Promoting sustainable consumption and healthy eating:
A comparative study among public schools in Denmark, Germany, Finland & Italy

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Organic consumption and health behaviour

Previous studies

- **Health reasons** are the one most important reason for consumers to buy organic. Torjusen et al (2004)
- **Health reasons** are more important than concerns for environment and nature. Beckmann (2002)
- Consumption of vegetables and cereals was higher among heavy-users (Brombacher & Hamm 1990)
- Green caterers serve more healthy meals than their non green counterparts. (Mikkelsen et al, 2007)

Mikkelsen, BÆ, Bruselius-Jensen,M, Andersen,JS & Lassen,A Are green caterers more likely to serve healthy meals than non-green caterers? Results from a quantitative study in Danish worksite catering. Public Health Nutrition, 2007, Vol – 9, no- 07, p 846 – 850
Aim/Objective

Organic food procurement policy

Environment supportiveness for healthy eating
Hypothesis

- Attitude (school)
- Environment/policy/praxis (school)
- Behaviour (students)
Study design

• Cross sectional, stratified sampling
• WBQ methodology
• Respondents: school food coordinators (SFC)
• Selfreporting of praxis, attitude & intention
## Sampling schools

Status of distribution and response of WBQ

<table>
<thead>
<tr>
<th></th>
<th>Denmark</th>
<th></th>
<th>Germany</th>
<th></th>
<th>Finland</th>
<th></th>
<th>Italy</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Respondents</td>
<td>Percent</td>
<td>Respondents</td>
<td>Percent</td>
<td>Respondents</td>
<td>Percent</td>
<td>Respondents</td>
<td>Percent</td>
</tr>
<tr>
<td>Complete</td>
<td>79</td>
<td>44.1%</td>
<td>57</td>
<td>37.5%</td>
<td>205</td>
<td>20.5%</td>
<td>176</td>
<td>18.7%</td>
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<tr>
<td>Partially complete</td>
<td>13</td>
<td>7.3%</td>
<td>65</td>
<td>42.8%</td>
<td>45</td>
<td>4.5%</td>
<td>39</td>
<td>4.2%</td>
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<tr>
<td>No responding</td>
<td>87</td>
<td>48.6%</td>
<td>30</td>
<td>19.7%</td>
<td>748</td>
<td>74.9%</td>
<td>725</td>
<td>77.1%</td>
</tr>
<tr>
<td>Distributed</td>
<td>179</td>
<td>100.0%</td>
<td>152</td>
<td>100.0%</td>
<td>998</td>
<td>100.0%</td>
<td>940</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
The indicators
Organizational environment

• *Having a Food and Nutrition Policy (FNP)*

• *Integrating nutrition in class activities*

• *Providing school canteen*

• *Enforcing nutritional recommendations*

• *Meeting nutritional guidelines*

  • Availability of FV
  • Availability of water
  • Non availability of fizzy drinks
  • Non availability of cocoa milk
Having a food and nutrition policy

Organic schools vs Non-organic schools

Denmark: 80% organic, 57% non-organic
Germany: 71% organic, 34% non-organic
Finland: 86% organic, 83% non-organic
Italy: 85% organic, 56% non-organic

Countries: Denmark, Germany, Finland, Italy
Integrating nutrition in curricula

![Bar chart showing percentage of organic and non-organic schools](chart.png)

- **Denmark**: 70% (organic), 35% (non-organic)
- **Germany**: 43% (organic), 16% (non-organic)
- **Finland**: 33% (organic), 32% (non-organic)
- **Italy**: 76% (organic), 51% (non-organic)

Countries compared: Denmark, Germany, Finland, Italy
Providing school canteen

- **Denmark**: 70% organic, 30% non-organic
- **Germany**: 71% organic, 73% non-organic
- **Finland**: 88% organic, 12% non-organic
- **Italy**: 87% organic, 13% non-organic

Countries: Denmark, Germany, Finland, Italy
Enforcing nutritional recommendations

- Denmark: 50% Organic, 6% Non Organic
- Germany: 32% Organic, 21% Non Organic
- Finland: 80% Organic
- Italy: 76% Organic, 51% Non Organic
Performing nutrition calculation

![Bar chart showing the percentage of organic and non-organic schools in Denmark, Germany, Finland, and Italy. Denmark has 50% organic and 13% non-organic schools, Germany has 43% organic and 18% non-organic schools, Finland has 54% organic and 0% non-organic schools, and Italy has 87% organic and 57% non-organic schools.](image-url)
Results

Do organic schools provide better environment for healthy eating?

- In all cases
- In some cases
- No differences or contradictory

Limitations:
- Size of sample is small
- Drop out rate considerable and needs to be analysed
- Further research
- Is differences manifest at foodservice availability level
- Can differences be found at student intake level
Discussion

- There is ample evidence that consumers in most cases make a link between organic food and individual health
- Some evidence on the fact that organic supply associates with a healthier environment

- Include a position on organic food in your food and nutrition policy
- Integrate organic supply with curricula activity - apply the whole school approach
- Integrate education for sustainability with education for healthy eating
- Theoretically based teaching should go hand in hand with hands on learning
Read more:
http://ipopy.coreportal.org/

Co-workers

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