

## Promoting healthy eating at the workplace: The role of the interest in different groups of employees

Joao Lima<sup>1, 2, 3, 4</sup>, Teresa Brandao<sup>5</sup> and Ada Rocha<sup>3, 4, 6</sup>

<sup>1</sup> Coimbra Health School, Portugal

<sup>2</sup> ciTechCare, Portugal

<sup>3</sup> GreenUPorto, Portugal

<sup>4</sup> LAQV – Requimte, Portugal

<sup>5</sup> Escola Superior de Biotecnologia da Universidade Católica Portuguesa, Portugal

<sup>6</sup> University of Porto, Portugal

**INTRODUCTION:** Health promotion activities at the workplace may be more effective and targeted if the key drivers and motivations of food consumption are previously identified.

**AIM:** This work aims to identify health promotion strategies at the workplace pointed out by employees as more interesting of a faculty of the University of Porto.

**METHODS:** Data was obtained through the application of a self-administrated questionnaire. There were assessed 513 individuals, including academic and non-academic workers.

**RESULTS:** The majority of respondents classified as extremely interesting the ‘free access to water’, ‘free distribution of fruit in the workplace’ and ‘healthy choices at meals available in the restaurant/bar’. Strategies such as ‘cooking classes’, ‘access to health promotion materials such as leaflets and posters that promote healthy eating’, ‘access to messages about healthy

eating via email and/or bulletin boards’ and training, lectures and workshops about healthy eating’ were considered extremely uninteresting or uninteresting more frequently.

**CONCLUSIONS:** This work shows that strategies related to food availability were considered by respondents as the most interesting in opposite to strategies related to nutrition literacy that were considered uninteresting. Differences found according to the type of activity and academic degree on interest in strategies point out to the need of adapting specific interventions to different target groups.

### Speaker Biography

Joao Lima is currently working at the Coimbra Health School, Portugal. His has published a number of research papers in the field of Nutrition.

e: joao.lima@estescoimbra.pt

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