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# *Exploring Facilitators and Barriers to Healthy Eating Among Community Gardeners*

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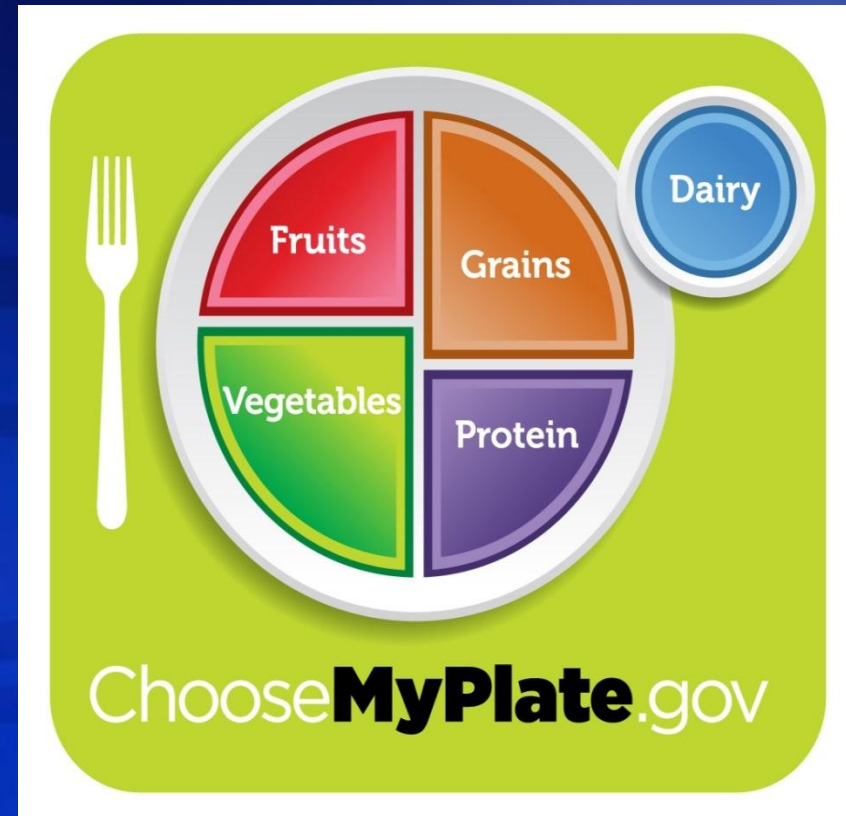


# *Introduction*

## Eating Healthy?

- Fruits
- Vegetables
- Grains
- Protein Foods
- Dairy

<http://www.choosemyplate.gov/food-groups/>



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# ***Introduction***

- Importance of eating healthy in today's world???
  - Looking into our past:
    - Percentage of food dollar spent on food prepared outside the home in the U.S.
      - 1970: Estimated at 26%
      - 1995: Up to 39%
      - 2010: Projected at 53%
  - Society today is fast-paced and has a mentality which includes an increased intake of fast foods.
    - Has led to an increase in unhealthy eating/lifestyles.
- (Swinburn, Caterson, Seidell & James, 2004)

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## ***Background***

- **Current Global Trend**
    - Diets consists of more high fat, high-energy dense foods, with an increase in sedentary lifestyles.
    - Obesity rates along with type 2 diabetes worldwide are on the rise.
      - Global population with type 2 diabetes.
        - 2000: 171 million
        - Today: 347 million (>50% increase)
- (WHO-2013)

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## ***Background***

### ■ **Nutritional Facts**

- Estimated 31% of CVD and 11% of CVA cases are explainable by inadequate F/V intake.
  - (WHO, 2011)
- By 2020, CVD will likely be the most common cause of Disability Adjusted Life-Year loss.
  - 1991: Ranked as 5<sup>th</sup>
- F/V intake results in decreased incidences of CVD, HTN, CVA and healthier weights.

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# ***Conceptual Framework***

- **Albert Bandura's - *Self Efficacy Theory***
  - Self Efficacy: Relates to one's belief in their capabilities to obtain a goal.
  - Past failures or successes impact a persons perceived self-efficacy, and belief in their own capabilities.
- "A resilient sense of efficacy enables individuals to do extraordinary things by productive use of their skills in the face of overwhelming obstacles."  
(Bandura, 1997, p. 37)

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## ***Conceptual Framework***

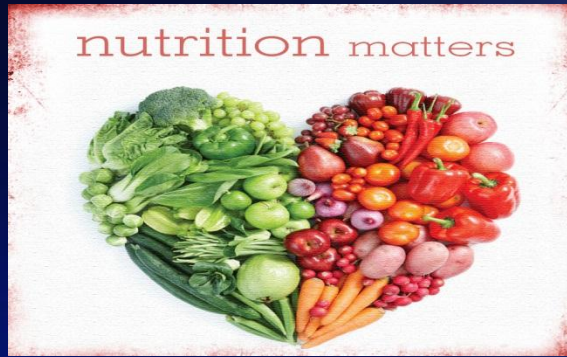
- ***Self Efficacy Theory***
  - Persons with low self-efficacy:
    - Have little belief in their capabilities and power to produce results.
    - Will not attempt to make things happen.
  - Is the dieting trend effecting persons self-efficacy in a negative way?
- How do we improve society's self-efficacy when it comes to healthy eating?

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# ***Research Methods***

- IRB approval attained
- Research Design
  - Exploratory descriptive design with qualitative analysis using interview data from a focus group meeting.
- Sample size and Characteristics
  - Convenience sample, n=12 participants: 6 Male, 6 Female
  - Involved in a community garden

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# ***Research Methods***

## ■ Data Collection

- Focus group with structured questions and encouragement of ideas, thoughts, and perceptions regarding topic of discussion.
- Combination of interview, group interaction, and participant observation utilized in data collection.
- Audio recording of participant answers.
- Research questions ended with final question asking the participants for any thing else to add to the discussion.

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# ***Research Methods***

## ■ **Data Analysis**

- Analysis occurred throughout study.
- Audio recording transcribed verbatim.
- Thematic analysis occurred with data to identify and categorize patterns and themes.
- At conclusion of focus groups, available participants allowed to review transcribed audio recording for accuracy and assurance that focus group experiences were captured.

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# ***Research Findings***

## ■ **Barriers**

- Availability of unhealthy foods
- Busy schedules
- Fried foods taste better and more filling.
- Access to fresh foods

## ■ **Facilitators**

- Family support
- Love cooking
- Cell phone apps
- Food diaries
- Use of social media, text, email as reminders

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# Research Findings Barriers



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## ***Conclusion***

- Improving individuals self efficacy is an important aspect to success with healthier eating among our population.
- Back to the question presented earlier...
  - How do we improve society's self-efficacy when it comes to healthy eating?

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## ***Conclusion***

- Improving our Society's Eating Habits?
  - Internet: Sites such as Pinterest
    - Many recipes on healthy meals
  - Social Media: Facebook, Twitter, blogs
  - Cell Phone: Use of texting for healthy eating reminders and prompts.
  - E-mail
  - Cell Phone Apps

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## ***Conclusion***

- Barriers to healthy eating will continue to exist.
  - Identifying biggest barriers and facilitators to specific populations is important key to improve healthy eating among the global population.
- Health promotion among the population by way of healthier eating is a challenge. However, small steps will lead to an eventual transformation in the health of our communities.

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