

RACIAL/ETHNIC DIFFERENCES IN AWARENESS AND USE OF NUTRITIONAL LABELING

IN KING COUNTY CHAIN RESTAURANTS

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SANDWICHES	CALORIES	PRICE
HAMBURGER	250	.89
CRISPER SANDWICH	250	.99
TALET O'PENNY	410	1.99
CRISPY CHICKEN	350	2.79
QUARTER POUNDER	450	2.29
BIG 'N' TASTY	540	2.29
BIG MAC	590	2.99
CHICKEN BODIBALL	450	2.29
DOUBLE QUARTER POUNDER	750	2.99



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BACKGROUND

- Effective January 2009: King County requires chain restaurants with ≥ 15 locations to provide calorie, saturated fat, carbohydrate and sodium information
- Policy goal: To curb obesity epidemic and reduce risk for chronic diseases, including diabetes, cardiovascular disease and cancer

PURPOSE – STUDY OBJECTIVES

- Examine nutritional-labeling impact on consumer nutritional awareness and information use one year post-policy
- Examine differences in awareness and information use by race/ethnicity and other socio-economic status (SES) indicators

METHODS

- Analyzed King County Behavioral Risk Factor Surveillance Survey data (2008 – 2010), applying weights to construct county estimates
- Logistic regression models to examine associations between outcomes and race/ethnicity, SES variables
- Outcomes:
 - See calorie information before ordering
 - See other nutritional information before ordering
 - Use calorie information when ordering
 - Use other nutritional information when ordering
 - Know appropriate daily caloric intake for average adult
- Race/Ethnicity: White, Black, Asian/Pacific Islander, (API) Hispanic
- SES Covariates: Age, Race, Income, Education, Gender, Overweight/Obese, Marital status, Household size
- Tests of proportion to compare pre to 1-year post policy results between and within racial/ethnic groups

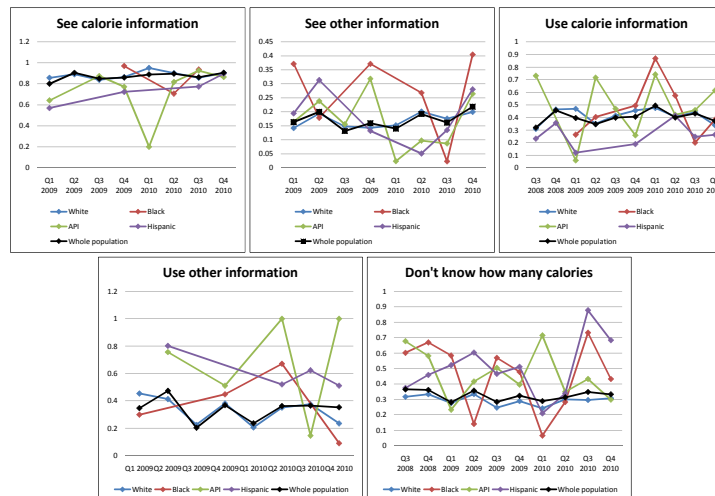
EVALUATION - RESULTS

OVERALL POPULATION

- 65% population ate at chain restaurant in past week
White 66%; Black 59%; API 66%; Hispanic 56%
- Modest, but no significant, improvements in outcomes for whole population from pre to 1-year post

REGRESSION RESULTS

- See calorie info: Women lower odds (OR=.39) than men
 - See other info: No significant variables
 - Use calorie info: Women higher odds (OR=2.35) than men
 - Use other info: API, Income $\geq \$10K/yr$ higher odds but unstable estimates (wide CIs)
 - Don't know appropriate daily caloric intake:
 - API (2.5), Hispanics (7.5), $\geq 45yrs$ (2.2) higher odds of not knowing or giving implausible daily caloric values
 - Lower odds among those with incomes $\geq \$50K$ (.22), \geq High school degree (.05), Married (.76)
- (Reported results are significant at $p < .05$).*



EVALUATION - RESULTS

BETWEEN RACE/ETHNICITY COMPARISONS

- Few significant differences by race/ethnicity among those who ate at chain restaurants, or saw or used calorie or other information
- Higher proportion of Hispanics (.60) did not know or gave implausible amounts for daily caloric intake compared to Whites (.39)
- Higher proportion of APIs (.81) used other nutritional information when ordering compared to whites (.31)
- Small sample sizes in some sub-populations resulted in few significant results by race/ethnicity

WITHIN RACE/ETHNICITY COMPARISONS

- API: Smaller proportion didn't know or gave implausible caloric values from pre to 1-year post (64% to 42%)
- No other significant changes from pre to 1-year post

CONCLUSIONS & CONSIDERATIONS

- Limited or no impact one year post-policy on nutritional awareness or use of information among overall population and communities of color
- Larger samples of some subpopulations and more time may be required to observe significant changes
- BRFSS respondents may not be representative
- Additional or other actions may be needed to improve consumer nutritional awareness and choices

FUTURE PLANS

- Compare BRFSS findings with results of consumer point-of-purchase surveys
- Examine qualitative data from focus groups conducted by PHSKC with parents and youth from lower-income groups and/or communities of color regarding food decision-making