



### The FIO Food Team Annual Meeting in Aberdeen - 19-20th Sep 2023

**Time flies! It seems like just yesterday we had our project kick-off meeting, and we are already entering the second year of the project. It has been an intensive, but successful year for the project Team and it was so exciting to see how the work is progressing across all Work Packages.**

This time, we met at the Robert Gordon University in Aberdeen, hosted by our FIO Food colleagues - Prof Flora Douglas and Dr Emma Hunter. The 2-day in-person meeting allowed us to summarise what has been achieved over the last year and what are the key milestones in the year ahead.

As we are now starting to formulate insights based on our own evidence from work packages 1 & 2, we are planning to produce a White Paper in a couple of months, summarising all the key findings and sharing it with all our partners, collaborators, policy makers and stakeholders.



We hope that our work will help to identify potential avenues which could help people living with food insecurity and obesity make healthier and more sustainable food choices.

### Member-led symposium during UKCO in Belfast - 14-15th Sep 2023



**September was an incredibly busy month! The annual FIO Food project conference took place during member-led symposium entitled 'The food insecurity and obesity paradox' at the 2023 United Kingdom Congress on Obesity (UKCO) in Belfast.**

Our Team presented preliminary insights during Session 1: Food insecurity and obesity and food purchase behaviours:

- **Professor Flora Douglas & Dr Emma Hunter**, Robert Gordon University: Understanding lived experiences of navigating supermarket foodscapes when living on a low income
- **Professor Charlotte Hardman & Dr Rebecca Stone**, University of Liverpool: Understanding the association between food insecurity and healthy and sustainable food purchasing in people living with obesity: results from a cross-sectional survey

The symposium was chaired by our FIO Food colleague - **Dr Adrian Brown**.

Well done Team!



### New FIO Food publication

**We are excited to share our Emerging Research paper, published in Nutrition Bulletin in July. We included a little preview below. To read the full article go to: <https://doi.org/10.1111/nbu.12626>**

At both UK and global level, dietary consumption patterns need to change to address environmental, health and inequality challenges. Despite considerable policy interventions, the prevalence of overweight and obesity in the United Kingdom has continued to rise with obesity now a leading cause of mortality and morbidity.

Obesity prevalence is greater among those on lower incomes and the current UK food system, including government policy, does not effectively address this.

Current behavioural approaches, without the support of structural changes in the system, may even widen the inequalities gap.

The National Food Strategy report recommends that the UK food system should ensure "safe, healthy, affordable food; regardless of where people live or how much they earn". However, the association between food insecurity and the development of obesity is not well understood in relation to purchasing behaviours in the UK retail food environment, nor is the potential effectiveness of interventions that seek to prevent and reduce the impact of diet-induced health harms.

[Read more...](#)



## Hot off the press!

During our annual meeting in Aberdeen, Work Package 1 presented valuable insights about consumers' perceptions of the most and least helpful supermarket interventions designed to promote healthier and more sustainable consumer choices. As a recap, the sample of consumers included nearly 600 adults living with food insecurity and obesity (England & Scotland). Data was collected via a cross-sectional online survey using questions from USDA-10 questionnaire.

### Perceived most and least helpful interventions for supermarkets to increase sustainable foods purchasing -according to people living with obesity

### Sustainability



#### In store

#### Top 3 MOST HELPFUL interventions

- 1 Offers/promotions on sustainable food (p)
- 2 Rewards on supermarket loyalty card (p)
- 3 Locally grown produce (s)

- 1 Availability of 'green delivery' slots (s)
- 2 Rewards on supermarket loyalty card (p)
- 3 Offers/promotions on sustainable food (p)

#### Top 3 LEAST HELPFUL interventions

- 1 Sustainability education information (a)
- 2 Has an ethical trading accreditation (a)
- 3 Sustainable label/logo (a)

- 1 Carbon footprint round up of basket (a)
- 2 Sustainable label/logo (a)
- 3 Sustainability education information (a)

#### Online



### Perceived most and least helpful interventions for supermarkets to increase healthy foods purchasing -according to people living with obesity

### Health



#### In store

#### Top 3 MOST HELPFUL interventions

- 1 Price discounts on healthy foods (p)
- 2 Personalised money-off promotions (p)
- 3 Rewards on supermarket loyalty card (p)

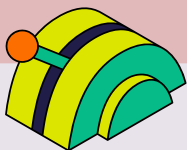
- 1 Offers/promotions on healthy food (p)
- 2 Rewards on supermarket loyalty card (p)
- 3 Increased stocking and availability (s)

#### Top 3 LEAST HELPFUL interventions

- 1 Place healthy food in aisle end caps (s)
- 2 Nutrition shelf labelling (a)
- 3 Improved on pack information (a)

- 1 Calories round up of basket (a)
- 2 Recipe inspiration (s)
- 3 Improved healthy labels on products (a)

#### Online



\*Hartmann-Boyce et al. (2018)

Behaviour Change Lever \*



(p) = Price/Incentivisation



(s) = Store Environment



(a) = Awareness/Education