Associations between parental food literacy and fast food purchases among families with young children

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Food Literacy

- Food & Nutrition Knowledge
- Food Skills
- Ecologic (External) Factors
- Food Decisions
- Self-Efficacy & Confidence

LDCP Healthy Eating Team, 2018
Parental Food Literacy

- Food Waste
- Parental Food Literacy
- Food Purchases
- Dietary Intake: Parents & Kids

Family Food Skills Study
Guelph Family Health Study
Parental Food Skills

Recruited 54 families

Collected food literacy survey

3-week food receipt collection

4-week household waste audit

3-day food records
Demographics

Characteristics of Participants (N=64)

- **Gender**
  - Female (76%)
  - Male (24%)

- **Ethnicity**
  - Caucasian (86%)
  - Other (14%)

- **Household Income**
  - Less than 70,000 (29%)
  - More than 70,000 (71%)

- **Number of children**
  - 1 (29%)
  - 2 or more (71%)
Fast Food Environment

• Fast food consumption has been associated with increased calories, fat, sodium, and sugars
• It has been associated with lower intake of nutritious foods, lower diet quality and increased body mass index (BMI)
• Easily Accessible
• Average food expenditure per household = $8784
  • Fast food and restaurant expenditures = $2608
Fast Food Background

• Approximately 37% of American adults consume fast food on any given day

• Canadian research suggests that 6.3% of total energy intake comes from fast food at the national level, with children and adolescents 2-19 consuming 12.4% of their daily calories from fast food
  • Socioeconomic characteristics (income adequacy, food security and education) were not significantly associated with intake

Household Grocery Shopping

• 76% of women did 51-100% of the grocery shopping for the household
  • With 58% doing 75% or more of the shopping
• Men appeared to do slightly more grocery shopping when compared to cooking
Household Cooking

- 80% of women did between 51-100% of the household cooking
  - With 55% doing more than 75% of the cooking
What factors are most predictive of fast food/convenience food purchases in families with young children?
Measures

• Family Food Skill Study survey responses
  • Cooking Enjoyment
  • Cooking Confidence*
  • Meal Planning*
  • Child Participation*
  • Family Meals
  • Food Knowledge*

• Receipt data
  • Where are families spending their money?
Receipt Data
## Findings

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
<th>95% Confidence Interval</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning Index</td>
<td>-0.025</td>
<td>-0.034, -0.016</td>
</tr>
<tr>
<td>Child Participation Index</td>
<td>-0.017</td>
<td>-0.031, -0.003</td>
</tr>
<tr>
<td>Family Meals</td>
<td>-0.049</td>
<td>-0.084, -0.014</td>
</tr>
</tbody>
</table>

*DV fast food ratio
*adjusted for income and hours worked
## Findings

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<tr>
<th>Variable</th>
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</thead>
<tbody>
<tr>
<td>Knowledge Index</td>
<td>-0.001</td>
<td>-0.014, 0.013</td>
</tr>
<tr>
<td>Cooking Confidence Index</td>
<td>-0.002</td>
<td>-0.011, 0.006</td>
</tr>
<tr>
<td>Cooking Enjoyment</td>
<td>-0.007</td>
<td>-0.018, 0.003</td>
</tr>
</tbody>
</table>

*DV fast food ratio
*adjusted for income and hours worked
Implications

• Meal planning is key
• Child involvement seems to matter
• Making family meals a priority in a busy world
• Shift the focus from cooking and food knowledge?
Future Research

• Further explore food literacy variables in relation to HEI
• Household food waste and HEI (Nick)
• Household food waste among families with young children (Brianne)
• Family chaos and HEI (Kira)
Thank you for listening!

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