Meet your group

- Form groups of 8-10
- Introductions:
  - state your name preceded by an adjective starting with the same letter
  - (e.g. Curious Christine, Dynamic Dave, Bold Bruna)
- Decide on a group name

Understanding drivers of food choice in low- and middle-income countries to inform program and policy action

Christine E. Blake
Edward Frongillo

Drivers of Food Choice
Competitive Grants Program

UNIVERSITY OF
SOUTH CAROLINA
Arnold School of Public Health

BILL & MELINDA
GATES foundation

Learning Lab Format

- Brief overview of the science of food choice [Blake]
- 2 case study presentations [DFC PIs]
  - 30 minute group breakout session
  - 15 minute large group discussion
- Lunch Break
- 2 case study presentations [DFC PIs]
  - 30 minute group breakout session
  - 15 minute large group discussion
- Synopsis and final discussion [Frongillo]

Drivers of Food Choice

Competitive Grants Program

Funded by the UK Government's Department for International Development and the Bill & Melinda Gates Foundation, and managed by Drs. Blake and Frongillo at the University of South Carolina, Arnold School of Public Health

UKaid
from the British people

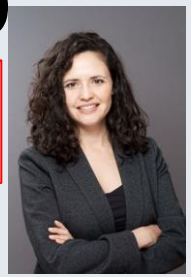
BILL & MELINDA GATES foundation

UNIVERSITY OF SOUTH CAROLINA
Arnold School of Public Health

Insert team picture

INTRODUCTIONS

DFC Technical Advisory Group



Eva Monterrosa, PhD, Senior Program Manager for demand creation and behavior change - GAIN

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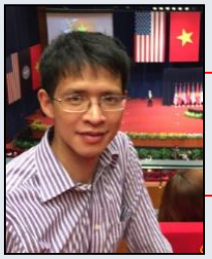
Purnima Menon, MSc., PhD, Senior Research Fellow - International Food Policy Research Institute (IFPRI)

Simeon Nanama, PhD, Chief of the Nutrition Section for UNICEF Nigeria



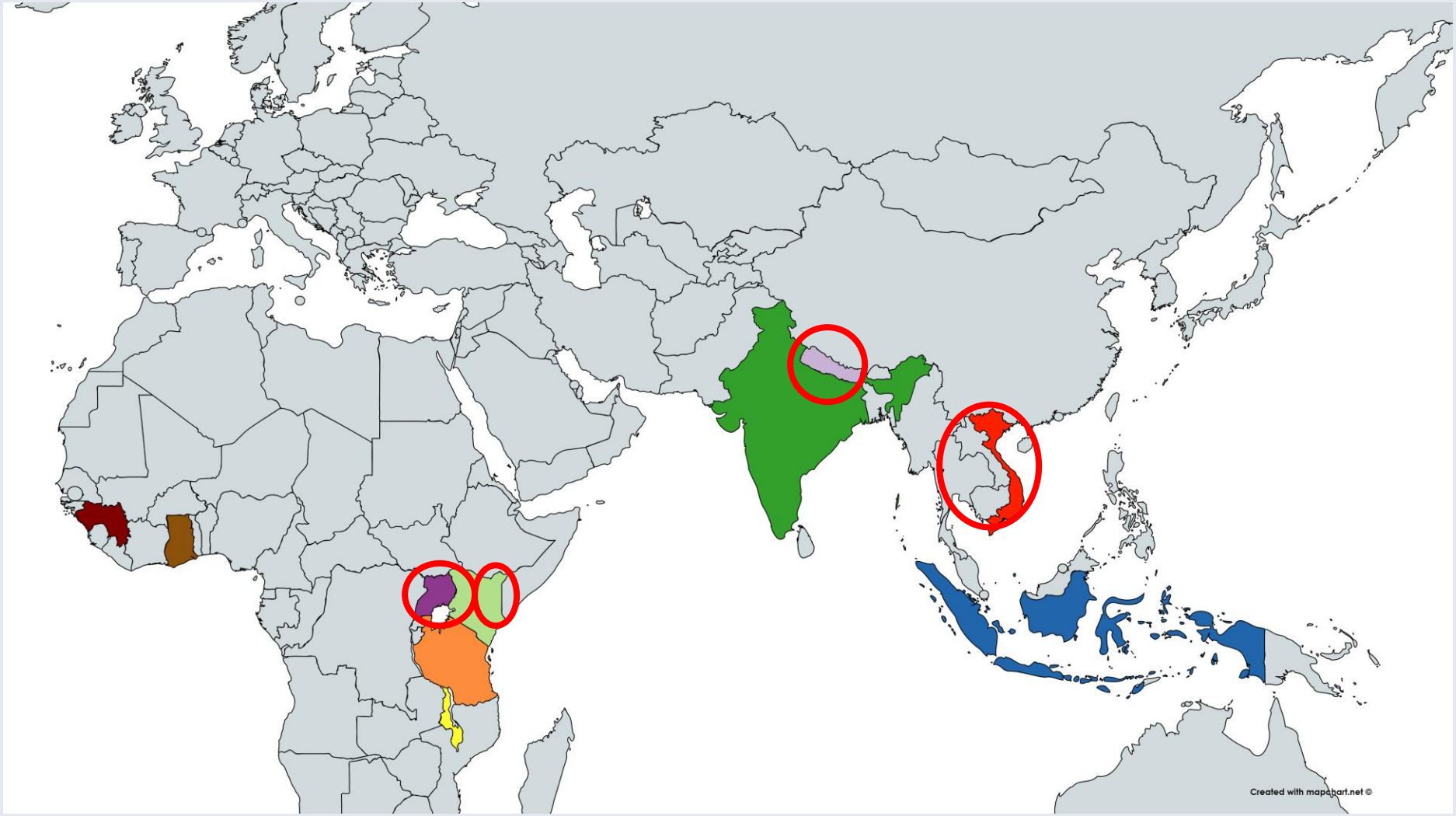
Tuan Nguyen, MD, PhD, Technical Specialist in Measurement, Learning and Evaluation - FHI 360

Daniel Sellen, PhD, Professor and Associate Dean Research, Dalla Lana School of Public Health, University of Toronto

DFC Competitive Grants Program Purpose

- Facilitate, synthesize and disseminate research to provide a deep understanding of the drivers of food choice among the poor in developing countries in South Asia and Sub-Saharan Africa
  - in order to guide on-going and future programs and research activities to improve food and nutrition security in poor countries
  - and to foster a community of practice in food choice research in developing countries

15 Projects underway in 10 countries



http://www.driversoffoodchoice.org/

Learning Lab Case Presenters

- **Pepijn Schreinemachers**
- **Amy Ickowitz**
- **Valerie Flax**
- **Kate Wellard**

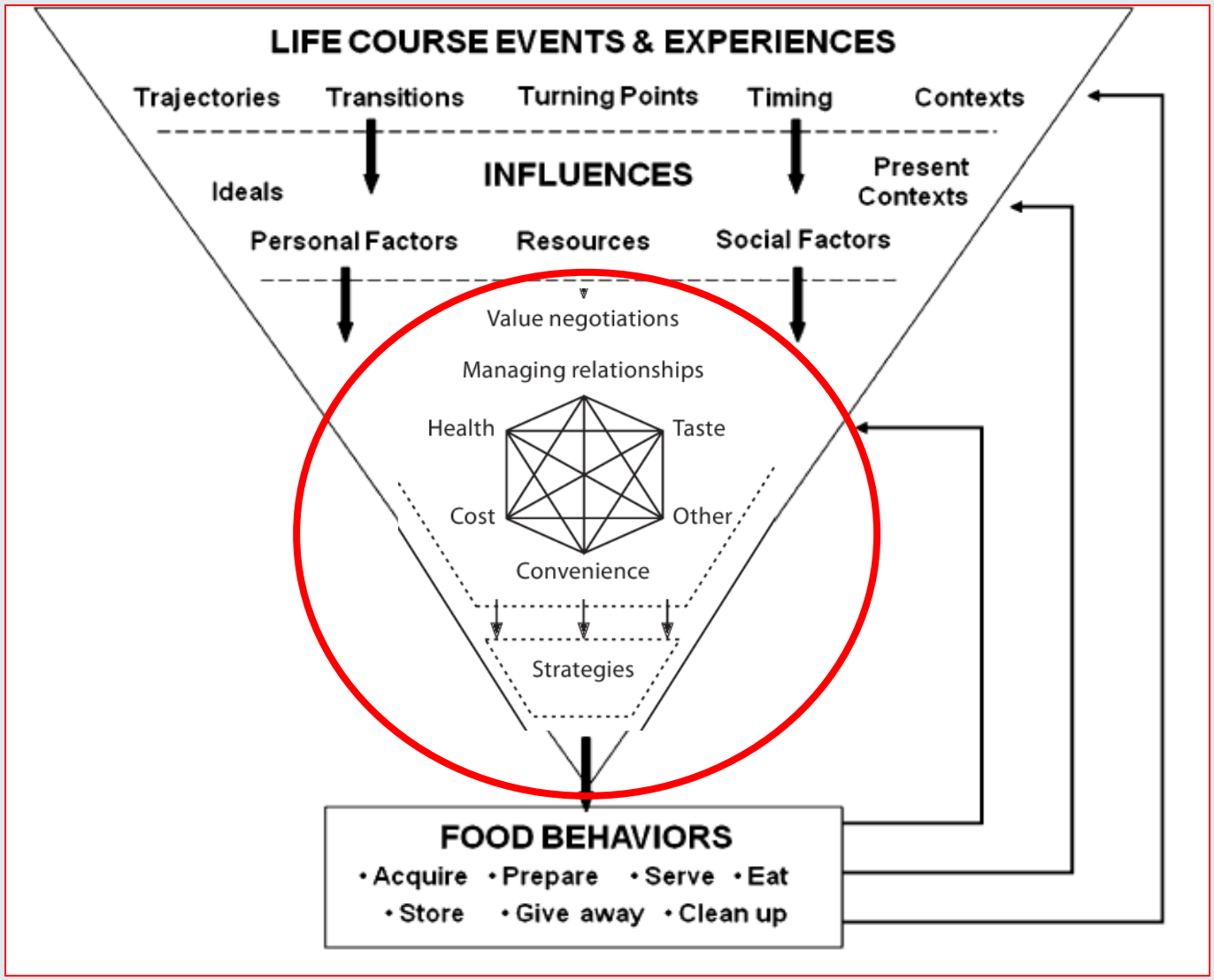
Some questions …

- What is food choice and why does it matter?
- What kinds of choices do people have?
- How do we learn what drives food choice?
- What can be done to promote food choice behaviors for optimal health and well-being?

What is Food Choice?

- Food choice encompasses the processes by which individuals and households decide
  - what to grow, buy, gather, purchase or obtain
  - how to store and prepare acquired foods
  - how to serve, distribute, share, or present foods to other household members
  - when and how to consume foods and beverages

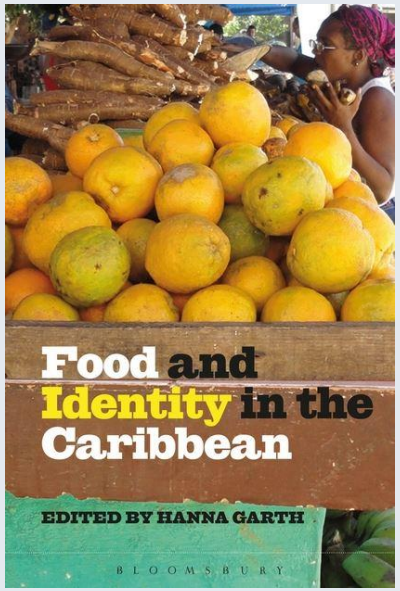
Food Choice is a Process

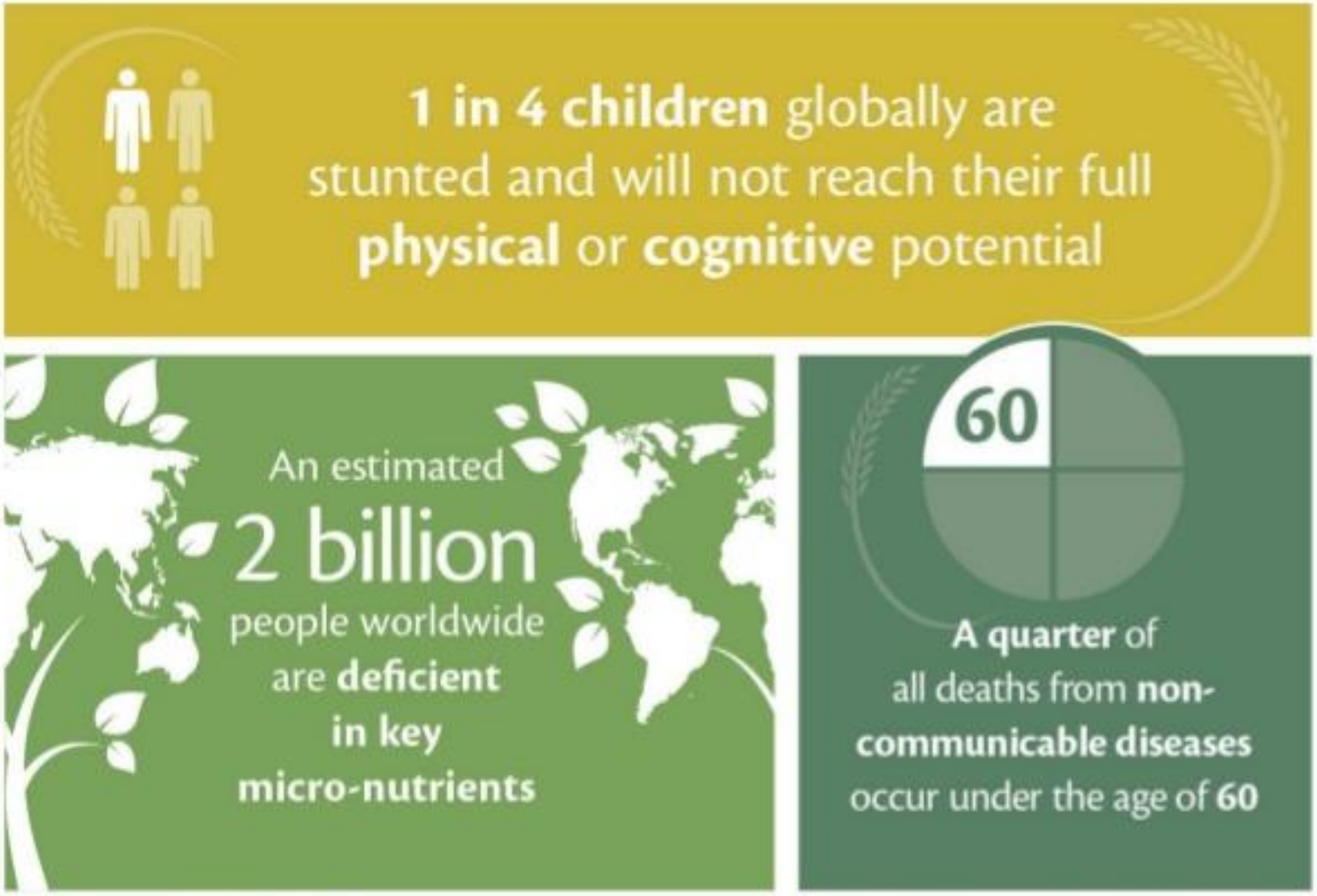


Furst, Connors, Sobal, Bisogni, & Falk (1996). Food choice: a conceptual model of the process. *Appetite* 26(3), 247-266.
M. M. ConnorsCA BisogniJ SobalC M Devine (2001). Managing values in the personal food system. Appetite 36(3): 189-200.

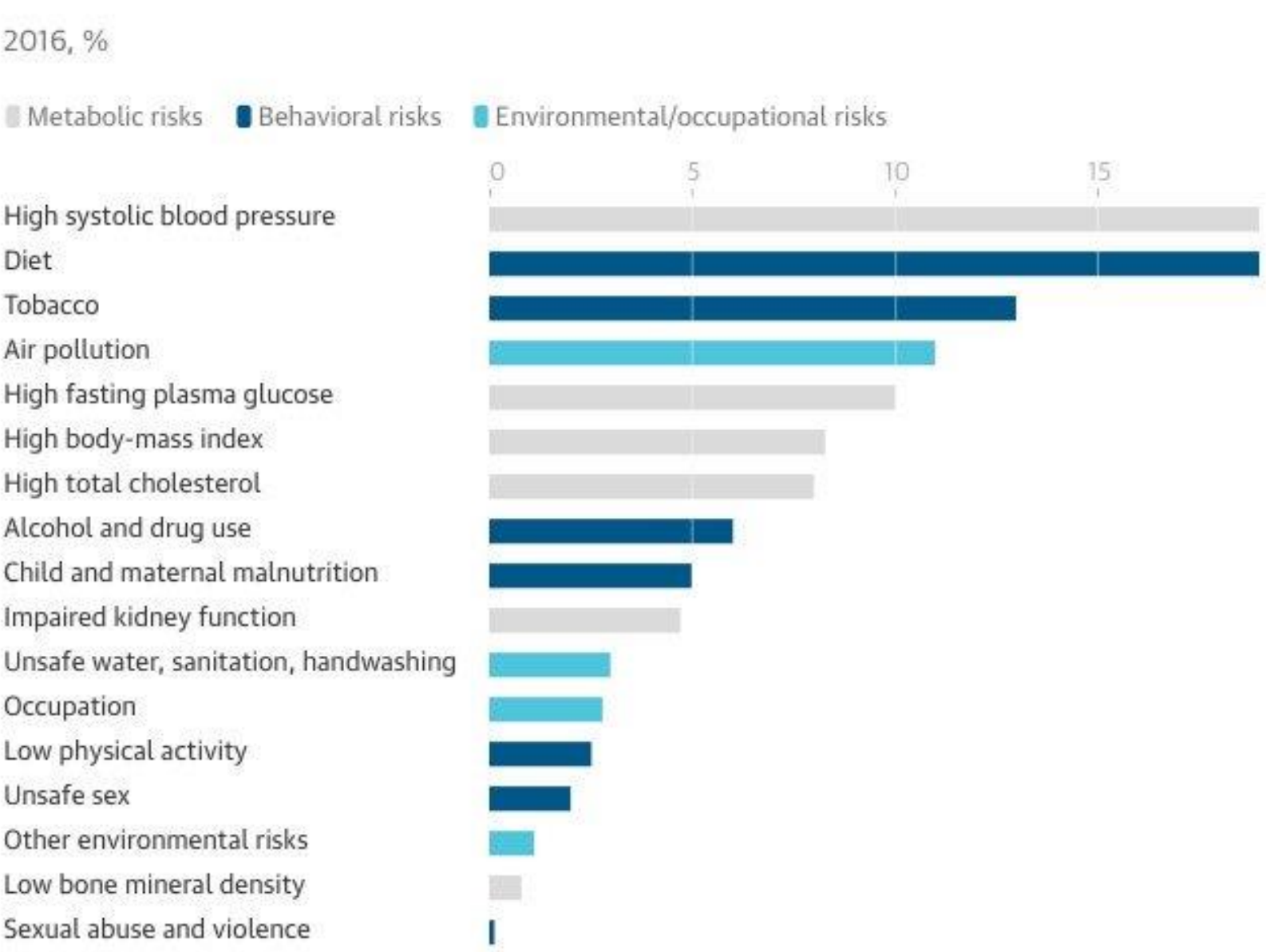
Why does food choice matter?

- Food choice behaviors are integral to social and economic expression of identities, preferences, and cultural meanings and ultimately influence dietary intake and health




1 in 4 children globally are stunted and will not reach their full physical or cognitive potential
An estimated 2 billion people worldwide are deficient in key micro-nutrients
60
A quarter of all deaths from non-communicable diseases occur under the age of 60
W glopan.org | @Glo_PAN

Leading causes of death worldwide

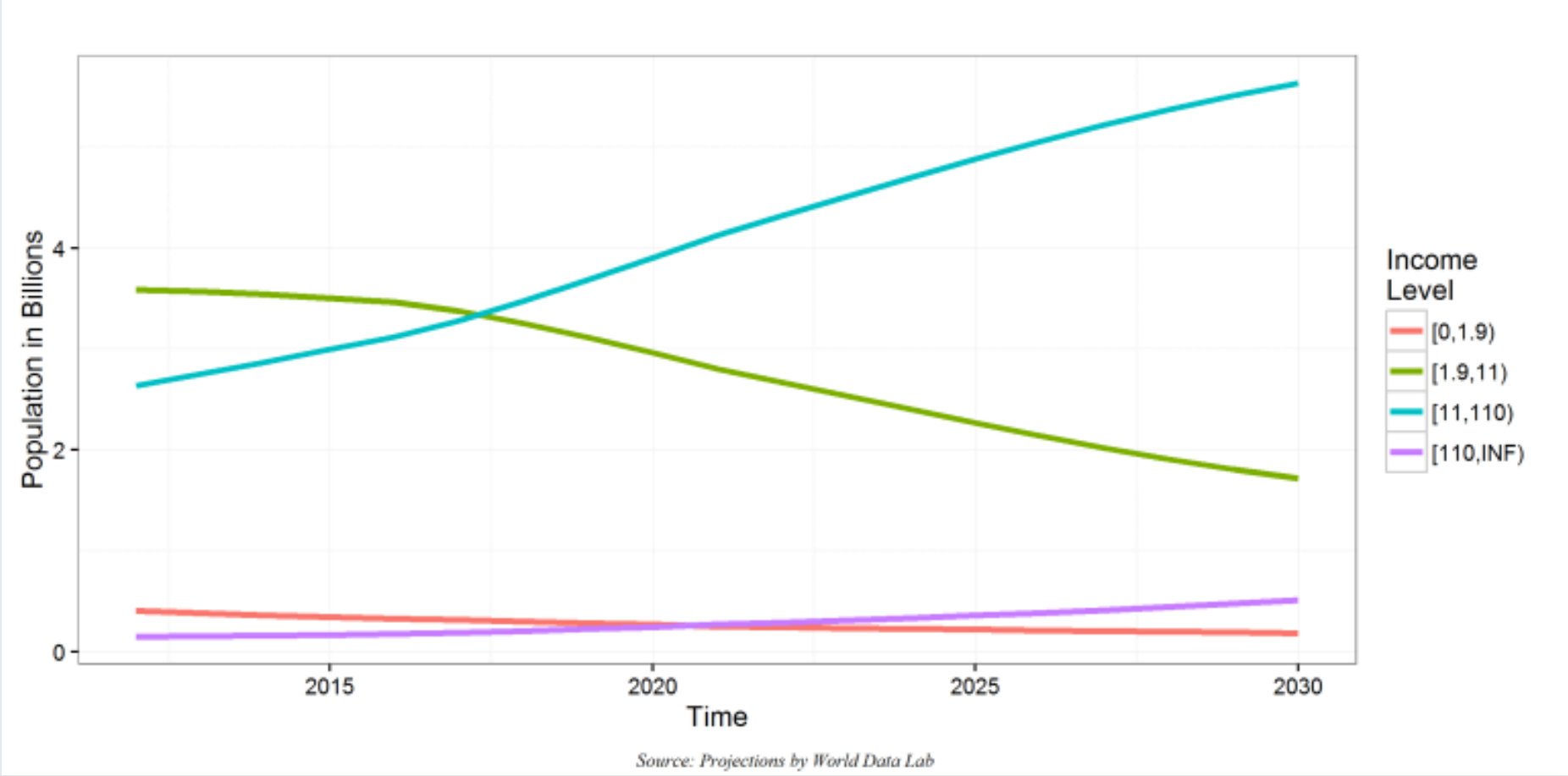


Guardian graphic | Source: Institute for Health Metrics and Evaluation

What kinds of choices do people have?

- "If it is not available, it will not be eaten. If it is available, it is likely to be eaten. If there is no alternative, it will be eaten"*
- Most people have some choice of **what, when, where, with whom or how to acquire, prepare, serve, and consume food.**
- Latitude for food choice varies

*David Mela. **Food choice and intake: the human factor.** Proceedings of the Nutrition Society (1999), **58**, 513–521
Presented at the CAB International *The 3rd French–British Meeting on Nutrition, a joint meeting of the Nutrition Society, Association Française de Nutrition and Société de Nutrition et de Diététique de Langue Française was held at Nancy, France on 30 September–2 October 1998 as part of the* **Symposium on 'Functionality of nutrients and behaviour'**



https://www.brookings.edu/blog/future-development/2017/07/27/a-golden-age-for-business-every-second-five-people-are-entering-the-global-middle-class/

Food Systems Changes Expanding Choice

- Urbanization
- Urban demand driving changes in agriculture and markets
  - Rural to urban, urban to rural

Food Systems Changes and Food Choice

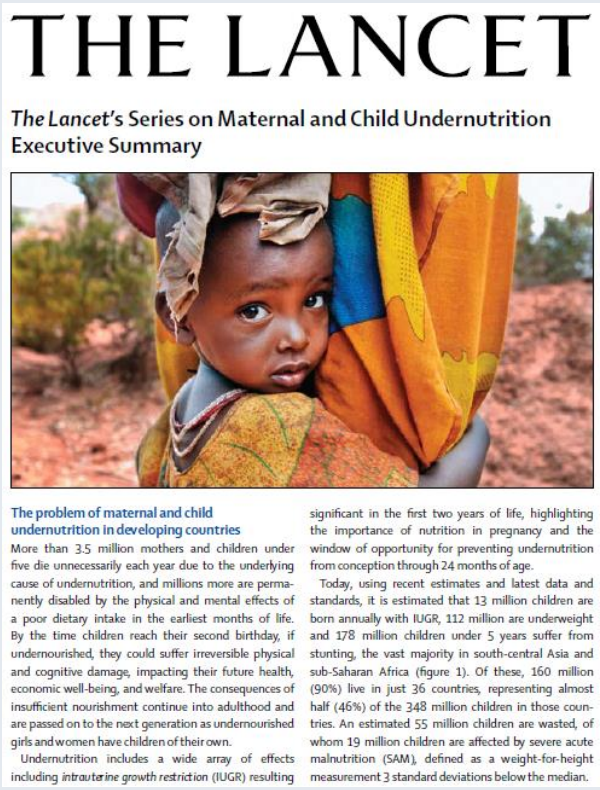
- More foods are
  - Purchased
  - Perishable
  - Processed
  - Prepared
- Broad transformation
- Global reach

https://www.voanews.com/a/as-african-supermarkets-spread-study-finds-traditional-markets-just-as-safe/2614979.html

http://ilsi.org/wp-content/uploads/2017/01/1_Tschirley_Urbanization-food-systems-and-the-diet.pdf

Global commitment to improve nutrition

- Attempts to achieve ambitious goals **hindered by limited knowledge of drivers of food choice** among the poor in low- and middle-income countries (LMIC)
- Solution-focused research on food choice drivers needed



THE LANCET

The Lancet's Series on Maternal and Child Undernutrition
Executive Summary

The problem of maternal and child undernutrition in developing countries

More than 3.5 million mothers and children under five die unnecessarily each year due to the underlying cause of undernutrition, and millions more are permanently disabled by the physical and mental effects of a poor dietary intake in the earliest months of life. By the time children reach their second birthday, if undernourished, they could suffer irreversible physical and cognitive damage, impacting their future health, economic well-being, and welfare. The consequences of insufficient nourishment continue into adulthood and are passed on to the next generation as undernourished girls and women have children of their own.

Undernutrition includes a wide array of effects including *intrauterine growth restriction* (IUGR) resulting significant in the first two years of life, highlighting the importance of nutrition in pregnancy and the window of opportunity for preventing undernutrition from conception through 24 months of age.

Today, using recent estimates and latest data and standards, it is estimated that 13 million children are born annually with IUGR, 112 million are underweight and 178 million children under 5 years suffer from stunting, the vast majority in south-central Asia and sub-Saharan Africa (figure 1). Of these, 160 million (90%) live in just 36 countries, representing almost half (46%) of the 348 million children in those countries. An estimated 55 million children are wasted, of whom 19 million children are affected by severe acute malnutrition (SAM), defined as a weight-for-height measurement 3 standard deviations below the median.

The Lancet, Volume 382, No. 9890, August 2013

Science of Food Choice

- Concerned with generating knowledge about causal drivers of food choice decision-making processes and behavior within immediate food and social environments
- Dietary intake is an outcome of food choice

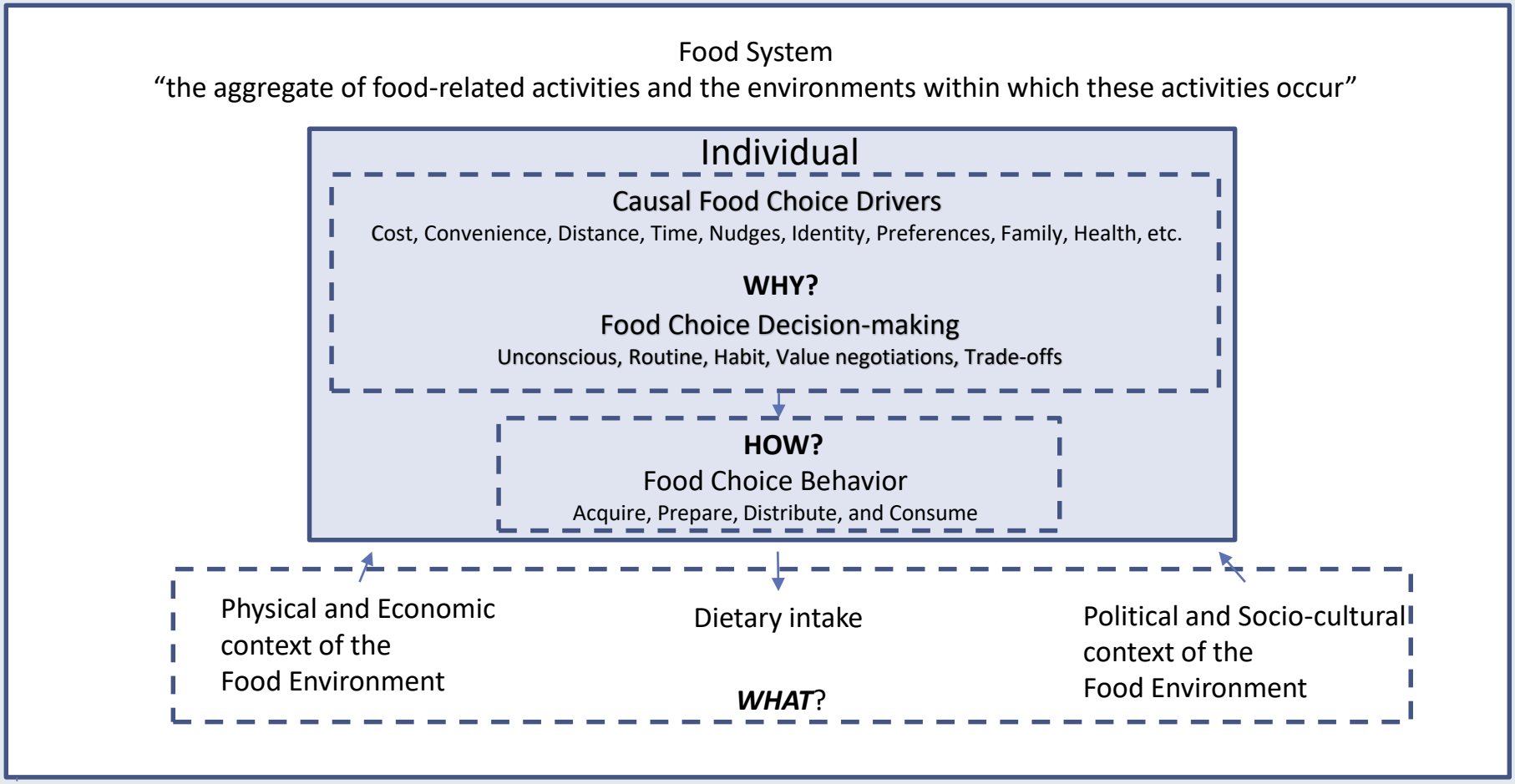


Figure1: Mapping the Science of Food Choice to understand **why** people eat **what** they do and **how** they go about doing this in rapidly changing food system

The Science of Food Choice

- Three essential questions to understand drivers of choice for policy and program action

1. What?
   - What is available and what are people eating?
2. How?
   - How do people acquire, prepare, distribute, and consume the food they eat?
3. Why?
   - Why do people make the food choices that they do?
   - yields information about decision-making processes for food choice and the causal drivers of these choices.

Some questions to consider in your groups today…

- What is the food choice issue you want to address?
  - Problem, barrier, opportunity, etc.
- What drives this food choice behavior?
  - What decision-making processes are involved
  - Identify possible causal drivers
- What policy or program actions could address this issue?

CASE STUDY PRESENTATIONS

Instructions for small groups

- *Pick one of the 2 cases.*
- Restate the food choice problem identified in your selected case.
  - What are some opportunities for intervening to address the identified food choice problem in the study context?
  - Keep in mind the influence of multiple levels of the food system and decision-making processes related to the identified food choice problem.
    - You may write or use a diagram to demonstrate your thinking.
- Select one opportunity for intervening that was identified in step 1. Develop program and/or policy actions for the selected opportunity for intervening to address the food choice problem
- Consider the following as you develop your program and/or policy actions:
  - What are the preconditions for your chosen programs or policies to succeed in this context?
  - What are the possible unintended consequences of your proposed actions?
  - Is it best to address the food choice problem through one comprehensive or targeted program or policy, or with a series of coordinated programs or policies that reinforce and complement each other?
- Provide a brief rationale for how your proposed actions will lead to improvement of the food choice problem. Attempt to outline hypothesized causal pathways if possible.
- For each of your programs and/or policies, identify any additional challenges or knowledge/evidence gaps that could be addressed to facilitate implementation, scale up, and uptake.

Drivers of Food Choice

Competitive Grants Program