

# Aim



Increase the consumption of healthy, packaged food products  
on campus at UoE

# Solutions?

- Healthier, alternative meal deal
- Adapting store layouts
- Healthy “loyalty” card

# Meal Deals



Improving healthy meal deals in on-campus catering venues.

# Why do we need healthier meal deals?

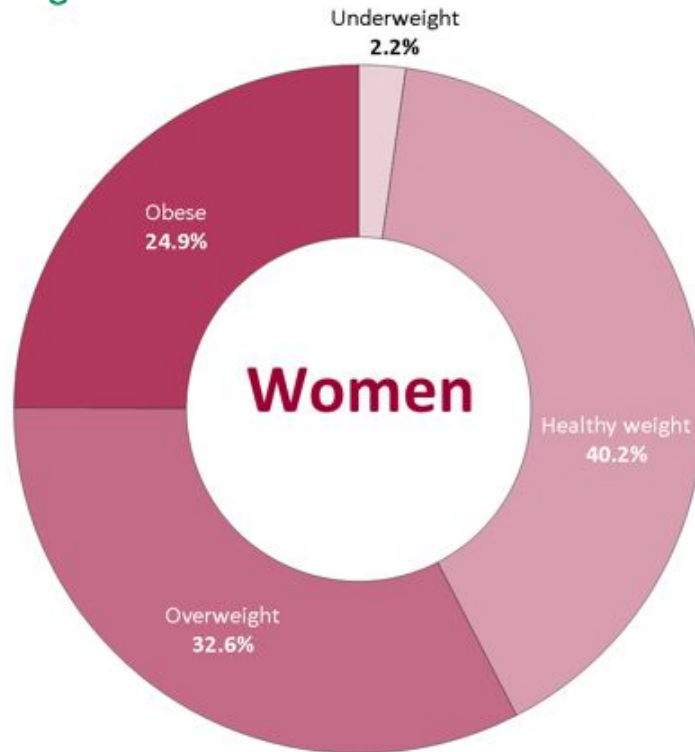
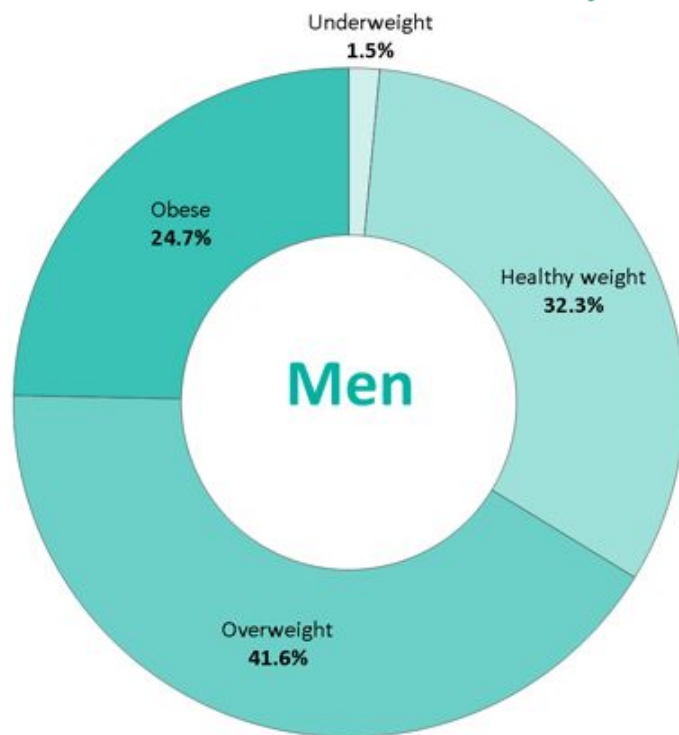
- A study by Slimming World amongst 1055 former UK uni students revealed that;
  - More than a ¼ of first year students gain up to 2 stone in their first year
  - Nearly two-thirds of students that gained weight had put on between 1st and 5st
- Survey showed how students relied too heavily on **convenience** foods instead of cooking, blaming this for their weight gain.

# Additional research

- It is increasingly recognized that unhealthy lifestyles do not just appear in adulthood ... the increased consumption of fast foods, pre-prepared meals and carbonated drinks, have taken place over the past 30 years.
  - Diet, nutrition and the prevention of chronic diseases Report of a joint WHO/FAO expert consultation (WHO Technical Report Series 916) 2003

# Adult BMI status by sex

Health Survey for England 2011-2013



**Adult (aged 16+) BMI thresholds:**

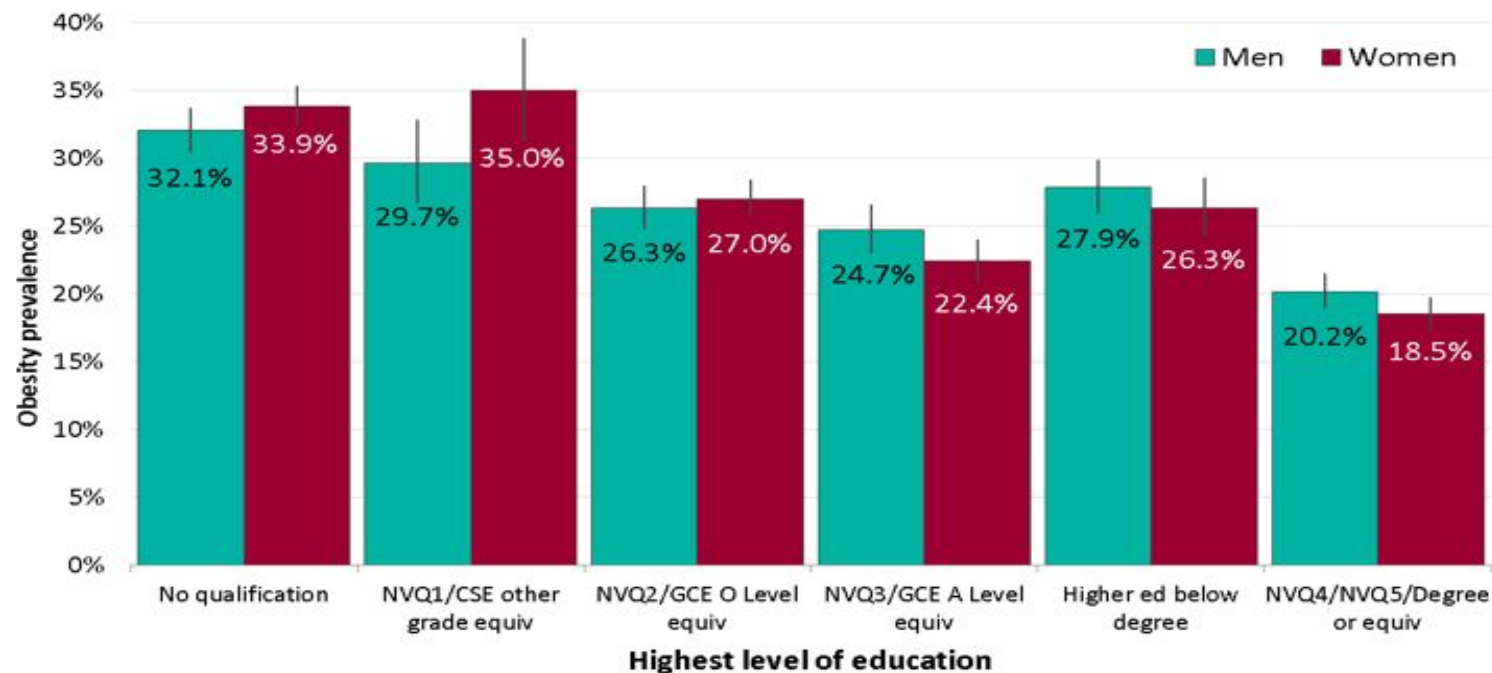
Underweight:  $<18.5\text{kg/m}^2$

Healthy weight:  $18.5$  to  $<25\text{kg/m}^2$

**Number Patterns and trends in adult obesity**

Obese:  $\geq 30\text{kg/m}^2$

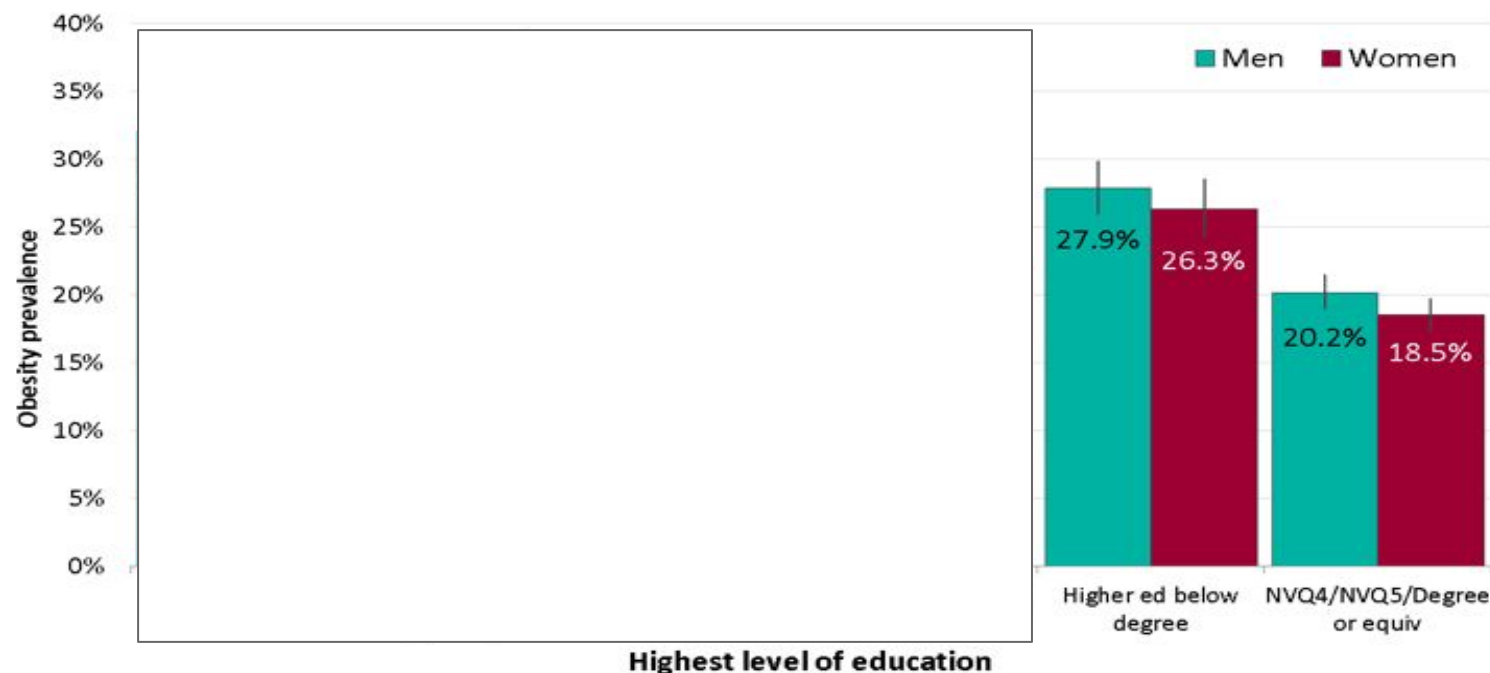
# Adult obesity prevalence by education



Education measure is highest qualification attained

The chart shows 95% confidence intervals  
Adult (aged 16+) obesity: BMI  $\geq 30\text{kg/m}^2$

# Adult obesity prevalence by education



Education measure is highest qualification attained

The chart shows 95% confidence intervals  
Adult (aged 16+) obesity: BMI  $\geq 30\text{kg/m}^2$



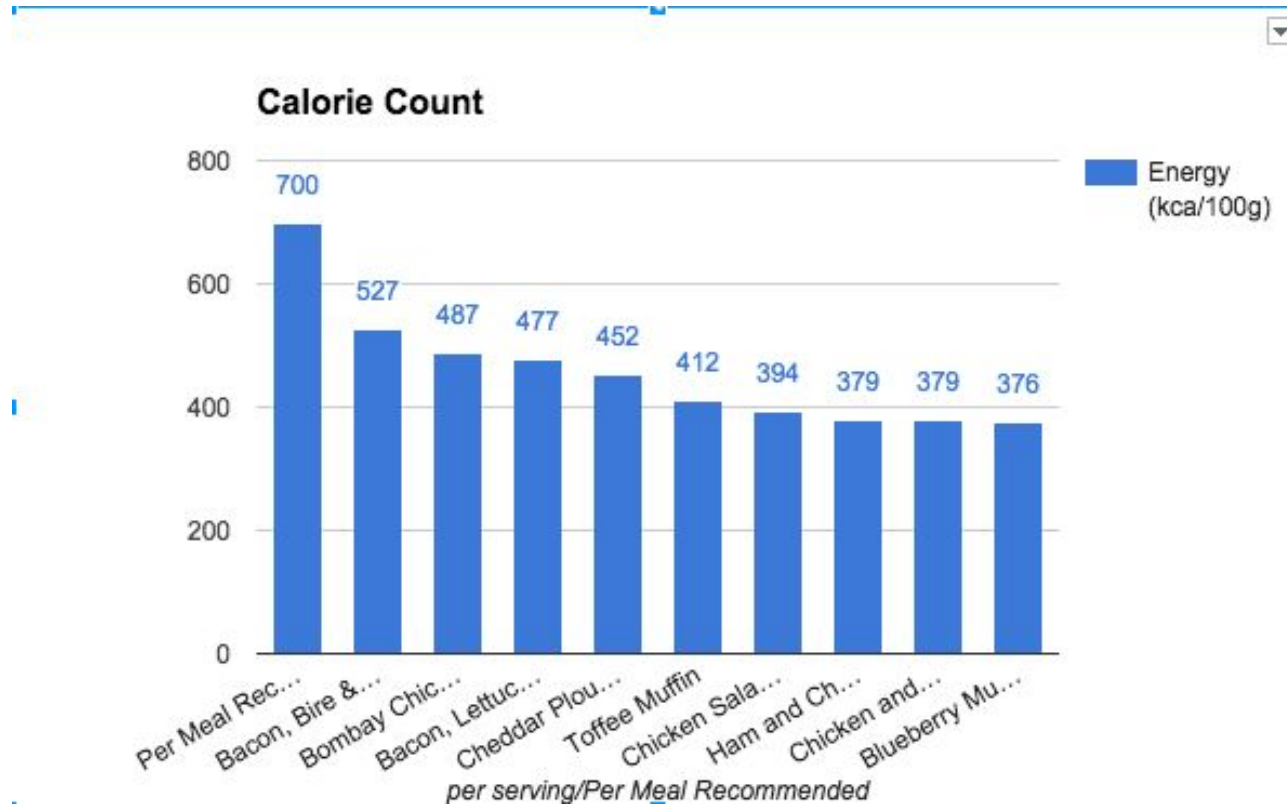
# Current deal



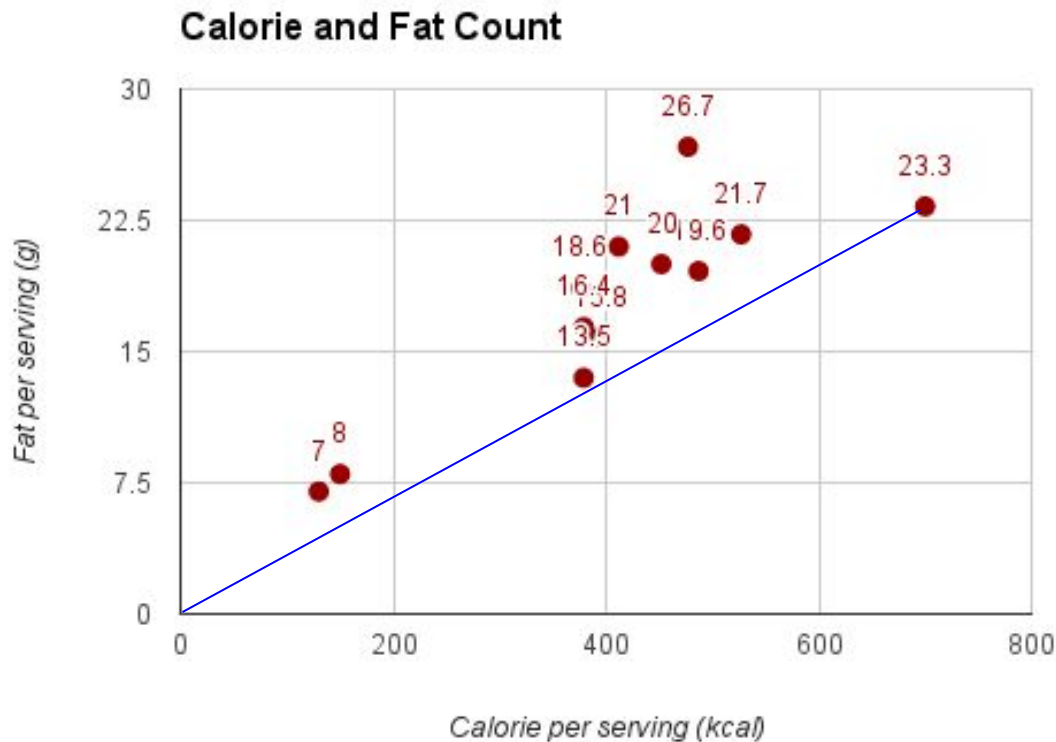
**Average Meal Deal: 697 kcal (100%), 26.7g Fat (115%), 78.7g Carbs (90%),  
28.7g Sugar (280%), 2.38g Salt&Sodium (110%)**

\*(% Per Meal Value)

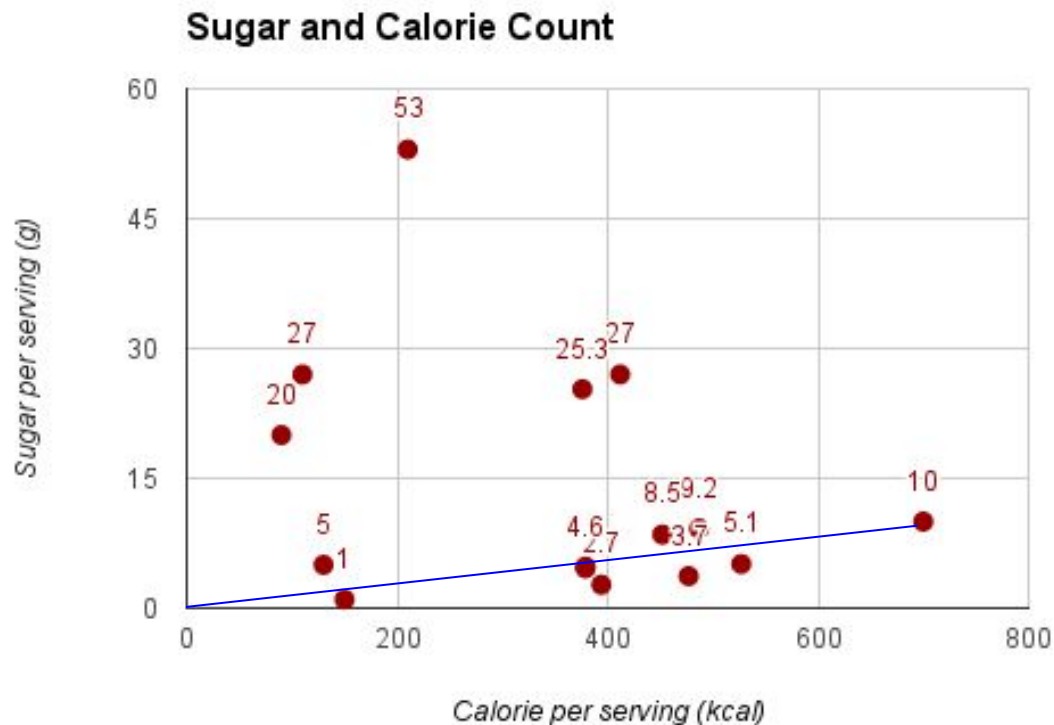
# Current Deal: inadequate calorie intake



# Current Deal: too much fat



# Current Deal: too much sugar



NUTRITIONAL INFORMATION		
Typical Values	Per 100g	Per Pack
Energy	975 kJ	2048 kJ
	232 kcal	487 kcal
Fat	9.4 g	19.6 g
(of which saturates)	2.1 g	4.3 g
Carbohydrate	28.6 g	60.1 g
(of which sugars)	4.4 g	9.2 g
Fibre	1.5 g	3.2 g
Protein	7.6 g	16.0 g
Salt	1.2 g	2.4 g

Made in the UK by Adelle

NUTRITIONAL INFORMATION		
Typical Values	Per 100g	Per Pack
Energy	791 kJ	1740 kJ
	188 kcal	414 kcal
Fat	5.5 g	12.1 g
(of which saturates)	2.7 g	6.0 g
Carbohydrate	23.9 g	52.6 g
(of which sugars)	3.3 g	7.2 g
Fibre	1.5 g	3.3 g
Protein	9.9 g	21.8 g
Salt	1.0 g	2.1 g

Made in the UK by Adelle Foods Group, Technical Services, 2 The Square

NUTRITIONAL INFORMATION		
Typical Values	Per 100g	Per Pack
Energy	1107 kJ	1993 kJ
	265 kcal	477 kcal
Fat	14.8 g	26.7 g
(of which saturates)	2.9 g	5.3 g
Carbohydrate	24.3 g	43.7 g
(of which sugars)	2.1 g	3.7 g
Fibre	2.0 g	3.6 g
Protein	7.7 g	13.8 g
Salt	0.9 g	1.7 g

Made in the UK by Adelle Foods Group, Technical Services,  
2 The Square, Southall Lane, Heathrow UB2 5NH.

NUTRITIONAL INFORMATION		
Typical Values	Per 100g	Per Pack
Energy	1032 kJ	1590 kJ
	246 kcal	379 kcal
Fat	10.6 g	16.4 g
(of which saturates)	5.2 g	8.0 g
Carbohydrate	21.5 g	33.2 g
(of which sugars)	3.1 g	4.8 g
Fibre	2.0 g	3.1 g
Protein	15.1 g	23.3 g
Salt	1.5 g	2.3 g

Made in the UK by Adelle Foods Group, Technical Services,  
2 The Square, Southall Lane, Heathrow UB2 5NH.

# Proof-of-Concept Design



Healthy Meal Deal Concept  
Promotion of Meal Deal

Promoting Healthy Meal Deals in On-Campus Catering venues

# A 3-Part Healthy Meal Deal

## Main

Current sandwich options with wholemeal bread.

- Wholemeal sandwiches
- Wholemeal buns
- Wholemeal paninis

Current wrap options with wholemeal wraps.



## Drink

Water

Tea

Fruit Juice (not from concentrate)

Vitamin Water

Milk



## Side

Single piece of fruit

Tub of berries (Raspberries, Strawberries etc.)

Bag of nuts

Tub of yoghurt





# Promotion of the New Meal Deal

- On Campus
  - Informative
  - Promoting 'healthiness'
  - Specific food benefits
  - Promoting specific food items
- In-shop
  - Targeted on the deal
  - Comparison with the current in-shop deal
  - Minimising text
  - Formula format
  - Encouraging changes in shop-layout where possible



Formula format in conjunction with adapted store layout.



# On-Campus Promotion



Introducing a healthier alternative...



+



+



=

£2.50

An aPEELing meal deal

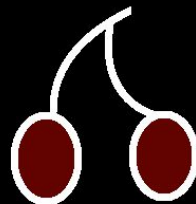
Introducing a healthier alternative...



+



+

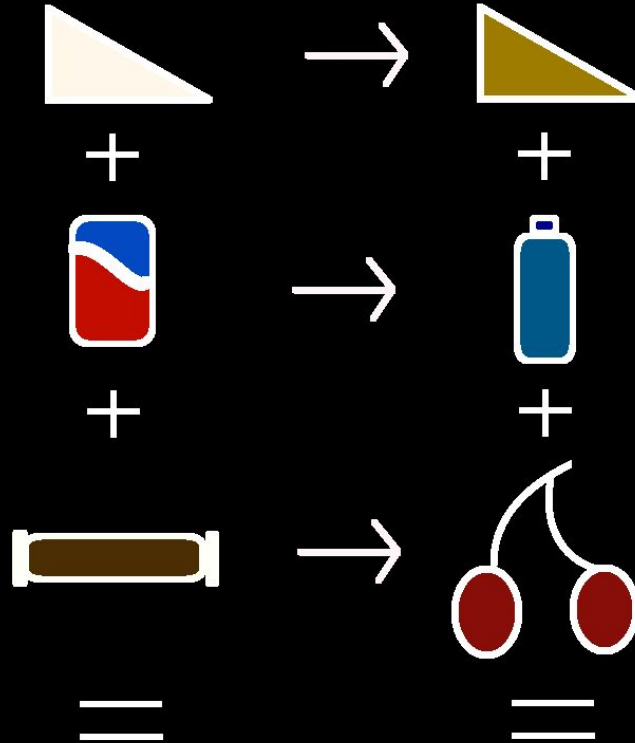


=

£2.50

A Cherry Good Deal

# Introducing a healthier alternative...



697 kcal  
26.g fat  
78.7g Carbohydrates  
28.7g Sugar  
2.38g Salt & Sodium

423 kcal  
13.6.g fat  
37.7g Carbohydrates  
14.2g Sugar  
0.43g Salt & Sodium

# **In-Store Promotion**





A handful of these will  
make you want to  
swing from trees.



The protein and good fats (monounsaturated) inside nuts are bountiful in energy.\*

\*<http://www.nhs.uk/Livewell/Healthyhearts/Pages/Cholesterol.aspx>



For your next meal deal pick an orange instead of Crisps. The Energy Inside fruits won't slow you down.\*

\*<http://www.hsph.harvard.edu/nutritionsource/what-should-you-eat/fats-and-cholesterol/>





FEELING TIRED?



Swap your white for  
**WHOLEMEAL**

Lower GI = Lasting energy



# Further Things to Consider

- **Viability of implementing our ideas**
  - Discussion with retail managers
  - Replacing components of meal deals, advertisement, display
- **Expected obstacles**
  - Commercial interests
  - Bureaucratic procedures
  - Price

# Conclusion

- **Issue**

- Need for healthier options
- Demand for convenient, but healthy food options

- **Healthy Meal Deals**

- Inclusive without obscure options
- Competes with, but does not replace current deal

- **Promotion**

- Two-tiered promotion
- Informative, but not invasive, no shaming

# References

- Ifland, J. R., Preuss, H. G., Marcus, M. T., Rourke, K. M., Taylor, W. C., Burau, K., ... & Manso, G. (2009). Refined food addiction: a classic substance use disorder. Medical hypotheses, 72(5), 518-526.
- Public Health England. 2016. Slide Sets. [ONLINE] Available at: [https://www.noo.org.uk/slide\\_sets](https://www.noo.org.uk/slide_sets). [Accessed 22 March 16].