

Why are we eating what we're eating?: Public perspectives from Jamaica, St. Kitts & Nevis and St. Vincent & the Grenadines

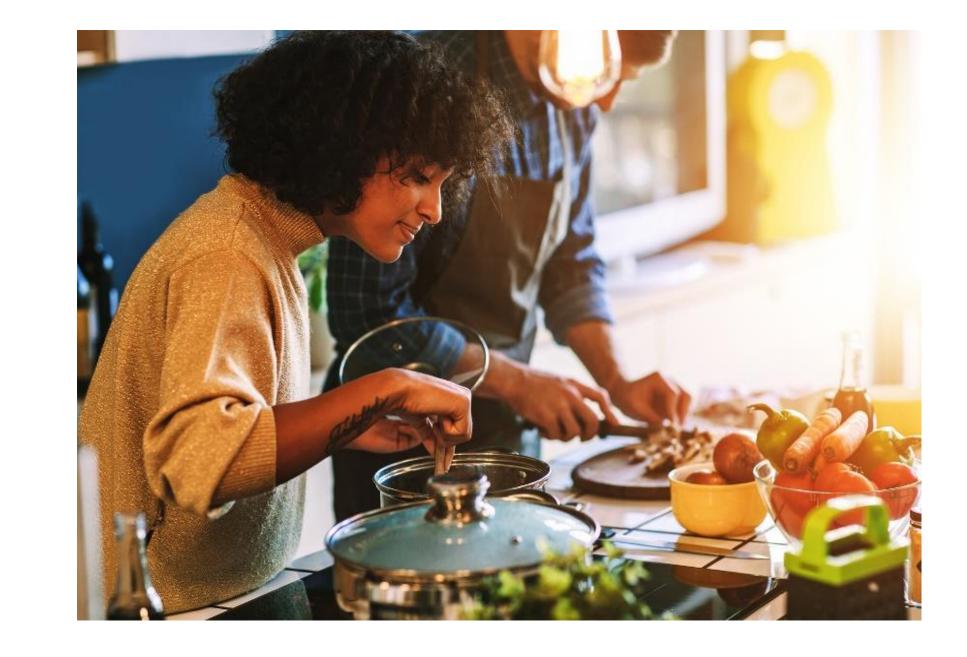
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CHANGES OVER GENERATIONS

- Fast food and ultra-processed foods high in fat, sugar and salt are no longer treats, but the norm.
- Children are not exposed to local, seasonal fruits and vegetables.
- Food is no longer prepared at home.
- Families rarely eat together (*Sundays an exception).
 Men are getting more involved in food purchasing and preparation.



WHAT DO PEOPLE KNOW?

- Most people know which foods are healthy or unhealthy.
- But, cost and convenience override knowledge.
- Accessibility is important, but affordability is the bottom line.
- Young people know that non-communicable diseases can result from unhealthy eating, but will only cross that bridge when/if they come to it.





HOW THE PAST IMPACTS THE PRESENT

- Early enforcement of eating healthy foods = rebellion!
- Adults who were forced to eat fruits and vegetables as children eat less of these healthy foods, because now they have choice.
- Now, many adults would not force their own children to eat items that they didn't want to eat, based on their past childhood experiences.

WE NEED TO

- Make the cost of local un-processed foods more affordable, compared imported and processed foods.
- Have messaging and marketing that promotes and encourages healthy and nutritious options, without being forceful.
- Expose children to nutritious local foods in as many settings as possible, along with enough information to allow them to make healthy choices.
- When healthy foods are introduced in schools, we must ensure <u>follow-through at home</u>, or else children will lose interest in













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