Når kostråd møder hverdagen

Barrierer for gode mad- og måltidsvaner i børnefamilien

Morten Elsøe & Anne Gaardmand

Morten Elsøe & Anne Gaardmand

Morten Elsøe & Anne Gaardmand

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.

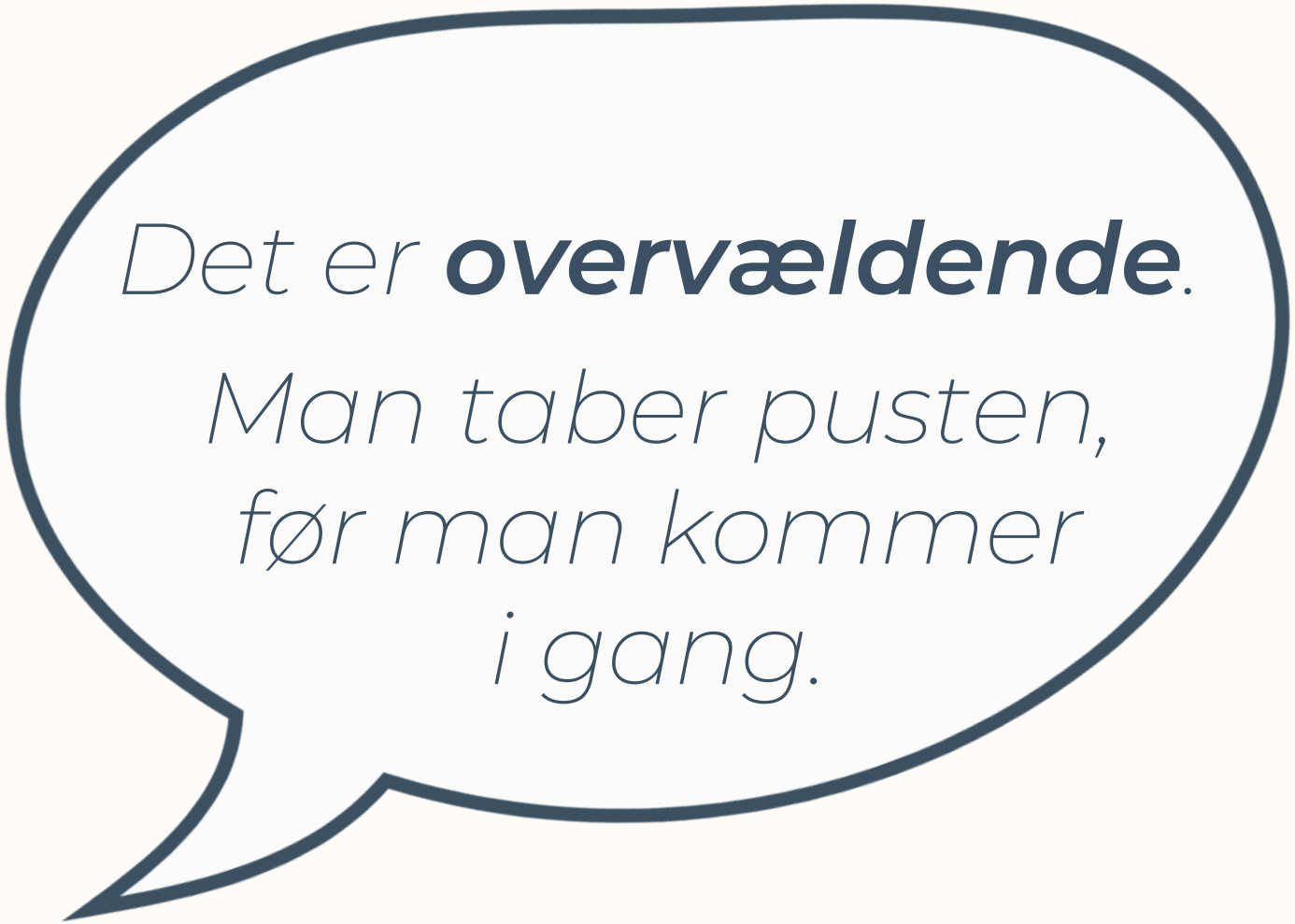
Jeg **burde** virkelig spise meget mere grønt ☹

Morten Elsøe & Anne Gaardmand

Kostråd eksisterer ikke i et vakuum.

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

– **Lene Tangaard**, professor i pædagogisk psykologi
(parafraseret fra TV2 Nord-programmet ”Vores anbefalede familie”)


Det er ***overvældende***.
Man taber pusten,
før man kommer
i gang.

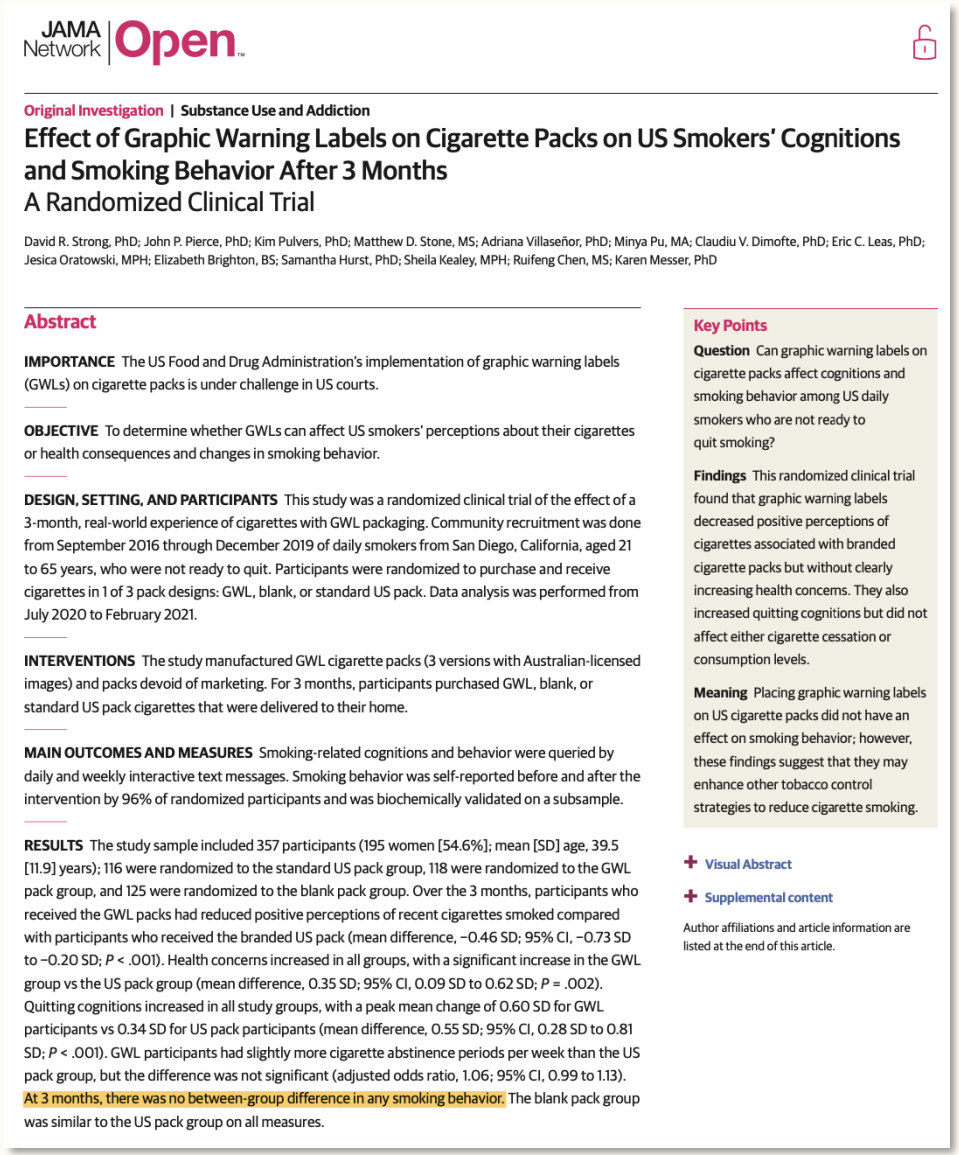
Motivationsfejlslutningen

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.

Morten Elsøe & Anne Gaardmand



JAMA Network | Open

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; Jesica 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.

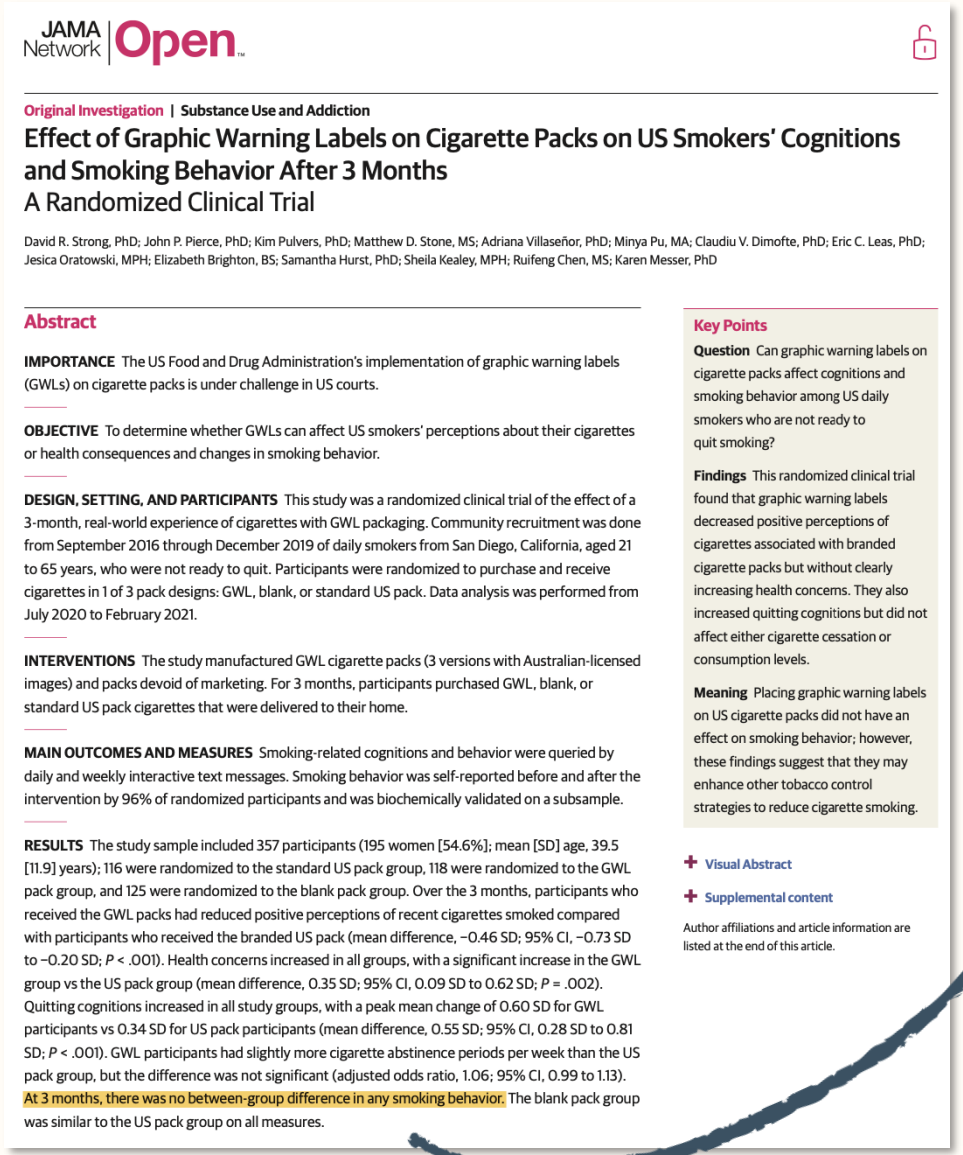
+ Visual Abstract

+ 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...



JAMA Network | Open

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; Jesica 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?

Morten Elsøe & Anne Gaardmand

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?

Tilladende tanker

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

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.

Sørge for, at der altid er grøntsager til aftensmaden

Blive bedre til at spise aftensmad sammen

Vi skal jo bare

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.

Morten Elsøe & Anne Gaardmand

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."

”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

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?

Hvad interesserer
Sofie sig for?
Morten Elsøe & Anne Gaardmand

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.