

KAB Surveys Topic Summary

Policies to Promote Healthy Eating



POWER UP

Background

The POWER UP! (Policy Opportunity Windows: Enhancing Research Uptake in Practice!) Project is funded by the federal government through the Canadian Partnership Against Cancer's Coalitions Linking Action and Science for Prevention (CLASP) initiative. We provide leadership, tools, and support to decision makers, researchers, practitioners, and the public with the aim of supporting policy change for a healthy Canada.

POWER UP! KAB Survey Objectives

A key objective of POWER UP! is to measure the knowledge, attitudes, and beliefs of policy influencers and the public on the topics of obesity and policy relevant to chronic disease prevention. Understanding how policy influencers and the public perceive the problem of obesity and chronic diseases, and whether they support policies to address it, can help to identify normative concepts that influence the process of evidence-based decision-making.

The first POWER UP! Knowledge, Attitudes, and Beliefs (KAB) surveys were completed in 2014 and follow-up surveys will be conducted in 2016. To date, we have surveyed over 3400 policy influencers and members of the public across Alberta, Québec, and the Northwest Territories.

Within an Alberta context, the response rate for policy influencers surveyed was 13.8% in 2014. For the public, the response rate was 10.6%.

This document provides an overview of results outlining support for selected policies to promote healthy eating from the 2014 POWER UP! KAB surveys of policy influencers and the public.

POWER UP! KAB Survey Information

The following tables provide sample information for the 2014 POWER UP! KAB surveys of policy influencers and the public.

Table 1: Policy influencers surveyed in the 2014 POWER UP! KAB survey*

Organization	Total		Alberta		Québec		Northwest Territories	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Municipal Authorities	102	46.2%	27	26.0%	72	75.8%	3	13.6%
Workplace Managers	32	14.5%	20	19.2%	11	11.2%	1	4.5%
School Board Members	29	13.1%	23	22.1%	3	3.2%	3	13.6%
Provincial/Territorial Governments	29	13.1%	13	12.5%	3	3.2%	13	59.1%
Print Media Reporters or Editors	18	8.1%	15	14.4%	3	3.2%	0	0.0%
Other	11	4.8%	6	5.8%	3	3.2%	2	9.1%
Total (Missing)	221 (10)	99.8%	104 (4)	100.0%	95 (5)	99.8%	22 (1)	99.9%

*Note: Columns may not exactly total 100% due to rounding

Table 2: Public surveyed in the 2014 POWER UP! KAB survey

Demographics	Total		Alberta		Québec		Northwest Territories	
	Number/Percent		Number/Percent		Number/Percent		Number/Percent	
Employment								
Full-Time or Self-Employed	1995	62.8%	717	59.9%	712	59.4%	566	72.1%
Part-Time	233	7.3%	108	9.0%	75	6.3%	50	6.4%
Unemployed	95	3.0%	30	2.5%	36	3.0%	29	3.7%
Student	87	2.7%	18	1.5%	55	4.6%	14	1.8%
Household Income								
Up to \$70,000	1079	38.6%	345	33.5%	563	54.0%	171	23.6%
\$70,000 to \$125,000	920	32.9%	368	35.8%	313	30.0%	239	33.0%
Over \$125,000	799	28.6%	317	30.8%	167	16.0%	315	43.4%
Education								
Less than High School	268	8.4%	98	8.2%	80	6.7%	90	11.3%
High School/Some Post-secondary	899	28.3%	387	32.4%	293	24.5%	219	27.5%
Post-Secondary Graduate	2014	63.4%	708	59.4%	820	68.7%	486	61.2%
Self-Identified Minority								
No	2432	84.2%	961	82.1%	964	80.3%	507	88.2%
Yes	456	15.8%	209	17.9%	179	14.9%	68	11.8%
Health								
Good to Excellent	2762	86.3%	1028	85.7%	1057	88.1%	677	84.6%
Fair	334	10.4%	122	10.2%	115	9.6%	97	12.1%
Poor	101	3.2%	47	3.9%	28	2.3%	26	3.3%

Summary: Policies to Promote Healthy Eating

The summary below provides an overview of policy influencer and public support for selected policies to promote healthy eating from the 2014 POWER UP! KAB surveys.

Policy Influencers: Support for Policies to Promote Healthy Eating

Table 3 presents the percentage of policy influencers surveyed who chose “Strongly Support” or “Support” for each of the eight listed policies. The table is followed by a summary of key highlights in narrative form to facilitate use of survey data.

Table 3: Policy influencer support for policy options in the 2014 POWER UP! KAB survey

Policy Option	Total Support	Alberta	Québec	Northwest Territories
Provide programs to educate the general public about how to make healthy food choices	98.2%	100.0%	96.8%	95.7%
Mandate priority space for healthful foods and beverages in cafeterias in workplaces	84.6%	80.8%	88.2%	86.4%

Mandatory calorie listing on restaurant menus	84.1%	85.1%	82.2%	87.0%
Tax soft drinks and energy drinks	78.4%	72.8%	83.7%	82.6%
Tax unhealthy food and beverage purchases	72.7%	64.6%	79.3%	81.0%
Subsidize the purchase of healthy foods and beverages	71.9%	74.7%	64.2%	91.3%
Restrict sugar-sweetened drink sales in all public buildings	70.6%	66.0%	77.7%	61.9%
Restrict unhealthy food sales in all public buildings	69.1%	64.1%	77.7%	55.0%

Overall, support for the selected policies to promote healthy eating among policy influencers was moderate to high, with all of the policies receiving a majority of support.

Key Highlights

According to the 2014 POWER UP! KAB survey of policy influencers:

- The vast majority of survey respondents (84.1%) supported *mandatory calorie listing on restaurant menus*. Across jurisdictions, support was 85.1% in Alberta, 82.2% in Québec, and 87.0% in the Northwest Territories.
- The vast majority of survey respondents (78.4%) supported *taxing soft drinks and energy drinks*. Across jurisdictions, support was 72.8% in Alberta, 83.7% in Québec, and 82.6% in the Northwest Territories.
- The majority of survey respondents (71.9%) supported *subsidizing the purchase of healthy foods and beverages*. Across jurisdictions, support was 74.7% in Alberta, 64.2% in Québec, and 91.3% in the Northwest Territories.

Public: Support for Policies to Promote Healthy Eating

Table 4 presents the percentage of the public surveyed who chose “Strongly Support” or “Support” for each of the four listed policies. The table is followed by a summary of key highlights in narrative form to facilitate use of survey data.

Table 4: Public support for policy options in the 2014 POWER UP! KAB survey

Policy Option	Total Support	Alberta	Québec	Northwest Territories
Provide programs to educate the general public about how to make healthy food choices	96.4%	95.7%	97.0%	96.4%
Subsidize the purchase of healthy foods and beverages	82.0%	78.6%	81.6%	87.8%
Tax soft drinks and energy drinks	68.2%	58.2%	74.5%	73.5%
Tax unhealthy food and beverage purchases	64.9%	56.7%	72.1%	66.4%

Overall, support for the selected policies to promote healthy eating among the public was moderate to high, with all of the policies receiving a majority of support.

Key Highlights

According to the 2014 POWER UP! KAB survey of the public:

- The vast majority of survey respondents (96.4%) supported *providing programs to educate the general public about how to make healthy food choices*. Across jurisdictions, support was 95.7 % in Alberta, 97.0% in Québec, and 96.4% in the Northwest Territories.
- The vast majority of survey respondents (82.0%) supported *subsidizing the purchase of healthy foods and beverages*. Across jurisdictions, support was 78.6% in Alberta, 81.6% in Québec, and 87.8% in the Northwest Territories.
- The majority of survey respondents (68.2%) supported *taxing soft drinks and energy drinks*. Across jurisdictions, support was 58.2% in Alberta, 74.5% in Québec, and 73.5% in the Northwest Territories.
- The majority of survey respondents (64.9%) supported *taxing unhealthy food and beverage purchases*. Across jurisdictions, support was 56.7% in Alberta, 72.1% in Québec, and 66.4% in the Northwest Territories.

Suggested Citation

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