

Når **kostråd** møder hverdagen

Barrierer for gode mad- og måltidsvaner i børnefamilien



Har I læst hvad de
skriver om det der **ultra-
forarbejdede mad!?**

Det **skal** vi altså til at
spise mindre af!



De **to typiske metoder**,
til at få folk til at **spise sundere**...

1. Anbefalinger.

Spis 600 g frugt og grønt.
Spis mindre mættet fedt.

2. Argumenter.

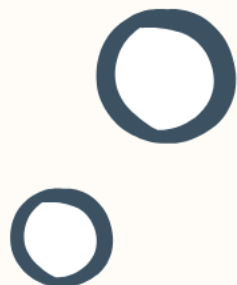
Så lever du (lidt) længere.
Ellers får du 32 sygdomme.

Informationsfejlslutningen

**Hvis blot vi ved,
hvad der er fornuftigt
at gøre, så gør vi det.**



Jeg **burde** virkelig
spise meget mere
grønt 😞





Det må
blive **næste års**
nytårsforsæt 😊



10.000
skridt!



Pulsen
HELT op!

Kostråd eksisterer
ikke i et vakuum.



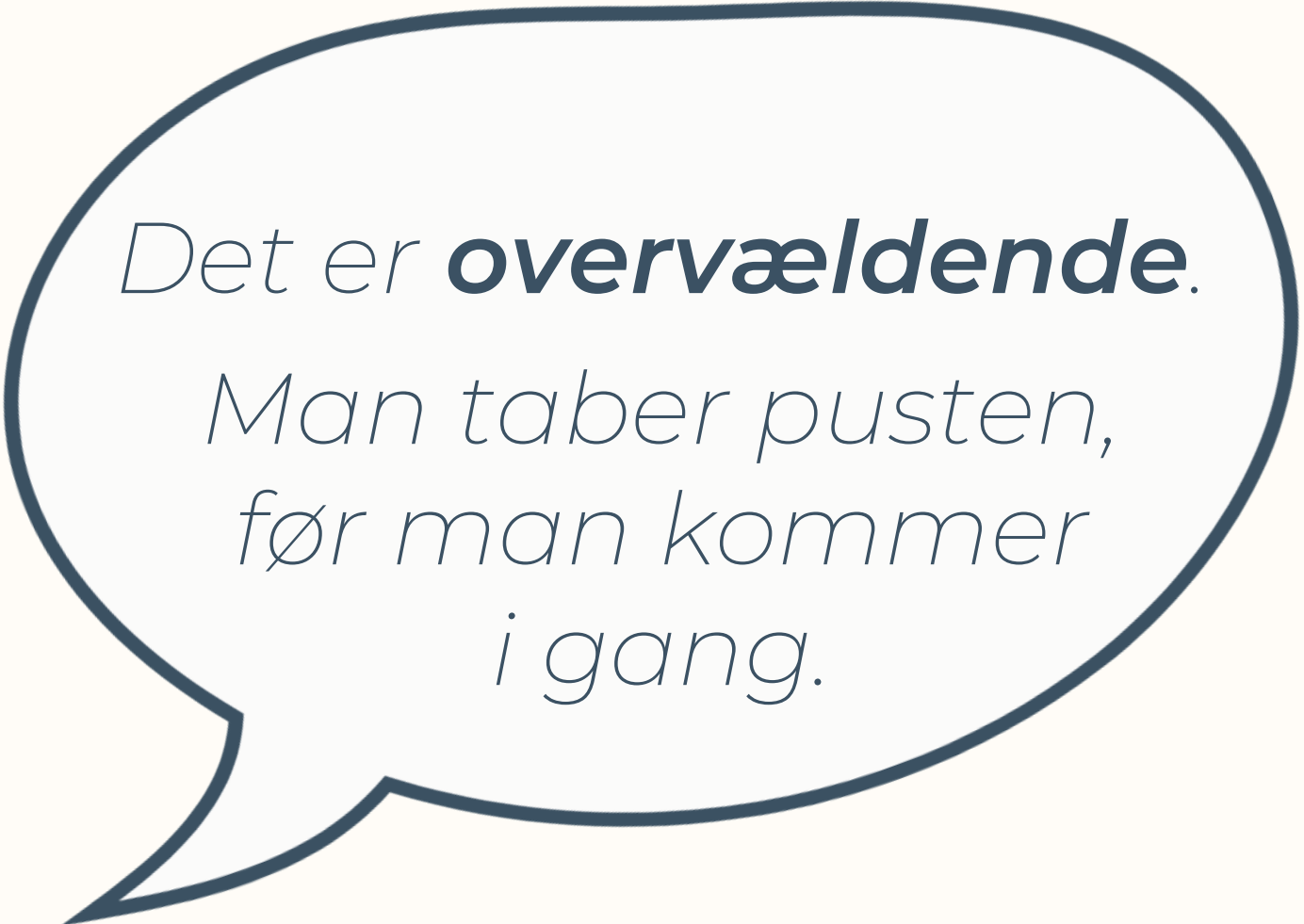
Sov 8
timer!



Ingen
stress!

*”Mange af de råd, der
bliver lavet, er ikke testet i
virkeligheden.”*

– Lene Tangaard, professor i pædagogisk psykologi (parafraseret)



Det er **overvældende**.

Man taber pusten,
før man kommer
i gang.

Motivationsfejlslutningen

**Hvis blot vi ved, hvor
vigtigt det er at ændre
adfærd, så gør vi det.**

Motivationsfejlslutningen

Hvis blot vi ved, hvor
farligt det er *ikke* at ændre
adfærd, så ændrer vi adfærd.





Original Investigation | Substance Use and Addiction

Effect of Graphic Warning Labels on Cigarette Packs on US Smokers' Cognitions and Smoking Behavior After 3 Months

A Randomized Clinical Trial

David R. Strong, PhD; John P. Pierce, PhD; Kim Pulvers, PhD; Matthew D. Stone, MS; Adriana Villaseñor, PhD; Minya Pu, MA; Claudiu V. Dimofte, PhD; Eric C. Leas, PhD; Jessica Oratowski, MPH; Elizabeth Brighton, BS; Samantha Hurst, PhD; Sheila Kealey, MPH; Ruifeng Chen, MS; Karen Messer, PhD

Abstract

IMPORTANCE The US Food and Drug Administration's implementation of graphic warning labels (GWLs) on cigarette packs is under challenge in US courts.

OBJECTIVE To determine whether GWLs can affect US smokers' perceptions about their cigarettes or health consequences and changes in smoking behavior.

DESIGN, SETTING, AND PARTICIPANTS This study was a randomized clinical trial of the effect of a 3-month, real-world experience of cigarettes with GWL packaging. Community recruitment was done from September 2016 through December 2019 of daily smokers from San Diego, California, aged 21 to 65 years, who were not ready to quit. Participants were randomized to purchase and receive cigarettes in 1 of 3 pack designs: GWL, blank, or standard US pack. Data analysis was performed from July 2020 to February 2021.

INTERVENTIONS The study manufactured GWL cigarette packs (3 versions with Australian-licensed images) and packs devoid of marketing. For 3 months, participants purchased GWL, blank, or standard US pack cigarettes that were delivered to their home.

MAIN OUTCOMES AND MEASURES Smoking-related cognitions and behavior were queried by daily and weekly interactive text messages. Smoking behavior was self-reported before and after the intervention by 96% of randomized participants and was biochemically validated on a subsample.

RESULTS The study sample included 357 participants (195 women [54.6%]; mean [SD] age, 39.5 [11.9] years); 116 were randomized to the standard US pack group, 118 were randomized to the GWL pack group, and 125 were randomized to the blank pack group. Over the 3 months, participants who received the GWL packs had reduced positive perceptions of recent cigarettes smoked compared with participants who received the branded US pack (mean difference, -0.46 SD; 95% CI, -0.73 SD to -0.20 SD; $P < .001$). Health concerns increased in all groups, with a significant increase in the GWL group vs the US pack group (mean difference, 0.35 SD; 95% CI, 0.09 SD to 0.62 SD; $P = .002$). Quitting cognitions increased in all study groups, with a peak mean change of 0.60 SD for GWL participants vs 0.34 SD for US pack participants (mean difference, 0.55 SD; 95% CI, 0.28 SD to 0.81 SD; $P < .001$). GWL participants had slightly more cigarette abstinence periods per week than the US pack group, but the difference was not significant (adjusted odds ratio, 1.06 ; 95% CI, 0.99 to 1.13). **At 3 months, there was no between-group difference in any smoking behavior.** The blank pack group was similar to the US pack group on all measures.

Key Points

Question Can graphic warning labels on cigarette packs affect cognitions and smoking behavior among US daily smokers who are not ready to quit smoking?

Findings This randomized clinical trial found that graphic warning labels decreased positive perceptions of cigarettes associated with branded cigarette packs but without clearly increasing health concerns. They also increased quitting cognitions but did not affect either cigarette cessation or consumption levels.

Meaning Placing graphic warning labels on US cigarette packs did not have an effect on smoking behavior; however, these findings suggest that they may enhance other tobacco control strategies to reduce cigarette smoking.

+ Visual Abstract

+ Supplemental content

Author affiliations and article information are listed at the end of this article.

Skræmmebilleder gav mindre positivt syn på cigaretter – og flere tanker om at stoppe.

Men...



Original Investigation | Substance Use and Addiction

Effect of Graphic Warning Labels on Cigarette Packs on US Smokers' Cognitions and Smoking Behavior After 3 Months A Randomized Clinical Trial

David R. Strong, PhD; John P. Pierce, PhD; Kim Pulvers, PhD; Matthew D. Stone, MS; Adriana Villaseñor, PhD; Minya Pu, MA; Claudiu V. Dimofte, PhD; Eric C. Leas, PhD; Jessica Oratowski, MPH; Elizabeth Brighton, BS; Samantha Hurst, PhD; Sheila Kealey, MPH; Ruifeng Chen, MS; Karen Messer, PhD

Abstract

IMPORTANCE The US Food and Drug Administration's implementation of graphic warning labels (GWLs) on cigarette packs is under challenge in US courts.

OBJECTIVE To determine whether GWLs can affect US smokers' perceptions about their cigarettes or health consequences and changes in smoking behavior.

DESIGN, SETTING, AND PARTICIPANTS This study was a randomized clinical trial of the effect of a 3-month, real-world experience of cigarettes with GWL packaging. Community recruitment was done from September 2016 through December 2019 of daily smokers from San Diego, California, aged 21 to 65 years, who were not ready to quit. Participants were randomized to purchase and receive cigarettes in 1 of 3 pack designs: GWL, blank, or standard US pack. Data analysis was performed from July 2020 to February 2021.

INTERVENTIONS The study manufactured GWL cigarette packs (3 versions with Australian-licensed images) and packs devoid of marketing. For 3 months, participants purchased GWL, blank, or standard US pack cigarettes that were delivered to their home.

MAIN OUTCOMES AND MEASURES Smoking-related cognitions and behavior were queried by daily and weekly interactive text messages. Smoking behavior was self-reported before and after the intervention by 96% of randomized participants and was biochemically validated on a subsample.

RESULTS The study sample included 357 participants (195 women [54.6%]; mean [SD] age, 39.5 [11.9] years); 116 were randomized to the standard US pack group, 118 were randomized to the GWL pack group, and 125 were randomized to the blank pack group. Over the 3 months, participants who received the GWL packs had reduced positive perceptions of recent cigarettes smoked compared with participants who received the branded US pack (mean difference, -0.46 SD; 95% CI, -0.73 SD to -0.20 SD; $P < .001$). Health concerns increased in all groups, with a significant increase in the GWL group vs the US pack group (mean difference, 0.35 SD; 95% CI, 0.09 SD to 0.62 SD; $P = .002$). Quitting cognitions increased in all study groups, with a peak mean change of 0.60 SD for GWL participants vs 0.34 SD for US pack participants (mean difference, 0.55 SD; 95% CI, 0.28 SD to 0.81 SD; $P < .001$). GWL participants had slightly more cigarette abstinence periods per week than the US pack group, but the difference was not significant (adjusted odds ratio, 1.06 ; 95% CI, 0.99 to 1.13).

At 3 months, there was no between-group difference in any smoking behavior. The blank pack group was similar to the US pack group on all measures.

Key Points

Question Can graphic warning labels on cigarette packs affect cognitions and smoking behavior among US daily smokers who are not ready to quit smoking?

Findings This randomized clinical trial found that graphic warning labels decreased positive perceptions of cigarettes associated with branded cigarette packs but without clearly increasing health concerns. They also increased quitting cognitions but did not affect either cigarette cessation or consumption levels.

Meaning Placing graphic warning labels on US cigarette packs did not have an effect on smoking behavior; however, these findings suggest that they may enhance other tobacco control strategies to reduce cigarette smoking.

+ Visual Abstract

+ Supplemental content

Author affiliations and article information are listed at the end of this article.

Efter 3 måneder: Ingen effekt på rygeadfærd.

Hvad viser forskningen på **kostområdet**?

**Gentagne budskaber om de
alvorlige konsekvenser ved
usunde kostvaner skaber mere
modstand end forandring.**

PMID: 11009129 – PMID: 23772231 – PMID: 24811876

**Hvad gør vi, når vi ikke
kan overskue at ændre
vaner?**

Eksperterne kan
jo ikke engang
blive **enige**.

Tilladende tanker

Så meget **slik**
spiser vi trods
alt ikke.

Nu handler
livet jo ikke kun
om **sundhed**.

Det er jo **ikke**
fordi vi giver dem
pomfritter med i
madpakken.

**Gode grunde virker kun,
når vi også ved præcis hvad
vi skal gøre anderledes
– og føler, at det er realistisk.**

Planlægningsfælden

**Når vi tror, at
det her er en plan →**

Gå tidligere
i **seng**.

Løbe en tur
et par gange
om ugen.

Stoppe med
at spise **slik**
om **aftenen**.

Spise noget
mindre...

Stå noget
tidligere op.

Jeg skal jo bare...

Gøre det!

Tage mig
sammen!

Ha' lidt
mere **rygrad**.

Vi skal jo bare

Sørg for, at der
altid er grøntsager
til aftensmaden

Blive bedre til at
spise aftensmad
sammen

**Lave en
madplan** for
hver uge

**Købe sundere
mad**, når vi
handler

**Så længe, der er noget
tilbage, der skal **oversættes**
senere, sker der typisk
ingenting.**

Vores hjerner skal have utvetydige kommandoer – som en computer:

“Når [det her sker],
så [gør jeg sådan her].”



**En af vores fornemste opgaver
er at **oversætte ambitioner** til
konkrete, overskuelige
handlinger.**



**Men selv den bedste
plan kan fejle i mødet
med **virkeligheden**.**

Konklusion....?

**Mindre fokus på
information og motivation.**

Mere fokus på barrierer.



**Hvilke råd kunne vi
have lyst til at give?**



Adfærden set udefra

“De prioriterer ikke familiemåltider.”

Set fra familiens perspektiv

“De prioriterer lige nu de problemer, der opleves som mest akutte.”

A man with short brown hair, wearing a blue patterned shirt, is looking upwards and to the left with a thoughtful expression. The background is dark and out of focus.

*”En **problematisk adfærd** kan
være en mestringsstrategi,
som faktisk **løser et problem**.”*

*Derfor bør den professionelle
interessere sig for hvilket
problem adfærden løser.”*

Foto: Robert Attermann



A photograph of a family of three (a mother and two children) sitting on a couch in a dimly lit living room, watching television. The mother is on the right, and the two children are on the left. A large bowl of popcorn is visible in the foreground. The scene is warmly lit by a lamp on the right and the TV screen in the background. A semi-transparent dark blue box with white text is overlaid in the center of the image.

Nem mad foran fjernsynet

Hvilke **problemer** løser det for Sofies mor?



Bage kage og spise foran sin iPad

Hvilke problemer løser det for Sofie?

**Hvis Sofies spisemønster blandt
andet skyldes **ensomhed** og
kedsomhed...**

**Hvad kunne så være en
løsning?**

A young girl with blonde hair in pigtails is resting her head on the head of a golden retriever. The dog's tongue is hanging out. A dark blue semi-transparent banner is overlaid across the middle of the image, containing white and orange text.

*Hvad **interess**erer
Sofie sig for?*



*Hvilke **muligheder** har hun
for at være omkring dyr?*



Morten Elsøe & Anne Gaardmand

*”Det kan være vigtigere at mindske **barrierer** og øge **råderum** end at påvirke andres motivation.”*



Foto: Robert Attermann

Spørgsmål fra dagens program:

Hvordan støtter vi bedst de familier, der har allersværest ved at få gode madvaner til at fungere i praksis?

**Ved at aflaste, tilføre ressourcer,
og fjerne barrierer.**

**Så familien får bedre mulighed
for at handle på det, de allerede
er motiverede for.**