledge



Bessems KMHH, Linssen E, Lomme M, van Assema P. The Effectiveness of the Good Affordable Food Intervention for Adults with Low Socioeconomic Status and Small Incomes. *Int J Environ Res Public Health*. 2020 Apr 7;17(7):2535. doi: 10.3390/ijerph17072535. PMID: 32272792; PMCID: PMC7178221.

## Behavioral change techniques for low SES groups

- plain language
- supported by photographs or relevant images, such as those depicting food products
- explain instructions in own words
- practical hands-on assignments, such as interactive discussions, demonstrations of simple uses of food labels

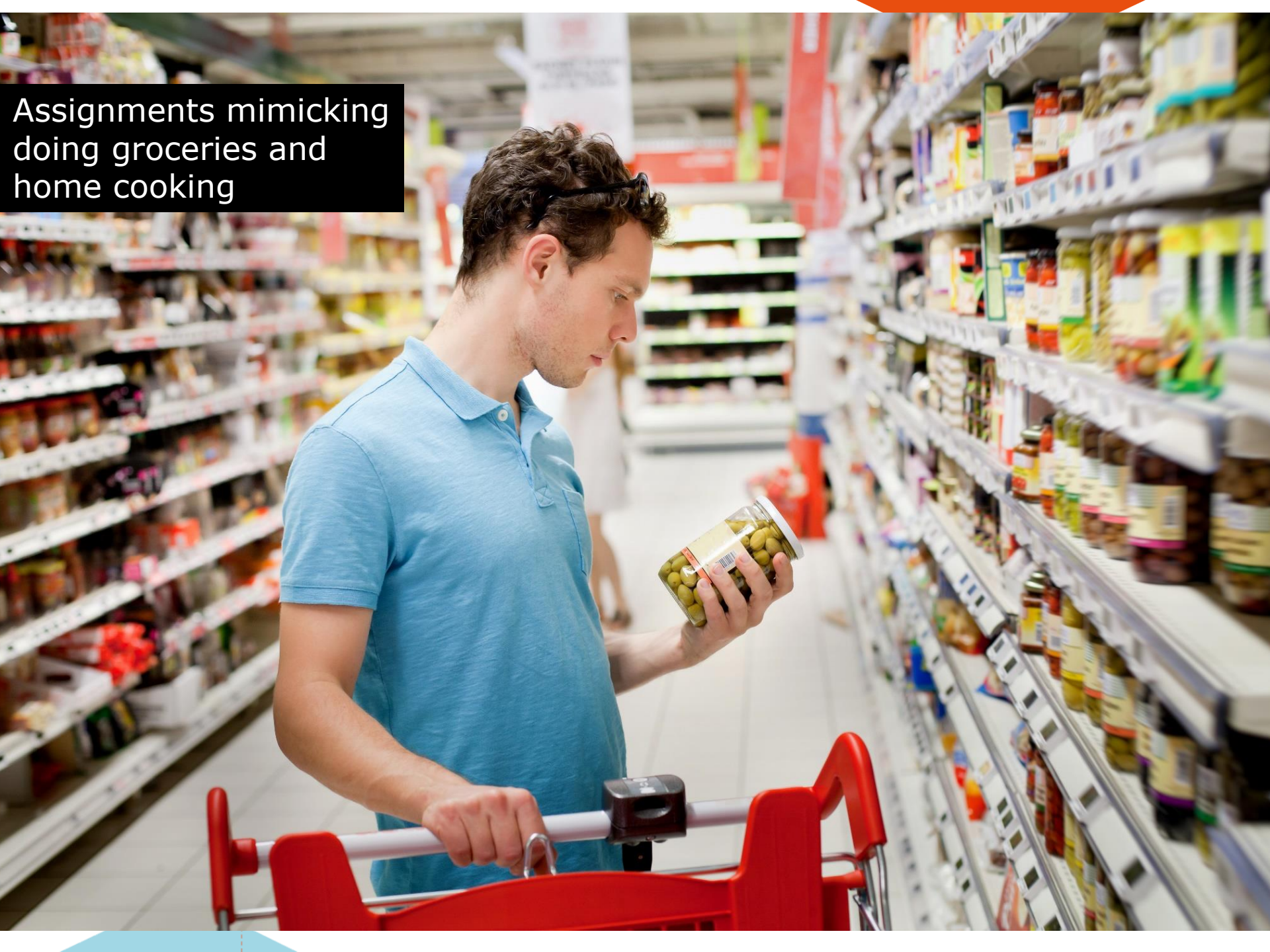
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# Good Affordable Food

Session 1		Session 2	
A	Cut back on costs for groceries	J	Experiences
B	Prejudices, pros and examples		Rotation game (groups)
C	Daily menu	K	Fat intake in snacks
D	Fat consumption	L	Fat intake in meals
E	Fruit and vegetable consumption	M	Advertising tricks
FG	Tasting and exposure	N	Shopping baskets
H	Emotional eating	O	F&V Quiz
I	Action plan		



Assignments mimicking  
doing groceries and  
home cooking







Assignments mimicking  
doing groceries and  
home cooking





Assessing the price of products  
from multiple brands



# Assessing the price of products from multiple brands





# Comparing price and nutrients of high and 'lower' fat products







per koekje:  
totaal vet: 41,6 gram  
verzaaidigd vet: 21 gram

€ 1,10

Albert Heijn  
**Chocolate Chipcookies**  
MET STUKJES  
PURE CHOCOLADE

Albert Heijn  
**Chocolate Chipcookies**

Productinformatie  
Koekjes met stukjes  
pure chocolade  
200 gram e

Voedingswaarde per 100 g	
energie	2004 kJ (475 kcal)
vet	41,6 g
waarvan verzadigd	21,0 g
suiker	21,0 g
vezel	0,0 g
eiwit	4,0 g
zout	0,2 g

1509612  
2.267  
16.21.52

Comparing price and nutrients of high and 'lower' fat products

## Evaluation methods

- Quasi-experimental design
- Control group (n=106)
- Intervention group (n=131)
- Baseline – post-test after 2 weeks – follow up after 6 months
- Telephone interviews

# Effectiveness

## Directly after the intervention

- Procedural knowledge (saving money; *i.e. do you know how to save money on groceries*)
- self-efficacy (healthy eating)
- portion size awareness
- mindful eating

## Maintained effects after 6 months

- Attitude (saving money)
- Food label use
- Use of oil

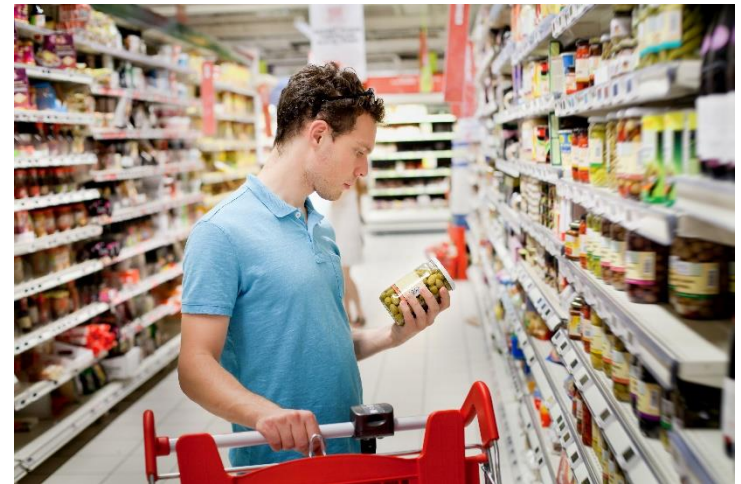
## Only longer term effects

- procedural knowledge (healthy eating; *i.e. do you know what you can do to consume healthier diets?*)



## Core components of Good Affordable Food

- Two sessions a trained course leader
- Reaching hard to get low SES group
- Theory-based methods translated into practical program materials
- Health & costs
- Relates to: poverty, health, (health) literacy, loneliness, raising children
- Peers



## Discussion of findings

- Limited effects on procedural knowledge
- Small successful changes
- Comprehensive approach
  - Cooking skills
  - Environmental changes

## Contact



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