

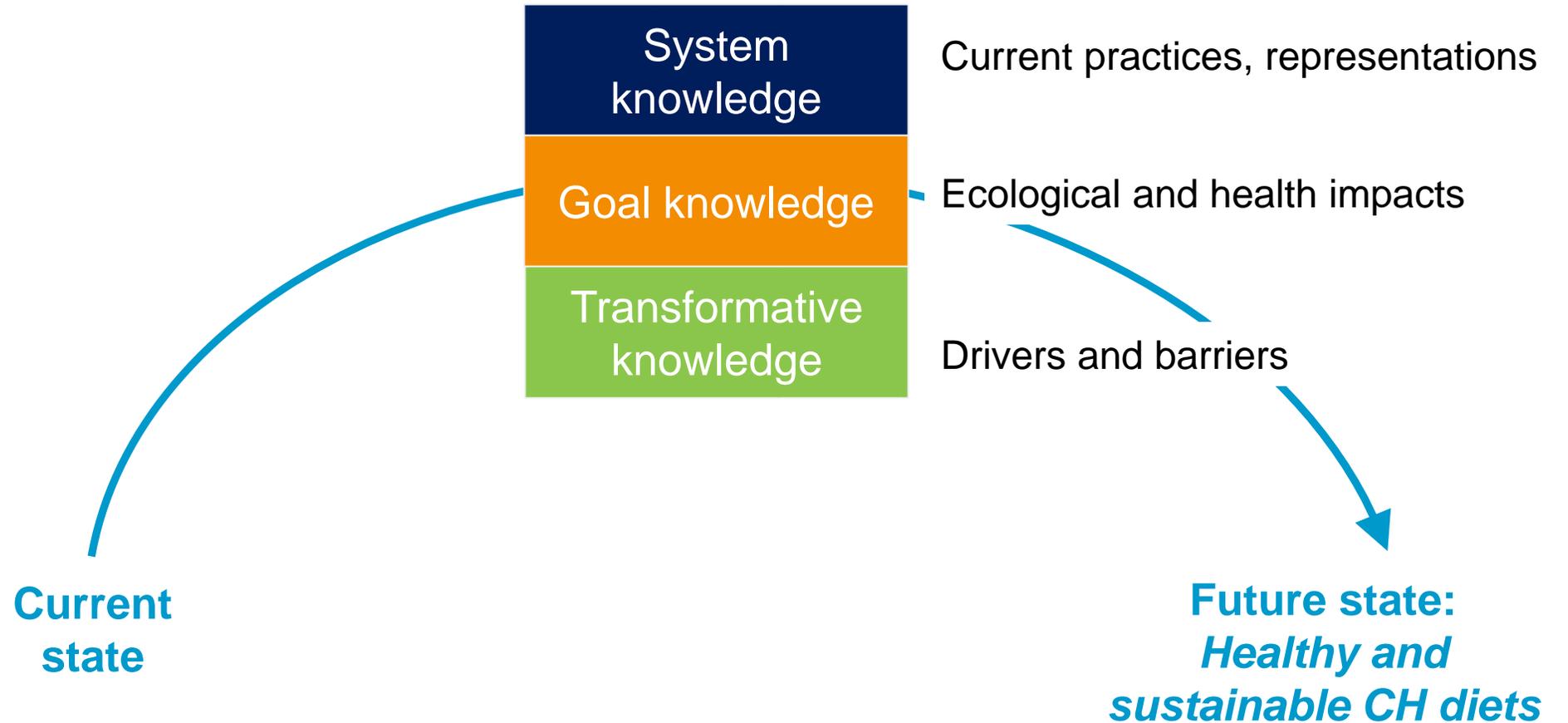


Prescriptions et pratiques alimentaires: Vers des régimes sains et durables en Suisse

Laurence Godin et Marlyne Sahakian

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Project overview



Source: after Binder 2004

3 work packages

WP1 (UNIL/UNIGE)

Prescriptions, representation and practices: what are existing guidelines around healthy and sustainable diets? How do consumers understand them? How do they enact them?

WP2 (Quantis)

Impacts: through enhanced life cycle assessment, what are the health, nutrition and environmental impacts of particular diets? What are the trade-offs?

WP3 (EPFL)

Transitions: what are the drivers and barriers to transitions towards more healthy and sustainable diets?

Goals of the project

- ▶ **Uncover “tipping points”** to healthy and sustainable CH diets, including barriers and opportunities, points of tension, knowledge gaps & long/short-term priorities.
- ▶ Deliver **perspectives** for future healthy and sustainable CH diets, through 1) scientific publications; and **transdisciplinary** efforts: 2) a consumer-oriented report and 3) a policy-driven executive summary.

Tipping points toward healthy and sustainable Swiss diets:

Assessing prescriptions, practices and impacts

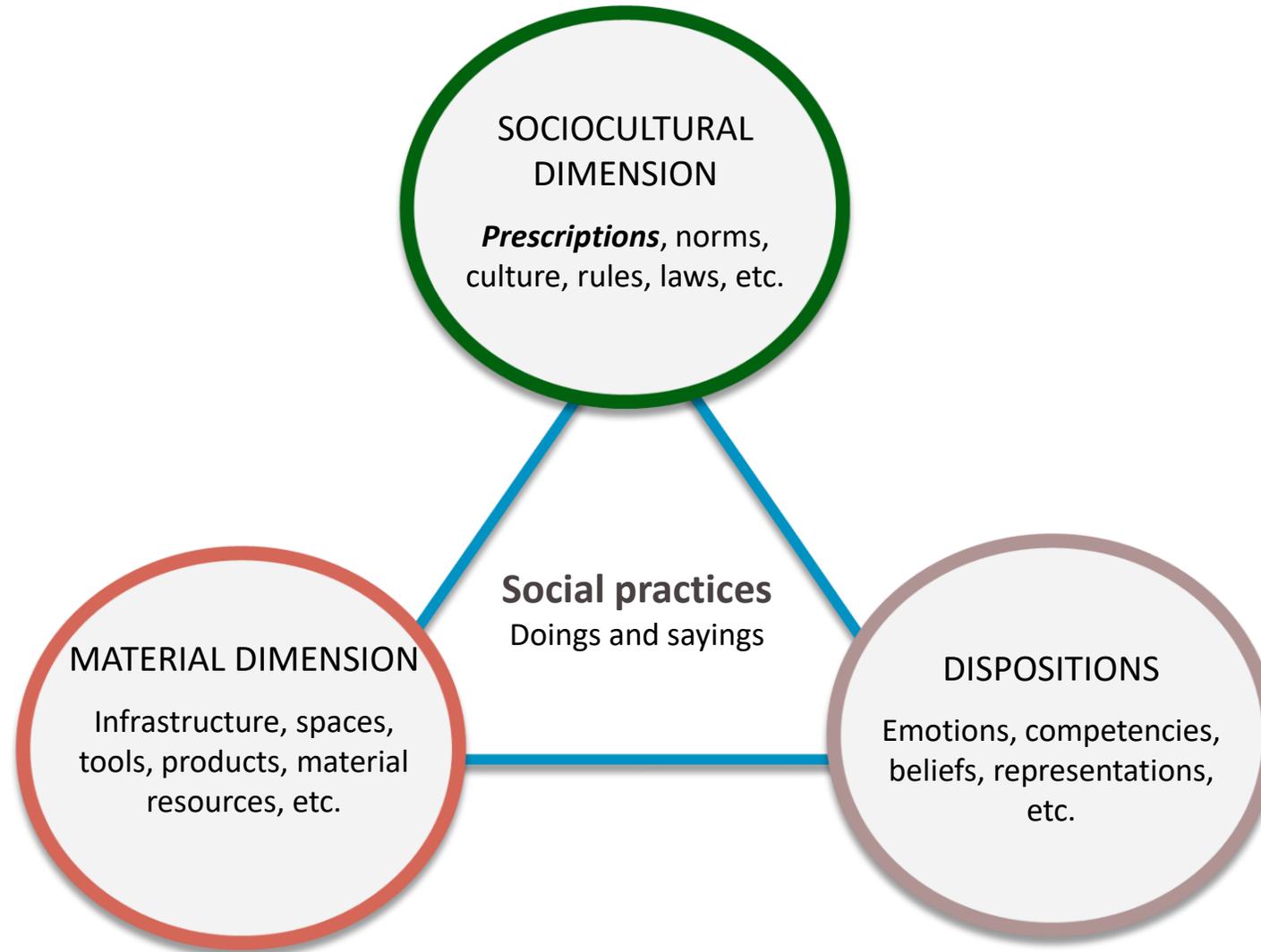
Conceptual framework

Studying social practices

Why study social practices?

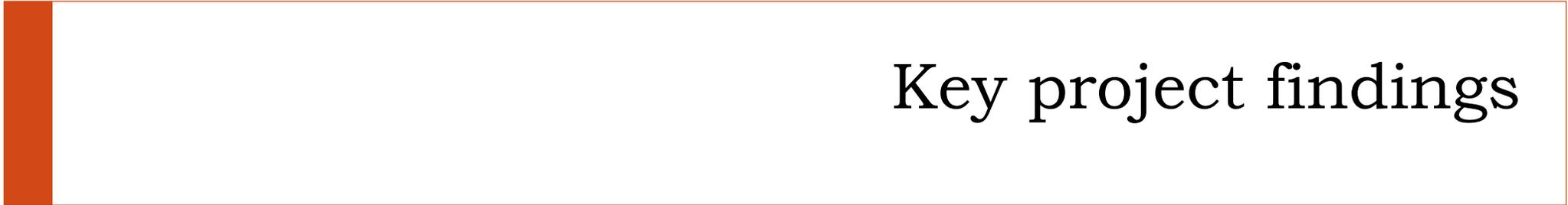
- ▶ **How we understand consumption:** beyond individual actions based on rational choices
- ▶ **What we study:** looking at what people do, not what they want or believe (value-action gap)
- ▶ **How we understand change:** acting on the context, not the people; including the material dimension of consumption and social norms about how things *ought or should be*

Social practices

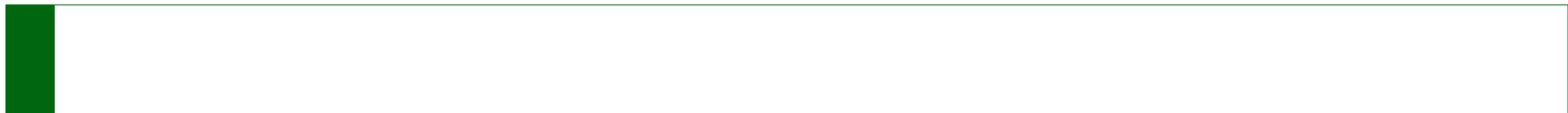


Tipping points toward healthy and sustainable Swiss diets:

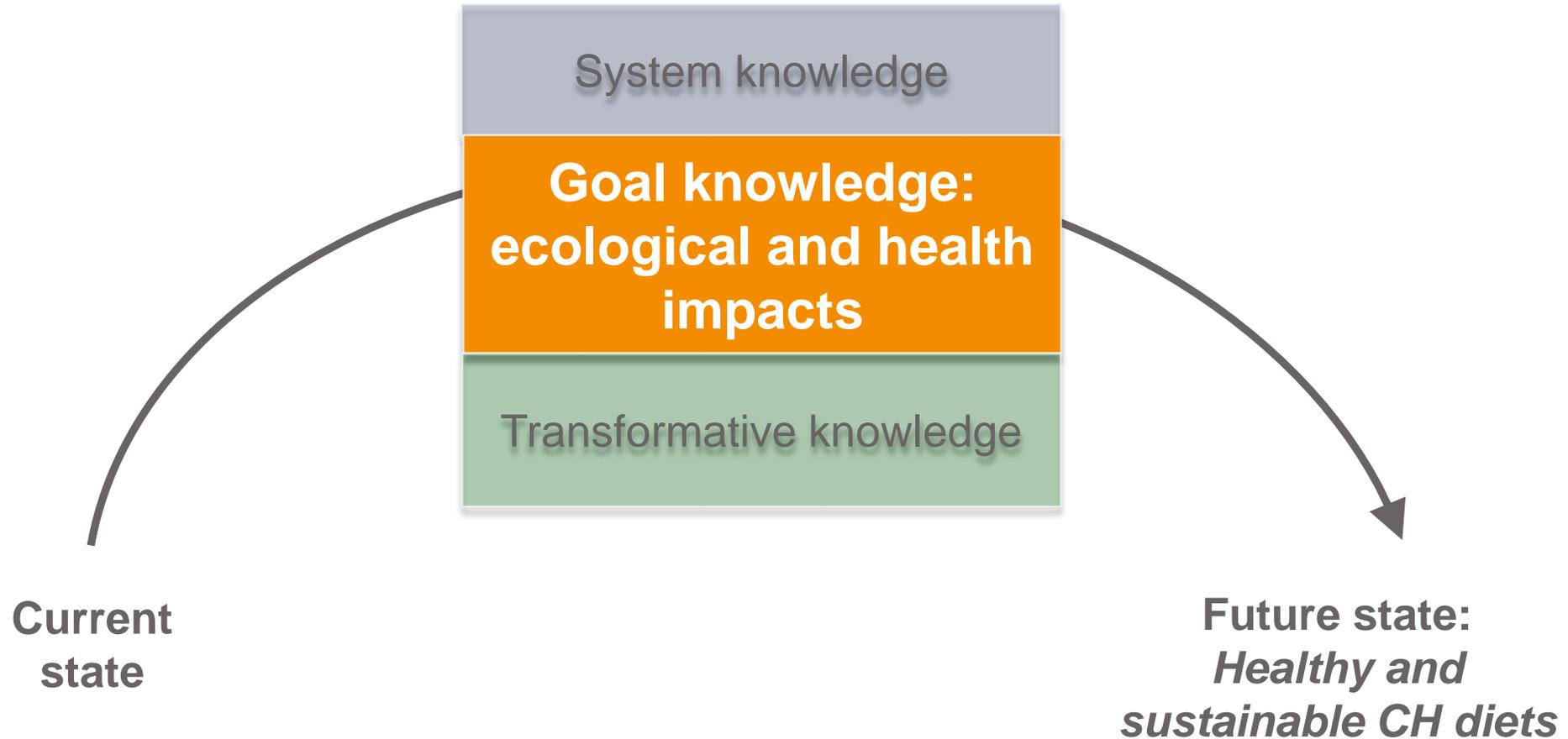
Assessing prescriptions, practices and impacts

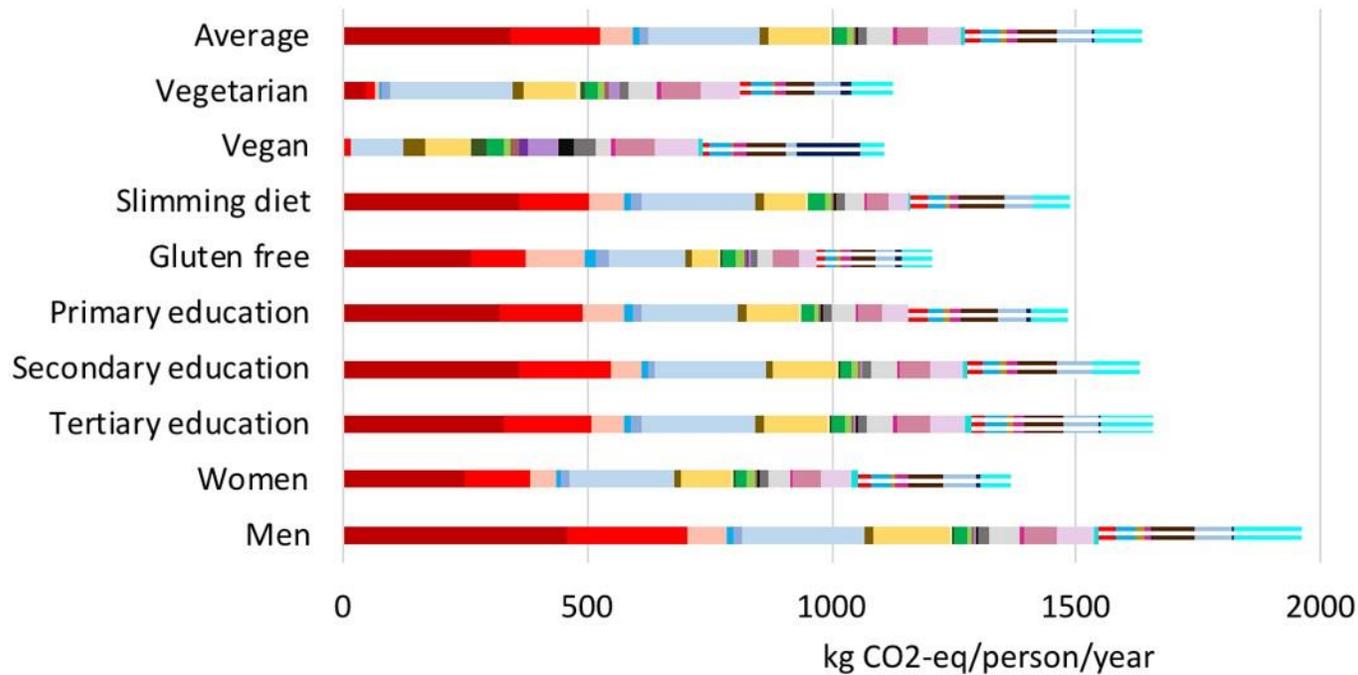


Key project findings



Key findings part 1: Goal knowledge



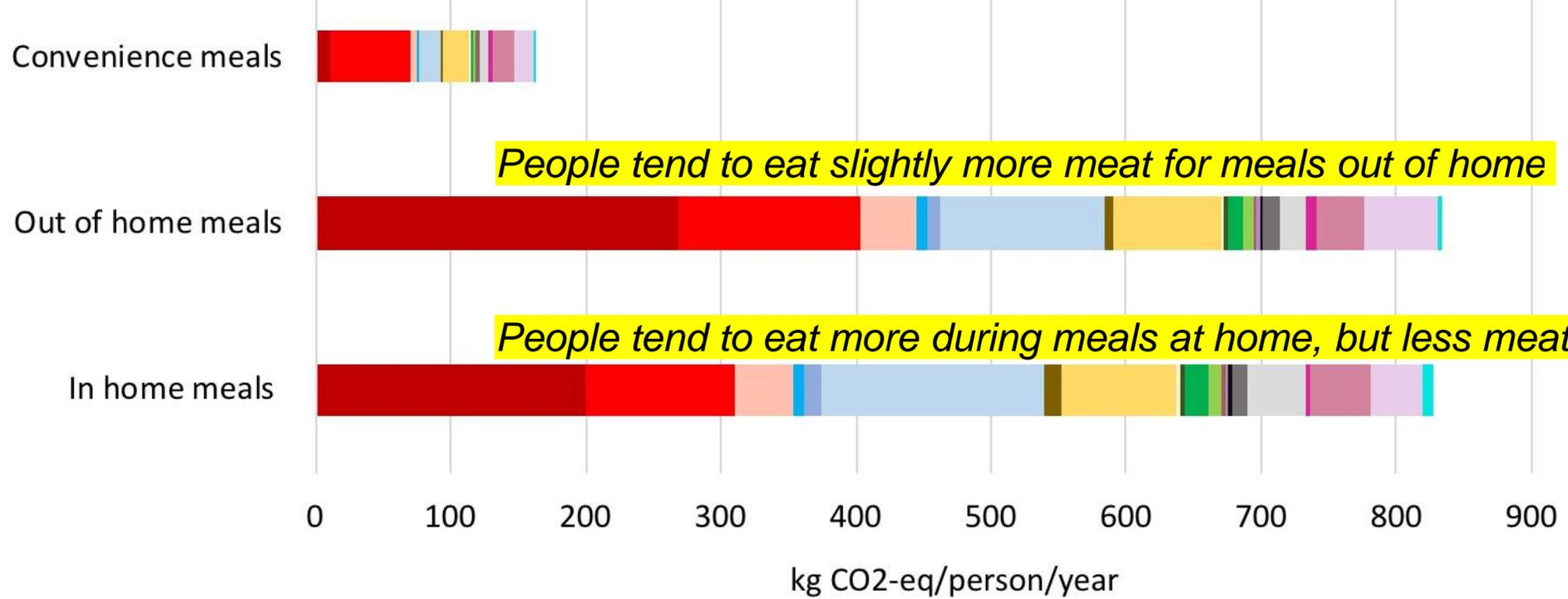


- Red meat
- Processed meat
- Other meat
- Fish and seafood
- Eggs
- Dairy
- Whole grains
- Other cereals
- Potatoes and tubers
- Legumes
- Vegetables
- Fruits
- Nuts and seeds
- Dairy substitute
- Vegetarian meat substitutes
- Specialty products
- Herbs and sauces
- Oils and fats
- Salty snacks
- Candies and sweets
- Baked goods
- Soups and bouillons
- Tap water
- Bottled water
- Juice
- Sugary sweetened beverages
- Teas and infusions
- Coffee
- Milk and milk drinks
- Milk drink substitutes
- Alcohol

Dietary shift key intervention but more needed.

Focusing across animal products, especially those non-Swiss could be a key area of intervention.

Convenience meals are generally small, but high proportion is processed meat

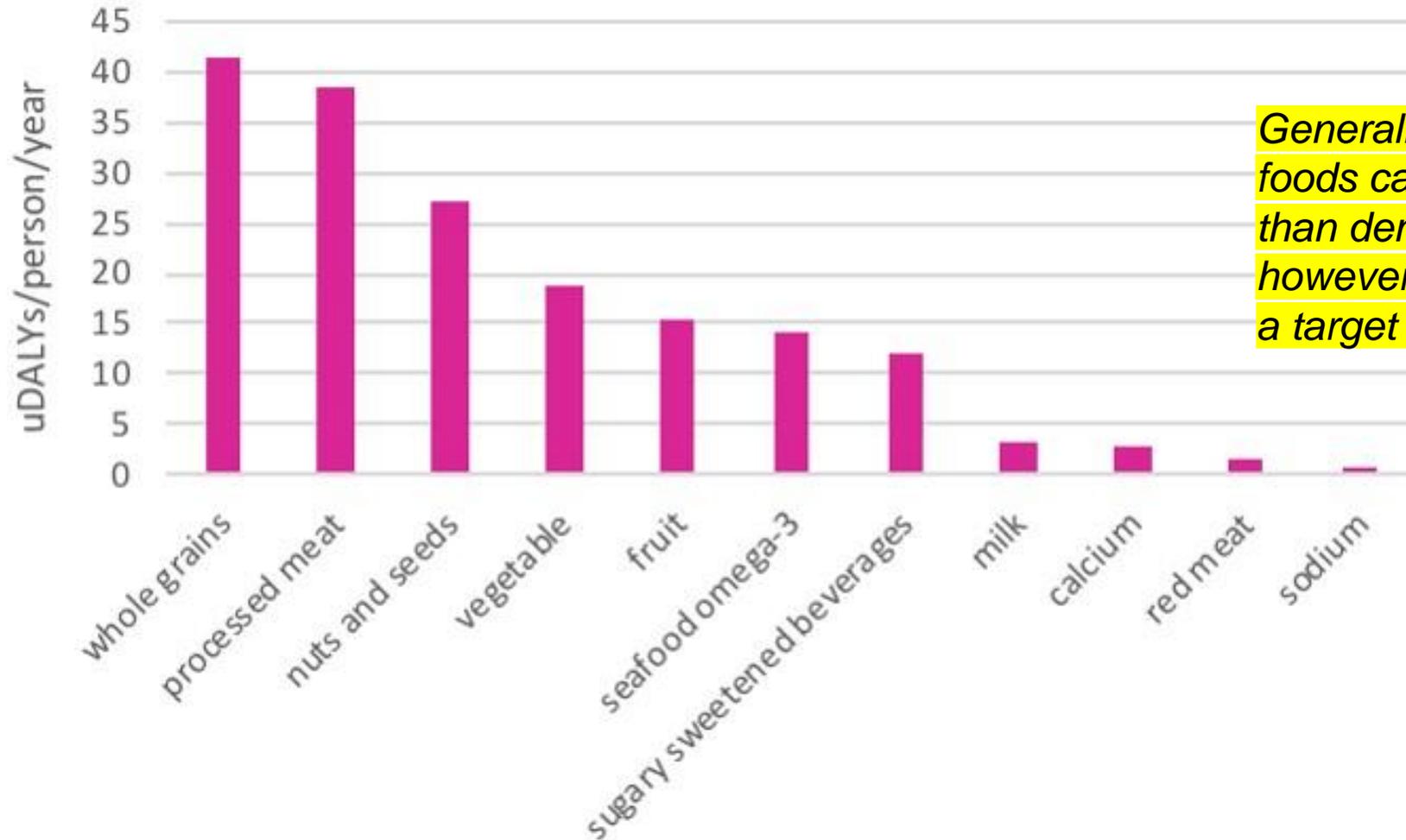


People tend to eat slightly more meat for meals out of home

People tend to eat more during meals at home, but less meat

- Red meat
- Processed meat
- Other meat
- Fish and seafood
- Eggs
- Dairy
- Whole grains
- Other cereals
- Potatoes and tubers
- Legumes
- Vegetables
- Fruits
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- Candies and sweets
- Baked goods
- Soups and bouillons

Health benefits if average diet shifts to minimum risk values



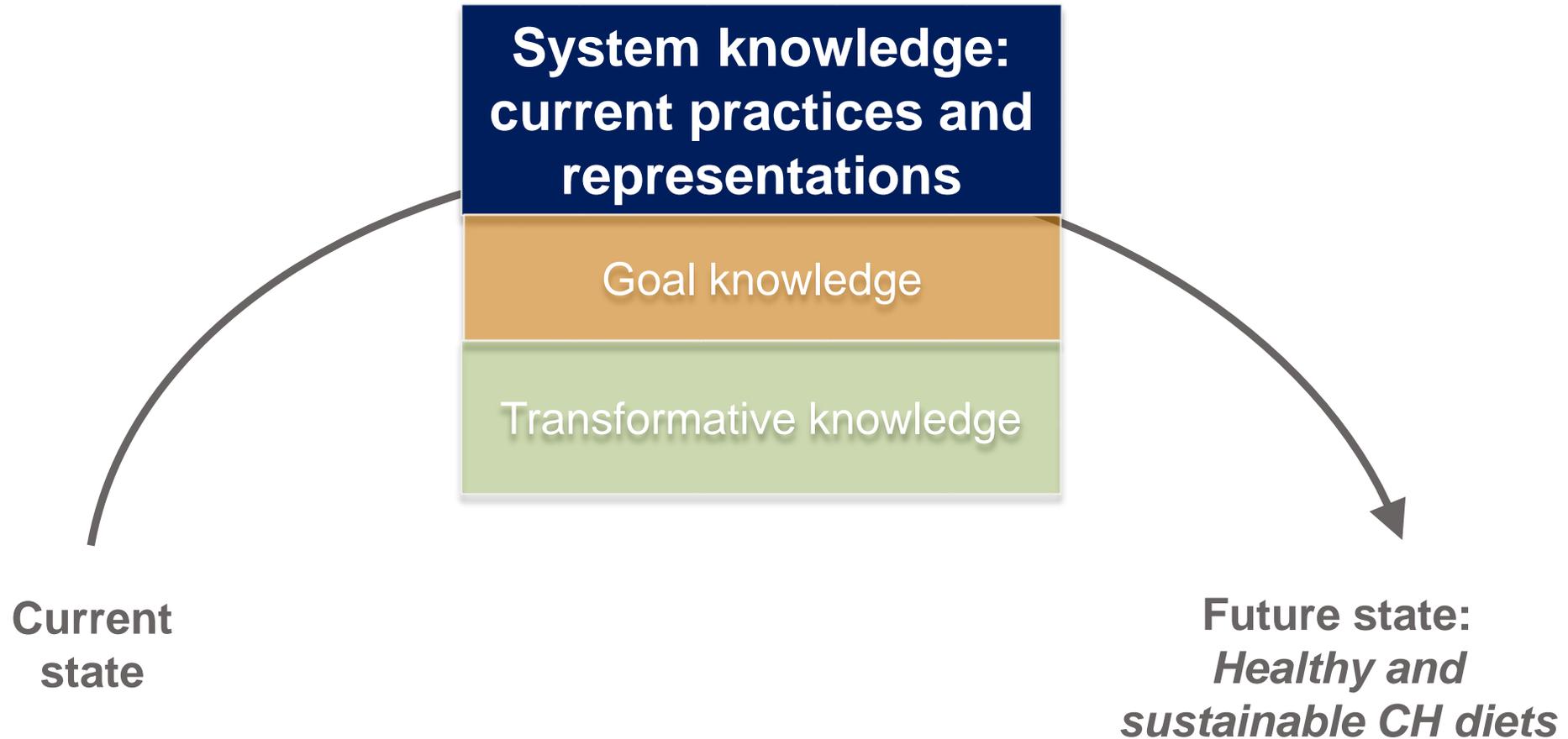
Generally promotion of healthy foods can provide larger benefit than demotion of unhealthy; however processed meat could be a target intervention area.

Global targets help define sustainability goals for food systems as a daily diet



In CH whole grains, legumes, nuts and seeds even for vegetarians are too low!

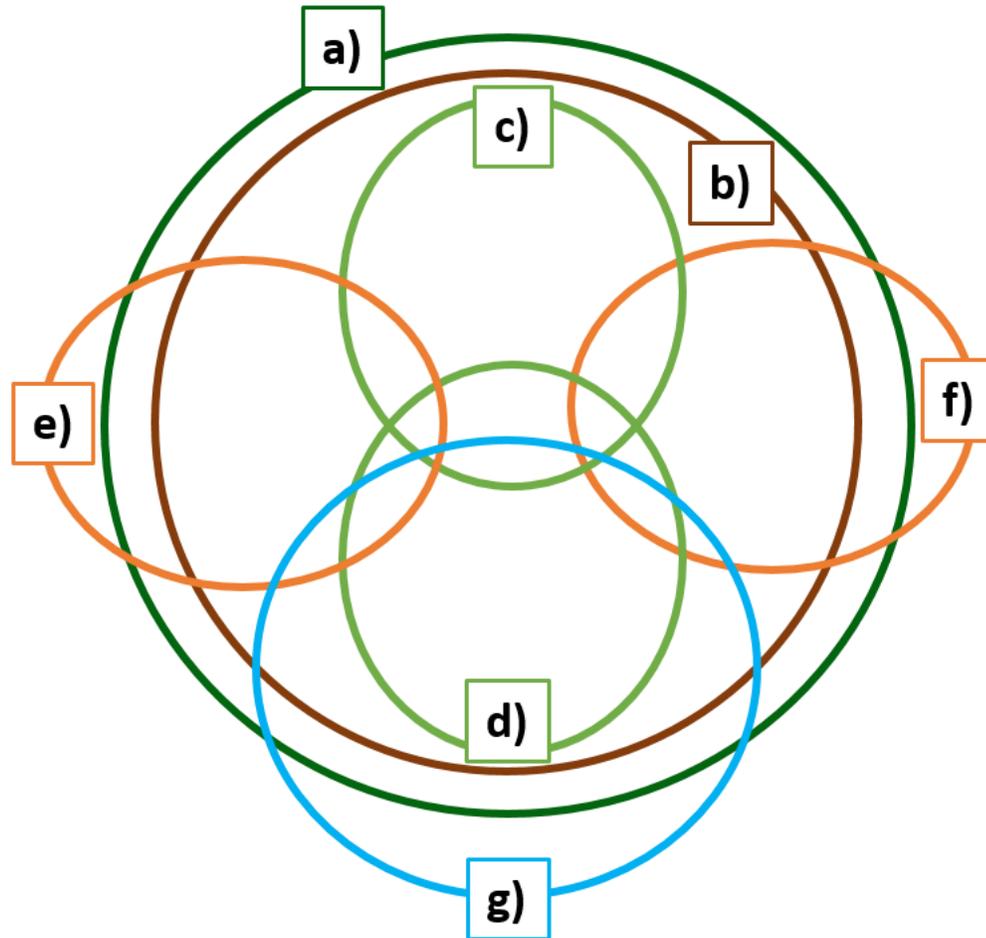
Key findings part 2: System knowledge



Methods for uncovering prescriptions and practices

- ▶ Interviews with professionals working in food health/sustainability (4x)
- ▶ Media analysis (3 mos. French and German)
- ▶ Institutional mapping (90 actors)
- ▶ Participant observation at food-related events
- ▶ Consumer interviews, in-depth, in homes (10 people)
- ▶ Focus groups (5 groups, French and German)
- ▶ Photo elicitation methods
- ▶ In store observations

Conflicting prescriptions related to health and sustainability



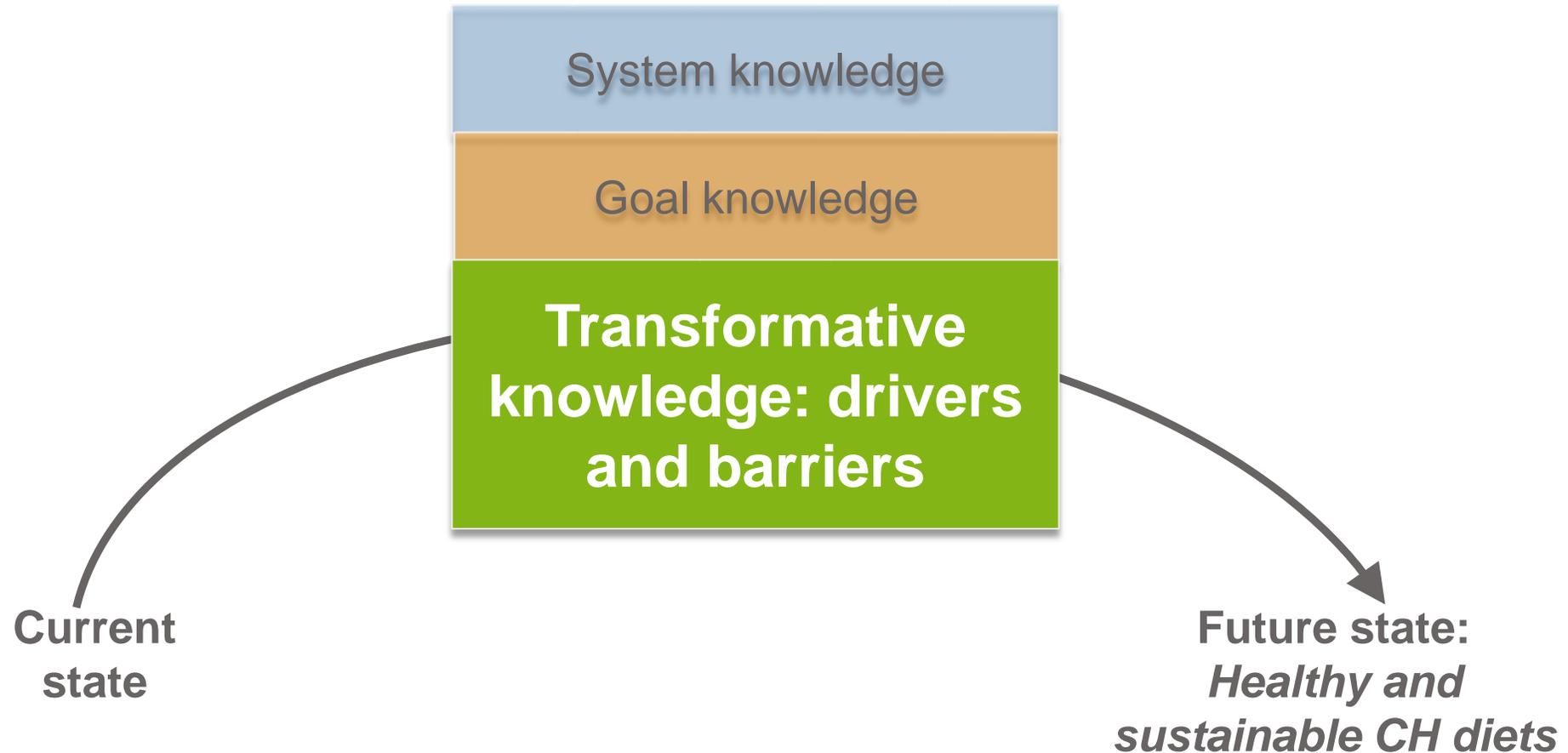
- a) *Eating as a pleasure, conviviality*
- b) *Balanced diet (Swiss Food Pyramid)*
- c) *Natural and organic diets*
- d) *Local and seasonal diets*
- e) *Less of better meat consumption*
- f) *Vegetarian and vegan diets*
- g) *Slimming diets*

Godin and Sahakian 2018 (*Appetite*)

Three practice elements to consider

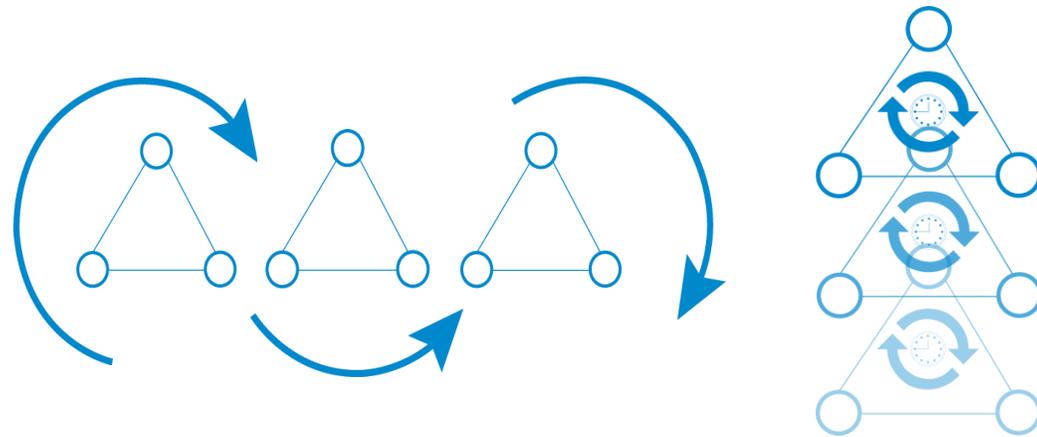
- ▶ **Time:** e.g. time available for food practices, daily schedules, but also time of the day, the week, the year
- ▶ **Space:** e.g. mobility, the spaces where people buy, cook and eat, material organisation
- ▶ **Social relations, including social norms:** e.g. norms existing in a network (and competition between networks), discovering new foods through peers, sharing meal preparation and consumption, household composition

Key findings part 3: Transformative knowledge



Relevance of inter-locking food practices

- ▶ **Food practices are not linear** but relate to other practices and constraints of everyday life, such as work-life balance, caring for children, mobility practices, etc.
- ▶ Consider how **practices interact** (sequential or synchronized) and how they «capture» people
- ▶ Take into account the **three key elements** organizing the translation of prescriptions into practices: time, space, and social relations



Example of interlocking practices: maximizing transit opportunities

Observation: food is planned and purchased during transit, from work to school to home.

Insight: opportunities for buying and transporting healthy and sustainable food should be integrated into existing mobility practices.

Seoul



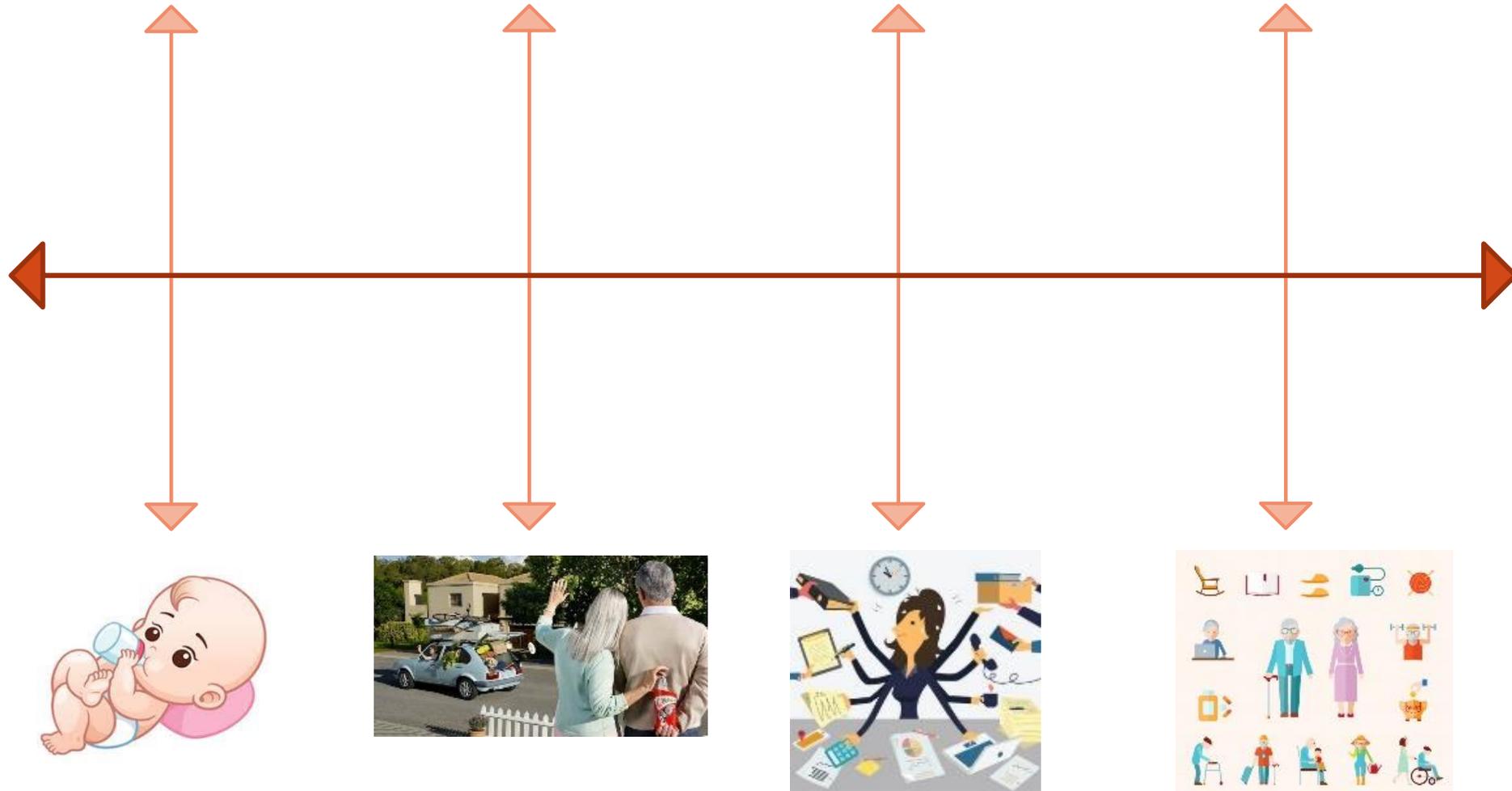
A major South Korean retailer has opened what it claims is the world's first virtual store geared to smartphone users, with shoppers scanning barcodes of products displayed in a Seoul subway station.

Shanghai



Consumers pick up vegetables from a vending machine selling fresh food in a local residential community. The refrigerated machine, developed by Shanghai E-Cooktimes Co, is also on show at the 3rd China (Shanghai) International Technology Fair, and is expected to be an alternative of shopping for fresh food in wet markets . — Wang Rongjiang

Tipping points: role of life stages and events

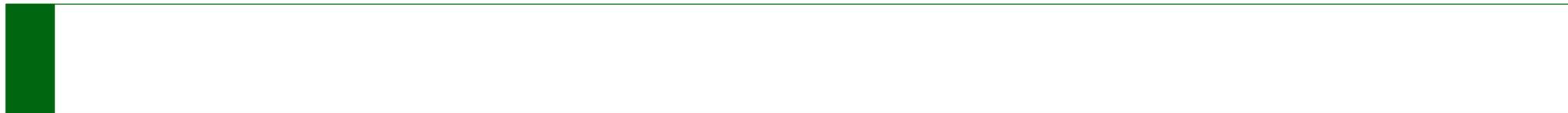


Tipping points toward healthy and sustainable Swiss diets:

Assessing prescriptions, practices and impacts



Project implications for PNR69



Preliminary findings

System knowledge

- Too many prescriptions; health is more significant than environmental concerns
- Time available, mobility practices, social network and household composition are the most significant factors to influence food practices

Goal knowledge

- Meats vary in terms of environmental & health impacts
- For health, increase consumption of whole grains, nuts, decrease processed meat (not red meat)
- For environmental priorities, reduce animal products (red meat highest impacting per kilogram)

Transformative knowledge

- Life events are a trigger for change, particularly moving
- Space and time of consumption, along with social relations, are key to implementing change

Identified problems

- ▶ Lack of **unified, cross-sectoral policy on food**; lack of holistic vision for healthy and sustainable food production and consumption in Switzerland.
- ▶ Emphasis on informing people and changing behavior; lack of attention to **changing the systems and habitual consumption practices**.
- ▶ Challenges associated with **accessing healthy and sustainable food** within the constraints of everyday life (work schedule, mobility and commuting, chores, etc.)

Causes of the problems

- ▶ **Lack of coordination** between sectors towards a unified vision and approach to food policy.
- ▶ **Rational choice and individualist paradigms** dominate approaches to consumption; more complex approaches tend to be avoided.
- ▶ **Lack of time (more than money)** for provisioning, cooking, and eating, leading to trade-offs regarding healthy and sustainable food consumption
 - ▶ e.g., eating highly-processed convenience food

Potential solutions

- ▶ **Engage discussions** with public and private stakeholders to define a common goal for food policies; engage with stakeholders at different scales.
- ▶ **Make practices the aim of policies**, taking their key elements into account (time, space, social relationships)
 - ▶ Use dominant prescriptions as a tool to support change towards healthier and more sustainable eating habits
- ▶ **Design systems of provision** to better suit consumer's everyday habits and routines
 - ▶ Taking the constraints of different life stages into account
 - ▶ Integrating healthy and sustainable food with multi-modal mobility practices
 - ▶ Demonstrating healthy and sustainable meals in the service sector (canteens, restaurants, etc.)



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Thank you for your attention!



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