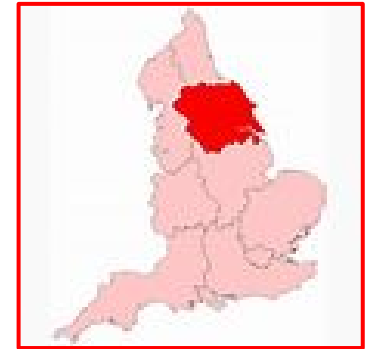


One Day: Diet in Yorkshire and Humber



Results from a regional food and nutrient tracking survey in Jan/Feb 2022



Funded through 2021-22 Policy Support Fund

Presenters:

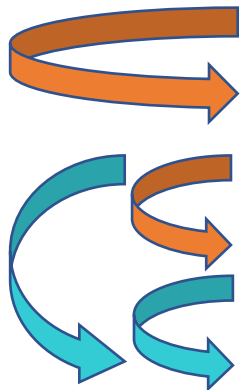
- **Cath Rycroft**, University of Leeds
- **Sarah Beer**, Dietary Assessment Ltd

A “proof of concept” study



Time limited (January to March 2022)

- Ethics approval for anonymous survey with free prize draw
- Recruit up to 2,000 adults in Y & H via Facebook
- Questionnaire in Online surveys
- Optional free Prize Draw
- One day diet survey using my food24
- Memorable word to match anonymous records

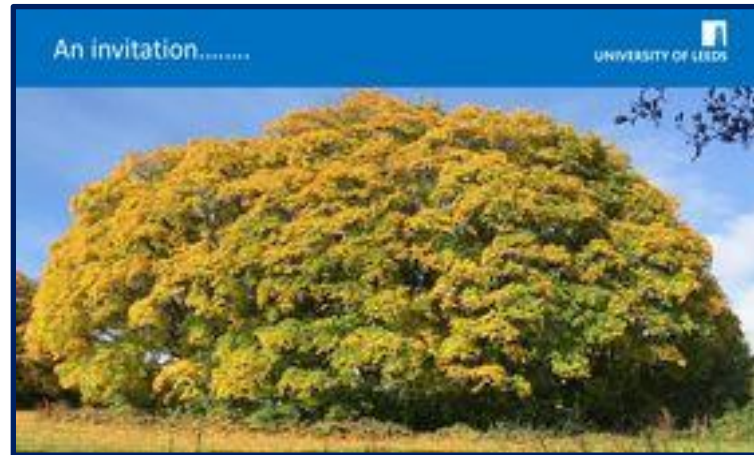


Did methods work?

What did we learn?

Paid for Facebook post “boosts”

- Set up Facebook page
- Posted invitations to join study, with **URL link** to questionnaire
- Boosted posts to adults living in Y&H region



- **TREES**
11 days
budget £675
- **ROAST DINNER**
9 days
budget £250
- **SALAD**
9 days
budget £250

Total budget
£1,175

Methods: Questionnaire & Prize Draw in Online surveys

Jisc



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Anonymous Questionnaire

- Eligibility (Y&H, adult)
- Information for participants
- Informed consent
- Location
- Demographics
- Height and weight (for BMI)
- Food insecurity
- Memorable word
- **URL links** to Prize Draw or diet survey

Free Prize Draw

- Contact details
- **URL link** to diet survey

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One Day: Diet in Yorkshire and Humber
January 2022

0% complete

Page 1: Eligibility - Yorkshire and Humber region

Do you live in the Yorkshire and Humber region? * Required

Yes

No

Next >

Powered by online surveys | copyright | survey contact details | Report abuse

1. Please enter your contact details for the Prize Draw in the boxes below.

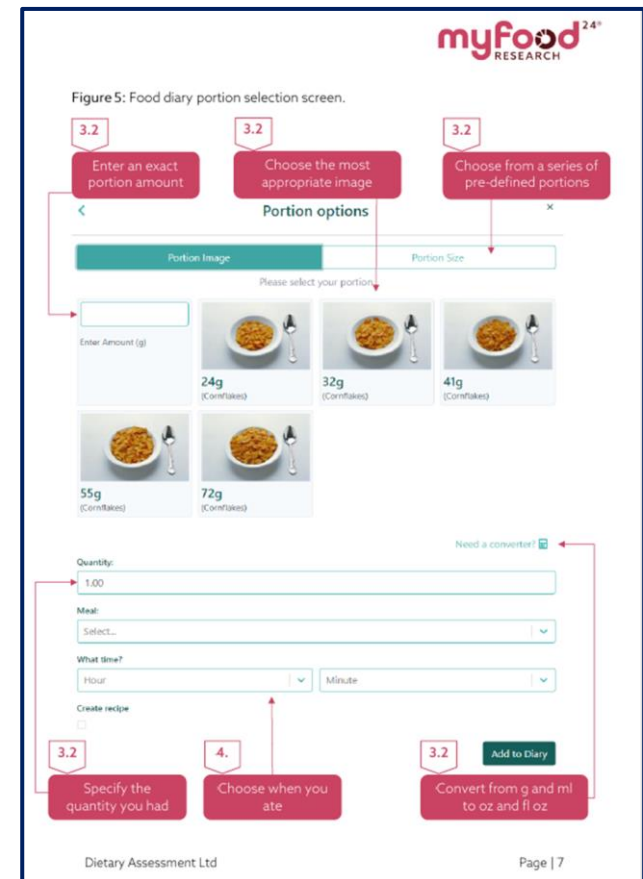
First name or Initials	<input type="text"/>
Surname	<input type="text"/>
E-mail	<input type="text"/>
Phone	<input type="text"/>

Methods: Anonymous one day diet survey in



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- Databases with 85,000 food items (branded, own label and generic) and South Asian dishes
- 24 hour dietary recall (yesterday)
- Help and prompts
- Typical day?
- Memorable word reminder
- Nutrient summary shown on completion



Results: Recruitment numbers

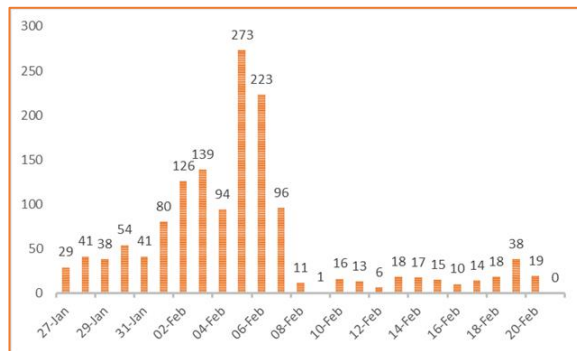


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	Started	Submitted	Drop out rates
Questionnaire	2,475	1,430	42%
Prize Draw	1,230	1,090	11%
Diet survey	1,317	673	49%

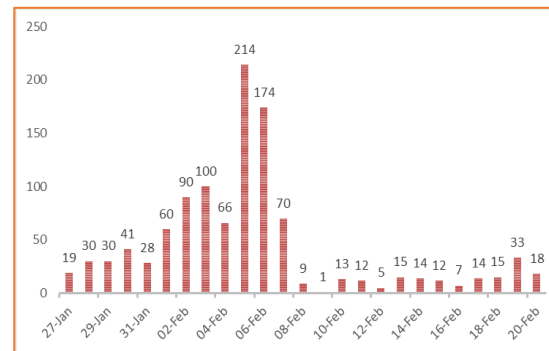
Questionnaire

• 1,430



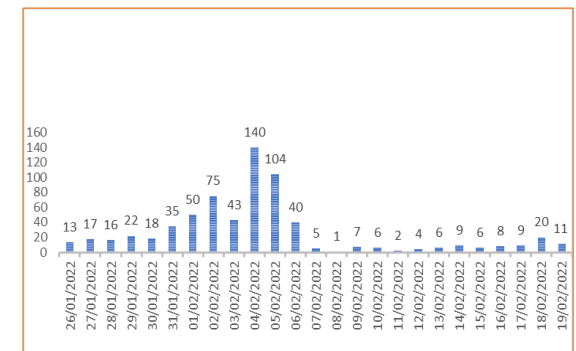
Prize Draw

• 1,090



Diet survey

• 673



Results: Recruitment costs



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Boosted posts Target	TREES All adults	ROAST DINNER Men	SALAD All adults	Total	Cost per submitted Questionnaire
Budget set	£675	£250	£250	£1,175	
Cost	£658	£198	£195	£1,051	73p
Duration	11 days	9 days simultaneously		20 days	

Prizes for Prize Draw	Love to Shop shopping vouchers (14 awarded)			Total
Cost	£100 x 1	£50 x 4	£10 x 10	£400 + postage

Facebook BONUS: Useful feedback in comments about



Results: Questionnaire recruits



• n = 1,428

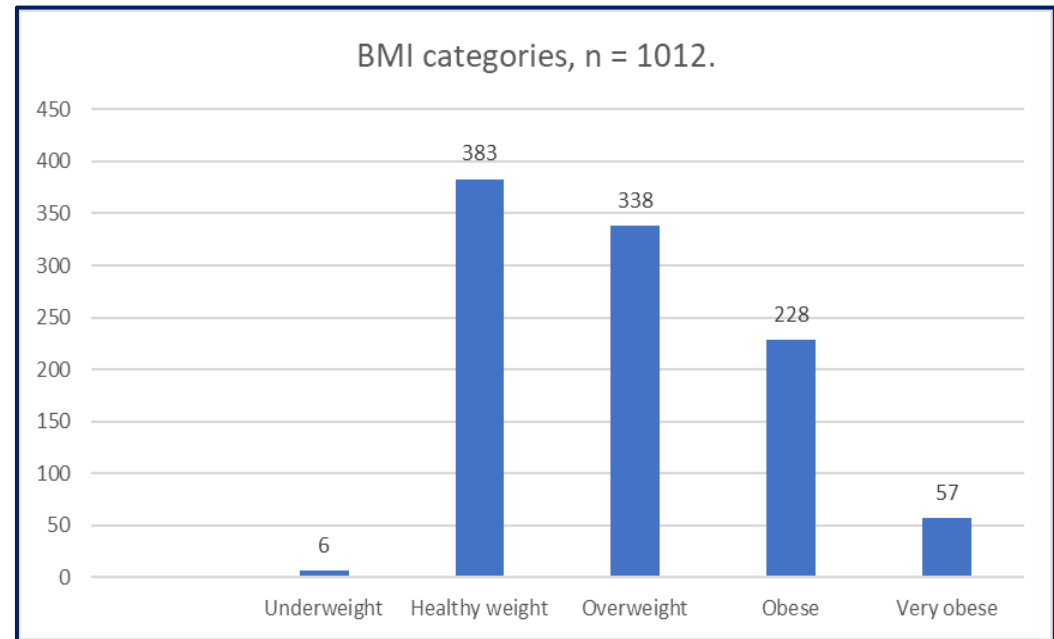
LOCAL AUTHORITY	Observations	Percentage share
Barnsley	53	3.7
Bradford	107	7.5
Calderdale	80	5.6
Doncaster	67	4.7
East Riding	184	12.9
Hull	12	0.8
Kirklees	90	6.3
Leeds	236	16.5
NE Lincs	9	0.6
N Lincs	64	4.5
N Yorkshire	280	19.6
Rotherham	33	2.3
Sheffield	128	9.0
Wakefield	73	5.1
York	12	0.8
TOTAL	1,428	

- 89% female
- 55% aged 56 to 75 years
- 97% white
- 40% retired
- 28% managerial/professional
- 3.4% unpaid work
- 3.4% unemployed
- 16% in households with children
- 22% moderate food insecurity (< 4% often)
- 9.3% severe food insecurity (1.4% often)
- All gave a memorable word
- Only 51 people gave the same word in the diet survey....

Results: Body Mass Index



- Most self-reported height and weight. BMI calculated for 1,012 participants (70%).
- ~ 33% were overweight and ~28% were obese/very obese.
- Estimated 36.2% of adults in England were overweight and 28% were obese in 2019 (Health Survey for England).
- Mean BMI in *overweight* category for both sexes and all age groups.
- Mean BMI in *obese* category for Unemployed and Prefer not to say occupations
- Mean BMI in *obese* category for Severe food insecurity often/sometimes and Moderate food insecurity often.



Results: One day diet survey compared with NDNS and guidance



Mean intakes per day	One Day: Diet in Yorkshire and Humber	NDNS Rolling Programme Years 9 to 11 (2016/17 - 2018/19)	Daily Reference Intakes or UK Eatwell guidance
Number of obs	667 adults	< 500 adults, 19 to 64 years	
Energy kJ	6,281 kJ	7,690 kJ	8,400 kJ women, 10,500 kJ men
Energy kcal	1,497 kcal	1,828 kcal	2,000 kcal women, 2,500 kcal men
Protein	61g	76g	50g
Total fat	59g	69.8g	< 70g
Saturated fat	21g	25.3g	< 20g
Carbohydrate	168g	219g	260g
Total sugars	65g	n/a	90g
Free sugars	n/a	49.7g	< 30g
Sodium	1.8g	n/a	Less than 2.4g (6g salt)
Iron	9.6mg	10.5mg Women 9.4mg	8.7mg men over 18 yrs. 14.mg women 19 to 50 yrs. 8.7mg women over 50 yrs.
AOAC Fibre	18g	19.7g	30g
Total Fruit and Vegetables	322g or 4 portions	4.3 portions	5 a day (5 x 80g = 400g)
Alcohol	8.8g (1.1 unit)	10.8g	Max 14 units (112g) /week
Water	1.96 litres (from food & drink)	n/a	6 to 8 glasses (1.2 to 1.5 litres)



- Quick, inexpensive 
- Targeting worked, but self-selecting sample
- Feedback 
- URL links 
- Prize Draw 
- Record linkage feasible
- Adult overweight & obesity in Y&H similar to England
- Food insecurity evident
- **Plausible diet measures** 

Potential

- Rapid, low-cost data collection to inform policy

