

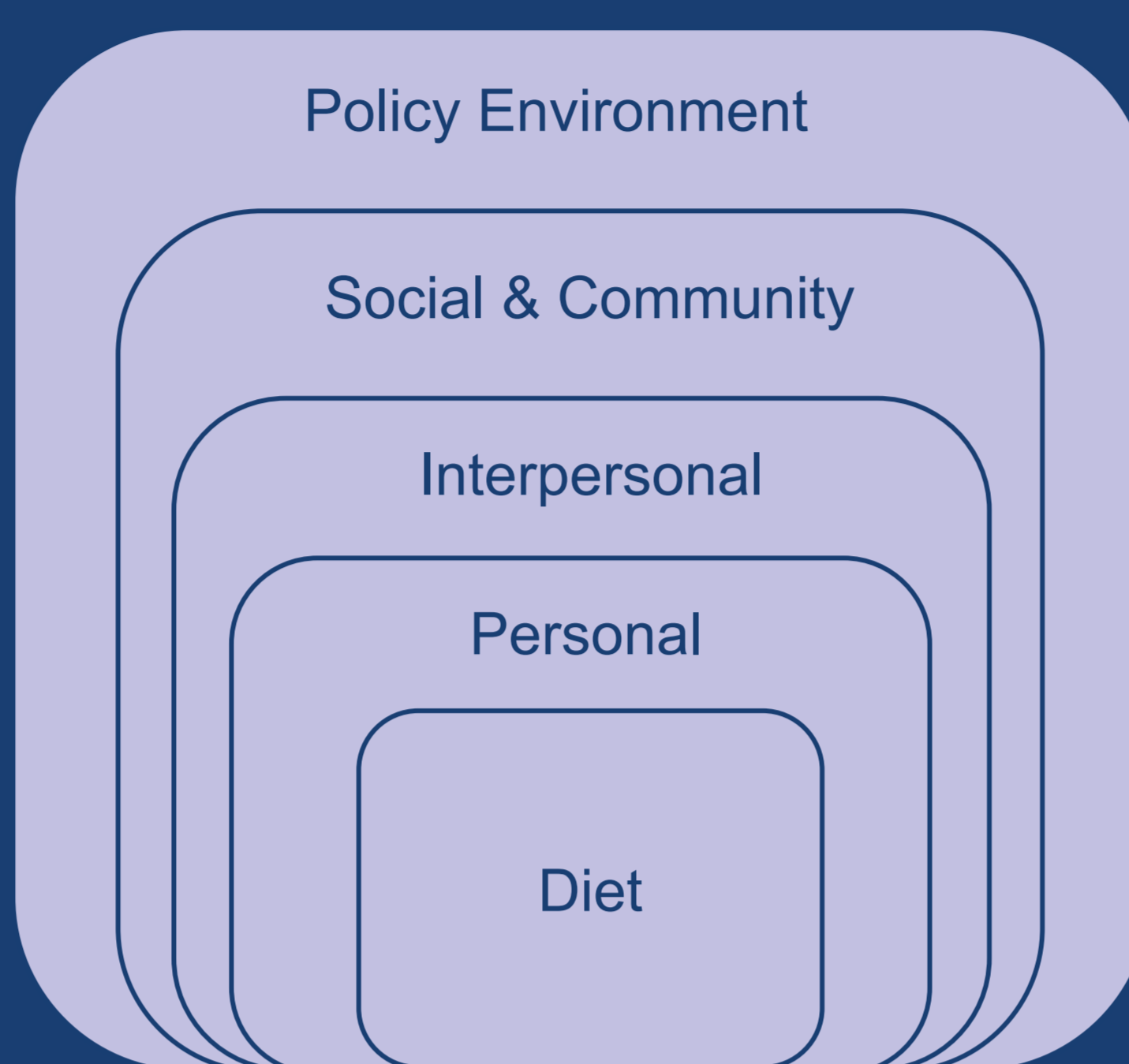
## Background

Kaur & Scarborough (2022) estimated the **cost of a diet adhering to the Eatwell Guide** in the UK. The National Diet and Nutrition Survey on consumption data, 'Mysupermarket' to establish food price data, and 'FoodDB' to access information on available supermarket food and drinks were used. They estimated that the current diet would cost £6.44 while the Eatwell diet would be £0.38 (at £6.82) more expensive per day.

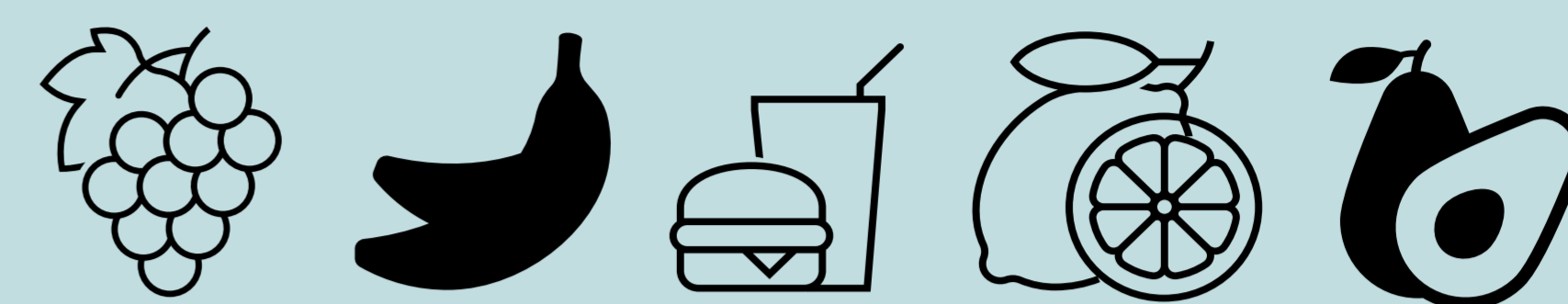
The **Australian Standardised Affordability and Pricing (ASAP)** measures price and affordability of a healthy diet (constructed diet from national dietary guidelines) and unhealthy diets (current diet based on Australian survey data). Lee et al., estimated that healthy diets could cost 17-18% less than current (unhealthy) diets.

The **Socioecological Model** is one way of conceptualising how drivers of food choice are layered and impacted by different domains of life (see right).

### The Socioecological Model



The Socioecological Model. Adapted from Govindaraju et al. (2022). Past, present and future influences of diet among older adults – a scoping review.



## Why is This an Important Question?

National and international research suggesting that healthy food costs more than unhealthy food.

However from Australia found that healthy diets can be more affordable than unhealthy diets.

Price is considered to be an important determinant of demand and so there is a need to understand if price is a subjective or objective barrier to healthy eating.

There is also a need to understand if price is the critical driver of food choice or if others are equally (or more) important e.g., time, convenience, habit etc.

This insight will benefit the develop of relevant policy and interventions to support the encouragement of healthier eating across the population.

## Research Plans and Interests

### Theme 1: Diet Affordability

**Aim:** Determine the affordability of a healthy and unhealthy diet.

#### Key Questions:

How is affordability defined and measured in the literature?

What is the difference between price and cost of a healthy and unhealthy diet?

Is a healthy diet really more expensive than an unhealthy diet?

### Theme 2: Drivers of Food Choice

**Aim:** Identify what drives consumption of healthy and unhealthy food.

#### Key Questions:

How do drivers differ for healthy and unhealthy food?

Where does price sit in comparison to other drivers of food choice?

How can insight around drivers of food choice support effective policy and interventions?

How do price and non-price costs interact with food choice?

## Do The Main Factors That Influence Food Choice Differ Between Healthy and Unhealthy Foods? A Review of Reviews.

### Background

Research has suggested a number of determinants of food choice. Evidence suggests different motivations for different types of food. This overview compares and contrasts motivators of healthy and unhealthy food choices.

### Research Questions

Do the main factors that influence food choice differ between healthy and unhealthy foods?

Within the literature, what food types have, and have not, been examined?

To what extent does price and/or cost feature as a factor influencing food choice in comparison to other factors? Does this differ between healthy and unhealthy food choices?

### Methods

- Focus on adults in high income countries
- Systematic search in Ovid (APA PsycINFO, Embase, MEDLINE), Econlit, Scopus, and forward and backward citation chasing.
- 4887 results → 166 full texts screened → 42 included in review

### Results (so far)

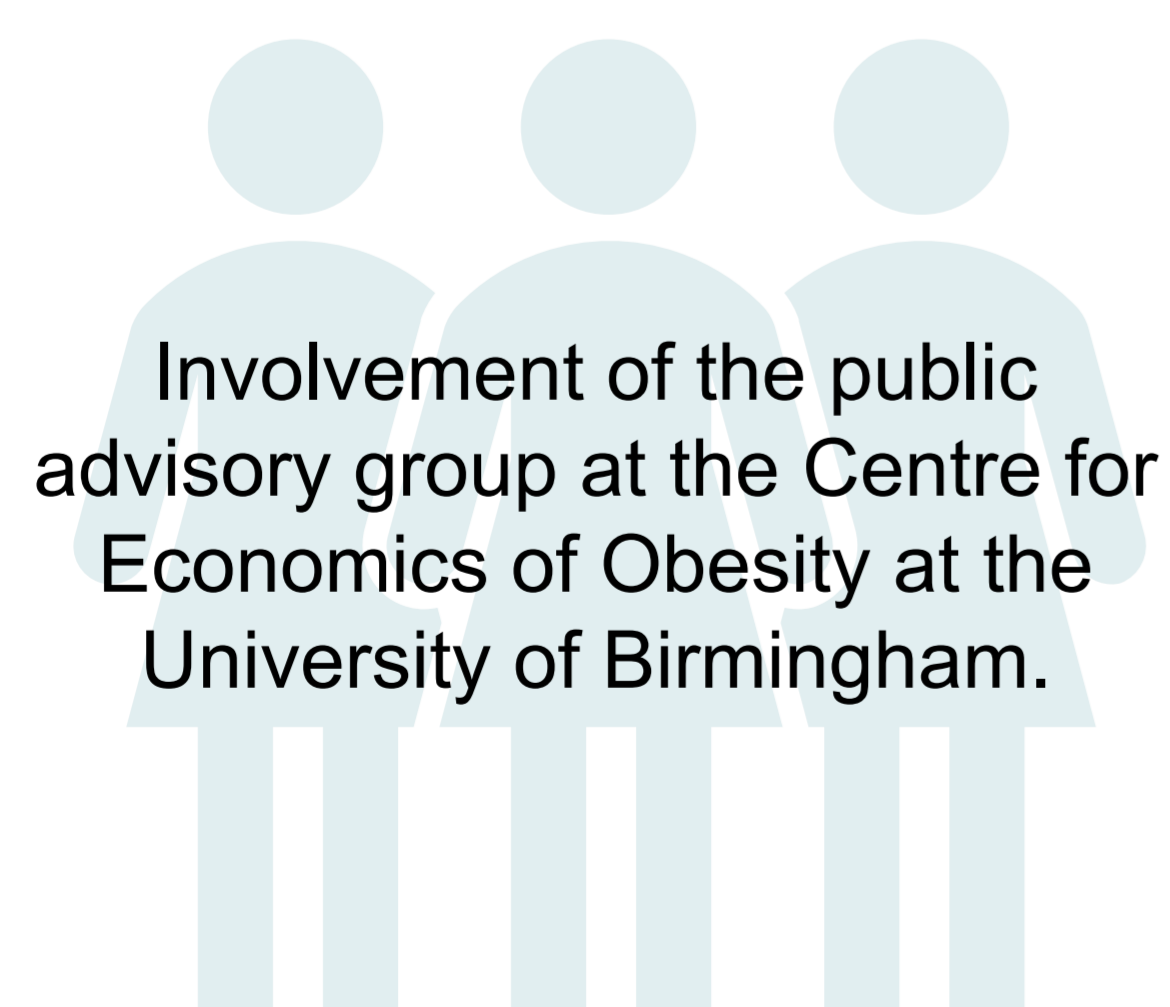
Shared drivers for healthy and unhealthy food
<b>Healthy and Unhealthy Food</b> <ul style="list-style-type: none"> <li>• education</li> <li>• skills</li> <li>• knowledge</li> <li>• income</li> <li>• influence of family and friends</li> </ul>

Unique drivers for healthy and unhealthy food	
Healthy Food	Unhealthy Food
<ul style="list-style-type: none"> <li>• habit</li> <li>• maintain independence</li> <li>• physical activity</li> <li>• health beliefs</li> </ul>	<ul style="list-style-type: none"> <li>• food insecurity</li> <li>• Marketing</li> <li>• price of healthy food</li> <li>• time constraints</li> </ul>

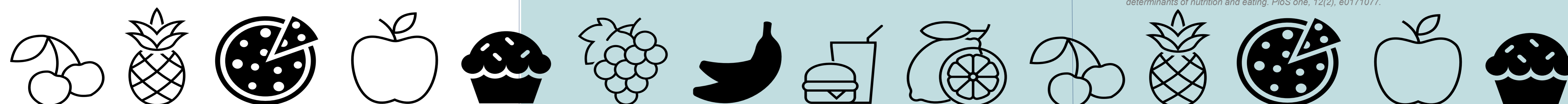
### Discussion

- Definitions of healthy and unhealthy food differ.
- Interactions between drivers not well defined.
- Lack of cultural inclusivity.

## Public Involvement



Involvement of the public advisory group at the Centre for Economics of Obesity at the University of Birmingham.



## Challenges and Support

### Challenges

- Narrowing down research ideas and interests.
- Acquiring accessible and suitable data sources.
- Understanding which questions are key in today's world.

### Support from the SPHR community

- Connecting with alumni and researchers in similar fields.
- Seeking advice and guidance from other PhD students.

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