

APPEARANCEMATTERS

Kuzman, M.; Nilsen, T.; Mikkelsen, BE; Sado, F.; Brandao, MP; Romani, AQ & Sudzina, F.; Michel, S.; Bergmueller, A.

Understanding health behaviour and body image among adolescent students – a cross national comparison -and other activities

Conference on Appearance Matters.

Ljubljana, April 21-22

Abstract: Health promotion and behaviour change interventions have a considerable influence on the health status of adolescents and young adults. However, young people in the health care system are often not engaged in health promotion and behaviour change interventions. This is a general concern in the health care and the focus of higher education should not be only on higher education facilities but also on the health care system. The aim of the study was to explore the health behaviour and body image among adolescent students in vocational and higher education. The study aimed to investigate health behaviour and body image perceptions in attachment, their social network, and the role of appearance in the health care system. The study included 1000 adolescent students in vocational and higher education. The study included 1000 adolescent students in vocational and higher education. The study included 1000 adolescent students in vocational and higher education.

APPEARANCEMATTERS

Three levels of education

APPEARANCEMATTERS

Planned activities

- Two activities were planned.
- 1) A survey on body image and health issues among students in higher education settings and
- 2) an intervention study on body image and health issues among students in vocational/disadvantaged settings based on existing case study interviews (Denmark).

APPEARANCEMATTERS

- Identify potential sources of funding & develop funding bids to underpin future research activities
- Build relationships & partnerships to facilitate research during and beyond the life of the Action
- Identify key stakeholders and experts and raise their awareness of the extent and impact of a appearance dissatisfaction
- Consider the particular needs of minority and socially marginalized groups

APPEARANCEMATTERS

EU FUNDED PROJECTS

The combined experience of appearance psychology researchers and practitioners who work for organisations providing vocational training and/or guidance counselling at national and European levels.

APPEARANCEMATTERS

WHY?

The practitioners has no or very limited knowledge about how concerns with appearance can influence health, behavioral and outcomes.

APPEARANCEMATTERS

Optimizing the outcomes for vocational guidance counselling and vocational training

APPEARANCEMATTERS

MIRROR

FACE VALUE

IHEM | Innovative Health Educational Module

Mirror, mirror Project- <http://www.mirrorproject.eu/>
 Face value project- <http://www.facevalue.eu/>
 IHEM project- <http://www.ihem.eu/>
 Appearance Matters project- <http://www.appearancecetraining.com/>

APPEARANCEMATTERS

NEW PROPOSALS

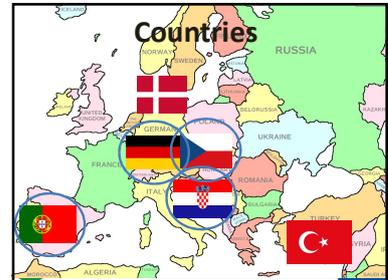
- *All Aboard- training program development for youth workers in inclusion of youth with visible difference in care activities
- *Manage IT- Simplifying participation and project management processes for NGOs and Youth organisations
- *ECTP- Early care training programme for health care professionals working with children born with craniofacial clefts and/or craniofacial conditions
- *Corrective VET- training for obesity prevention and healthy life style
- *Safety First in Education
- *Migram1 Inter-cultural Generated Resources and Nursing Training
- *I.D.E.A. 1 TOGETHER WE CAN! - Individual with Disabilities Education Aim
- *Cutting Edge Training: Optimising medical outcomes for patients undergoing appearance altering procedures via innovative training of professionals.
- *Acknowledge me. A Coaching Kit for creating Better Opportunities for Social inclusion, Learning and Employability in Europe

Why are educational settings interesting ?

- Health Promoting University
- The lifelong learning perspective
- Universities as "sampling units"
- Schools as health promoting and "protected places"

Aim & objectives

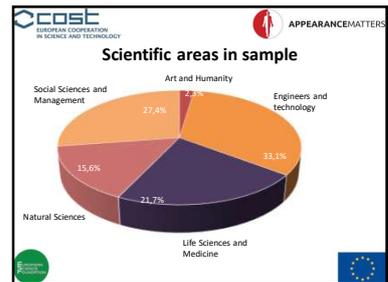
- To exploring health behaviour and body image perception and attachment style among university students at higher educations.
- Investigating how self-perception of body image, health behaviour, and health status and attachment style, among university students is interrelated.
- Discussing policy implications of the findings including the need for training package for university teachers and tools for use in higher education and policy recommendations to decision makers and educational planners.



Methods

SurveyXact interface showing survey questions in multiple languages (Czech, Slovak, Hungarian, Polish, English).

	Sample size	Educational programmes	Remarks	Gender
	158	Engineering and technology, Life Sciences, Natural Sciences, Art and humanity and Social Sciences and Management.		39 males; 119 females
	281	Engineering and technology, Art and humanity, and Social Sciences and Management.		166 male; 109 female
	301	Engineering and technology, Life Sciences and Medicine, Natural Sciences, and Social Sciences and Management.	> 50 from each	95 male; 206 female
	105	Law, Agriculture, Educational/rehabilitation		45 male; 60 female



Methods

WBQ
Response at campus
Different educational programs
In CR during individual check ups

Survey Methodology

- Only validated instruments/scales were used and no new ones were developed.
- The part of the questionnaire that dealt with body esteem scale (Mendelson (1997); Rosenberg (1979); Franzoi (1984))
- The vulnerable attachment style (Bifulco, 2003)
- Validation of the Portuguese Body-Esteem Scale (Brandao, under review)
- In addition questions on alcohol, tobacco use, sexual behaviour, internet as well as eating behaviour, smoking and physical activity was added based on methodology from HBSC (health behaviour of school aged children).
- English version of the questionnaire was used to design a web based questionnaire (WBQ) so that the questionnaire could be circulated simply by a hyperlink and so that data could be collected automatically to a spreadsheet.
- National contact points and LSC's were offered and option to translate it into national language and to do their own data-collection. This included an option using paper-based questionnaires.

I worry about the way I look

	Area of study					Total
	Art and Humanity	Engineers and technology	Life Sciences and Medicine	Natural Sciences	Social Sciences and Management	
never	5,30%	3,80%	3,90%	17,80%	16,00%	9,40%
rare	5,30%	7,60%	14,40%	12,40%	16,40%	12,30%
seldom	0,00%	18,30%	38,90%	17,80%	15,10%	21,40%
often	31,60%	18,30%	28,30%	20,90%	20,40%	21,80%
always	57,90%	52,10%	14,40%	31,00%	32,00%	35,00%

I worry about the way I look

	gender		Total
	male	female	
never	10,10%	8,80%	9,30%
rare	10,40%	13,20%	12,10%
seldom	17,60%	24,40%	21,60%
often	19,90%	23,00%	21,80%
always	42,00%	30,50%	35,20%

Vocational school

Some results from the Gearing Up the Body Intervention

Dietary behaviours have been shown to be associated with SES.

Males with low adult SES unlike females had a dietary pattern rich in meat, sauce, potato, fast food, sweets and rye bread.

Adults with high SES were shown to have intakes more dominated by a green food pattern rich in fruits and vegetables.

	Traditional-western food pattern		Green food pattern	
	Women, n = 280	Men, n = 280	Women, n = 280	Men, n = 280
Adult SES	β ± SE			
Control				
Low SES	0.74 ^b	0.94 ^b	0.44 ^b	0.44 ^b
Medium	-0.11 ± 0.14	-0.21 ^c ± 0.12	0.21 ± 0.16	-0.06 ± 0.18
High SES	-0.15 ± 0.10	-0.44 ^c ± 0.11	0.31 ^{ab} ± 0.12	0.22 ^{ab} ± 0.14
Moderately adjusted ^b				
Low SES	0.74 ^b	0.94 ^b	0.14 ^b	0.24 ^b
Medium	-0.02 ± 0.08	-0.01 ± 0.10	0.20 ^{ab} ± 0.14	0.18 ± 0.17
High SES	-0.11 ± 0.06	-0.21 ^{bc} ± 0.07	0.20 ^{ab} ± 0.11	0.25 ^{ab} ± 0.14
Fully adjusted ^c				
Low SES	0.74 ^b	0.94 ^b	0.14 ^b	0.24 ^b
Medium	-0.02 ± 0.08	0.02 ± 0.10	0.20 ^{ab} ± 0.14	0.16 ± 0.17
High SES	-0.08 ± 0.06	-0.18 ^{bc} ± 0.08	0.20 ^{ab} ± 0.10	0.26 ^{ab} ± 0.13

a Here: Bruun H, Tjønn R, Andersen LB, Vestmann RL (2015) Adult food intake patterns are related to adult and childhood socioeconomic status. *J Nutr* 145:102-108

Skewedness in gender

- In addition to the social skewedness there is a gender dimension since women generally eat more in accordance with the official dietary guidelines compared to men¹⁵.
- It is shown that men in general have less regular meals than women. Especially breakfast and lunch¹⁵.
- Men eat less dietary fibre than women, and they consume more fat and alcohol¹⁵.

15 Kristiansen LM, Kenup K, Trolle E, Fagst S (2013). Meal habits for adults with short education. 2005: Måltidsvaner for voksne med kort uddannelse 2005-2008. Søborg: DTU Fødevarerinstitutet.

Vocational schools agenda DK

- High Drop out
- High absenteeism
- "we can't be sociologists all of us"
- New focus on handicraft
- Study ambience and health as "a remedy"
- New school reform 45 min PA / 8 hours teaching

<https://www.youtube.com/watch?v=au1skG7Bw88>

UCH foodscapes

Its ancillary

"I think there is something morally to how much to we engage in people's lives since we have a right to choose how we live our lives. But I feel that the school has a responsibility to influence the young people but we also have a moral responsibility to stop when the going is good."

Middle managers

Not a core business

"The students and the teachers are here in order develop professional skills as the first priority but off course topics such as diet and nutrition and how to live a healthy life need to go into their mindset and this is not how we used to work in the school."

Senior managers

Process needed

"We need a process where we discuss health along with the teachers that is supposed to implement it in real life, get an understanding of what health is and make them want to grow it from the shop floor level."

Middle managers

Norms for participation

".....so they were unhealthy many of them and did not want to expose themselves in public doing exercise and the norm was that it was OK to sit inside the class drinking energy drinks instead of exercising"

Middle managers

the "social" is important

"For the breakfast we at the transport and logistics really managed to turn it into a social event"

Middle managers

the right tools missing

"We do not have the necessary facilities to pump up the pulse and make them sweat"

Middle managers

Recommendation

- Integrate mental & physical health in curricula
- Develop tools for students
- Develop "train-the-trainer" program
- Create awareness
- Make policy

Next step

- Finalise the full 5(6) country study
- Publish in ICCAS 2017 Proceedings
- Publish a full paper

Many thanks for your attention!

Kuzman, M; Nilsen, T; Mikkelsen, BE, Sado, F; Brandao, MP; Romani, AQ & Sudzina, F; Michel, S.; Bergmueller, A