

POWER UP! KAB Survey Topic Summary: Healthy Eating in Recreational Facilities

The POWER UP! Knowledge, Attitudes, and Beliefs (KAB) Survey was conducted in mid-2016 as part of the *Policy Opportunity Windows Enhancing Research Uptake in Practice (POWER-UP!)* project, by researchers at the School of Public Health, University of Alberta. The POWER UP! project was a partnership of researchers and practitioners in Alberta, Quebec, and the Northwest Territories, which took place between 2013-2016. POWER UP! was funded through the *Canadian Partnership Against Cancer (CPAC)* as part of the *Coalitions Linking Action and Science for Prevention (CLASP)* initiative.

POWER UP! KAB Survey of the General Public

The POWER UP! KAB survey was conducted in mid-2016 with members of the general public across Alberta, Quebec, and the Northwest Territories. The KAB Survey examined two main issues of public opinion. First, it surveyed knowledge of cancer prevention practices focused on healthy eating and regular physical activity. Second, it surveyed the level of support for public policies designed to improve healthy eating and physical activity opportunities at the population level.

The KAB survey of the general public was conducted via landline and cell telephone by Ipsos Reid, on behalf of POWER UP! The survey was administered to 1200 people in Alberta, 1200 in Quebec, and 800 in the Northwest Territories. In Alberta, the KAB survey was completed by 400 respondents in Edmonton, 400 in Calgary, and 400 from other regions of the province. With the recent completion of the KAB survey, comprehensive analysis and presentation of results is currently underway. Preliminary results have been made available to the Alberta Policy Coalition for Chronic Disease Prevention (APCCP), and a more extensive analysis of the complete set of results is expected to be released in the near future.

In 2010 and 2014, previous iterations of the KAB survey of the general public were also conducted across Alberta. The background and results from those surveys, on which the 2016 KAB survey was based, are available by contacting the APCCP for further information.

Summary: Support for Policies Related to Healthy Eating in Recreational Facilities - Alberta Respondents

The below summary provides an overview of public support for selected policies related to healthy eating in recreational facilities from the 2016 POWER UP! KAB survey in Alberta.

Table 1: Support for Policies Related to Healthy Eating in Recreational Facilities - Alberta Respondents: 2016 KAB Survey

Policy Option	Total Support
Restrict sugary drink sales in all recreation facilities	58.2%
Restrict unhealthy foods sales in all recreation facilities	60.7%
Mandate priority space for healthy foods and beverages in all recreation facilities	85.9%

Overall, support for selected policies related to healthy eating in recreational facilities was high, with all three relevant policies garnering majority support from the general public. In particular, the policy option to mandate priority space for healthy foods and beverages in all recreational facilities received support from the vast majority of survey respondents.



Suggested Citation

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