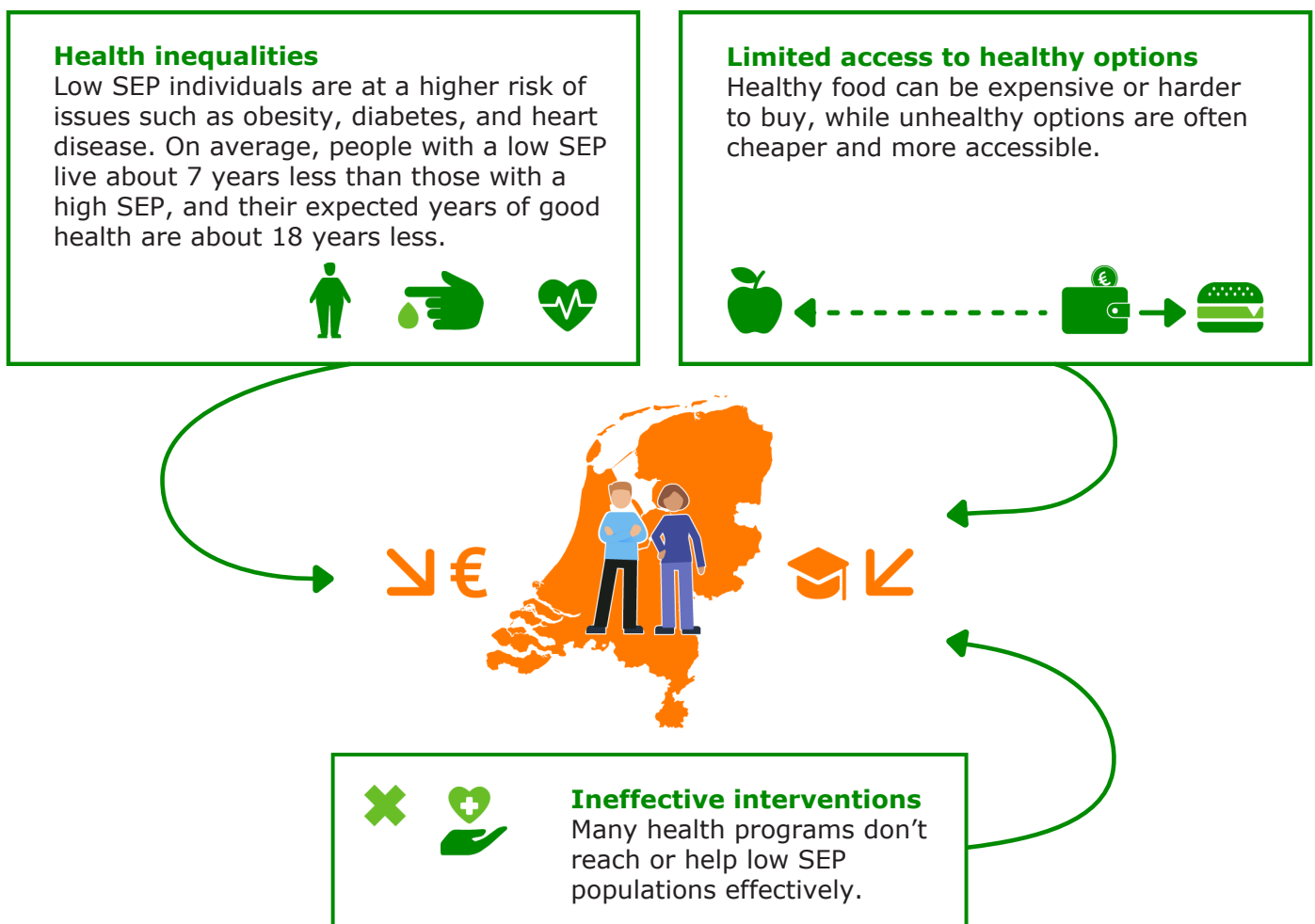


KB37 – Low SEP consumers – outline of end of project factsheet

Why is it important to focus on this group?

Low socio-economic position (low SEP) means having less income, education, or job opportunities compared to others. In countries like The Netherlands, people with low SEP face big challenges:



This is why it's so important to focus on supporting low SEP groups in high-income countries such as the Netherlands. Our project works on solving these issues by understanding the needs of low SEP groups, finding out what makes eating healthy harder or easier, creating personalised diet advice, and involving the most appropriate stakeholders to make these changes happen.

Project overview



Project Title

Effective strategies to support healthy nutrition choices and to stimulate healthy and sustainable diets for low SEP groups.



Project duration

Jan 2023 – Dec 2024.



Project aims

Develop knowledge-based guidelines for effective interventions targeting low SEP groups.



Understand drivers and barriers influencing low SEP consumers with regards to food choices and food safety considerations, including their motivations, opportunities, and abilities.



Tailor personalised dietary advice software to low SEP groups.



Engage stakeholders to support and implement strategies.

Key take away message

This research proposes a collaborative framework to improve diets for low SEP groups in high-income countries. It highlights involving stakeholders, using participatory research, tailoring interventions, and tracking outcomes. This aims to create a future where everyone can live a healthy life.

We're excited to explore new themes and project ideas, and we'd love to hear from you. We hope to implement and test our findings through large-scale, real-life interventions. To learn more about our research and reach out to us, please visit our website.

Together, we can ensure that safe, sustainable, and healthy food is accessible to everyone.

Project activities



Reviewed existing research on vegetable consumption in high-income countries.

Examined motivations, opportunities, and abilities, as well as barriers to vegetable consumption and effective interventions. We found that many people consume less vegetables because their kids don't like them, or because they don't know how to prepare them.



Conducted focus groups with low SEP individuals.

Gained insights into food environment perceptions. Identified barriers and facilitators to healthy eating. Developed tailored intervention suggestions.



Adapted software to help low SEP consumers find affordable and healthy food options.

Developed an algorithm and dataset. Integrated into personalised dietary advice (PDA) software. Evaluated PDA effectiveness with low SEP consumers.



Developed evidence-based recommendations for designing interventions for low SEP groups.

Published a factsheet. Validated recommendations with stakeholders working with low SEP groups in The Netherlands.



Investigated the role of food safety in consumer food practices.

Gained insights into food safety concerns among low SEP groups. Identified strategies to improve food safety practices.

Key findings and expected impact

Our research has yielded crucial lessons that are shaping the future of food, particularly tailored for communities of lower education and income levels. These lessons also provide actionable insights for professionals, researchers, and policymakers.

Low SEP consumers were involved in this research, so these lessons are not a top-down approach.

Key findings

- When mapping the drivers of vegetable consumption on the COM-B model (1), most studies included in the review addressed opportunity drivers, followed by motivational barriers and drivers, while fewer studies included capability.
- Consumers with a low education level saw opportunities for more sustainable food choices especially related to local foods, reduction of food waste, consuming less processed foods, and increased animal welfare.
- Low SEP consumers, defined based on education level, report better food safety practices than non-low SEP.
- For low SEP consumers to accept automatically generated personalised dietary advice, it is important to focus on healthier alternatives that are familiar to the consumer.

Key lessons about interventions to improve healthy dietary choices amongst low SEP consumers



Involve the target group in research and intervention development.



Use innovative technologies to increase accessibility.



Recognise the diversity of low SEP consumers.



Acknowledge that food choices often involve complex trade-offs between health, sustainability, and income.



Use participatory research and tailored approaches.

Expected impact

- Improved diet through more healthy and sustainable choices.
- Enhanced intervention effectiveness and quality, also by co-design.
- Broader access to healthy and sustainable food.
- Strengthened stakeholder collaboration.

Colophon

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For more information



Contributors

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The mission of Wageningen University & Research is "To explore the potential of nature to improve the quality of life". Under the banner Wageningen University & Research, Wageningen University and the specialised research institutes of the Wageningen Research Foundation have joined forces in contributing to finding solutions to important questions in the domain of healthy food and living environment. With its roughly 30 branches, 6,800 employees (6,000 fte) and 12,900 students, Wageningen University & Research is one of the leading organisations in its domain. The unique Wageningen approach lies in its integrated approach to issues and the collaboration between different disciplines.