



My healthy family



The Scientific Committee Poland

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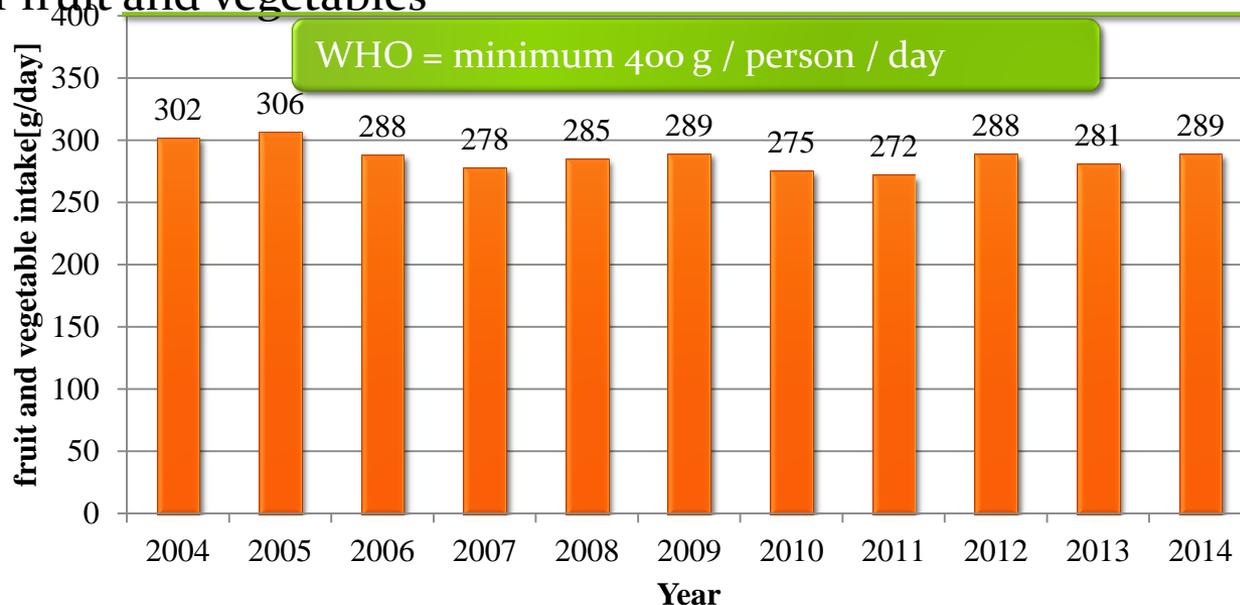
Dr Biró Lajos (Hungarian Society of Nutrition)



Introduction

The eating habits (Poland)

- The Polish citizens consume only 72% of the recommended amount (400 grams) of fruit and vegetables



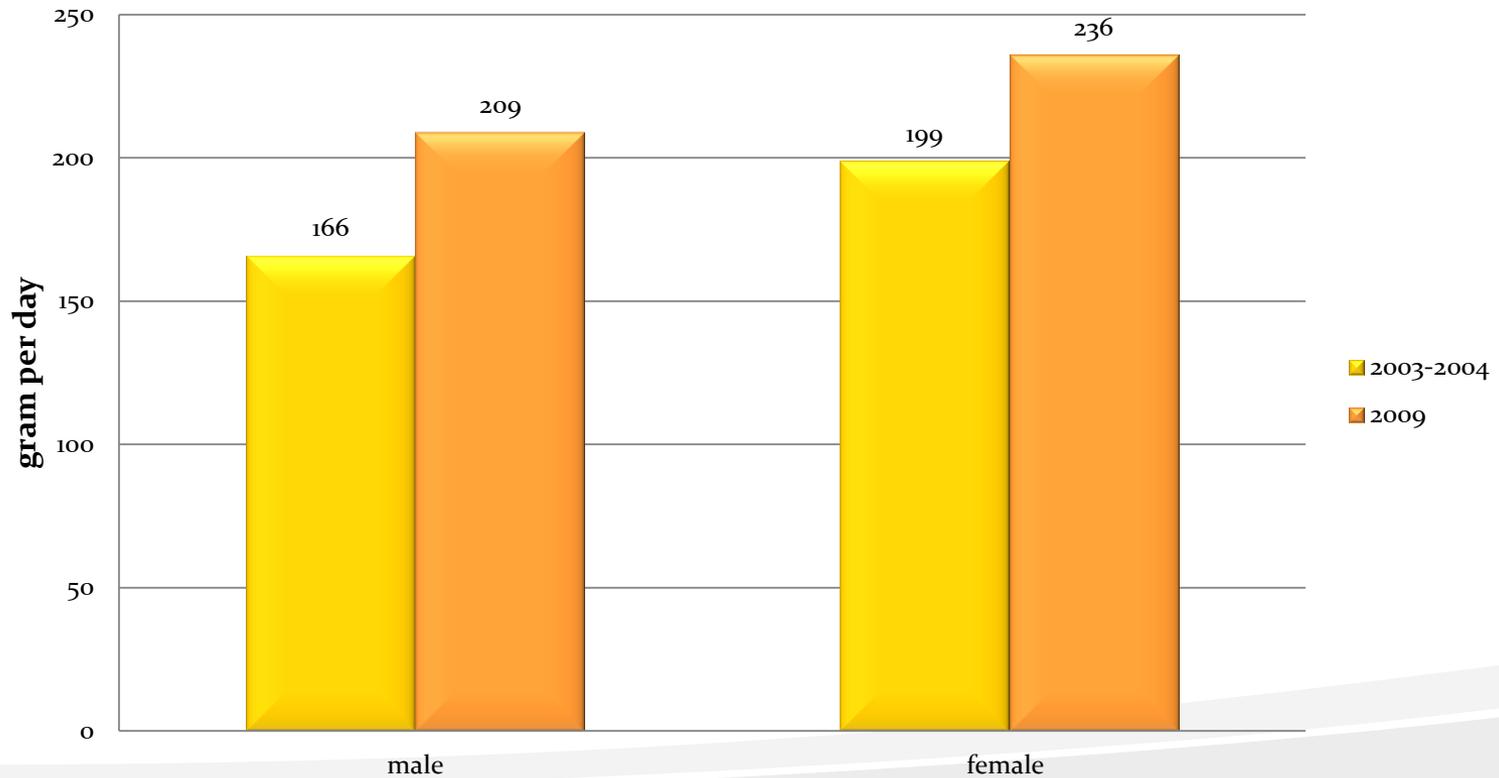
- Approx. 50% of Poles eat fruits and vegetables every day, but only 5-7% of us eat them several times a day
- Despite the low consumption of these products majority of Polish citizens (75%) believe that consumed them in appropriate amounts, and their diet is healthy.





The eating habits (Hungary)

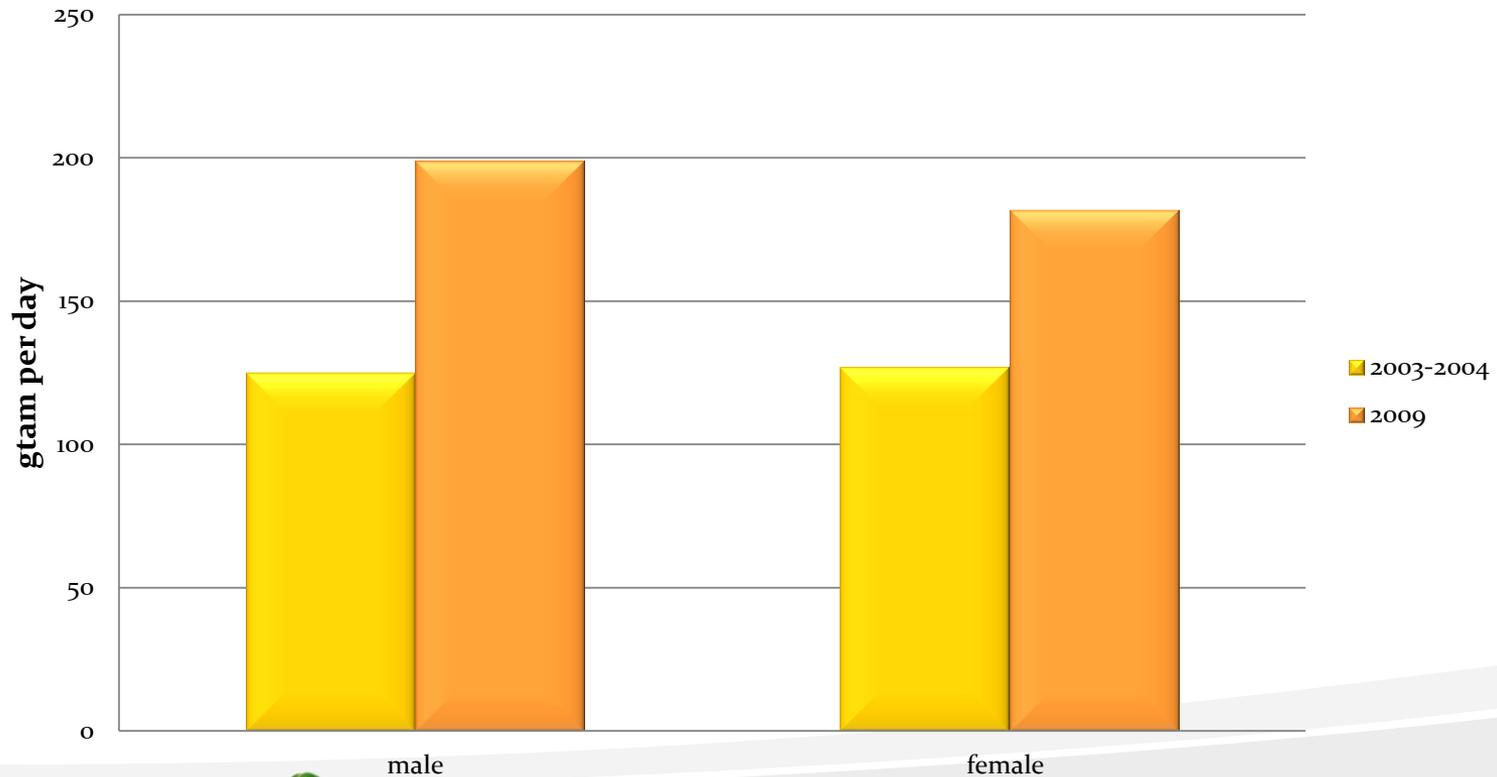
Fruit consumption according to surveys of 2003-2004 and 2009





The eating habits (Hungary)

Vegetables consumption according to surveys of 2003-2004 and 2009



- The average consumption level in 2009 seems to be acceptable



Aims of the project



Educational objectives of the project

- Encourage an increase in intake of fruit and vegetables by surveyed population group

The scientific objectives of the project

- Evaluation of:
 - eating habits (associated with the consumption of fruit and vegetables)
 - purchasing behavior of consumers (associated with the consumption of fruit and vegetables)
 - attitudes towards a healthy diet, the role of fruits and vegetables in daily diet.



- Investigate the effect of nutritional intervention and educational activities:
 - feeding behavior associated with the consumption of fruit and vegetables
 - awareness of the benefits of eating fruit and vegetables

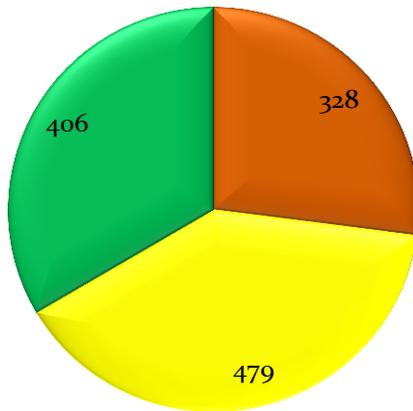


Results

Achieved samples by target groups; post evaluation

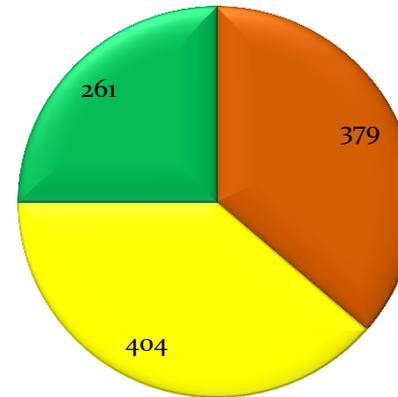
- *achieved sample is N=2257 (Poland 1213; Hungary 1044)*

POLAND



- Children aged 10-15
- People 65 y. and older
- Pregnant women

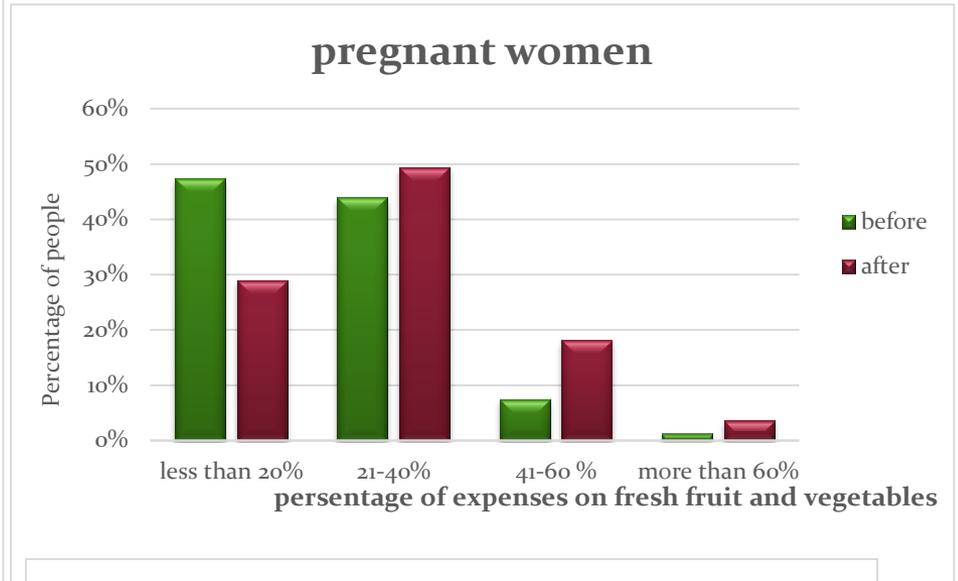
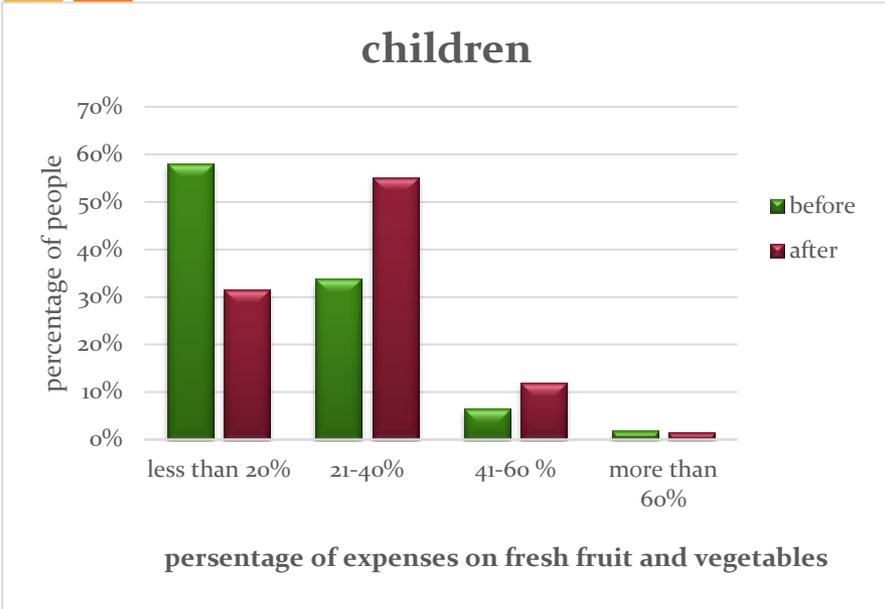
HUNGARY



- Children aged 10-15
- People 65 y. and older
- Pregnant women



HOW MUCH OF YOUR HOUSEHOLD SPEND ON FOOD GOES ON FRESH FRUIT AND VEGETABLES?

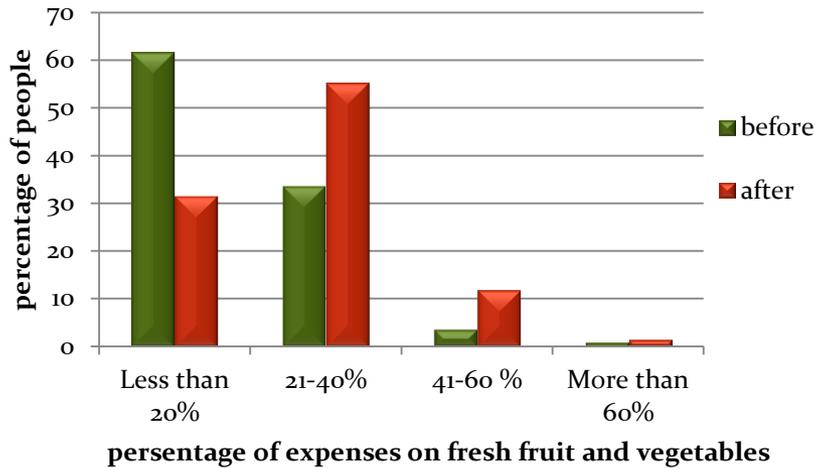


- people spend more money on fresh fruit and vegetables

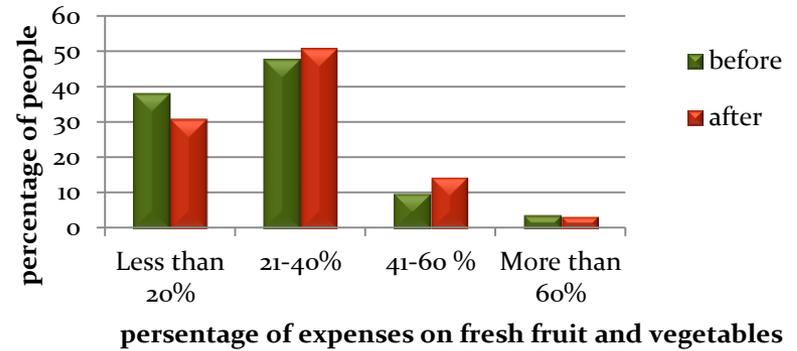
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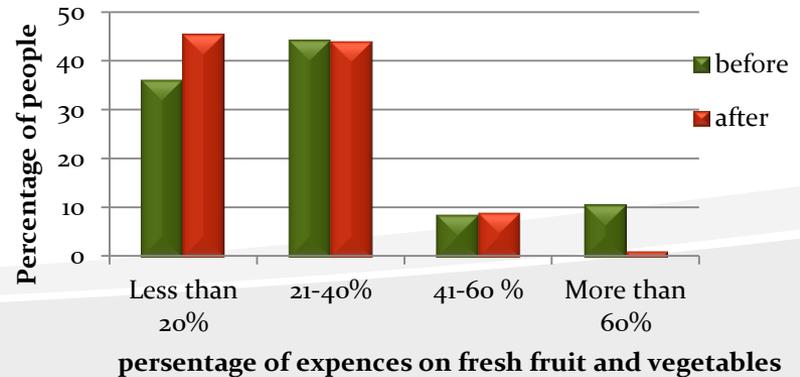
children



pregnant women

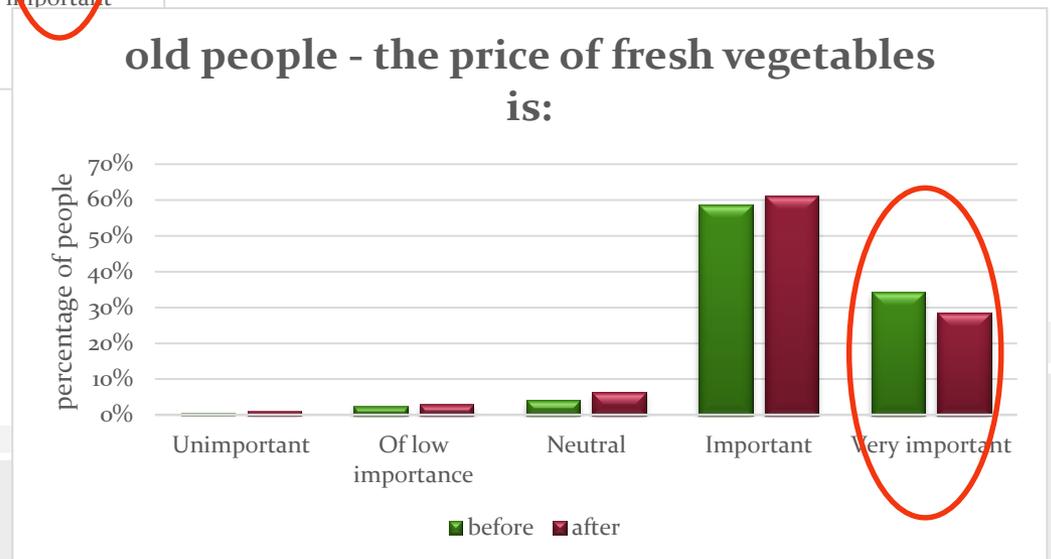
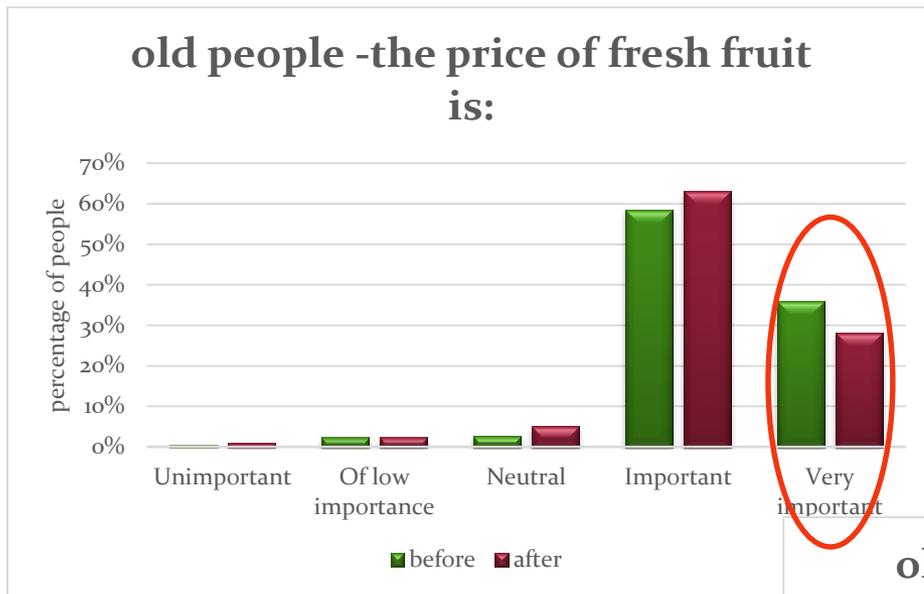


people 65 y. and older



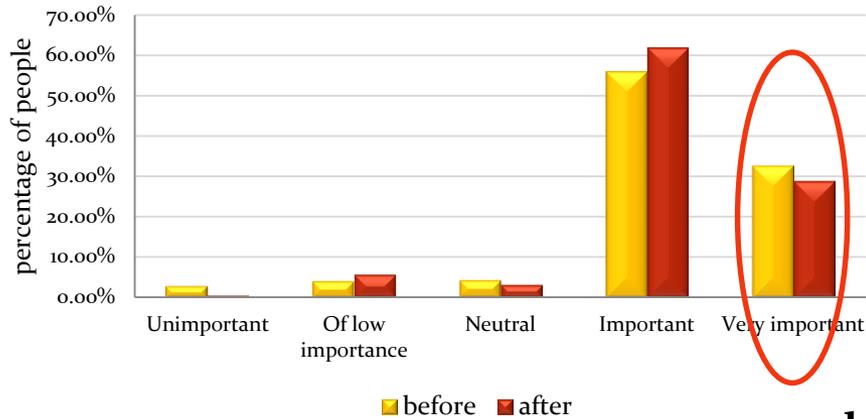


How do you rate the following statements?

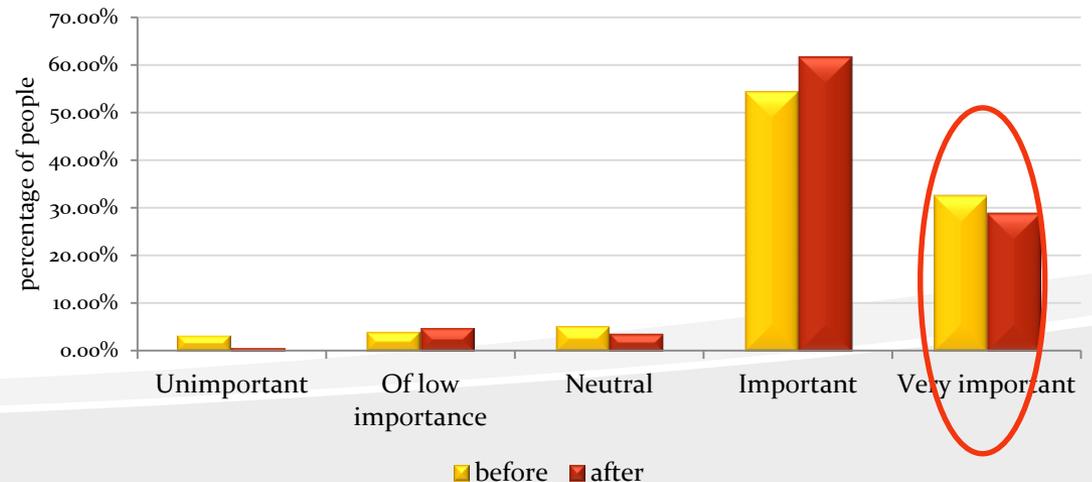


How do you rate the following statements?

old people -the price of fresh fruit is:

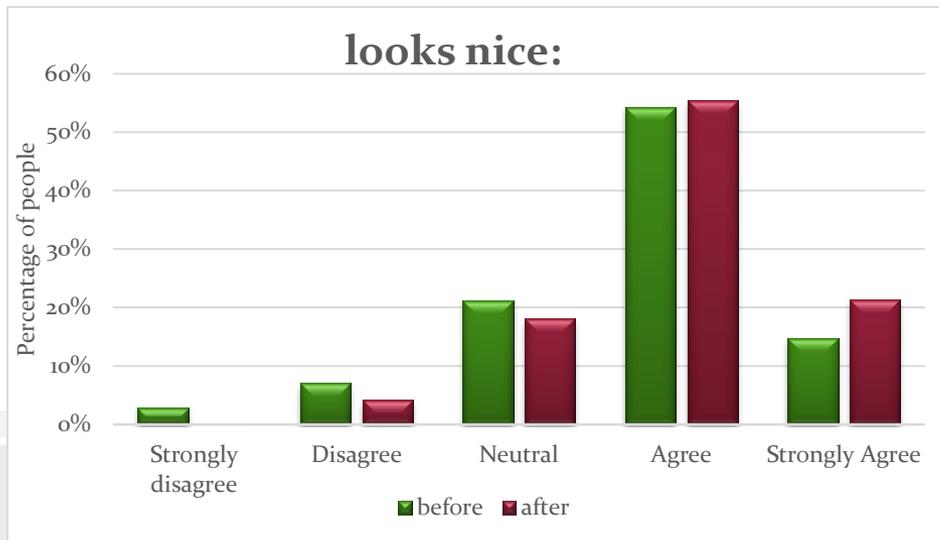
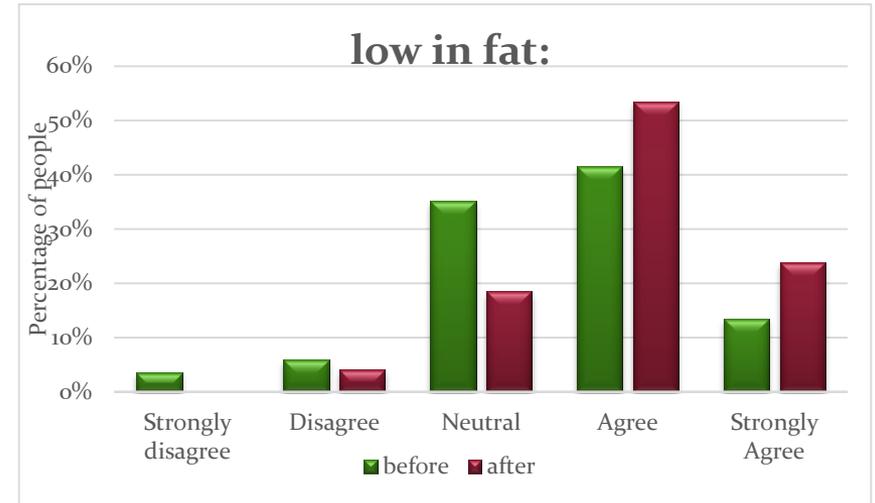
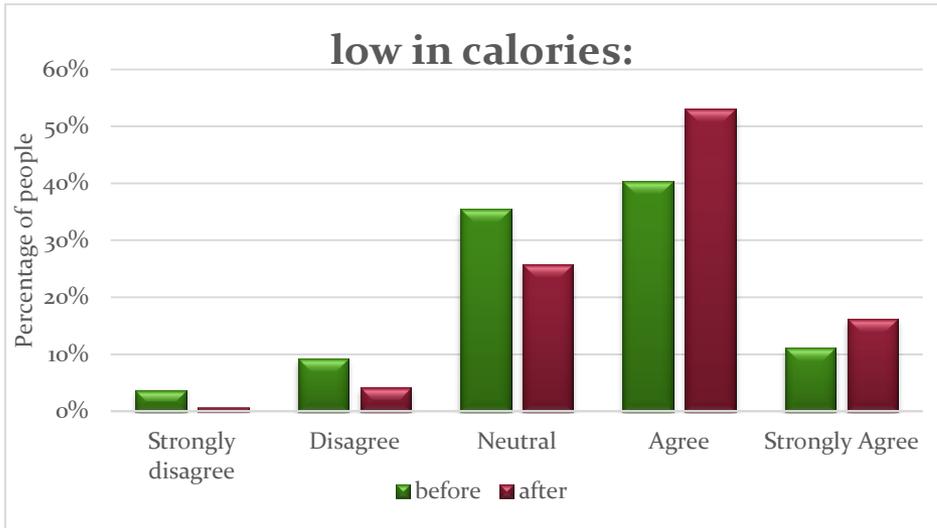


old people -- the price of fresh vegetables is:



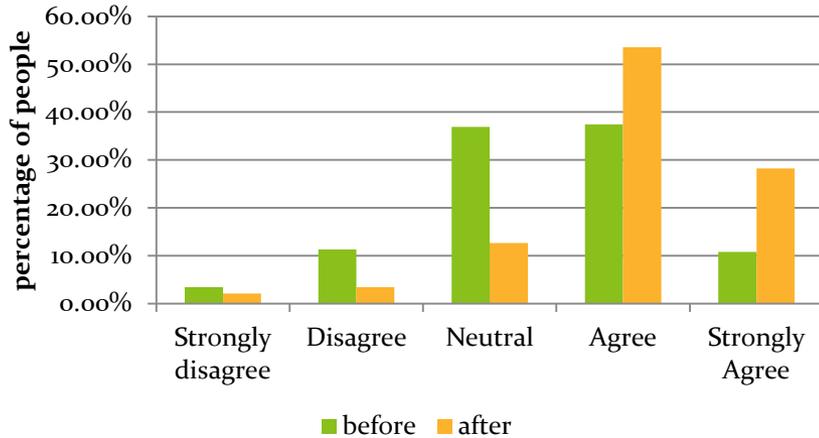
Relative importance of the price decreases

IT IS IMPORTANT TO ME THAT THE FOOD I EAT ON A TYPICAL DAY IS

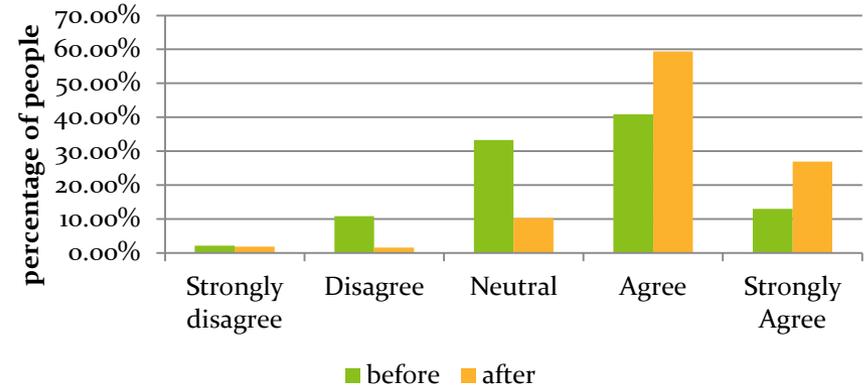


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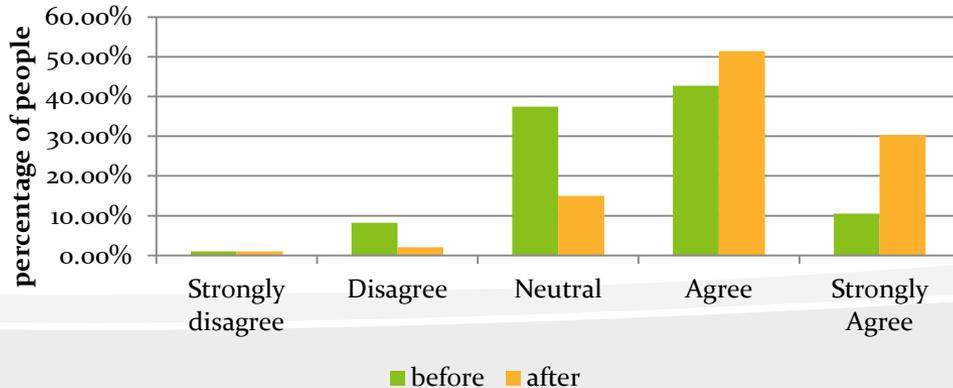
low in calories



low in fat

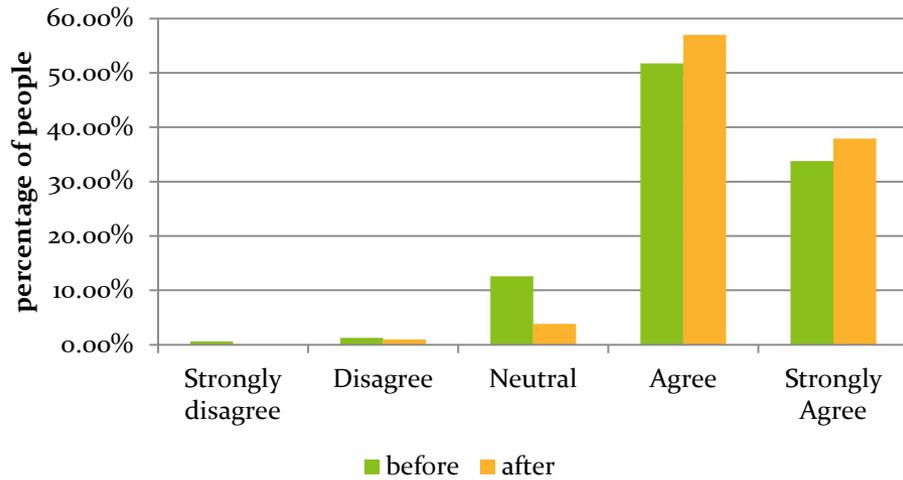


high in protein

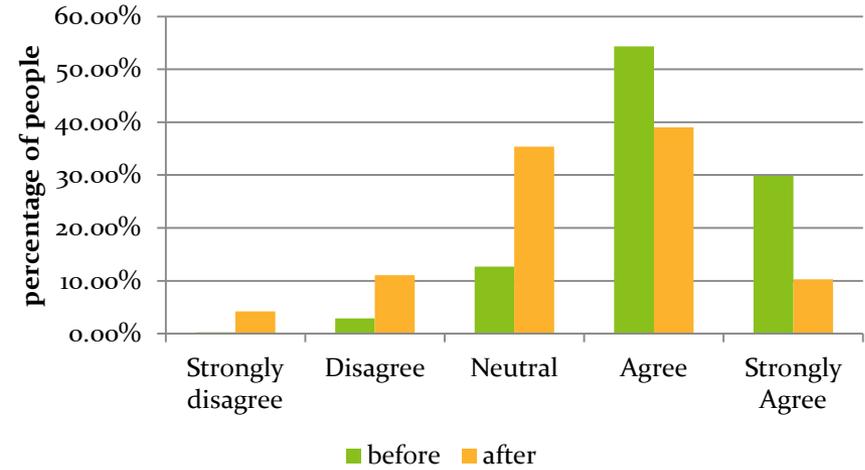


IT IS IMPORTANT TO ME THAT THE FOOD I EAT ON A TYPICAL DAY

Keeps me healthy

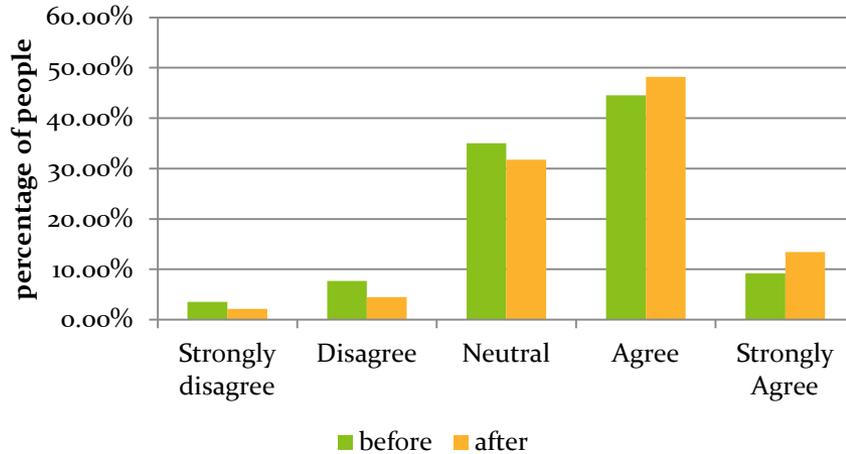


Keeps me healthy

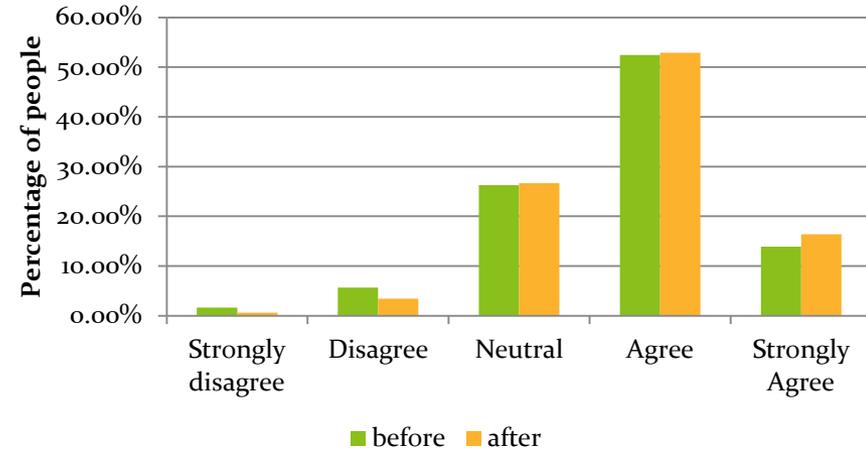


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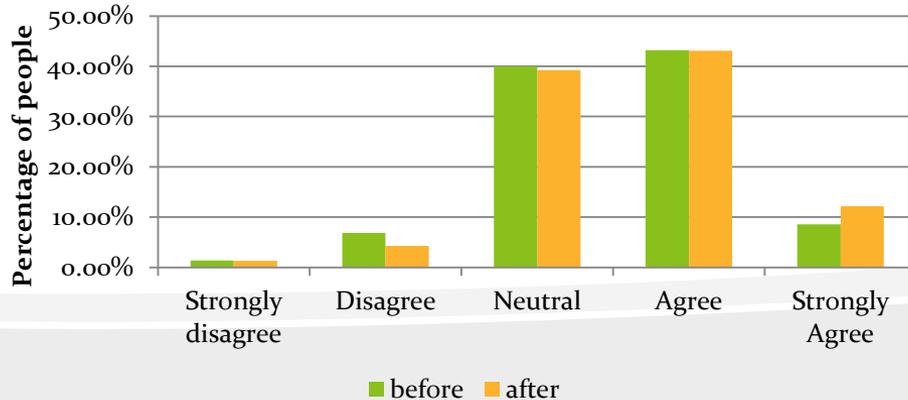
Low in calories



Low in fat

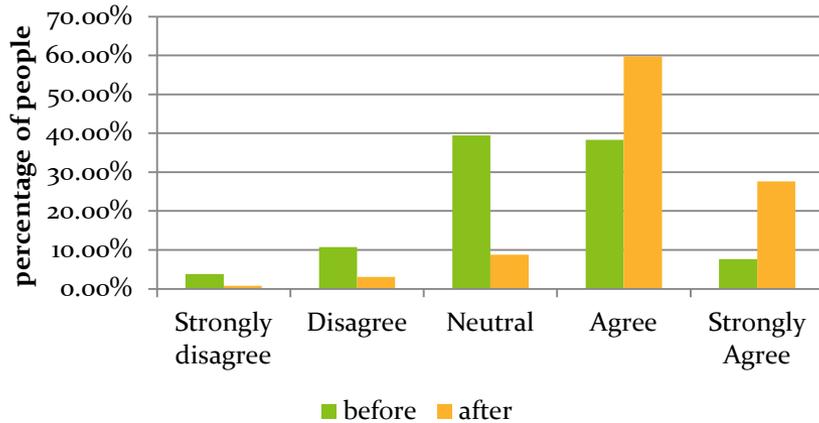


High in protein

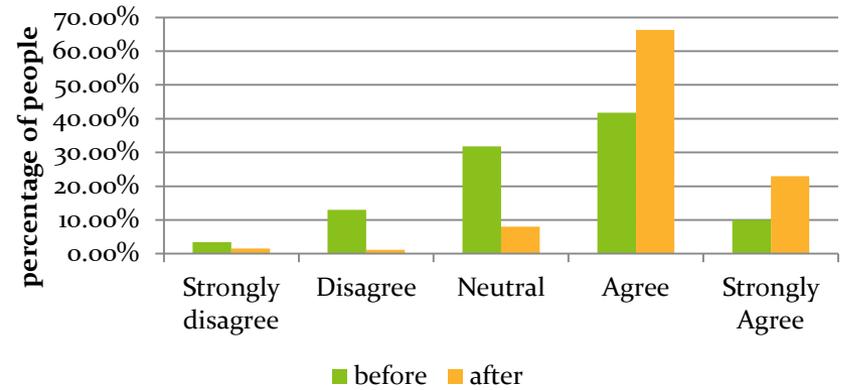


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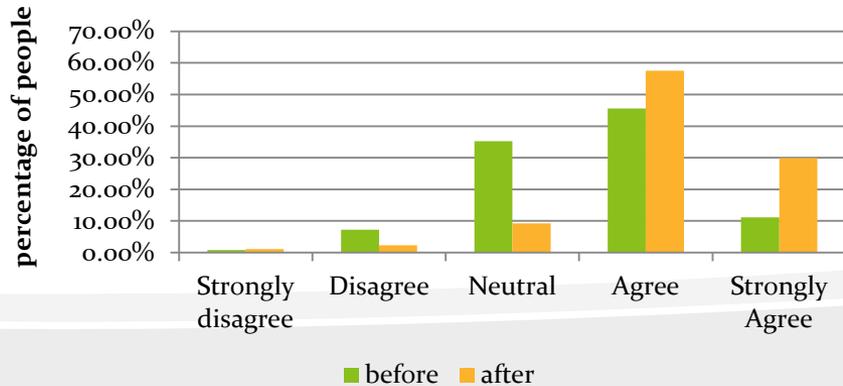
low in calories



low in fat

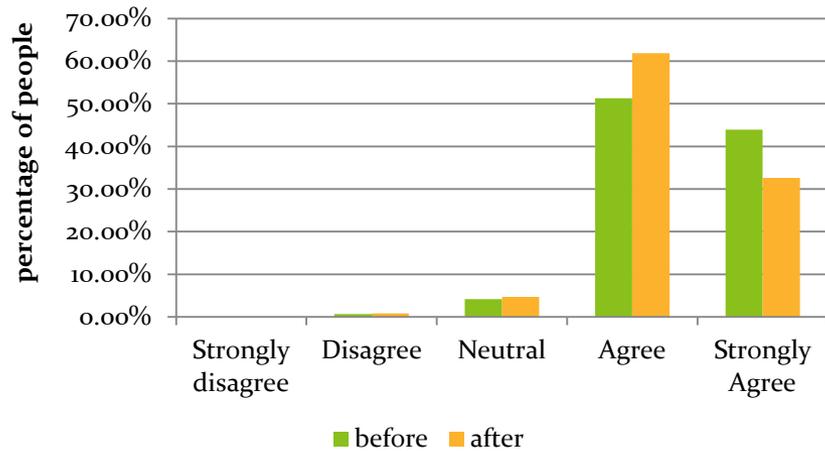


High in protein

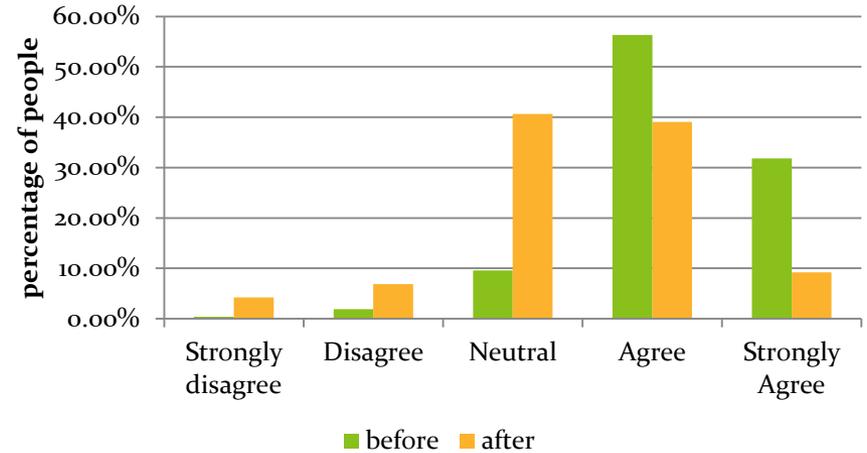


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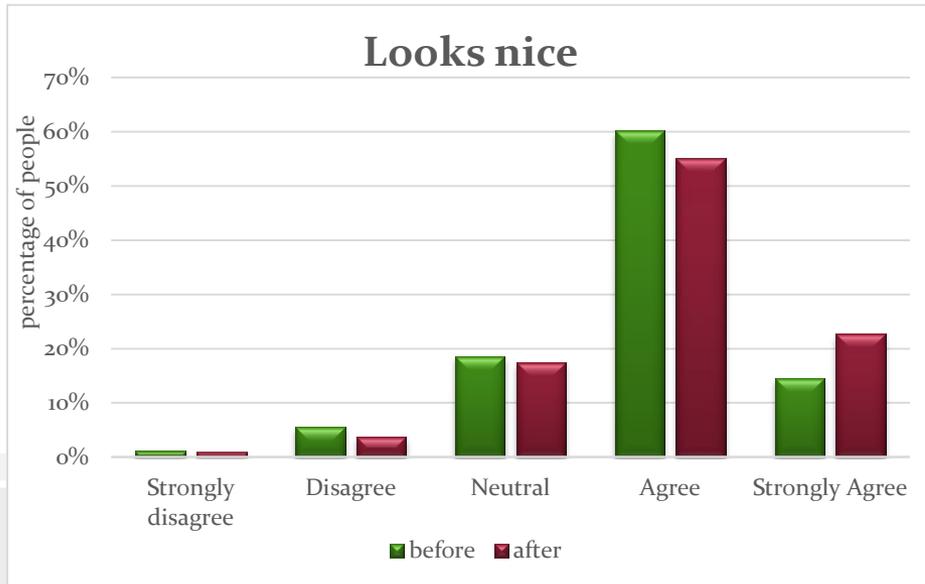
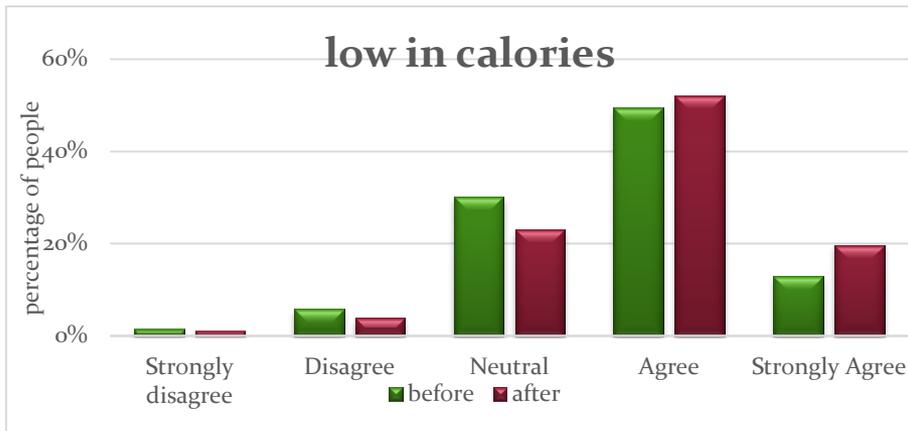
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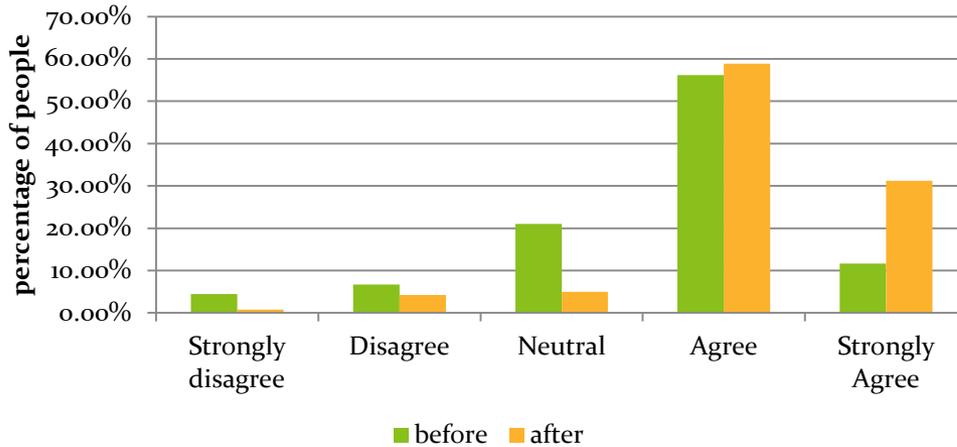


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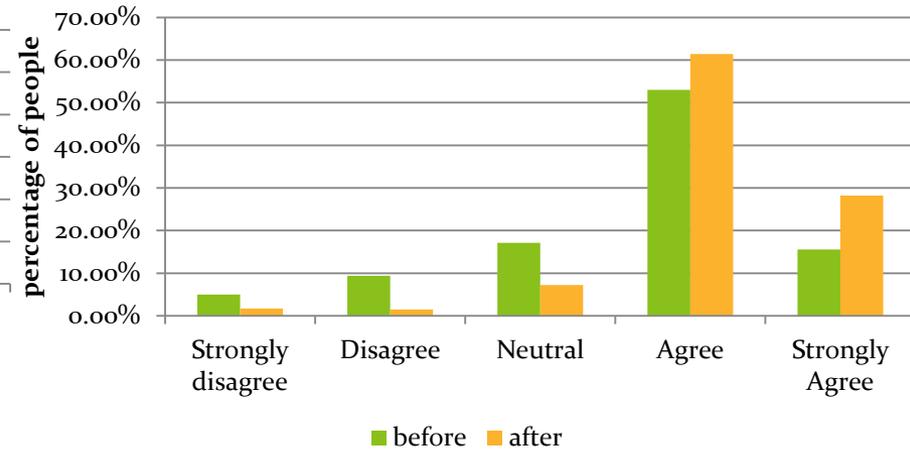


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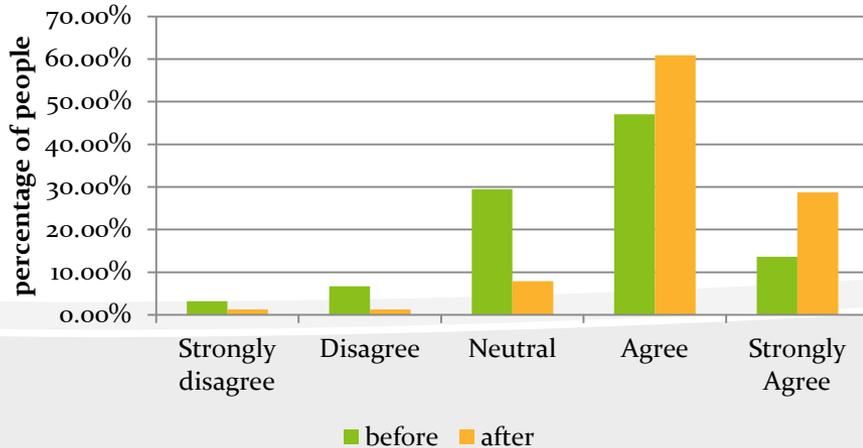
Low in calories



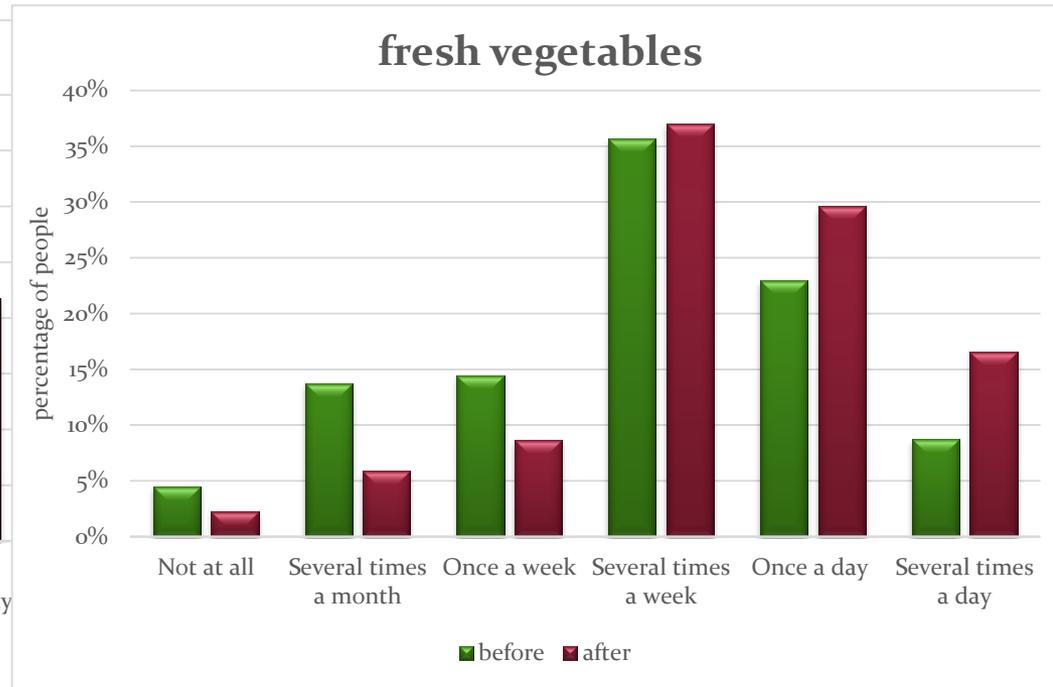
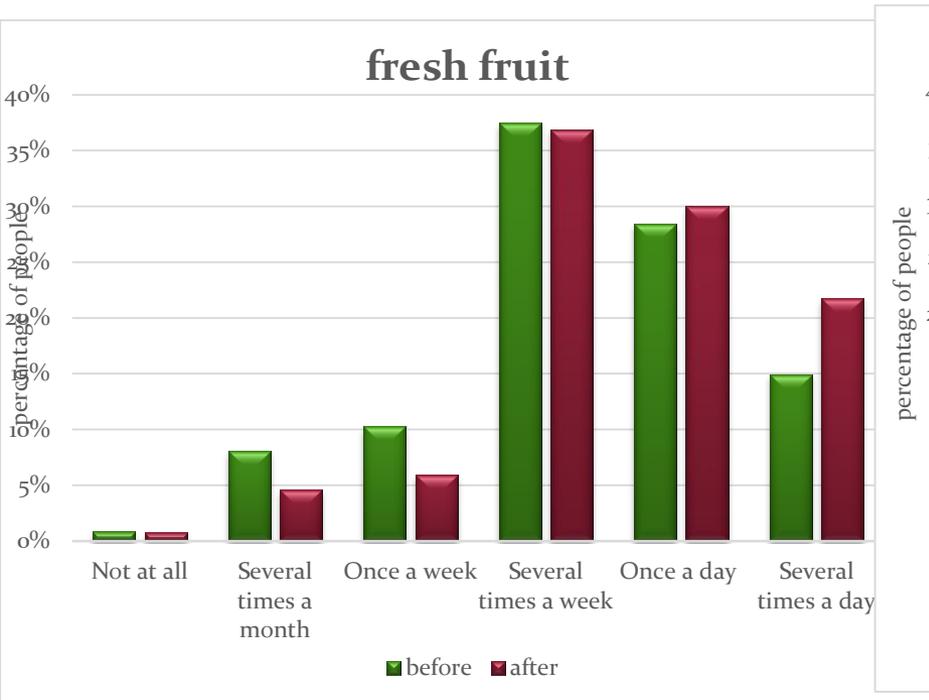
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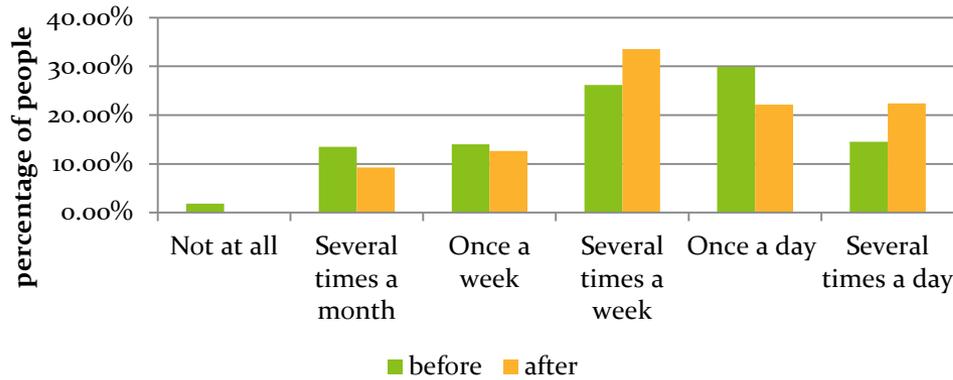


HOW MUCH DO YOU EAT THE FOLLOWING SNACKS?

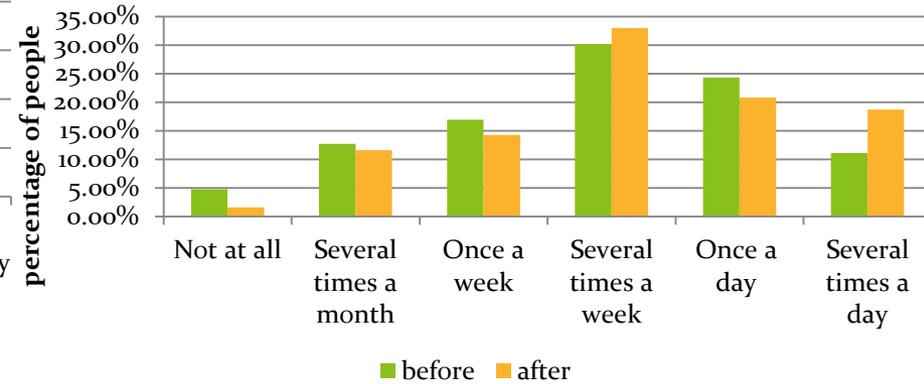


HOW MUCH DO YOU EAT THE FOLLOWING SNACKS?

fresh fruit

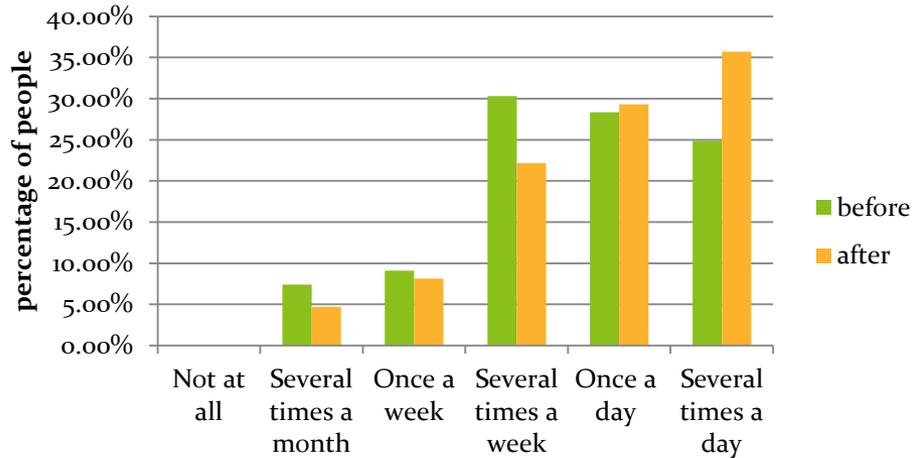


fresh vegetables

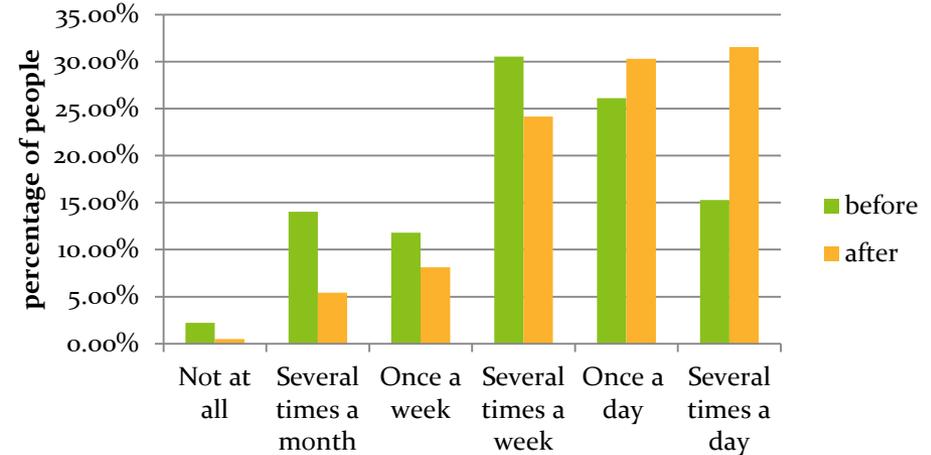


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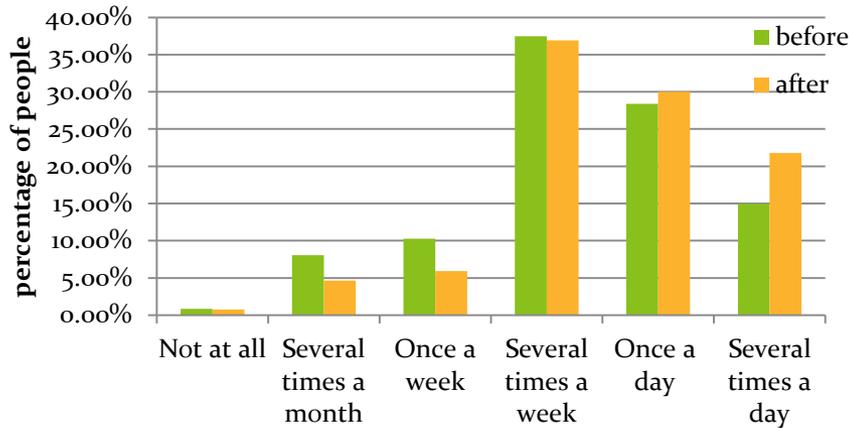


fresh vegetables

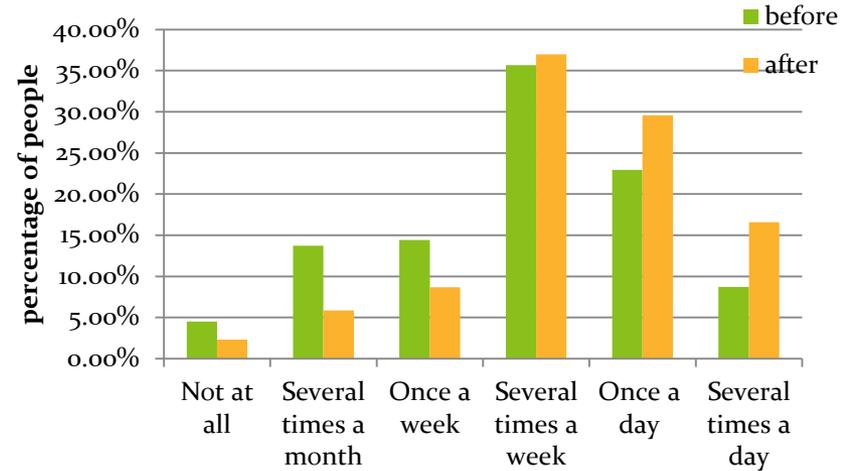


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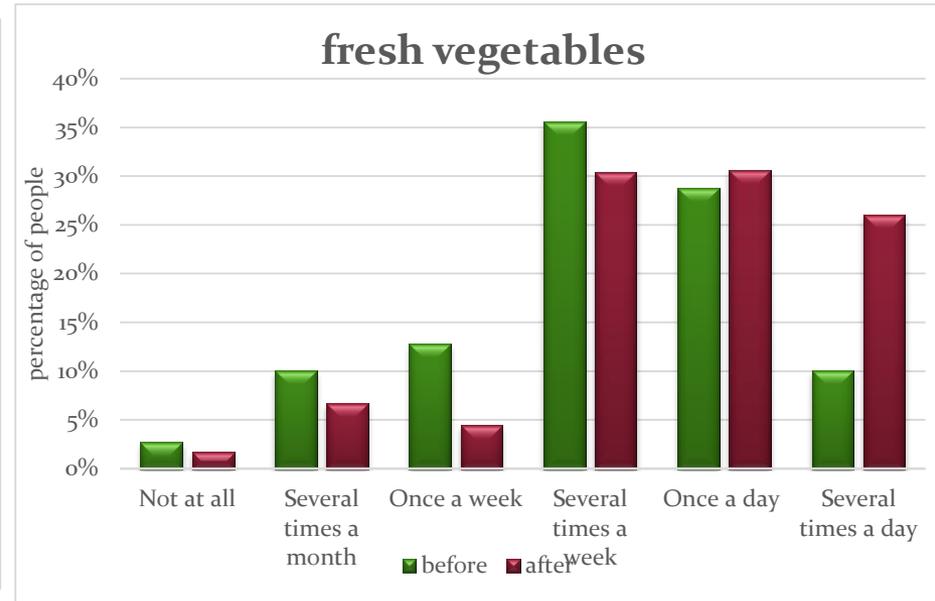
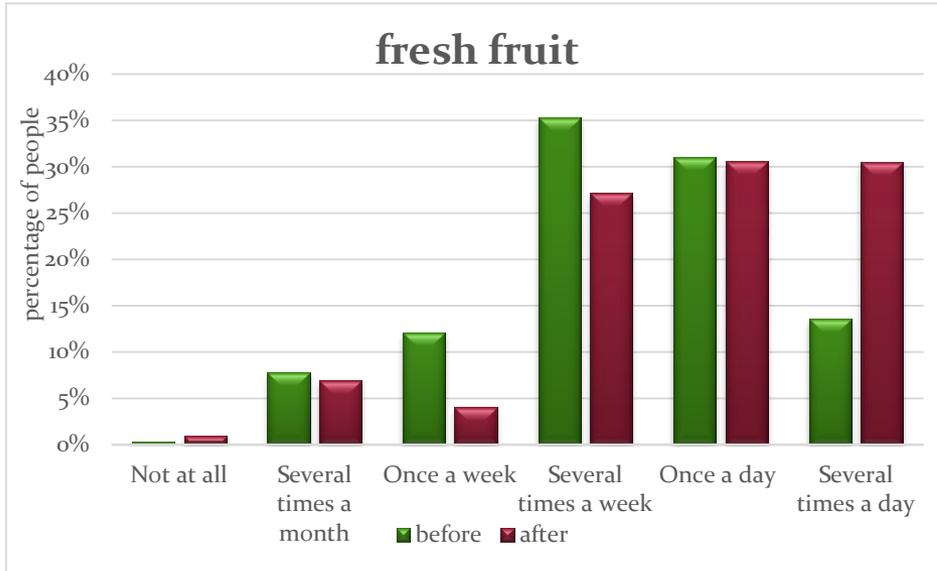
fresh fruit



fresh vegetables



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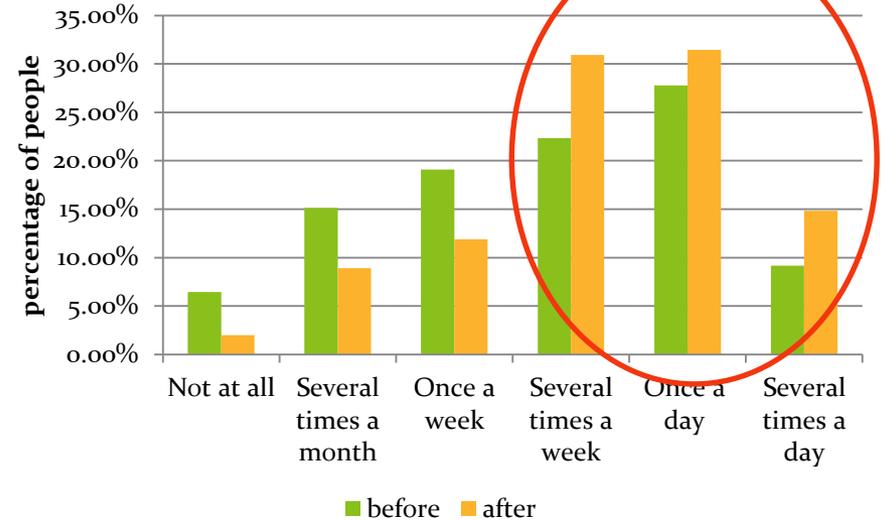


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fresh fruit

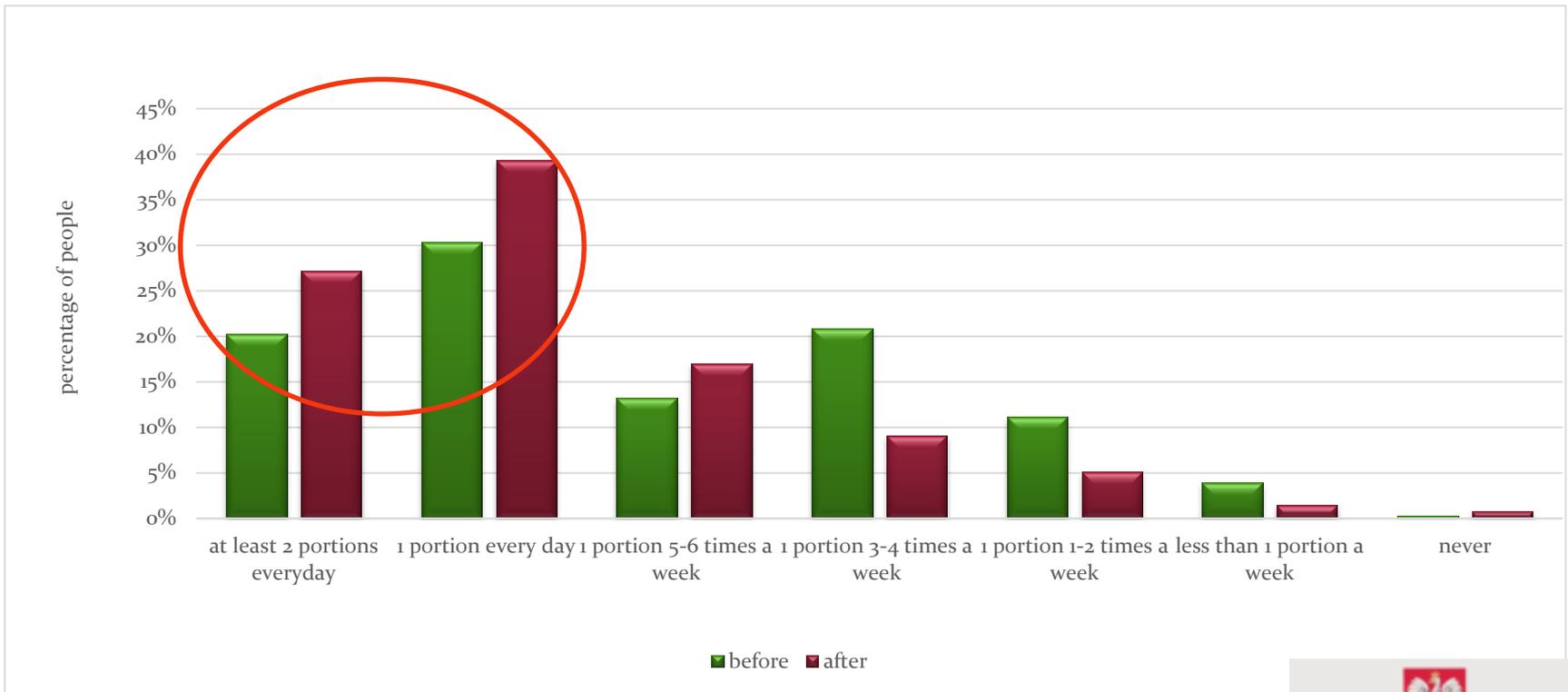


fresh vegetables



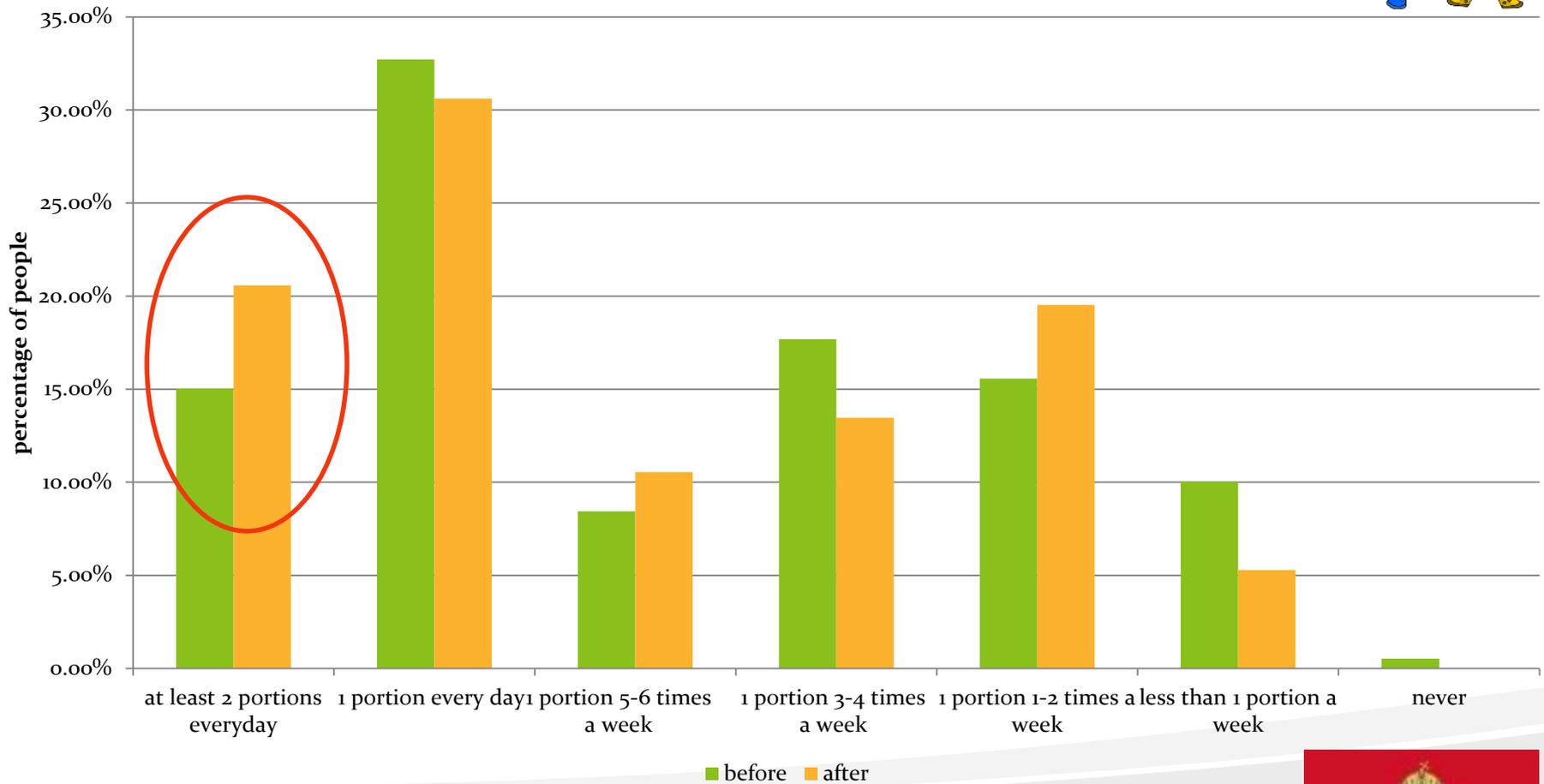


Frequency of fruit consumption

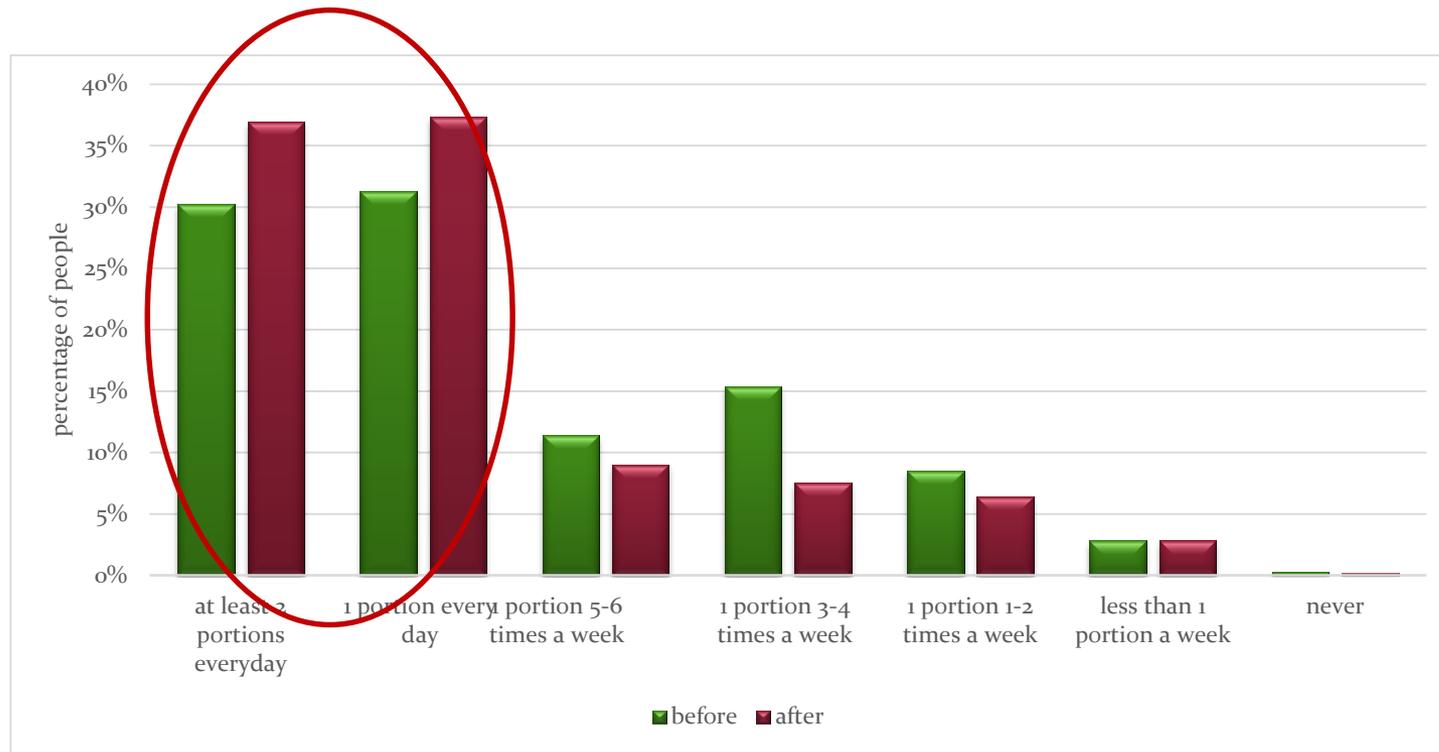




Frequency of fruit consumption

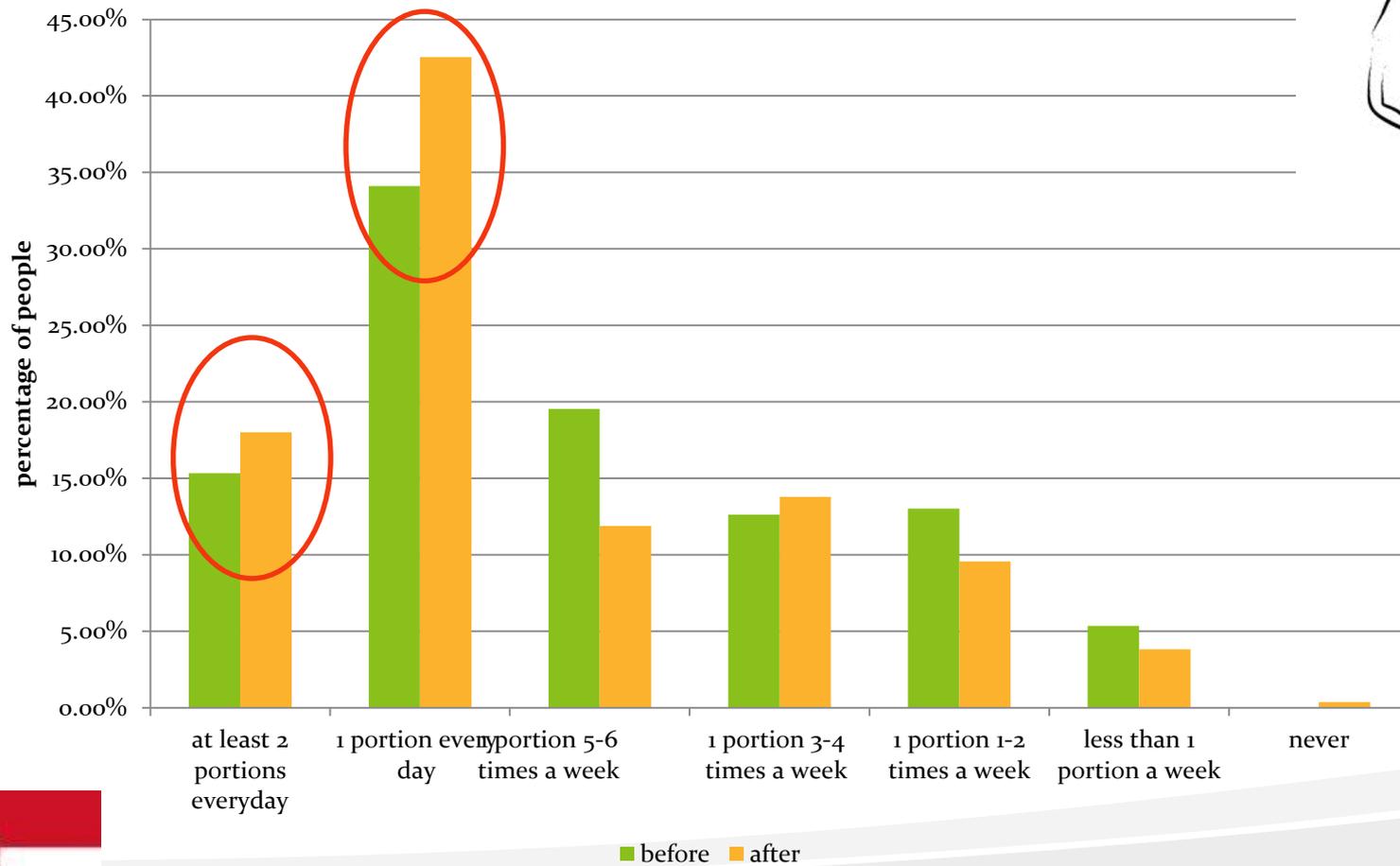


Frequency of fruit consumption



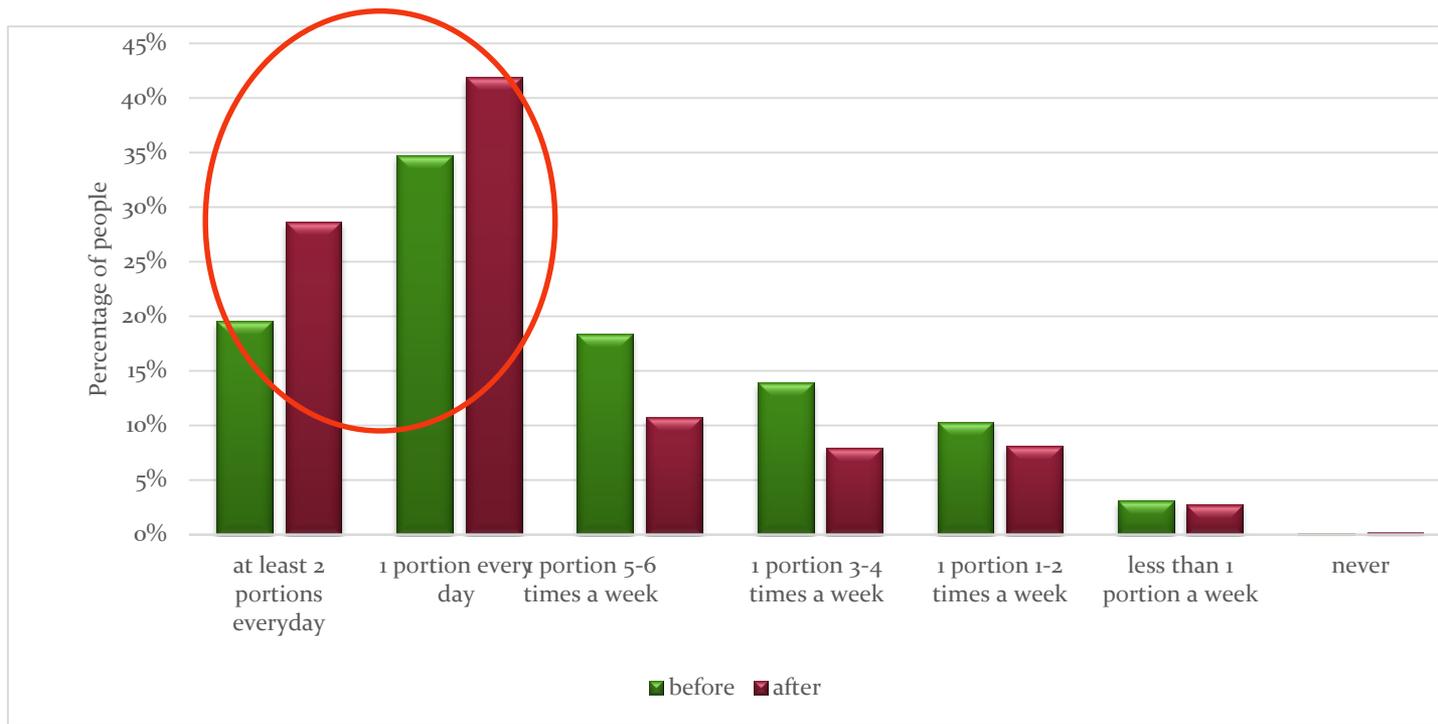


Frequency of fruit consumption



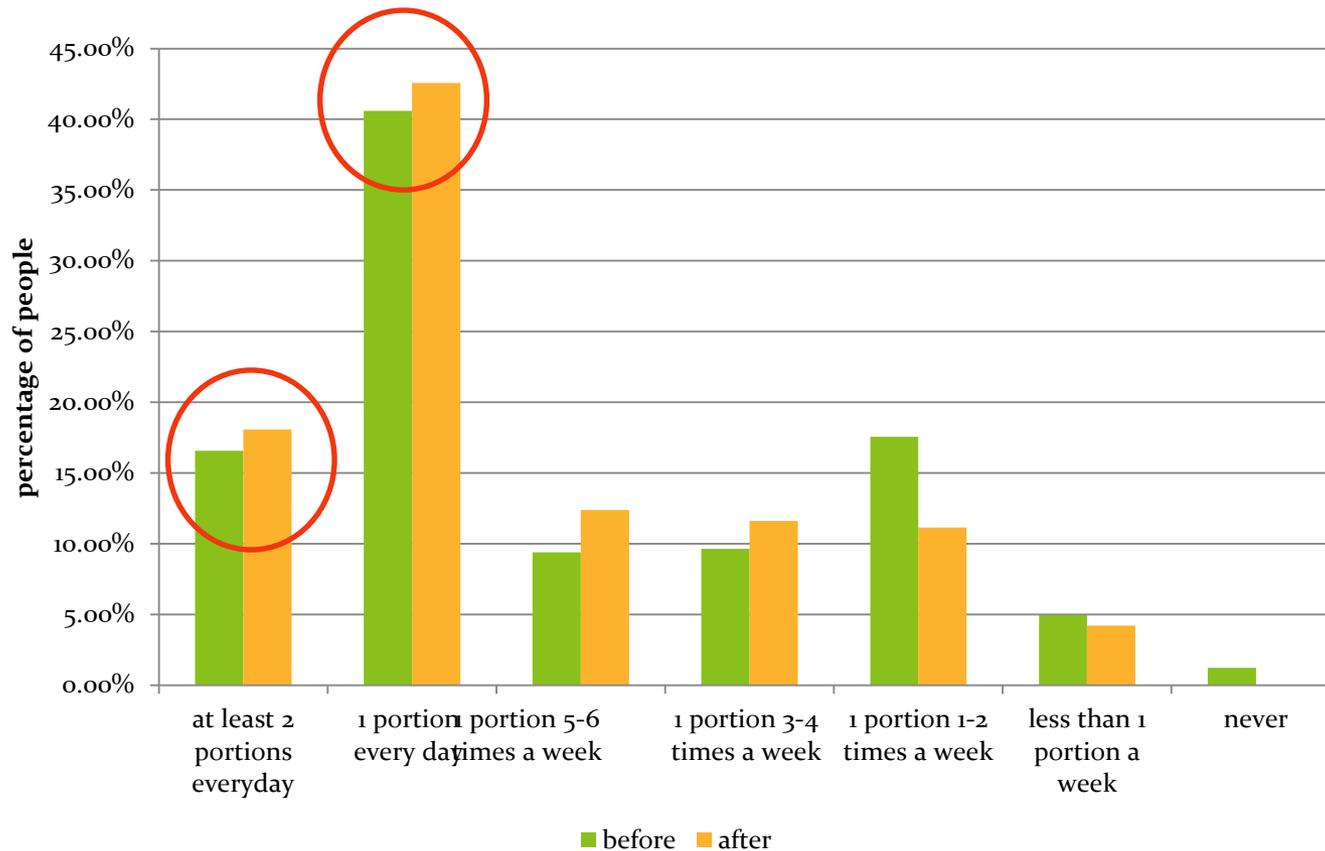


Frequency of fruit consumption



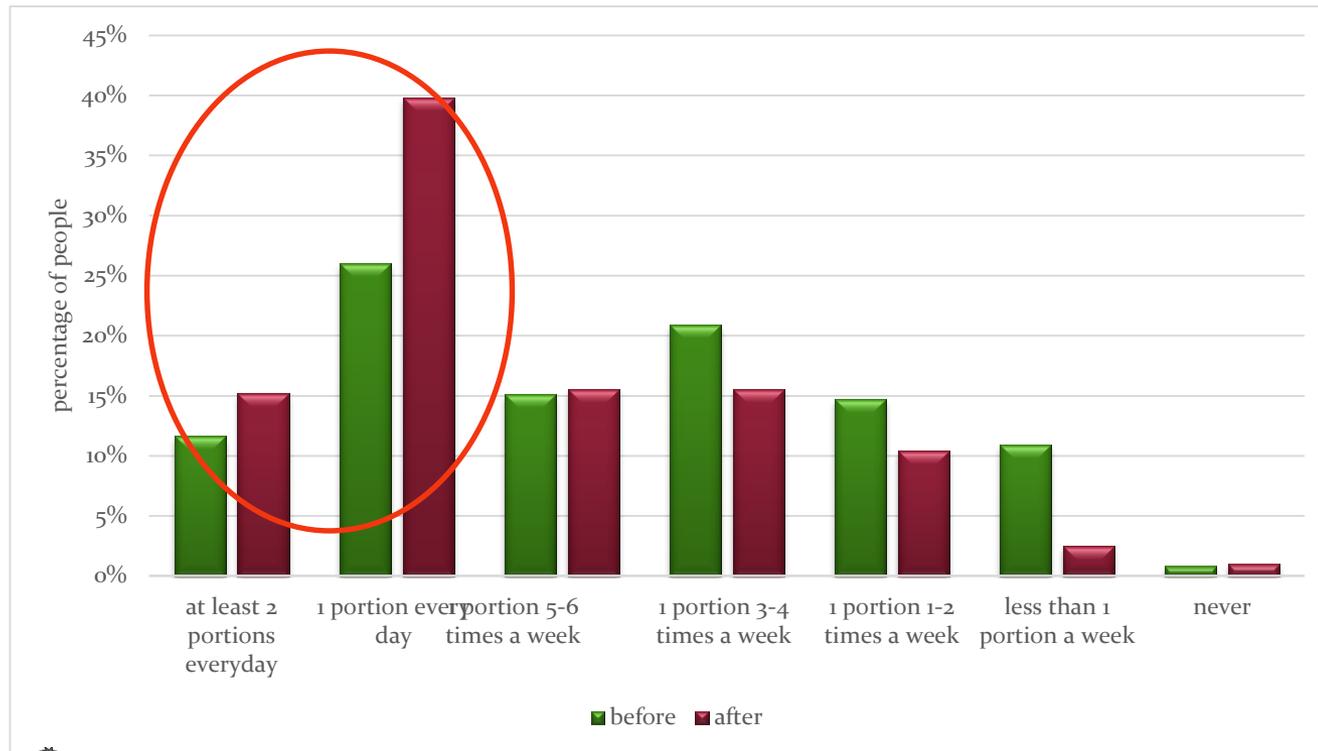


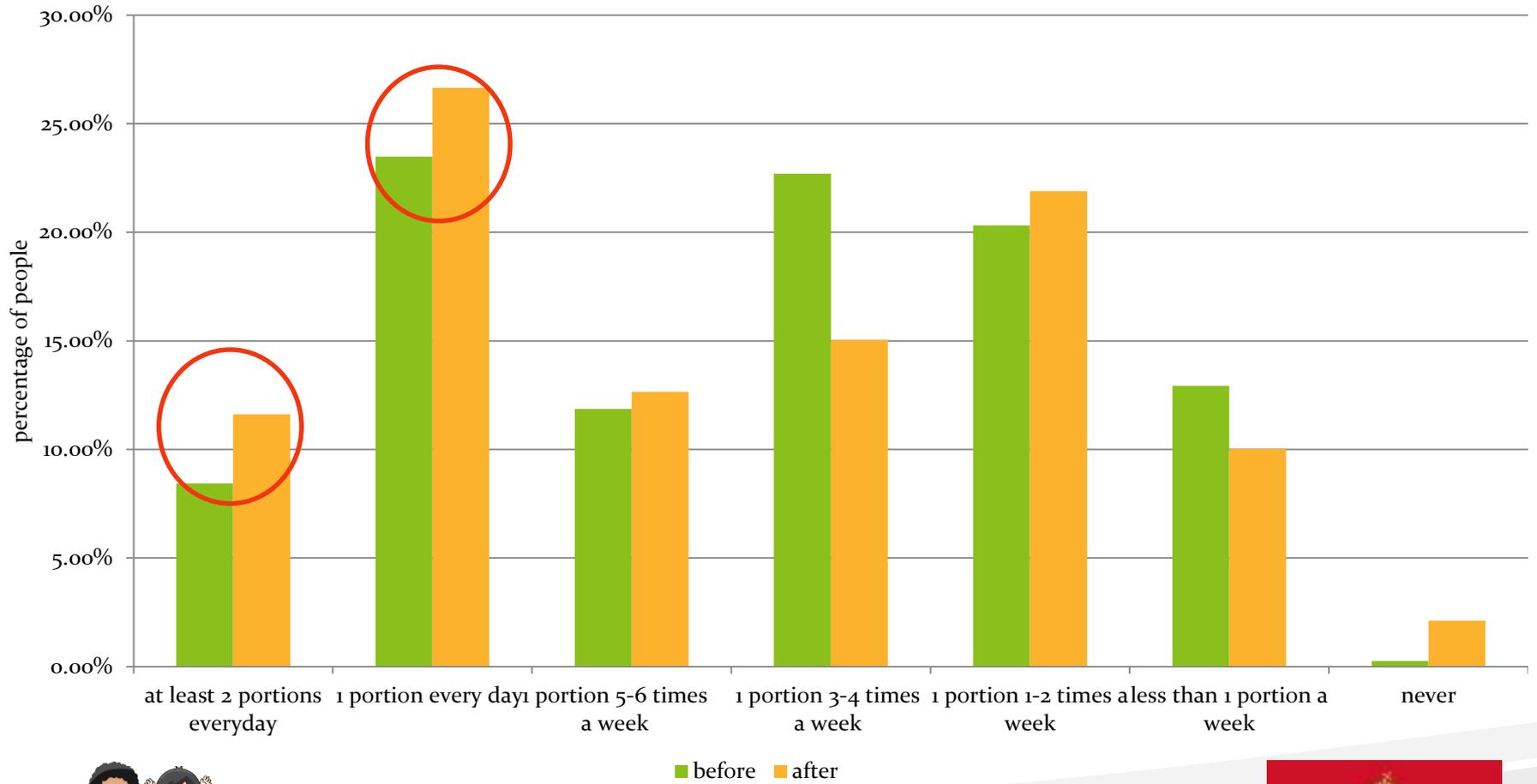
Frequency of fruit consumption



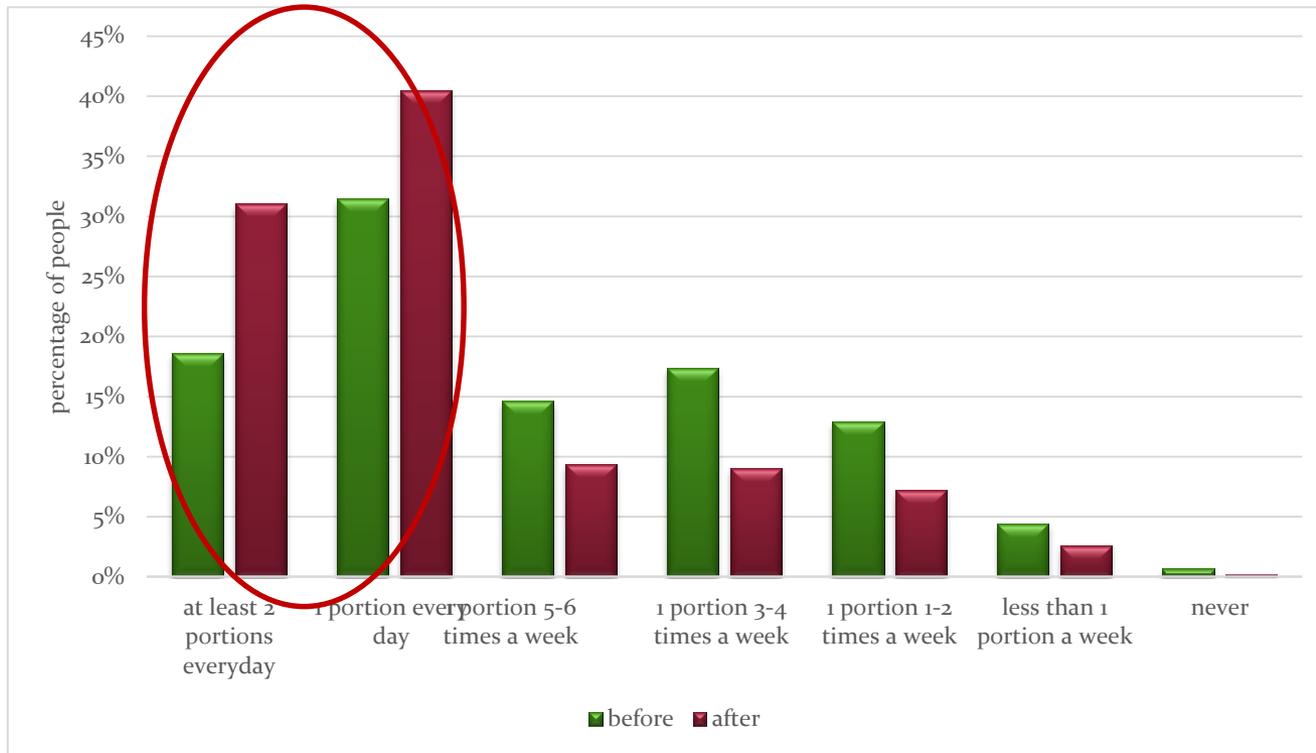


Frequency of vegetables consumption



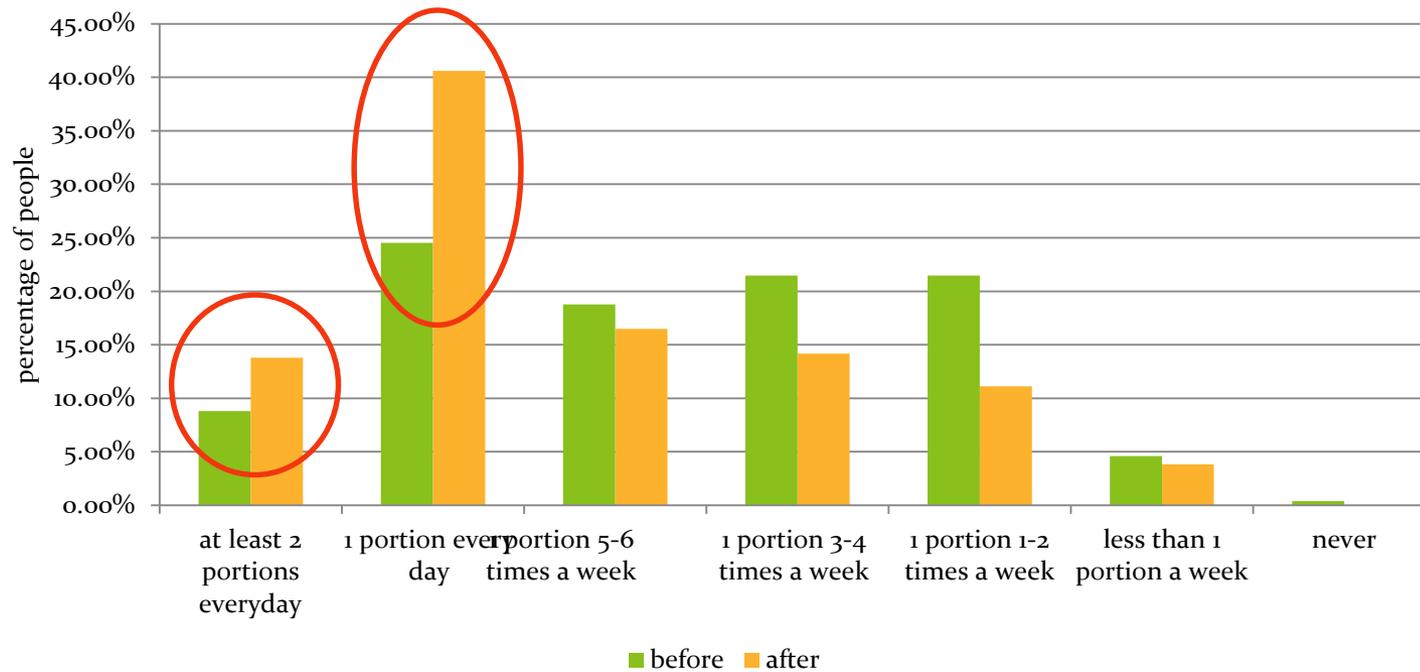


Frequency of vegetable consumption



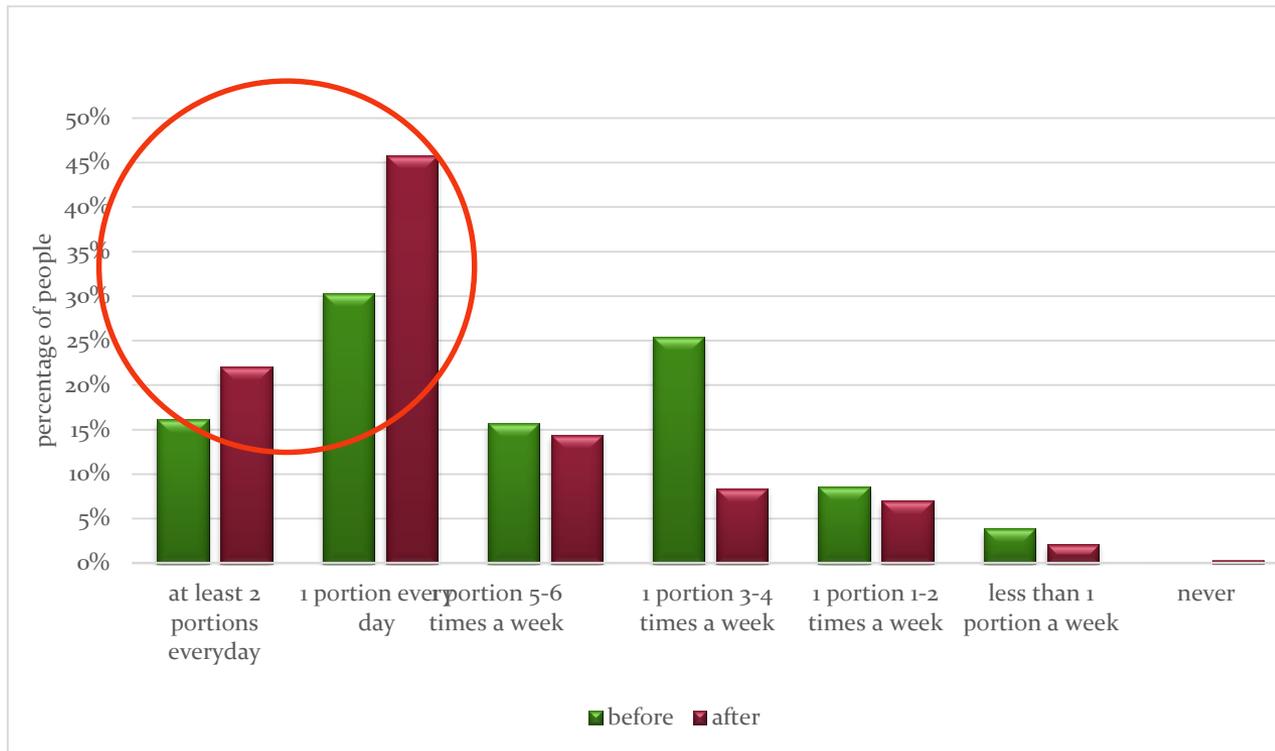


Frequency of vegetable consumption



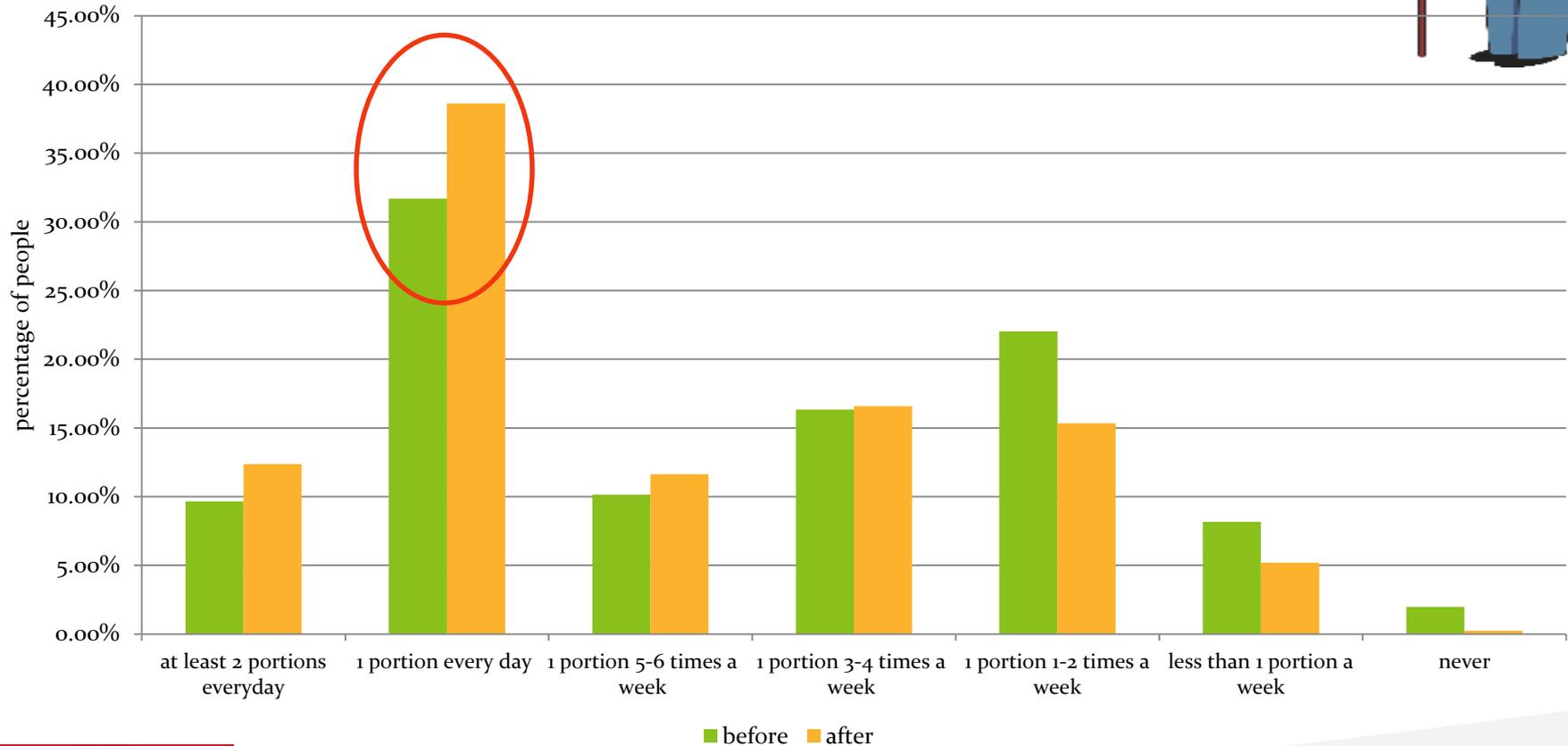


Frequency of vegetable consumption



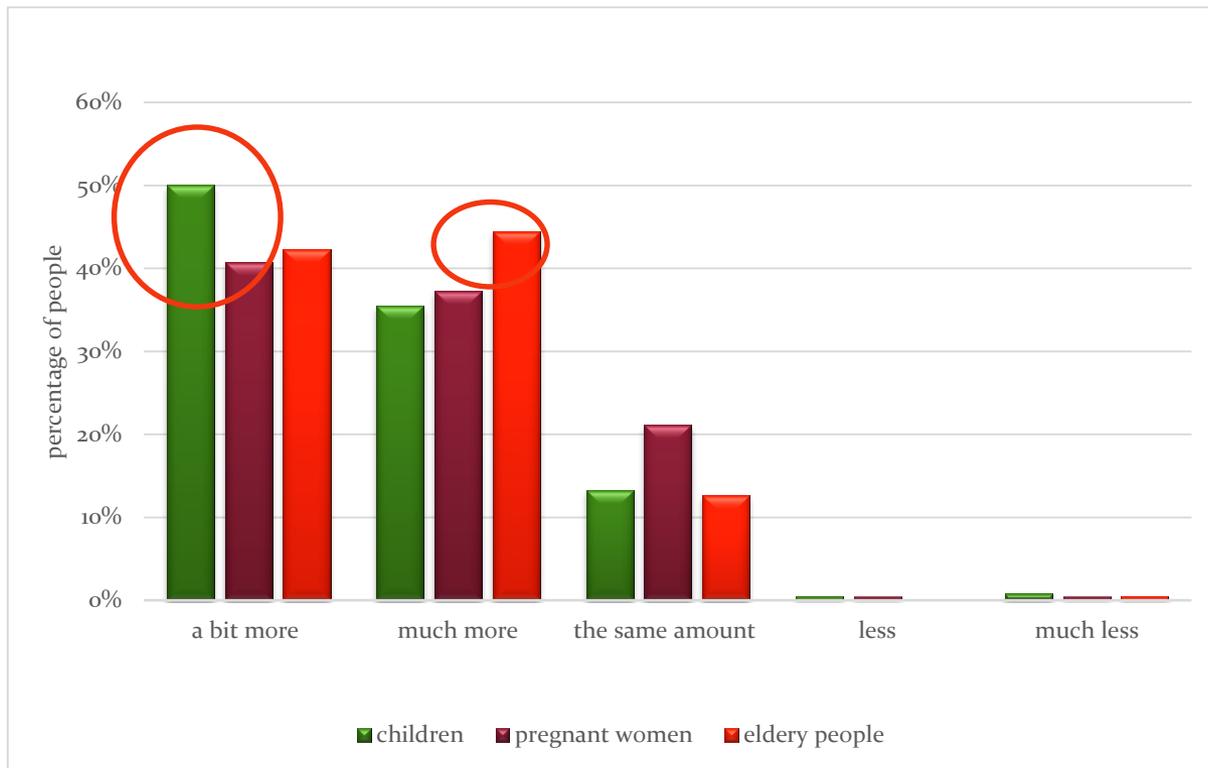


Frequency of vegetable consumption



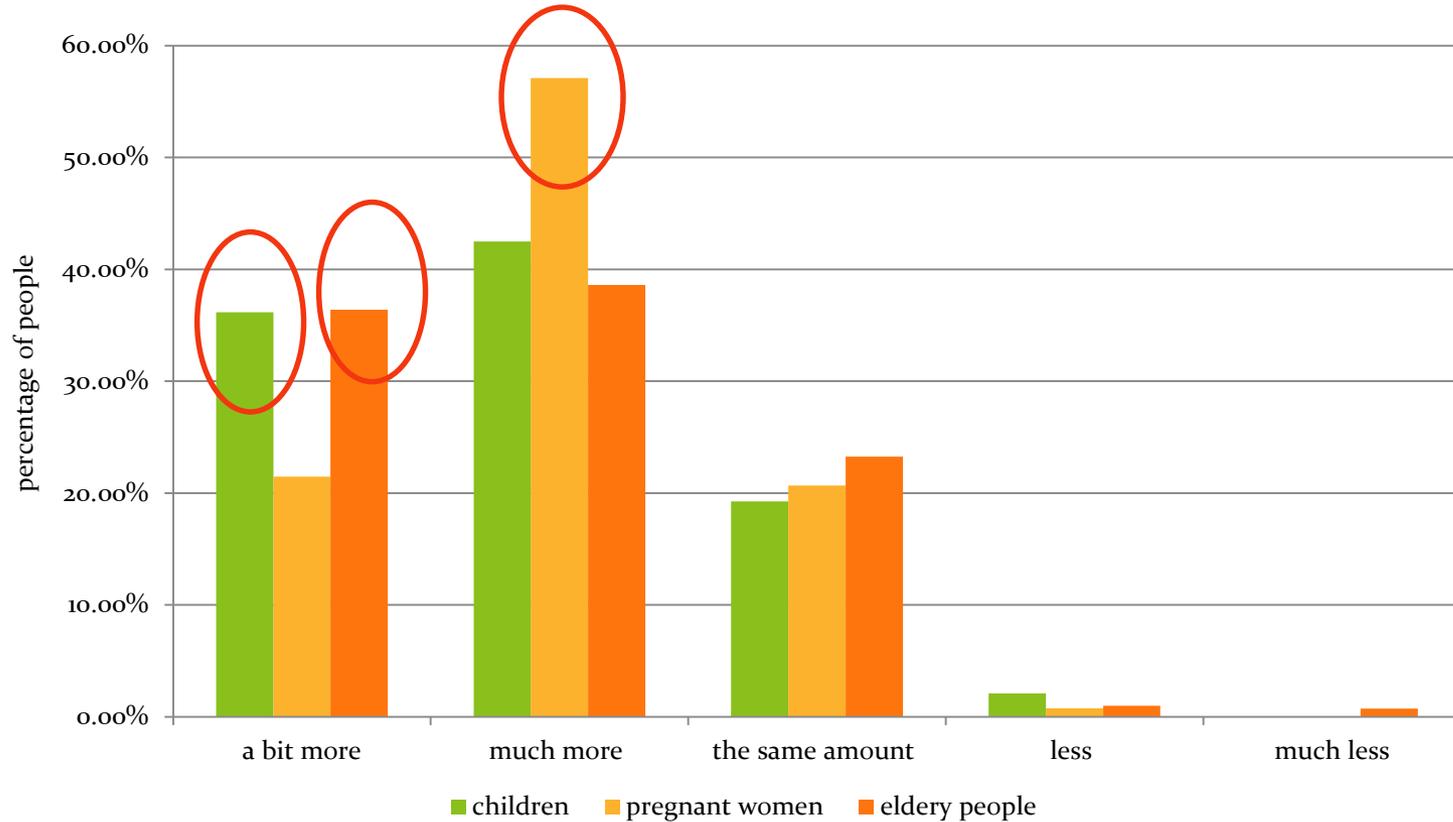


Thanks to participation in the "My Healthy Family" my intake of fruits and vegetables is:



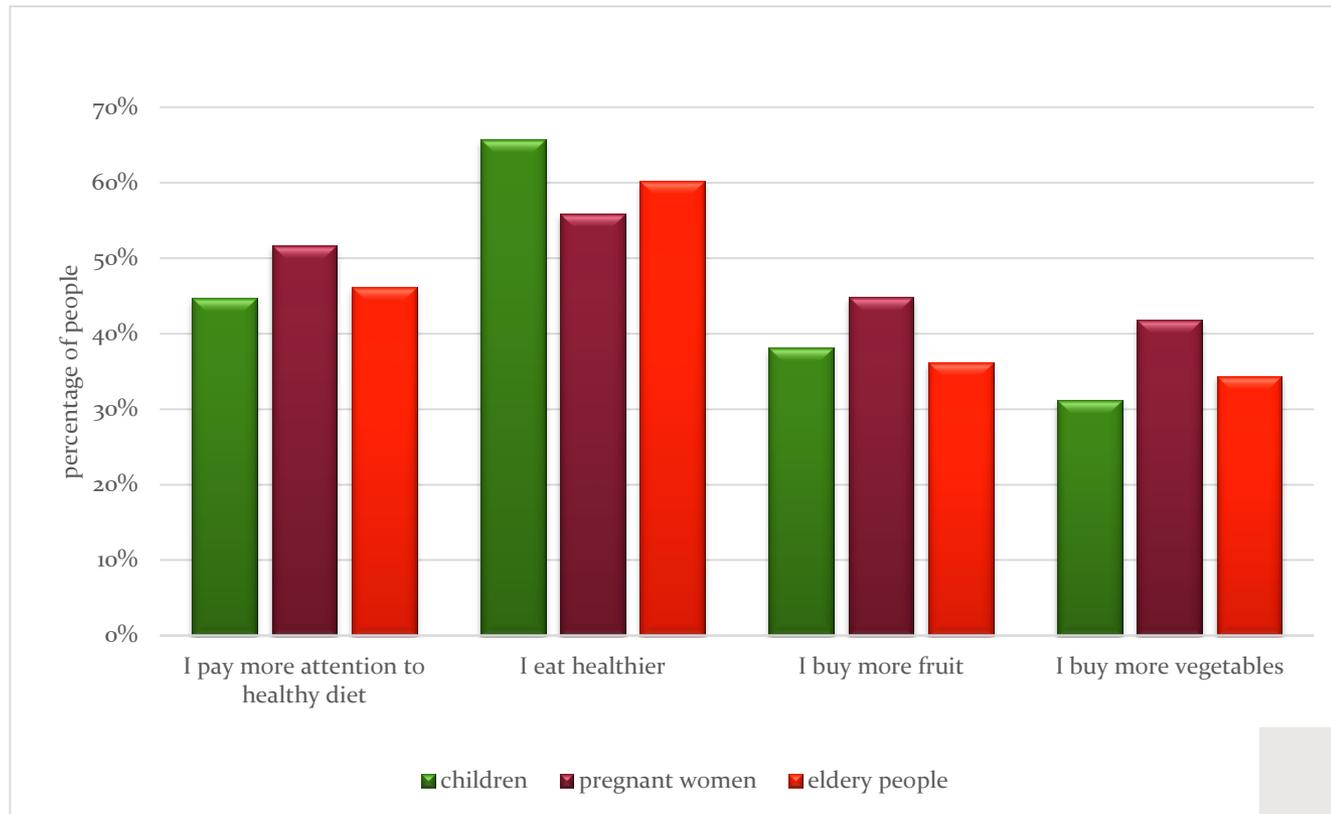


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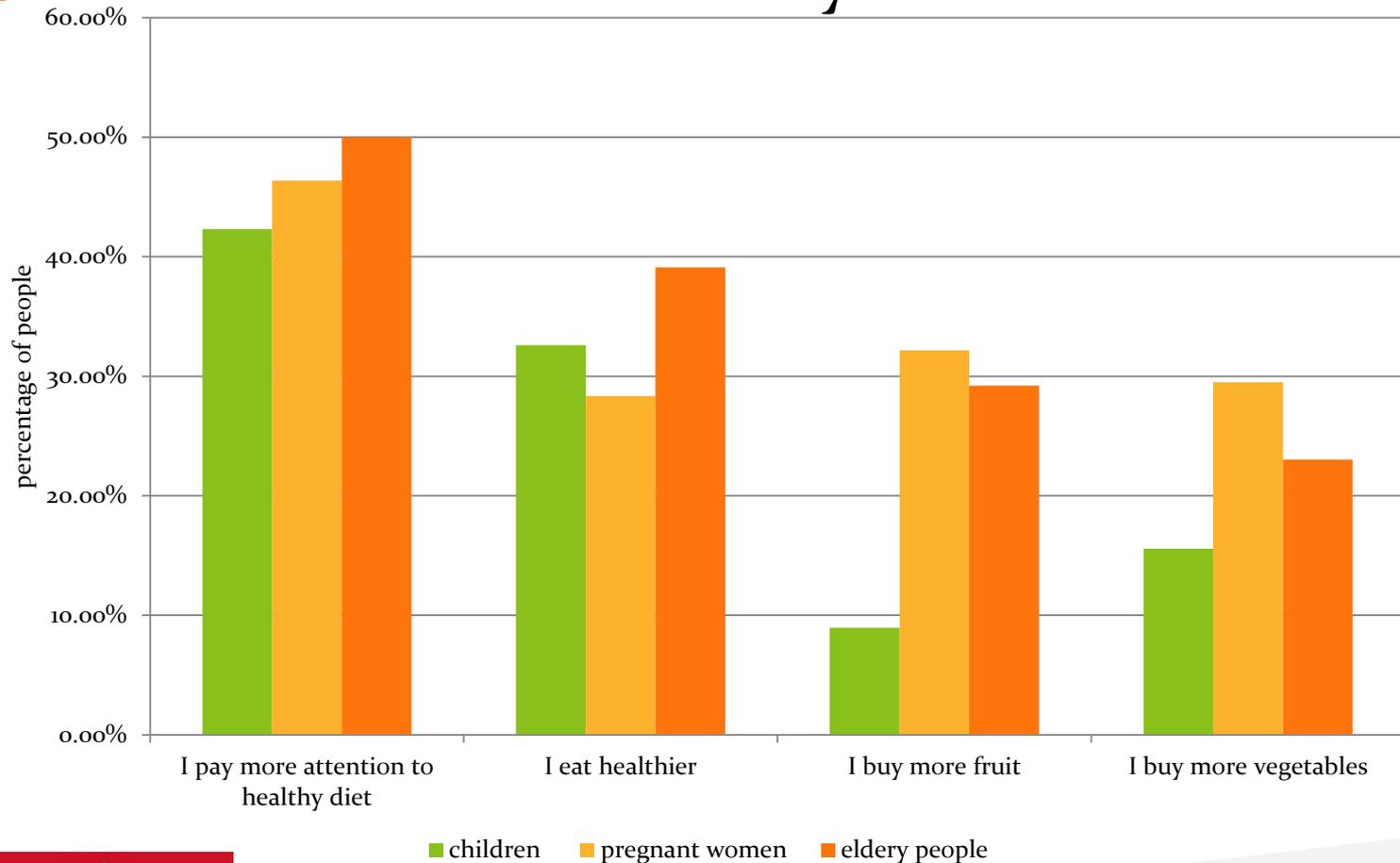




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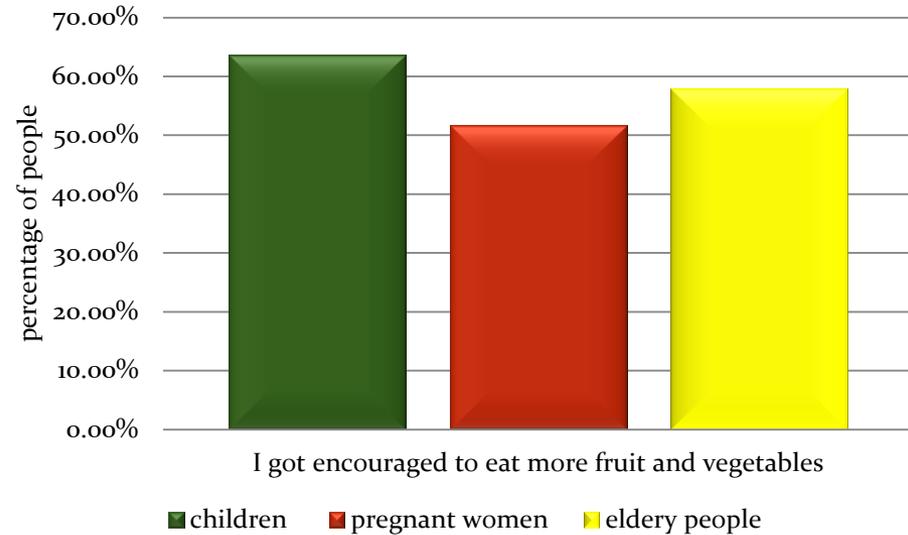
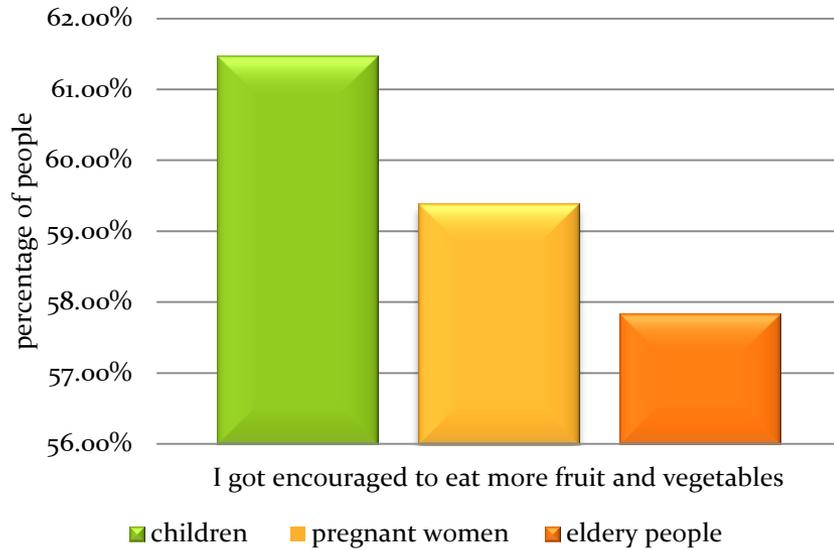


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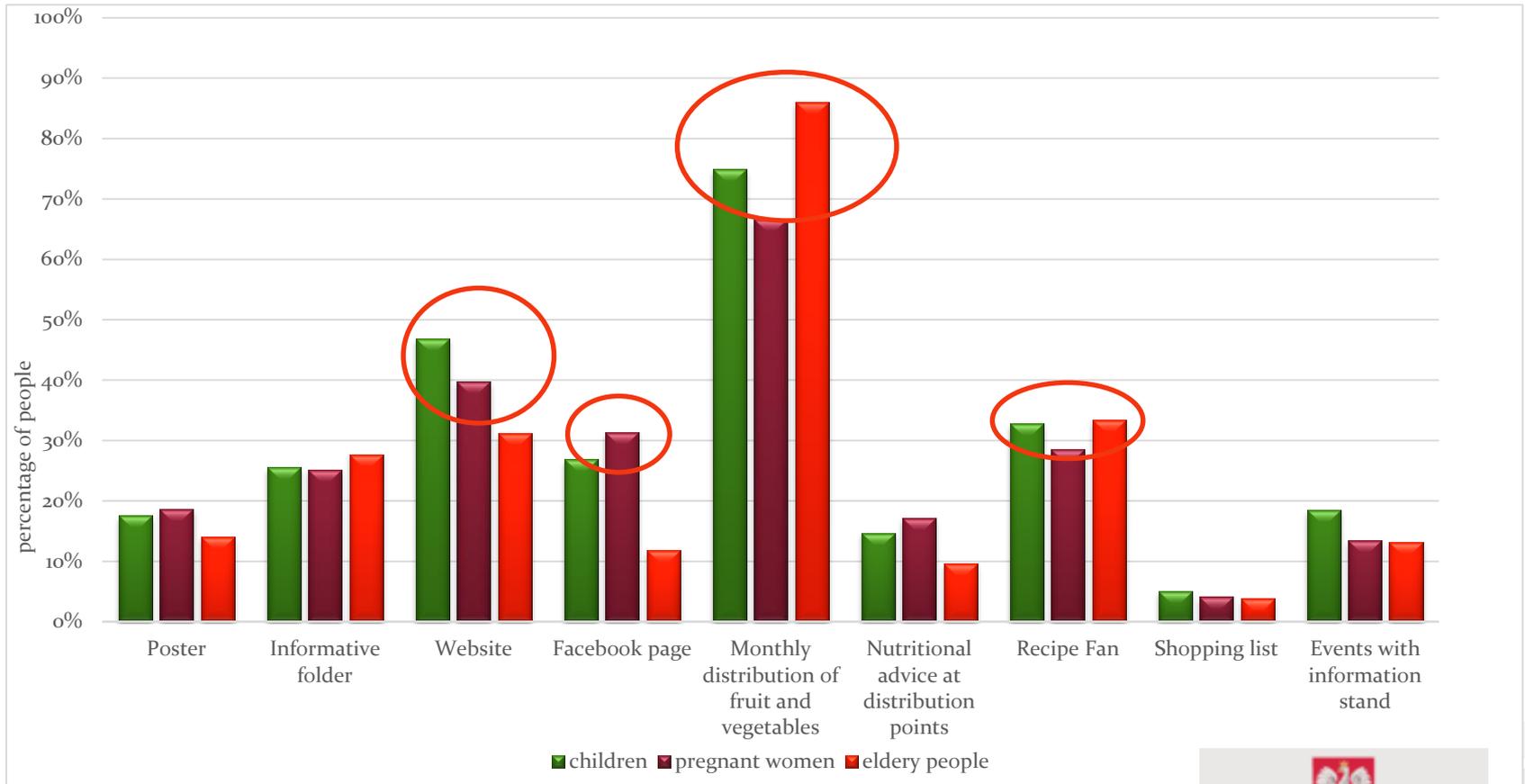




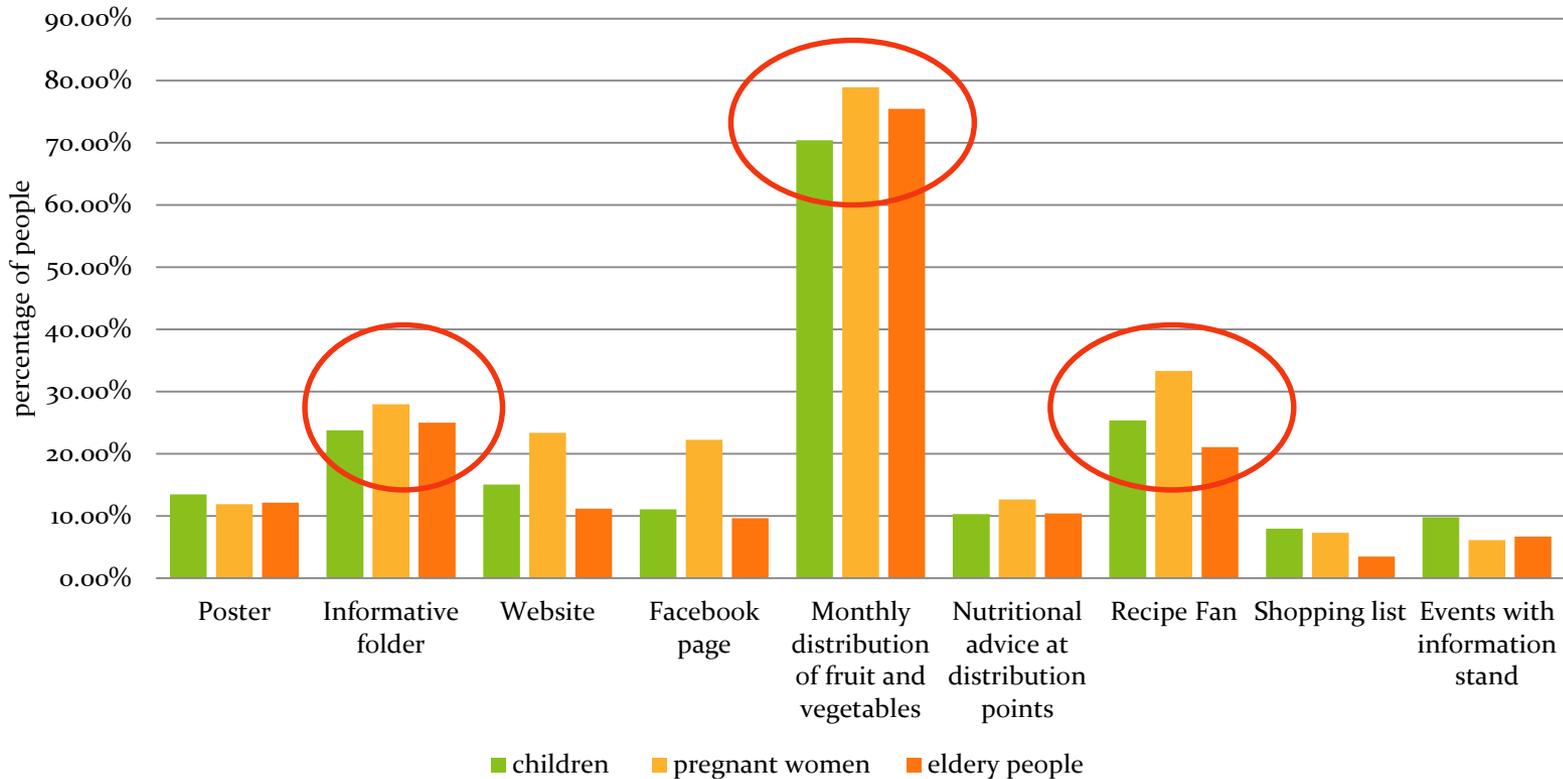
Thanks to "My healthy family"...



Which of the following actions of the “My healthy family” project would you rate as useful?



Which of the following actions of the “My healthy family” project would you rate as useful?





Conclusions



- The project has revealed some promising results including an increase in the consumption of fresh fruit and vegetables in some circumstances
- Most people are aware that they should change their nutritional habits, but there is still a gap between awareness and positive attitudes regarding day-to-day behaviour



Join
My
healthy
family

