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The Centre for Translational
Research in Public Health

Young People living in obesogenic & intoxicigenic environments

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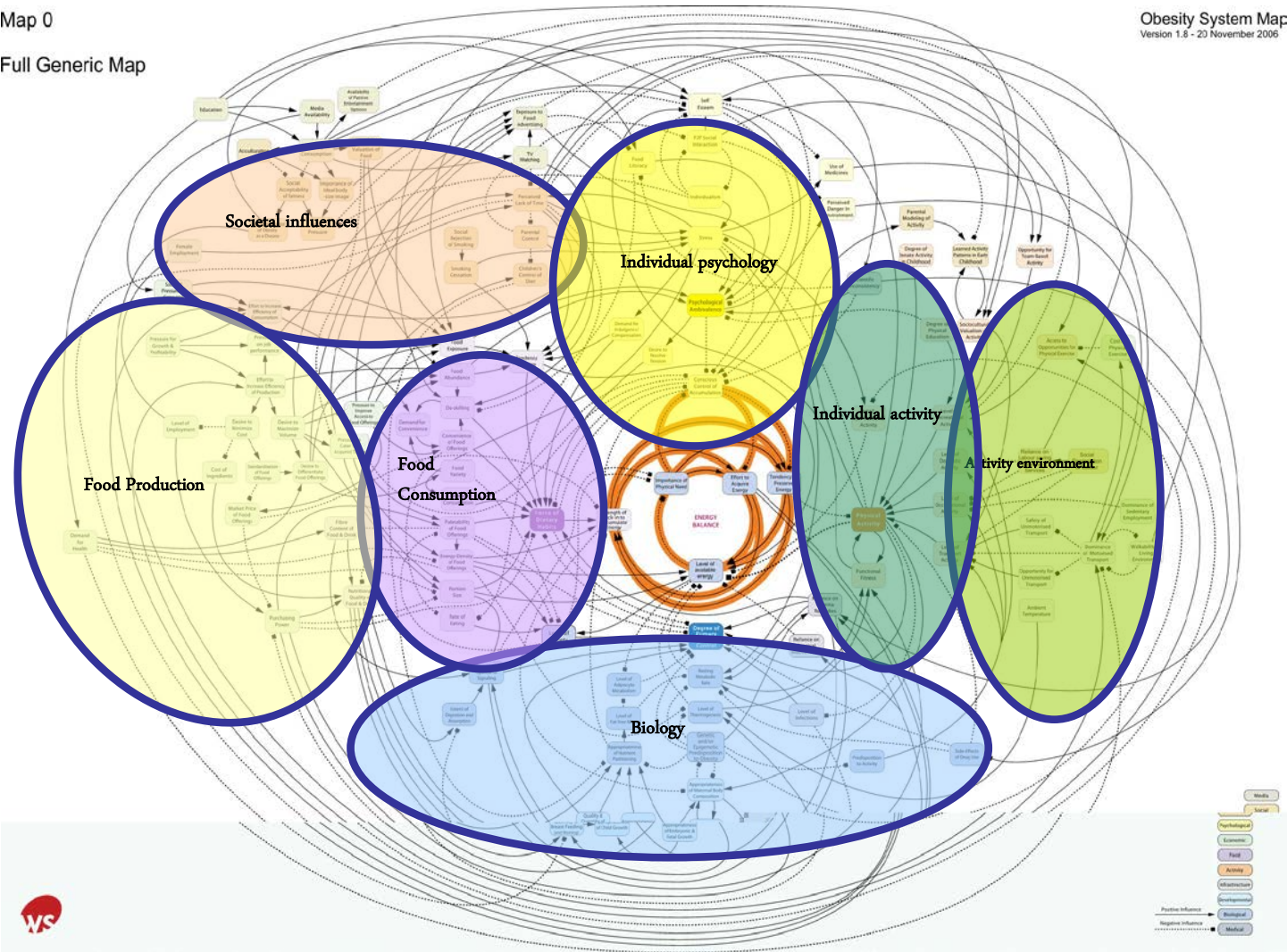
BESITY

defusing the health time bomb

Map 0

Full Generic Map

Obesity System Map
Version 1.8 - 20 November 2006



The Obesogenic Environment

‘the sum of influences that the surroundings, opportunities, or conditions of life have on promoting obesity in individuals or populations.’

Swinburn & Egger (2002)



The Foodscape

The food environment, or 'foodscape', encompasses any opportunity to obtain food and includes physical, socio-cultural, economic and policy influences at both micro and macro-levels.

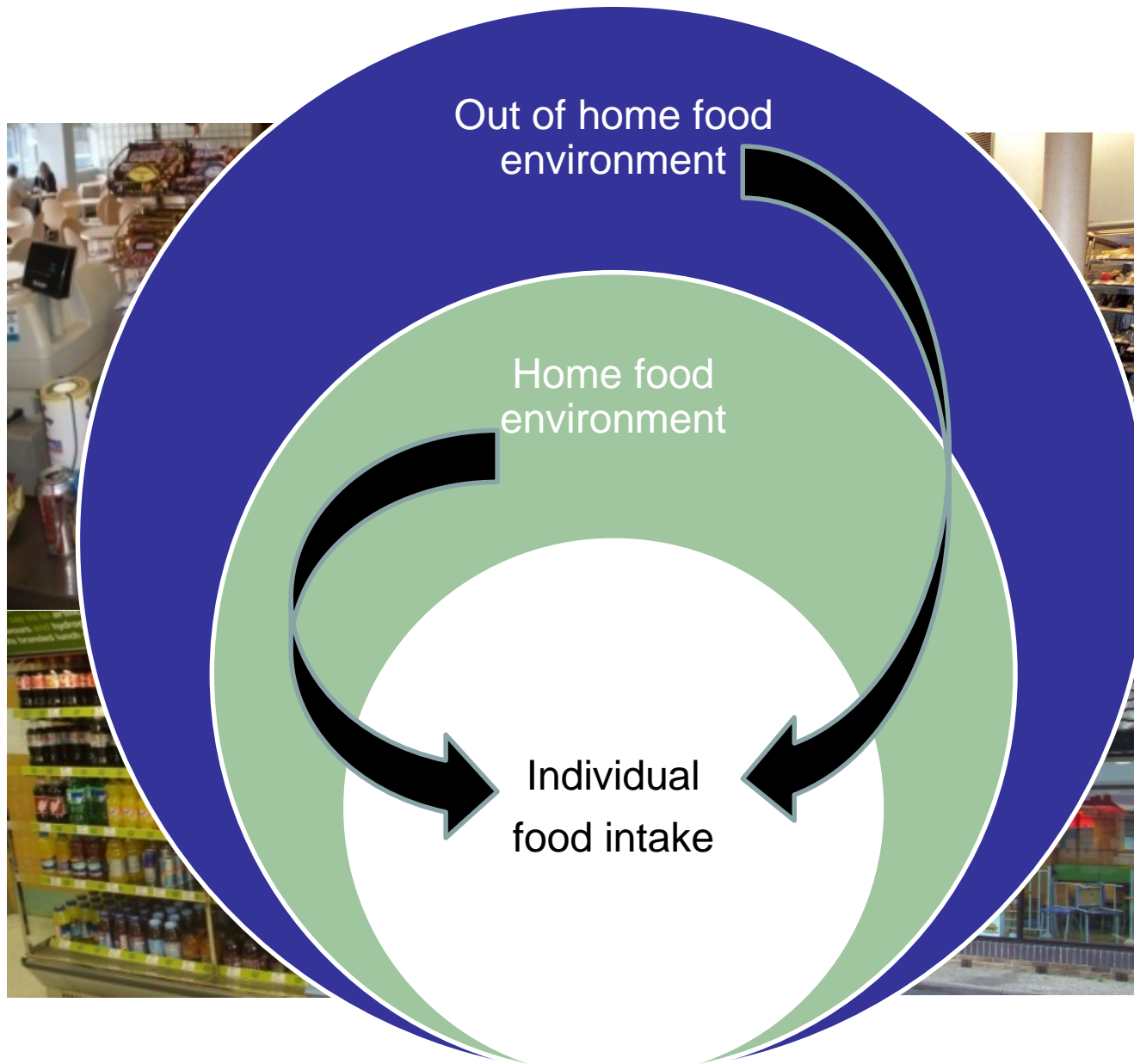
Townshend & Lake, 2009; Lake & Townshend, 2006



The simple act of eating, one of the most basic & yet most complex of human behaviours, is determined through a series of policy & governance-driven decisions.



Food choice & the food environment



Energy Drinks





Exploring the food environment of young people (mean age 17 years):

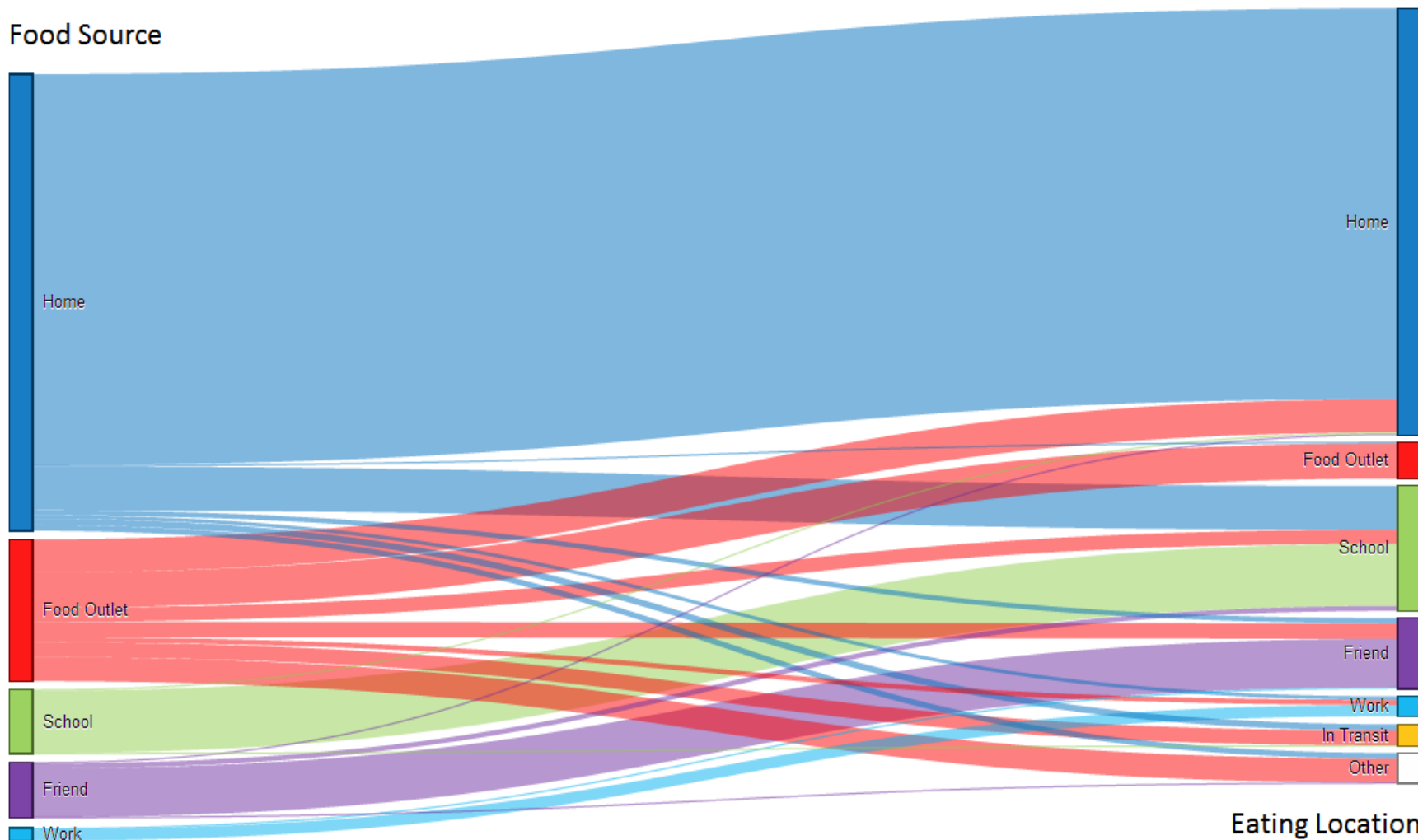
Is there a relationship between number of food outlet eating events and dietary intake?

Rachel Tyrrell

Amelia Lake, Susan Hodgson, Wendy Wills, Ashley Adamson



Results: Source & location



Acknowledgement for Sankey diagram JavaScript and d3.js to Mike Bostok <http://bost.ocks.org/mike/>,
accessed via <http://ramblings.mcpher.com/Home/excelquirks/d3/sankey>,
and Dave Smith for generating the diagram from study data.

Summary:



- ❑ Home is main source of food
- ❑ 1 in 5 eating events sourced from food outlets
- ❑ Only 25% of food sourced from food outlets consumed at same location
- ❑ Takeaway and convenience outlets most commonly used outlet types
- ❑ Higher number of food outlet eating events associated with higher total diet energy density and alcohol intake



Fish & chips at home with family



Chinese takeaway with family



KFC with friends



Soft drink from McDonalds

Chip butty from sandwich shop with friends



TAKEAWAY EATERIES



Home cooked dinner with family, chips from chip shop



6" sandwich from Subway with boyfriend

Chips and gravy – chip shop close to school with friends



Chinese takeaway with boyfriend



Intoxogenic environments

“The high-exposure, wrap-around complex of alcohol-mediated fun/cool, identity, and culture constructed by contemporary alcohol marketing creates and maintains the intoxicogenic environments that young people widely experience.”

“Intoxigenic environments are not accidental by-products of brand marketing designed to compete for market share. Rather they are a component of concerted, strongly resourced commercial social engineering that blends seamlessly with hegemonic discourses of pleasure, identity and culture to encourage and support the naturalised increases in consumption that are necessary to grow the profits of enterprise capitalism.”

McCreanor et al (2008) <https://doi.org/10.1016/j.socscimed.2008.05.027>.



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Intoxigenic environments / spaces

- Drinking heavily has become a greater part of youth social practices globally
- Drinking cultures are mediated through social networking
- In online spaces: young people are exposed to and interact with new forms of innovative online alcohol marketing and peer created content relating to alcohol (e.g. drinking photographs and statuses)
- There is an 'unfettered expansion of alcohol marketing' (Casswell, 2012:483) e.g. events
- The 'night time economy' - central to the wealth of cities,
- The 'cultures of intoxication' (Measham, 2004)
- 'intoxigenic environments' (McCreanor et al, 2008).

Goodwin, I., Lyons, A., [Griffin, C.](#) and McCreanor, T., 2014. Ending up online: Interrogating mediated youth drinking cultures. In: *Mediated Youth Cultures*. Palgrave Macmillan, pp. 59-74.

<http://alcoholresearchuk.org/news/constructing-alcohol-identities-the-role-of-social-network-sites-sns-in-young-peoples-drinking-cultures/>



Where the intoxication and obesogenic environment overlap

- Preloading



The night time economy - food environment





275ml
4% ABV

bottle of alcopop

1.1 Units

=

1 Hawaiian pizza slice

170 Cals

A diagram comparing the alcohol content of a bottle of alcopop to the calories of a slice of Hawaiian pizza. On the left, a blue bottle of alcopop is shown with a speech bubble containing '275ml 4% ABV'. Below it, the text '1.1 Units' is written. In the center, an equals sign '=' is shown. On the right, a slice of Hawaiian pizza is shown. Below it, the text '170 Cals' is written.

A **munchy box** or **munchie box** is an inexpensive [fast-food](#) product sold from [takeaway](#) restaurants, primarily in the West of [Scotland](#) and [Glasgow](#) in particular, but also in the East from [Aberdeen](#) to [Hawick](#). It consists of an assortment of fast foods served in a large pizza box



A FAST food boss defends super-size portions as he shows off a munchy box crammed with 3,600 calories.

Rafid Almussawi, 33, flogs 50 of the **£9.95 boxes** a week at his Tartan Fish and Chips in Cessnock, Glasgow.



The £9.95 box is one of Rafid's best-sellers

Transforming the 'Foodscape':

Development and feasibility testing of interventions to promote healthier take-away, pub or restaurant food

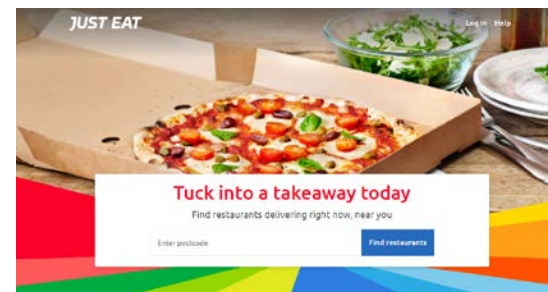


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Ways forward

- Working with food businesses (Foodscape study)
- How can planning and licensing work together with public health to address the obesogenic and intoxicogenic environments?
- Addressing the intoxicogenic environment on social networks.
- Thinking about alternative food environments & new ways to purchase food.
- Parks as an intoxicogenic environment



Acknowledgements



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