

Development of a screener to assess alignment with the ‘how to eat’ recommendations

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**Have plenty of
vegetables and fruits**

Eat protein foods

**Make water
your drink
of choice**



Objective:

To develop and test a **screenener** to assess alignment with the CFG 'how to eat' recommendations

Healthy eating is more than the foods you eat. It is also about where, when, why and how you eat.

Be mindful of your eating habits

- Take time to eat
- Notice when you are hungry and when you are full

Cook more often

- Plan what you eat
- Involve others in planning and preparing meals

Enjoy your food

- Culture and food traditions can be a part of healthy eating

Eat meals with others

Use food labels

Be aware that food marketing can influence your choices

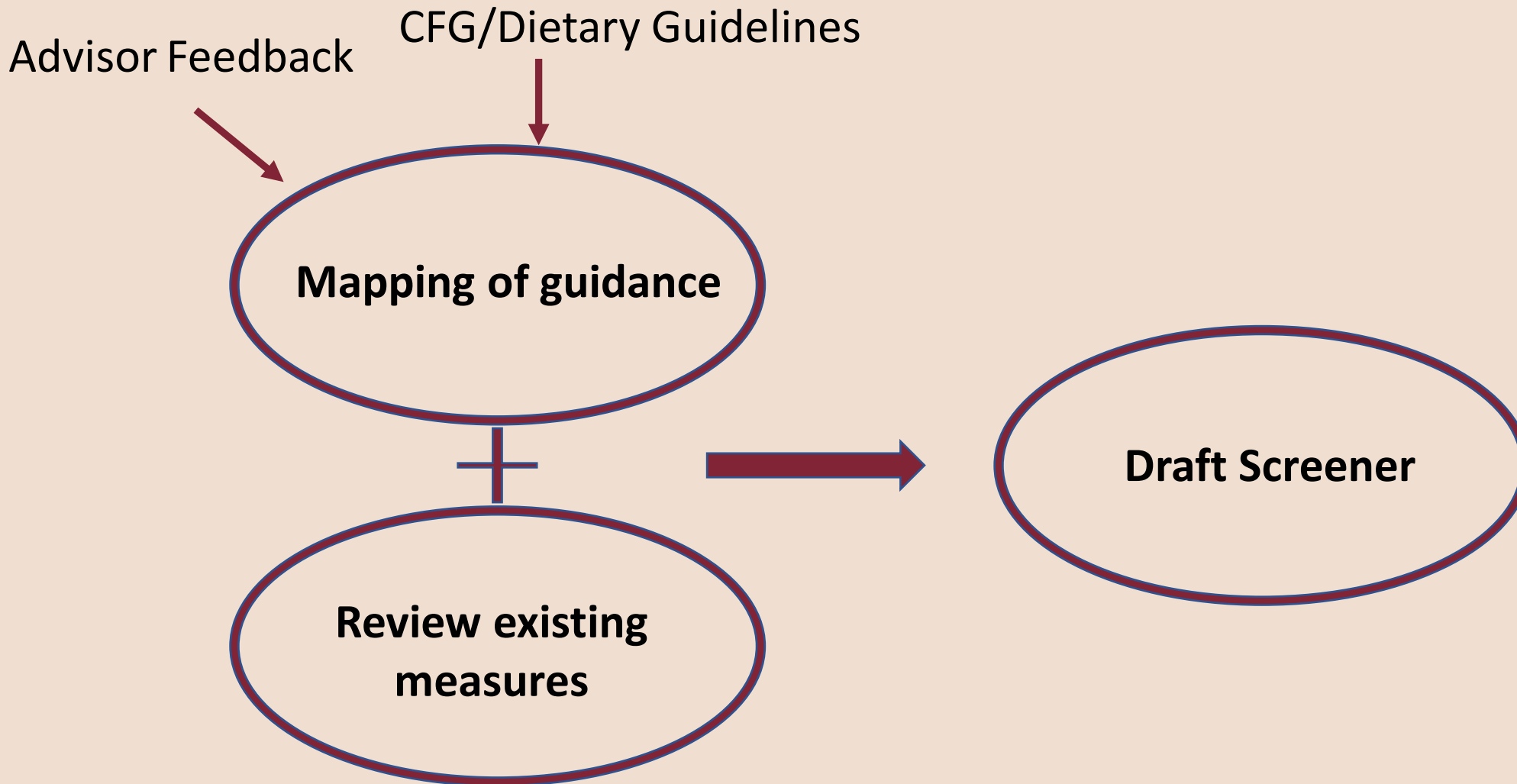
Screener should....

- Be simple to use and score
- Be brief (<10 min)
- Consider the cognitive demand and literacy levels of the target population
- Assess adherence to “How to Eat” recommendations **overall**, not specific recommendations
- Demonstrate reasonable validity and reliability
- Consider equivalence across key subgroups of the target population

Key Inputs



Screeener Development Process



Challenge: Decipher the meaning and intention of the recommendations

Enjoy your food



Enjoy your food

- Enjoy healthy food
- Sample item: I enjoy eating foods that are good for my health.
- Sample item: Eating is a pleasure for me.

Review of existing measures

Reviewed literature to identify existing scales or items designed to assess similar constructs

- Face validity – do they assess the construct of interest?
- Previous validity and reliability testing and among what populations
- Items with the highest correlation with the overall score for the scale/subscale

Item Selection and Review

- **Green:** directly related to how to eat recommendation AND previously validated within an adult population
- **Yellow:** somewhat assesses recommendation AND previously validated
- **Red:** somewhat assesses recommendations, NOT tested for validity
- Green or yellow items were selected based on clarity, correlation with overall scale/subscale score

Challenge: Equivalence across family structures and living situations

Eat meals with others



Challenge: Equivalence across family structures and living situations

Cook more often



Poll Question

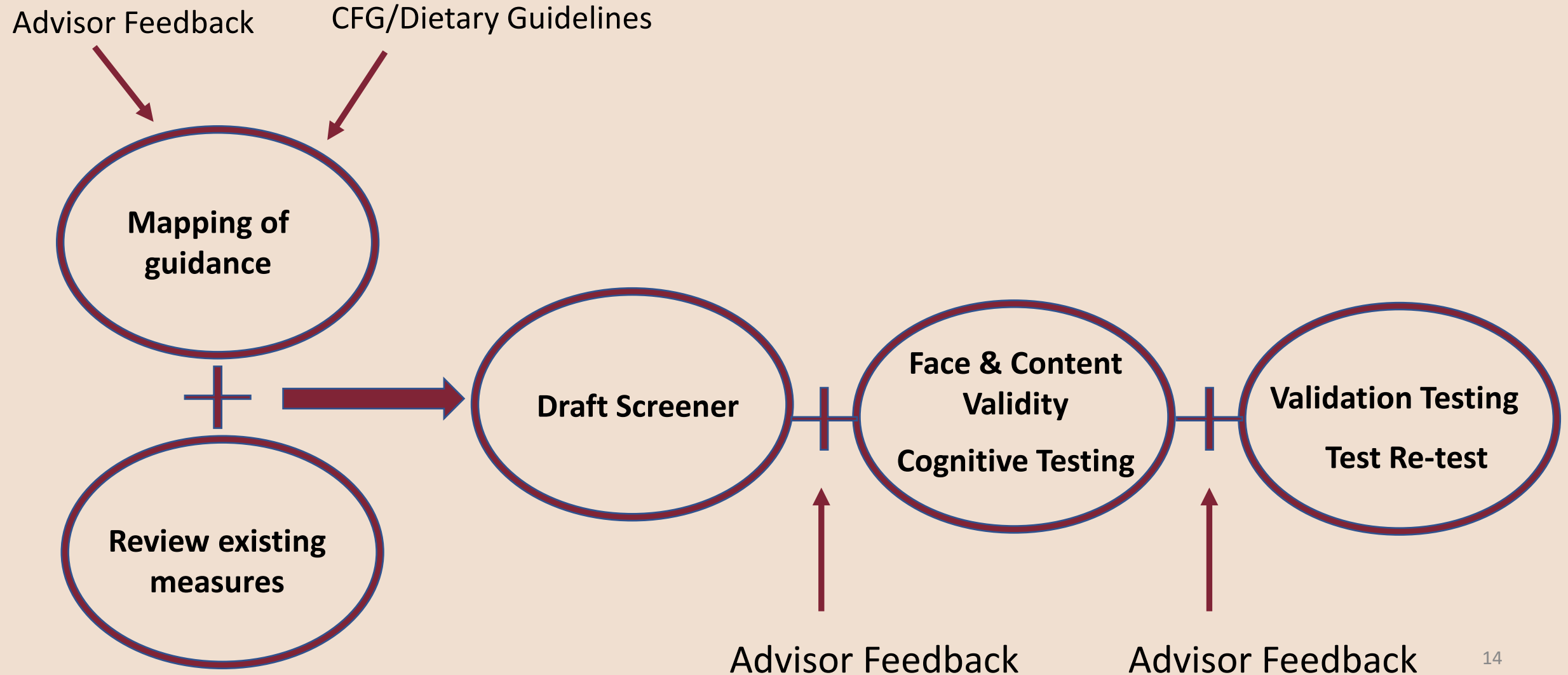
For “Cook More Often” should “I don’t do the cooking in my household” and “never cook” be scored the same?

Yes

No

I don’t know

Screeners Development Process



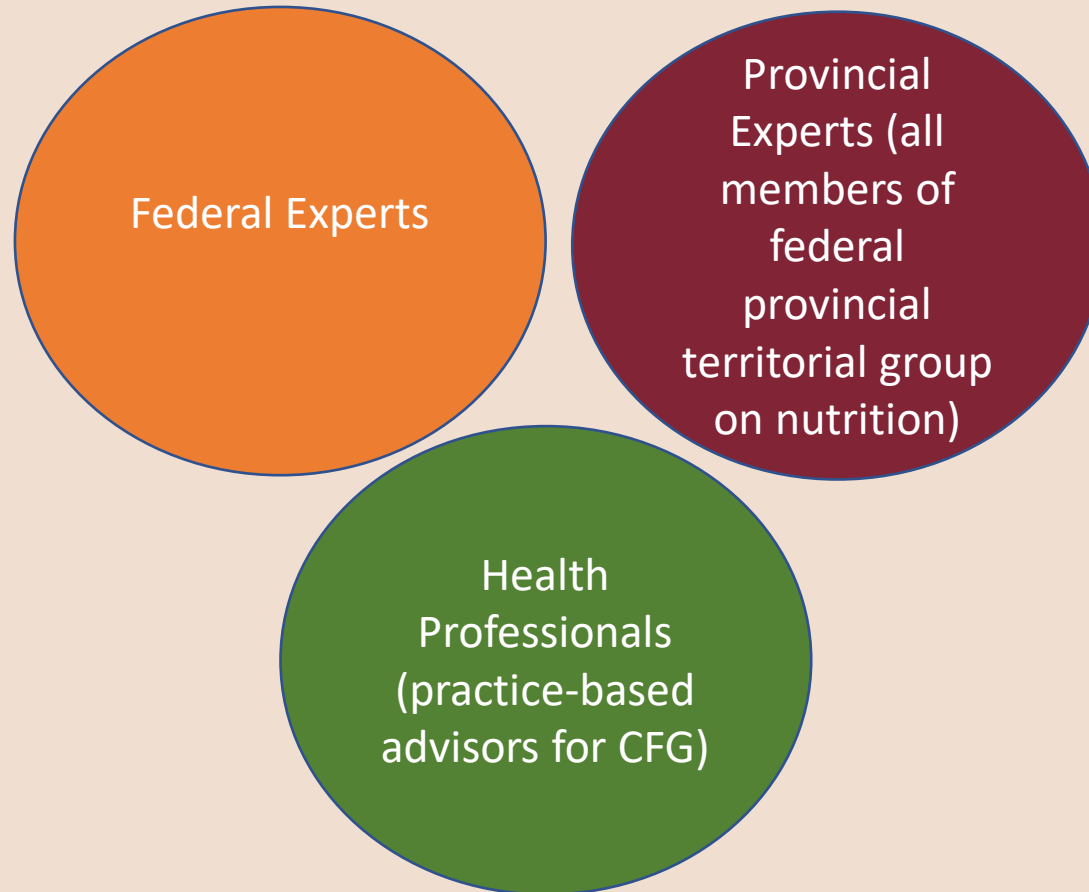
Advisor Feedback

- Shared the draft screener with advisors:
 - Relevance
 - Clarity

- 38 to 20 items

Face/Content Validity: Health Canada

Health Canada invited participants to complete our face validity questionnaire



Cognitive Testing

Purpose: to determine whether the question achieves its intended purpose and to modify questions, if necessary, to make them easier for respondents to understand and answer

Cognitive Testing

Think – aloud

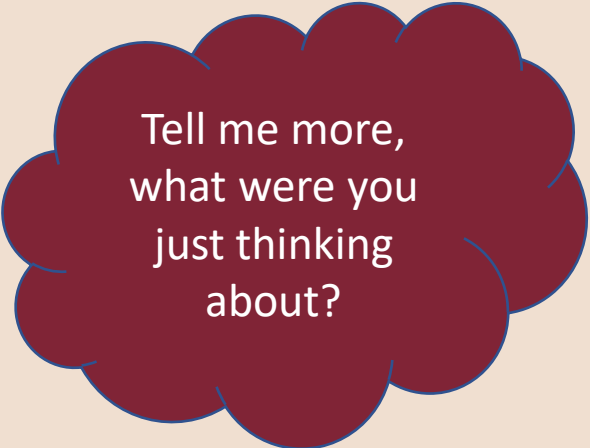
- Guide participant to verbalize their thought processes while responding to the survey
- Encourage the participant to explain or expand on their responses using open-ended probes (for example, “can you explain how you arrived at that answer?”) but specific questions are not asked



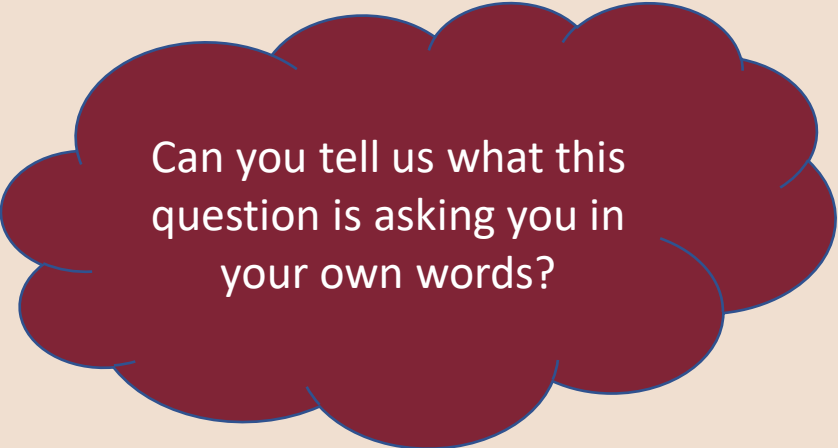
Cognitive Testing

Probing

- Ask participant direct and specific questions designed to generate detailed information about the survey
- Some probes developed prior to testing, others asked spontaneously in response to participant behaviour



Tell me more,
what were you
just thinking
about?



Can you tell us what this
question is asking you in
your own words?

Recruitment

Email shared with two companies (electrical and manufacturing)

Poster shared on Facebook (4 groups)

Who and how many?

- Aim to recruit approximately 10-15 participants to be interviewed in two phases
- Eligibility screener used to ensure diversity of sample
 - Age
 - Gender
 - Education levels

Recruitment

- 42 individuals completed our eligibility screener
- Completed 10 interviews (6 in phase 1)
- Participants ranged from 18-65 years of age
 - 3/10 were males
 - 5/10 had some college education or less
 - 5/10 had a university or professional degree
 - 6/10 were white (European decent)

'Hot off the press' – Findings

Important to ask participants to reflect on ALL their meals over the past month

Satiety is not a familiar word to all

People either plan their meals or don't

I use nutrition information on food labels when deciding what foods and/or drinks to buy

Some individuals don't identify with a certain or specific culture

Poll Question

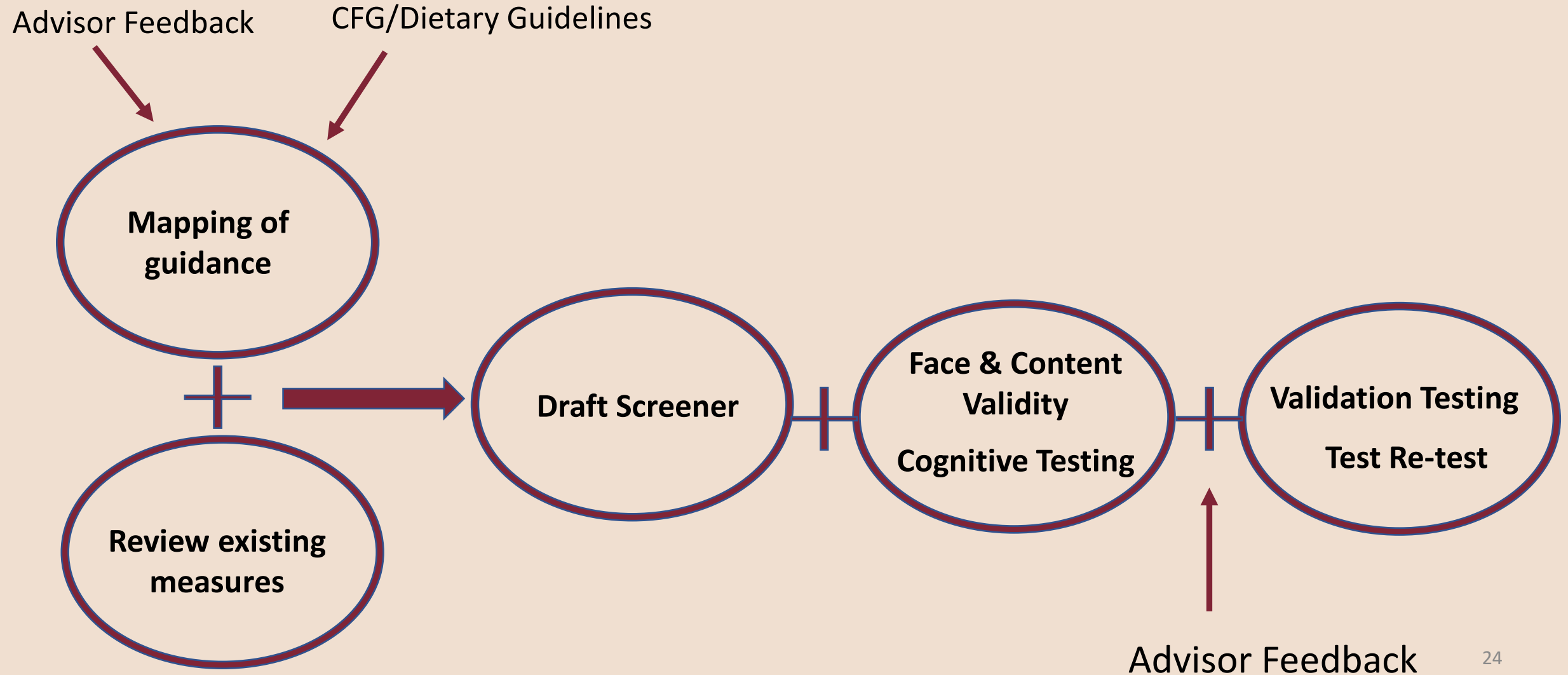
Which option do you think captures the recommendation “Choose foods that reflect one’s own culture and food tradition” best?

I eat foods that are part of family food traditions.

I eat foods that are part of my culture.

I eat foods that are part of my family food traditions and/or culture.

Next Steps



Thank you

Advisors

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Mary L'Abbé

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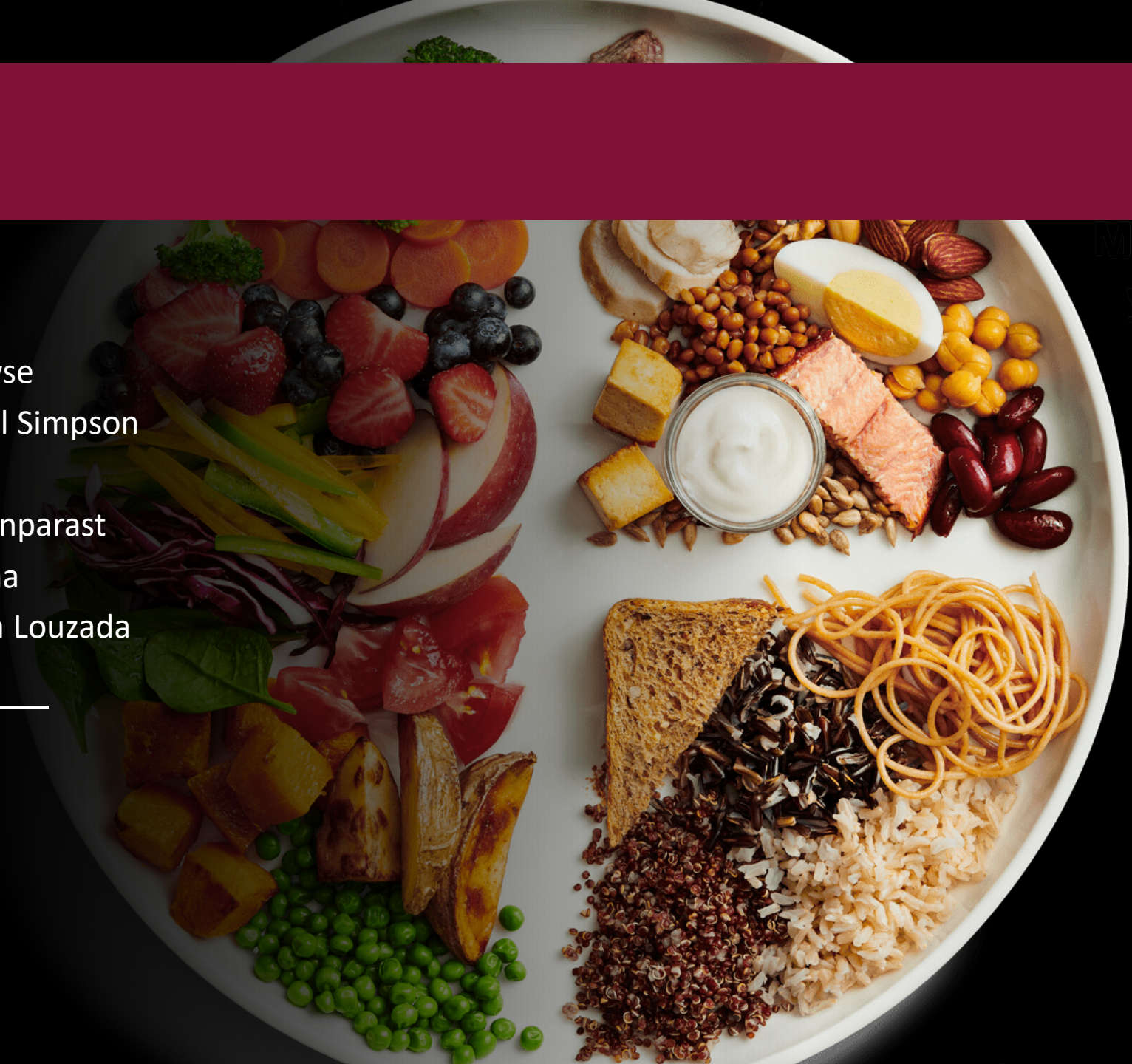
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Health
Canada

Santé
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