

ABSTRACT

Britain's unhealthy lifestyle is an increasing problem, which has caused disease rates to surge. Though, promoting a balanced diet and encouraging the nation to eat healthily is a priority.

The food choices made by individuals over time, leads to the development of food consumption behaviour and habits. Numerous factors can influence people's food choices, one of them being the environment in which food is purchased and consumed. Foodscape focuses on this environment as a whole and its impact on food consumption.

It is essential to consider that in locations where all meals are consumed by the same people on a regular basis such as universities, is making a huge impact on individuals overall diets. Therefore by applying the 'healthy university' approach this will allow for a positive impact on the health of the nation to occur due to the vast group of people targeted.

This research will investigate if Bournemouth University's staff and students are currently being positively affected by the university food environment. As well identifying what their perceptions are towards the matter.

So the appropriate information relating to this topic is identified, in-depth interviews with staff and students will be carried out, thus their true feelings and thoughts towards this issue are raised.

AIM

The aim of this research is to critically analyse Bournemouth University students and staff approach to a healthy foodscape and evaluate if the matter is being considered within the university.

OBJECTIVES

- Critically interrogate the literature on healthy settings, foodscapes and healthy universities
- To critically evaluate Bournemouth University's students attitude towards a healthy foodscape
- To critically evaluate Bournemouth University's staff attitude towards a healthy foodscape
- Assemble recommendations to the university management team, with regards to the procurement policy

FOOD CHOICE AND CONSUMPTION

The food choices made by individuals over a period of time, leads to the development of food consumption behaviour and habits (Salakamala and Huffman 2010). Numerous internal and external factors can influence people's food choices, including; nutritional content, accessibility, value and ethical issues.

These are all elements to which consumers may be faced with on a daily basis (Lalor et al. 2011).

Inappropriate nutrition is a key issue determining the development of major diseases afflicting developed countries (Daborn et al. 2005).

With over half of the UK population being overweight or obese, it is critical that factors influencing the nation's diet and lifestyle are identified (Daborn et al. 2005).

LIFESTYLE DISEASES

Individuals are subject to several diseases based on their way of living. Lifestyle diseases are those which are affected by nations becoming more industrialised and affluent, along with the way people behave and live their lives (Vallgård 2011).

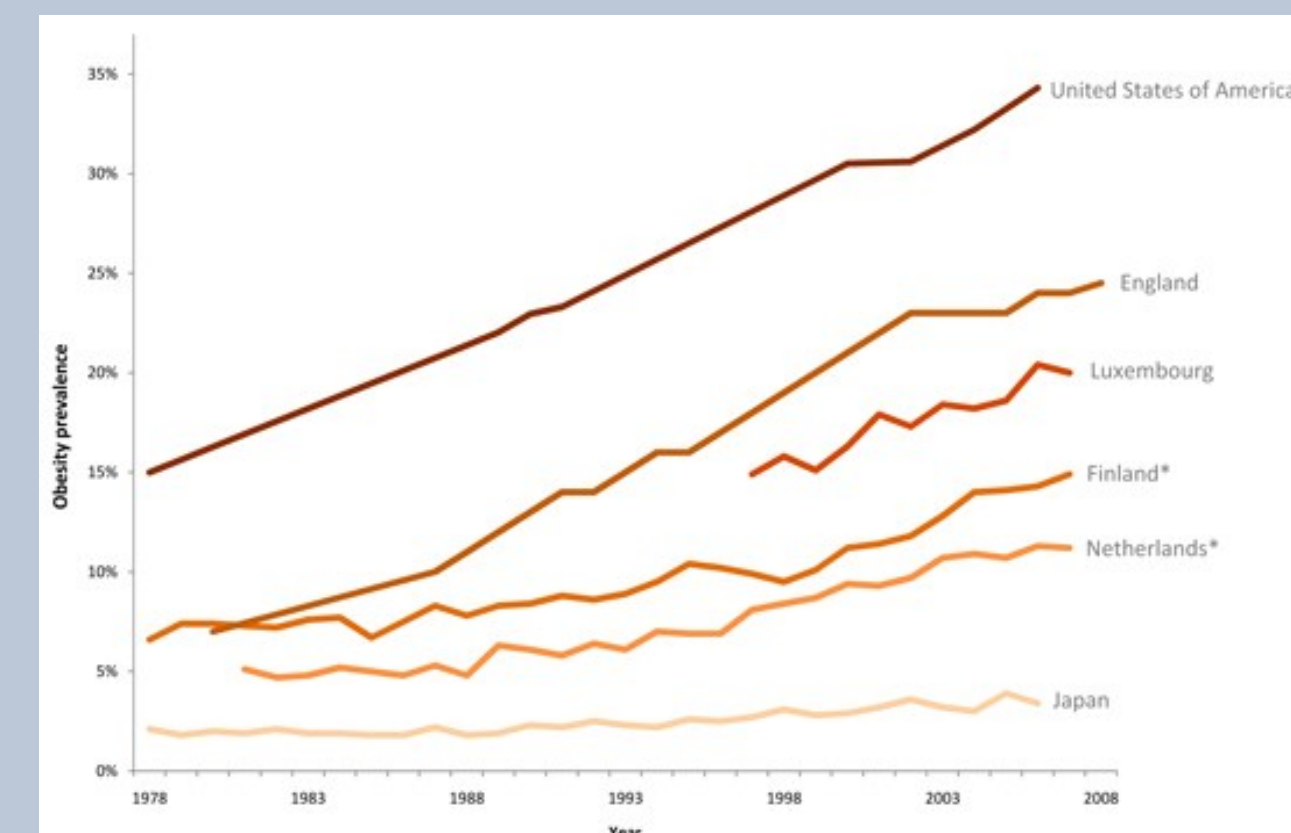
It has been suggested that lifestyle diseases are developed in correlation with increased income, originally referred to as 'diseases of affluence' (Ezzat et al. 2005).

Numerous influential factors for obesity and diabetes type 2, such as inactive lifestyle with prolonged TV watching, are thus associated with westernisation and urbanisation, hence explaining their association to these illness (Jönsson et al. 2005).

Furthermore, lifestyle diseases are of immense worry; obesity, for instance, has doubled in the last twenty-five years (NOO 2011). Along with high blood pressure: also having great impact on the nation, affecting around 8.5 million people (Adams 2011).

This is of immense concern, as diet related diseases are costing the UK a considerable amount of money: up to £20 billion a year and matters are predicted to worsen (IFR 2007).

Trends in adult prevalence of obesity:



(NOO 2011)

In order to additionally understand this matter, it is firstly crucial to comprehend human behaviour further. Models such as the Transtheoretical Model of Behaviour Change (TTM), have been designed to facilitate this.

TRANSTHEORETICAL MODEL

As previously stated, lifestyle diseases raise grave concern to Britain's society. Such diseases are those whose manifestation occurs when individuals have an inappropriate relationship with their daily habits and the surrounding environment (Sharma and Majumdar 2009).

Promoting consumption of a healthy diet is one approach which can be utilised by the UK government as a way of preventing lifestyle diseases. Though, Briddle et al. (2005) suggests that individuals contribute to their own particular health by avoiding health damaging behaviour such as smoking, and embracing health enhancing behaviours such as regular exercise. Nevertheless, health behaviour change has increasingly been a mean of altering risky lifestyle behaviours, proving to be a cost effective way of reducing mortality (Armitage 2009). Research carried out by Armitage (2010), supports the fact that psychological model of health behaviour change is a method which could potentially create and implement interventions that is effective in promoting health.

It is believed the concept within the TTM theory is that "*behaviour change is most likely to happen when individuals engage in the right activities, or processes of change, at the right time, or stage*" Spencer et al. (2007). Meaning individuals are most probable to succeed in changing behaviour when they employ strategies that are appropriate to their stage of readiness to make the change (Spencer et al. 2007).

Transtheoretical Model Five Stages	
Precontemplation	Where there is no intention to change within the next 6 months
Contemplation	where change is intended sometime in the future (usually defined as between 1 and 6 months)
Preparation	where change is intended in the immediate future (1 month) and steps are taken to help prepare for change
Action	where the target behaviour has been modified for less than 6 months
Maintenance	is the stage characterised by temporally robust behaviour change extending beyond 6 months

(Briddle et al. 2005)

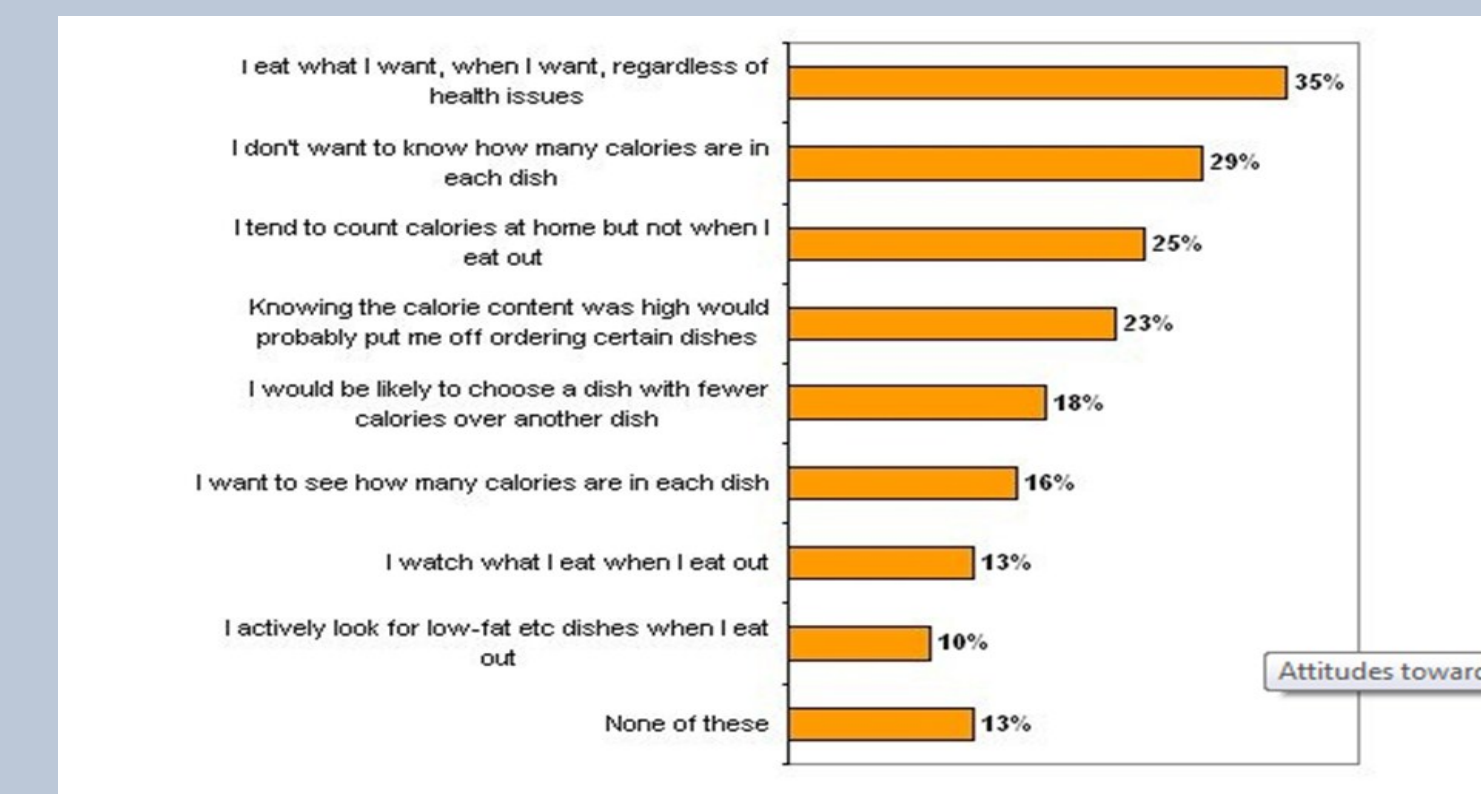
The transtheoretical model of behaviour change and its stages can be utilised by adapting specific principal of change to groups of people or individuals at each stage, which should consequently encourage these individuals to succeed in adopting the behavioural change (Shumaker et al. 2008). Hence, they should in theory improve their diet and lifestyle, decreasing the chance of a lifestyle diseases developing.

EATING OUT

In order to understand the food and health state of the nation even further, it is important to consider the eating out factor; as according to the Food Standards Agency (2011), the average person eats one in every six meals outside the home, which makes it a big contributor to a person's overall diet.

Josiam and Foster (2010), state that food selected by individuals outside the home tends to be, higher in saturated fat, cholesterol and calories than that at home. Defra (2011) also found this to be a problem; this may be a result of people's purchasing decisions changing when out, as some individuals believe eating out, is their chance to indulge and not have to worry about calorie counting (Mintel 2009).

Eating out target groups, by attitudes towards nutritional labelling, April 2009



(Mintel 2009)

It is clear that the majority of people are not immensely concerned about what they are consuming when dining out. As according to this research carried out by Mintel (2009) over a third of consumers eat what they want regardless of health issues. However it is important to consider that, even though consumers are not overly concerned about the aspect of healthy eating, when as of yet, they are increasingly becoming more aware.

FOODSCAPE

An individual's diet can be influenced by many different factors, one of them being the environment in which food is purchased and consumed. Foodscape focuses on this environment as a whole and how it can have a huge impact on food consumption (Mikkelsen 2011). Environmental exposure such as availability and accessibility interrelate with other factors such as, taste, familiarity, value and health to encourage food choice (Lake et al. 2010). The foodscape or the food environment idea incorporates all opportunities to procure food within a given region.

Promoting and providing a health foodscape is intended to encourage a large quantity of individuals to consume a nutritious diet.

Research demonstrates that there is a clear relationship between exposure or accessibility to retail food sources and an individual's diet. Therefore, by considering this matter, it is important to reflect how in more 'captive' environments, such as hospitals, workplaces and universities food provision can be very restrictive. Accordingly, there may only be a limited amount of food outlets that provide consumers with the healthier choice

HEALTHY UNIVERSITY SCHEME

Health and a healthy diet can be influenced by many factors for different individuals. For many students, their years at university are a time which they develop long lasting health related behaviours (Doherty et al. 2011).

Vella-Zarb and Elgar (2010), suggests that students are likely to gain 15 lbs (6.8 kg) of weight when commencing university. This is certainly a very serious matter, as according to Vella-Zarb and Elgar (2010) weight problems during your younger years are highly predictive of overweight and obesity later in life. Therefore, it is crucial to target these individuals during their university period and encourage them to develop healthy behaviour changes, so lifestyle diseases are prevented in a later stage.

As previously stated, environments where all meals are consumed by the same people on a regular basis such as hospitals, schools and universities, make a huge contribution to individuals overall diet. Therefore catering professionals need to take into consideration that the meals being provided in these establishments must promote and support healthy eating (Hartwell and Symonds 2005).

Furthermore, the university environment can provide the perfect opportunity for this, targeting 2.3 million students and 370,000 staff (Doherty et al. 2011). Additionally by promoting healthy eating could potentially enhance their performance and the overall organisational achievements and theoretically enrich the organisations 'brand' (Doherty et al. 2011). Consequently it should also have a great impact on the health of the nation, due to the vast group of people targeted.

FURTHER RESEARCH

To achieve the overall aim of this research it is necessary to carry out further exploration on a primary basis.

Marshall and Rossman (2006); suggests that when generating a study focusing on peoples lived experiences, human action cannot be well interpreted solely through questionnaires. As thoughts, beliefs and values need to be understood through deeper perspectives, which can only be captured through face-to-face interaction. Therefore, in order to fully understand what different individuals truly believe when concerning their health and the food they consume whilst frequenting university, qualitative research appears to be the appropriate choice.

In-depth interviews have been the chosen method of research, which should allow the 10 interviewees to freely speak about the topic, allowing the overall aims and objectives to be achieved.