

Evaluation of Breakfast Promotion Programs in Selected Secondary Schools in Nasinu, Fiji

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Background

- Obesity is linked to skipping meals (Liebman et al and Utter et al).
- 82% of all hospital deaths in Fiji are NCD related
- 38% students reported missing breakfast one or more days in the last 5 school days
- Consequences of missing breakfast
- Importance of School-based intervention
- Behavioral model for change



Frequency of services/products delivered

- Huge number of media reports – TV news, radio, daily newspapers, billboard, banner, posters, pamphlets, school calendars
- Capacity Building – Organized workshops for students (SHC members), food handlers, canteen managers, women's groups
- Promotional programs in schools



Objective and Research Questions

Objective

- To evaluate the effectiveness of the social marketing strategies used on breakfast promotion programs delivered in three selected secondary schools in Nasinu community.

Research Questions

- How effective has the social marketing strategies on breakfast programs delivered in schools?
- What was the most popular mode of communication
- What are some of the barriers in improving breakfast programs.



Methodology

- Sampling Frame – The three schools were selected on the basis of management (Hindus, Muslims, Christian)
- Quantitative data was collected during the baseline measurements of the Fiji arm of the OPIC study in 2005.
- For this sub-study relating to breakfast, additional questions were asked on knowledge, attitude, behaviour and practice via:
 - Three focus groups with some participants mothers (n = 25)
 - Key Informant interviews with teachers (6) and canteen managers (3).

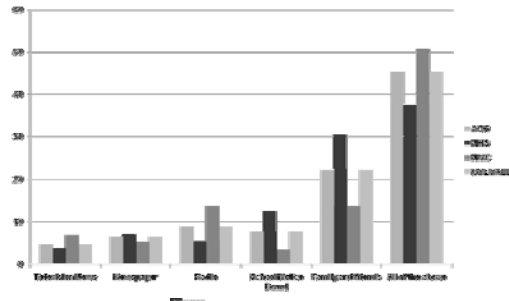


Result – Sources of breakfast

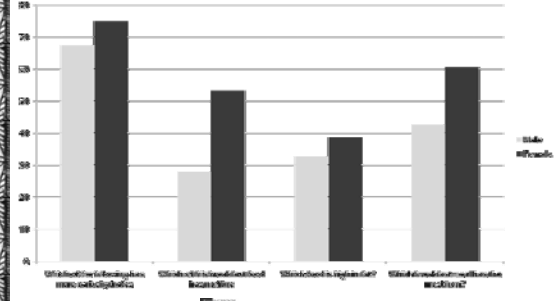
- A total of 91% students reported getting their breakfast from home, more Indo Fijians (54.3%) and females (51.76%) compared to males.
- About half of the adolescents (46%) still believed that it's ok to miss breakfast and they can concentrate in class even when they missed breakfast. This is a great concern!
- Similar reasons for not eating breakfast gathered from adolescents as well as mothers of students who attend the three schools were lack of time; not being hungry; and not feel like eating.



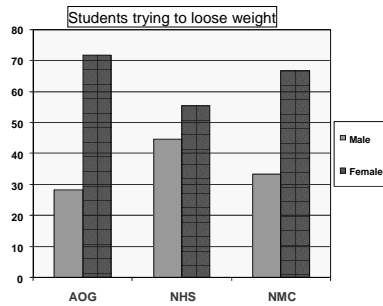
Sources of information on breakfast promotions



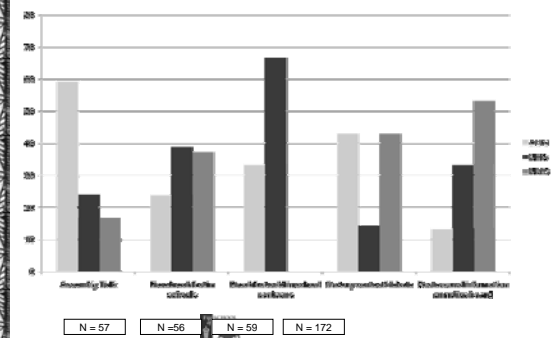
Percentage of boys and girls correctly answered nutrition knowledge question



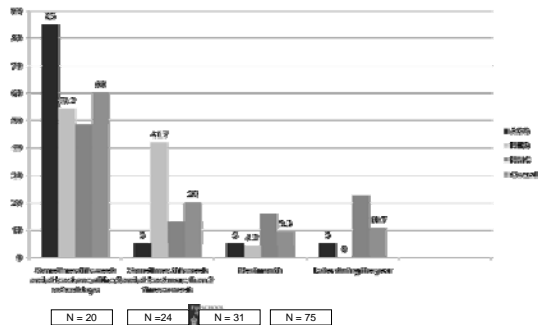
Students reported as doing something about their weight



Social marketing strategy that resulted in students eating breakfast (n= 172)



Planning on when to start eating a healthier breakfast



Result – Perception of teachers on social marketing strategies

• “all the marketing tricks did play a great role in one way or the other...like the breakfast display was good, the students got to see the types of healthy breakfast....than the posters were there as evidence which students looked at nearly everyday..., and we had champions like Slamaan (SHC member), and other teachers talking about it all the time....I think all were great because different students learnt differently”

Result – Canteens need policy to control sales of junk

- *"We need help from other teachers and the students.... the parents and the managements as well...."*
- *....there is no breakfast time in the morning but students do come to the canteen and not to buy breakfast but...lollies and other things....if there is a rule for us to not sell those things in the morning and only sandwiches, I am certain they will buy it....but I can't do much I just work for the management and they want profit everyday...if there is some type of policy, than I think I can help"*



Why is breakfast important to your children?

All participants accurately identified the importance of having breakfast on every school day. Similar comments received from most respondents as *"it is important so that feel full all day.....and can concentrate"*.



Conclusions

- A small percentage of students have actually changed their attitude and practice to eating breakfast/a much healthier breakfast
- Overall, the Kaila newspaper, free breakfast in schools and assembly talks were the most popular mode of social marketing strategies in schools
- Consistency of messages and more support needed from teachers and parents were identified to be the barrier in promoting the importance of eating breakfast on every school days.



Acknowledgement

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- Anjileena Dev; RA for her assistance in collecting data from Hindu communities

