

Can you tell more about the disconnect between diet and longevity/health? What do you think causes that?

One participant characteristically said *“Because when I hear that someone turned 110 years old and ate rare steaks and drank wine, I think that in the end God decides the number of years you’ll live while you’re still in the womb. It’s not the rare steak or the wine.”*, which suggests a perceived disconnect between diet and longevity and may be further underscoring a disconnect between diet and health that has been previously reported in the literature in low-income groups. Low health literacy and perhaps a strong attachment to religious beliefs could cause this disconnect.

Research has also shown that people of low socioeconomic status have stronger beliefs in the influence of chance over their health and are more fatalistic about their life expectancy (e.g. Wardle & Steptoe 2003). As such, they may feel that they can do relatively little to influence their longevity and healthy via diet.

Hi Katerina, I wonder why "health diets" and "sustainable diets" are framed differently. Shouldn't sustainable diets, by the FAO's definition, be nutritionally optimal and has low-impact environmentally. Could you comment on this?

Throughout this research (focus groups and survey) we used the term healthy and environmentally friendly eating. In addition, in the focus groups we used visuals with examples of healthy and sustainable diets (Mediterranean diet, Planetary diet) to make sure beneficiaries understand what we mean. The only case when we separated the two concepts was when we asked about their perceptions about healthy eating and sustainable eating because we wanted to understand how consumers see these concepts and whether they are familiar with one more than the other. Also, to assess whether people assign more importance to health motives as compared to environmental motives it was important to keep the concepts separate at that stage.

Was there discussion at all about the role of chronic stress and money issues in relation to having capacity to even consider health and sustainability issues?

This was a key theme that emerged in the focus groups with both beneficiaries and professionals. Especially professionals mentioned that initiating a discussion about eating more healthily and sustainably with people who live with poverty and are in urgent need for food is difficult and perhaps contradictory.

How can we attract the interest of governmental institutions, such as schools, to engage in providing the appropriate support (through the education...) to people with lower socio-economic status (not only general information about healthy and sustainable eating)?

Thank you

This is a very interesting but also challenging question. The role of schools in delivering information to children and in turn to their families was discussed in the focus groups as way of facilitating the diet shift. Presenting governmental institutions with promising research findings such as the present ones, whereby short snippets of information have potentially moderate effects in people's motivation and behaviour can perhaps trigger interest in investing into education.

Can you elaborate more on the communication campaign? Which channels did you use? How did you measured? thanks :D

We conducted an online survey to test the effectiveness of communication material (infographics). The infographics were presented to participants as part of the survey (in SurveyMonkey) one by one starting from the ones providing more generic information (recommendations about healthy and sustainable eating) to the ones that presented more specific messages (benefits of canned/frozen fruits, vegetables & pulses). Once participants saw an infographic they were asked to evaluate it in various ways (e.g., whether it contains new information, how useful the information is, how likely the information is to change what they choose to eat or buy, etc).

Do you have a publication of this work?

We are currently working on the scientific paper and intent to submit it to a journal by the end of this year. A comprehensive list of the evidence-based recommendations on how to communicate about healthy and sustainable eating to consumers with low SES will be made available at the EUFIC website around the beginning of December.

Thank you for the interesting presentation! In light of the finding that consumers tend to trust health professionals and authorities more, while also preferring to obtain information from the internet, has there been any insights exploring the intersection of these preferences?

The higher the preference to obtain information about food and nutrition via the internet, the higher the trust in health professionals and health authorities. However, these positive associations were generally small in magnitude ($r < 0.2$).

Congratulations for the interesting survey! I would like to ask, if any solutions for the issue of language barrier was explored?

The only solution that was mentioned in the focus groups was that any information that is provided to consumers with low SES should be available in various languages. Another potential solution (not discussed by participants) might be to improve migrants' internet access when they arrive in the new country because this might give them the chance to

translate information they come across more easily and perhaps to directly seek information that is available in their language.