P347/S6-P26 FOOD ADVERTISING ON LABELS: AN ANALYSIS OF THE RELIABILITY OF INFORMATION CONTAINED IN COMMERCIAL DATABASES

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Introduction. Food advertising on labels is used by food industries as a strategy for promoting and selling products. Commercial databases (commonly used by the retail sector) can provide a significant volume of information on nutritional composition and advertising present in food and beverages sold in different countries. However, the reliability of this information needs to be evaluated before using in monitoring food labeling. Objectives. To analyze the reliability of data from a commercial database on advertising on food and beverage labels sold in Brazil between 2018-2021. Methods. The advertising data found on the labels were collected and organized by the company Mintel. To evaluate the reliability, trained researchers collected the advertising information using images of the front face of the same products present in the Mintel database, identified by barcodes. The agreement between the two sources of data was evaluated by adjusted Kappa (> 0.70 was satisfactory). Results. A total of 6.914 food and beverages were used in the concordance analysis. There was high agreement between the data (Kappa > 0.81) for 13 types of advertising: licensed characters, commemorative dates, sports events, Physical activity, famous athletes, price promotions, portion size, school elements, recommendations from Dietary Guidelines, family relationship, convenience, fun and adventure, and unconventional effects of the product. Six categories obtained substantial agreement (Kappa between 0.61-0.80): recipes and culinary tips, product superiority, brand or company appeal, taste, color, odor and texture, preparation convenience, and unconventional food format. A single category of advertising, the presence of QR code or website on the packaging, obtained poor agreement (Kappa = 0.09). Conclusions. The secondary advertising data showed mostly high agreement with the data collected by trained researchers. This demonstrates that these data, generally used by the retail sector, can also be used for monitoring food labeling when primary collection is not possible, which is often costly and time-consuming depending on the sample to be analyzed.

Keywords: secondary data analysis, food and beverage labels, advertising.

P348/S6-P27 EVALUATION OF THE DIET QUALITY OF SCHOOLCHILDREN PARENTS BASED ON THE DIETARY GUIDELINES FOR THE BRAZILIAN POPULATION

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Background and Objective. The Dietary Guidelines for the Brazilian Population (DGBP) presents recommendations for families to achieve an adequate and healthy diet. The aim of this study was to identify adherence to the DGBP principles for parents of schoolchildren in Campinas, a metropolis in Brazil. Methods. In 2022, a diagnosis prior to an intervention invited parents of all children, 2-6 y.o. (N = 228), enrolled in kindergarten of four schools in Campinas -allocating them as follows: those from northwest region in the intervention group (IG) and from southwest region in the control group (CG). A person responsible for the child who lived in the same household, was asked to respond to the validated questionnaire "How has your diet been?". Those who reached a score > 41 were classified on "Adequate diet". Averages and comparison between groups using the chi-square test was conducted in Stata. Ethical issues were addressed (CAE 29584520.4.0000.5404; Process CNPQ 443256/2020-9). Results. Data from 111 mothers, 12 fathers and 6 other relatives (all women) was obtained, in which 75% were from the intervention group. Questionnaires reached 39 points on average (IC95% 37-40), showing an intermediary profile of diet. Considering 'Adequate diet' status, 40% of IG obtained it and 58% of the CG (p = 0.055). In general, there were no differences by gender or parenthood with the child, except for the perception of domestic tasks which women often point out that there is no division of cooking chores in their homes (for answers never and rarely the result was 19% and 38% respectively for women against 0% and 0% for men - p =0.023). Conclusion. The baseline was suitable to proceed with intervention since IG and CG diet were comparable. Differences among women versus men on cooking chores division points to a scenario characterized by the perpetuation of patriarchy. This issue is addressed in the DGBP, the instrument chosen for the following intervention.

Keywords: food consumption, nutrition programs and policies, food guide.