

## BACKGROUND

- “ Over one billion adults worldwide are overweight, 300 million are obese and almost 18 million children under the age of 5 are overweight” (Bryant & Dundes, 2008, p.327)
- “Quality, price and location were the students’ most important factors in selecting a QSR” (Kim, et al., 2010, p.4)
- “Respondents who have high nutritional knowledge include those who obtained more than 70” in the nutritional knowledge test” (Hwang & Cranage, 2010, p.6)
- “ American males were also much less apt to consider nutritional value an essential factor in meals compared to American females” (Bryant & Dundes, 2008, p.328)

## PURPOSE

- The purpose of this study was to evaluate whether or not a college students’ nutritional knowledge affects their fast-food choices.

## RESEARCH QUESTION

- How does college students’ nutritional knowledge affect their fast-food choices?

## METHODS

- We used a simple random sample to find participants
- Data was collected from 29 freshman and sophomore students
- Likert questions, multiple choice questions evaluating knowledge, attitude, and behaviors

## TOOLKIT FOR EDUCATORS

The program will consist of six weekly lesson plans and an accompanying social marketing campaign. Each week is going to focus on a different aspect related to nutrition education. The participants will attend a weekly session receiving a PowerPoint lesson and handouts to take with them. A mix of in- class work and take home work will be used to determine progress being made in sessions.

<b>Nutrition Facts</b>			
3 servings per container			
<b>Serving size</b>		<b>3 pretzels (28g)</b>	
<b>Calories</b>	<b>Per serving</b>	<b>Per container</b>	
	<b>110</b>	<b>330</b>	
	<small>% DV*</small>	<small>% DV*</small>	
<b>Total Fat</b>	0.5g	1.5g	<b>3%</b>
Saturated Fat	0g	0g	<b>0%</b>
Trans Fat	0g	0g	
<b>Cholesterol</b>	0mg	0mg	<b>0%</b>
<b>Sodium</b>	400mg	1200mg	<b>52%</b>
<b>Total Carb.</b>	23g	69g	<b>24%</b>
Dietary Fiber	2g	6g	<b>21%</b>
Total Sugars	<1g	3g	
Incl. Added Sugars	0g	0g	<b>0%</b>
<b>Protein</b>	3g	9g	
Vitamin D	0mcg	0mcg	<b>0%</b>
Calcium	10mg	30mg	<b>2%</b>
Iron	1.2mg	3.6mg	<b>18%</b>
Potassium	90mg	270mg	<b>5%</b>

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

- Week 1: Basics of Nutrition
- Week 2: Reading Nutrition Labels
- Week 3: My Plate and Serving Sizes
- Week 4: Eating Healthy on a Budget
- Week 5: Making a Menu & Sticking to it

## CONCLUSIONS

- In making fast-food choices, college students feel convenience and price are the top 2 factors affecting their decision.
- They often consider nutrition content when eating out.
- if after reading the nutritional information college students would be inclined to change what they were originally going to order.

## FUTURE DIRECTIONS

- Include more research questions for a broader range of information to be gained from the study.
- Include a longer time frame to allow to collect more survey responses from a wider range of college students, possibly in different parts of the country.

## REFERENCES

- Bryant, R., & Dundes, L. (2008). Fast food perceptions: A pilot study of college students in Spain and the United States. *Appetite*, 51(2), 327-330. <https://doi-org.proxy1.library.eiu.edu/10.1016/j.appet.2008.03.004>
- Hwang, J., & Cranage, D. (2010). Customer health perceptions of selected fast-food restaurants according to their nutritional knowledge and health consciousness. *Journal of Foodservice Business Research*, 13(2), 68-84. <https://doi-org.proxy1.library.eiu.edu/10.1080/15378021003781174>
- Kim, Y.-S., Hertzman, J., & Hwang, J.-J. (2010). College students and quick- service restaurants: How students perceive restaurant food and services. *Journal of Foodservice Business Research*, 13(4), 346-359. . <https://doi-org.proxy1.library.eiu.edu/10.1080/15378020.2010.524536>