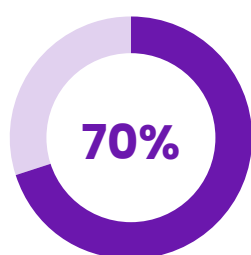


Food messages for children and adolescents – what works

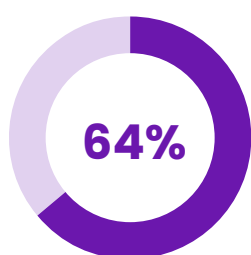


Adults' familiarity with dietary guidelines

High familiarity with general advice:

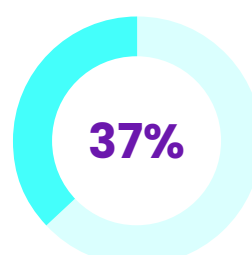


6-8 glasses of water

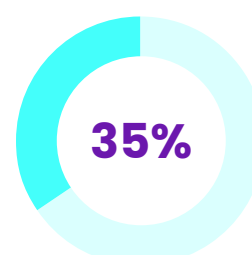


Choose wholegrain options

Low familiarity with more specific advice:



Eat more beans and pulses



Recommended calorie intake



Adults view of childrens/ adolescents ability to follow dietary guidelines

Easier

24%

Drinking water

17%

Eat the rainbow of fruits and vegetables

Harder

38%

Limiting high fat/sugar/salt foods

32%

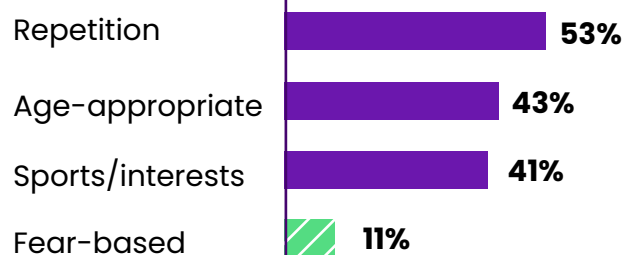
More beans/pulses



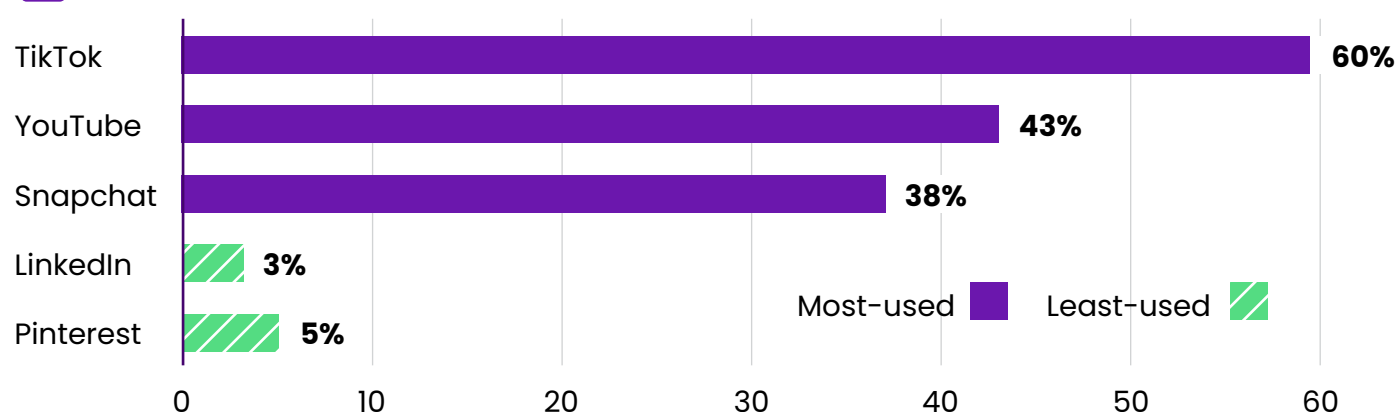
Memorable food message factors for children/adolescents

Top factors

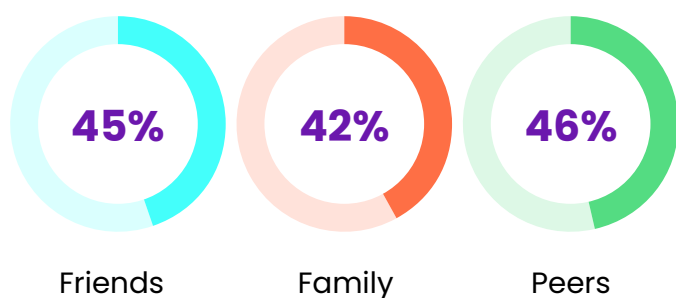
Least memorable



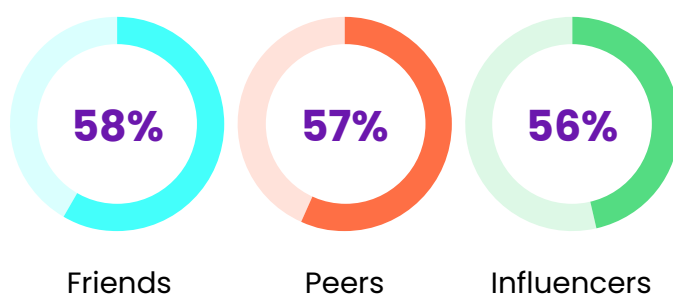
Social Media Tools For Food Messaging



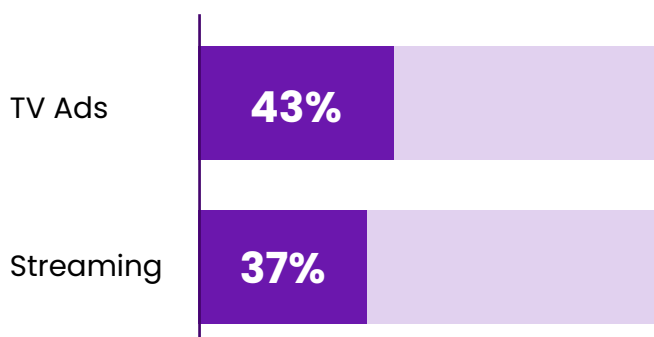
Information sources for children



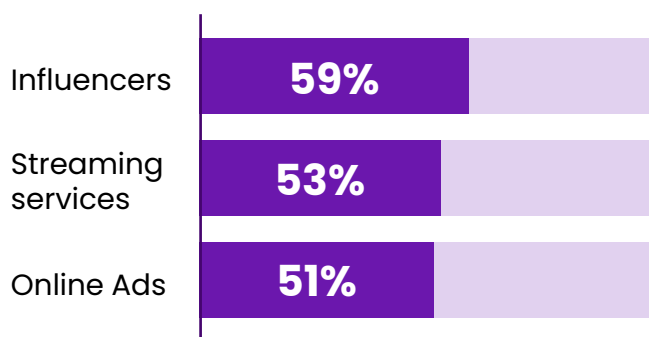
Information sources for adolescents



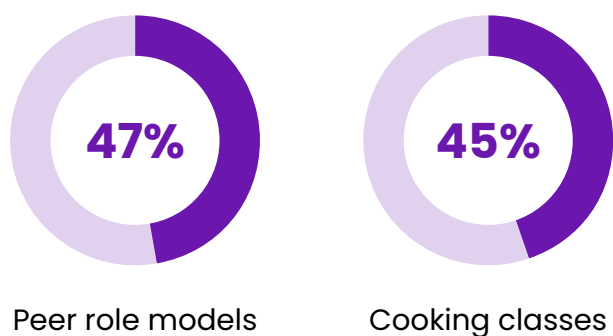
Media sources for children



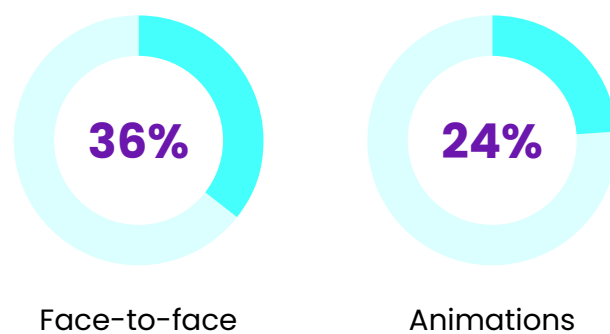
Media sources for adolescents



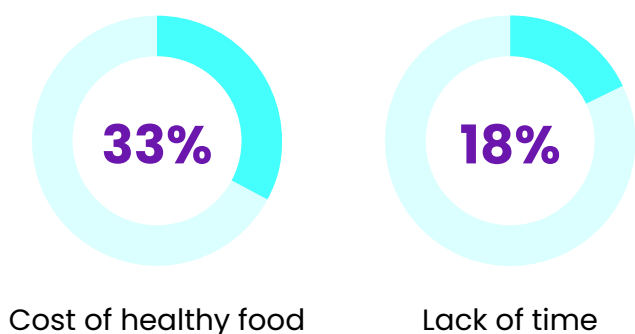
Effective delivery methods for food messaging



Channels children/adolescents pay attention to



Family barriers to healthy eating



Family facilitators to healthy eating

