Abstract: AAU perform research in food and meals consumed in everyday life foodscape settings outside such as schools, kindergartens, workplaces, hospitals and institutions. The increasing focus on the impact of public food systems on individual health outcomes as well as on the environment has created a need for high quality research in Meal Science & Public health nutrition in the context of public food. AAU develops and evaluates the effects of strategies, interventions and social technologies that can influence the determinants of food intake in settings outside including food knowledge, food culture, action competence and social interactions.
Meet the MENU’s

Armando Perez-Cueto
Bent Egberg Mikkelsen
Professor

Chen He
Videnskabelig assistent

Helene Christine Reinbach
Post doc

Dorte Ruge
Ph.d.-stipendiat

Henriette Henneberg Nicolaisen
Ph.d.-stipendiat

Janice Marie Sorensen
Post doc

Kwabena Titi Ofei
Ph.d.-stipendiat

Laurits Rohden Skov
Videnskabelig assistent

Lise Justesen
Ph.d.-stipendiat

Mette Vang Mikkelsen
Ph.d.-stipendiat

Mia Brandhøj
Videnskabelig assistent

Michael Heasman
Lektor

Pernille Malberg Dyg
Ph.d.-stipendiat

Rikke Nygaard
Ph.d.-stipendiat

Sanne Sansolios
Videnskabelig assistent

Sophie Husby
Fuldmægtig

Tine Buch-Andersen
Ph.d.-stipendiat

Dortea Koldborg Jepsen
Overassistent

Dwi Budiningsari
Ph.d.-studerende

Akademisk medarbejder
Meet the MENU professors
The MENU team

- 12 PhD
- 2 assoc. professors,
- 2 Postdoc
- 1 professor/research group coordinator
- 7 research assistents
- 1 flexjob
Values

• Scientific excellence in captive foodscapes
• Qualitative & quantitative
• Interdisciplinary
• Visibility. Scientific & popular
• International
• Local connectedness
Infrastructure
Danish Network

CET  Center for Ernæring og Tarmsygdomme, Aalborg Sygehus
FOOD+DESIGN  Center for Food Science, Design & Experience, Aalborg Universitet
MENU  Forskningsgruppen for Måltidsvidenskab og Folkesundhedsnæring, Aalborg Universitet

Organisationsdiagram

LivingLab
Food & Nutrition (LILAN)

FOOD+DESIGN
Center for Food Science, Design & Experience, Aalborg Universitet

CET
Center for Ernæring og Tarmsygdomme, Aalborg Sygehus

PARTEC

MENU
Forskningsgruppen for Måltidsvidenskab og Folkesundhedsnæring, Aalborg Universitet

GIS & HEALTH
PLAN - AAL

TEK NAT

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<th>Picture</th>
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MENU Strategy and focal points
Education

• PhD level:
  – Local Public foodscapes
  – Illustrative methods in foodscape research, September 2012
  – Innovation in PHN November 2012
• Graduate level:
  – Integrated Food studies, (www.ifs.aau.dk),
  – PHN graduate level
  – Institutional hospitality in Norden, graduate level
SummerSchool
13th EU Basics in Public Health Nutrition

Aalborg University, Copenhagen,
Clusters/Settings
Foodscapes/Living labs

• MesoScapes
  – School=SC
  – Kindergarten=KG
  – Voc school=VC
  – Workplace=WP
  – Hospital=HO

• MacroScapes
Methodological paradigms

• QN=Quantitative / Survey
  • (observational/interventional)

• QL=Qualitative / Case study
  • (observational/interventional)
Designs
interventions and strategies

• Development and understanding of ....

• Evaluation & effect assessment of ....
Empirical sources

• Field work/cases study = living labs (in depth)

• Survey designs = large samples

• Register data/ literature /document analysis

• Laboratory =
Cross cutting issues

• Dual process theories
• Geo Nutrition
• EcoNutrition
• Quick & dirty methods
examples
Theory driven-ness
in models of health behavioural (MHB)

• HBM
• SoC / Transtheoretical
• SDT
• TPB
• LoC
• SEM
• SCT
Two characteristics

• MHB have primarily focused on the individual rather than environment

• MHB have generally assumed rational, controlled, conscious processes
Dual-process theories of behavior: Implications for intervention

“Accumulated evidence indicates that dietary behaviors and physical activity may be influenced by both reflective and automatic factors”

Paschal Sheeran, Department of Psychology, University of Sheffield, Sheffield, United Kingdom. ISBNPA 2010
Two routes to persuasion
Elaboration Likelihood Model ELM

• Range: low elaboration (low thought) - high elaboration (high thought).
• Central, rational, logic, information
• Peripheral route use humour, sex, emotions

Richard E. Petty and John Cacioppo
Choice architecture recognizes the power of defaults

• Things are but could be different
• Contingency addresses the question of whether things might be otherwise
Nudging:
the very much talked about example of fly target embossed on the porcelain at Schiphol.
Sky high nudging
Case of Air New Zealand

- [http://nudges.org/tag/humor/](http://nudges.org/tag/humor/)
GeoNutrition project design

• Sample adolescent students from 2 schools
• Use register data from statistics DK (SES, etc)
• Map and arm OOH eating outlets
• Use their smartphone BT signal to monitor behaviour
• Triangulate with questionnaire data
Foodscapes
a new concept
Foodscapes
People, meals & spaces

- Physical
- Mental
- Social

IMAGES OF FOODSCAPES - INTRODUCTION TO FOODSCAPE STUDIES AND THEIR APPLICATION IN THE STUDY OF HEALTHY EATING OUT OF HOME ENVIRONMENTS
Mikkelsen, Bent Egberg
. Perspectives in Public Health, 2011
Researching captive foodscapes

What happens when people, places and food interact in a captive environment & how can a better understanding of these interactions contribute to the development of better food related health promotion interventions?

- Nygård, R & Mikkelsen: Potentials for health promotion at worksite. - an intra inter cultural comparison of bus drivers’ ethnical foodscapes, *Food Quality & Preference*, work in progress
- Nygård, R; Brnadhøj, M; Christensen, CB & Mikkelsen, BE: Måltidets mulighedsrum; accepted for *Tidsskrift for Forskning i Sygdom og Samfund*
The AAU healthy foodscape programme

• Campus Foodscape Assessment Scheme (CAFAS)
• Formative research for the Education for Lifeskills intervention protocol (EduLife)
• SUNDIVERSITETET – the healthy lifestyle campus club
• Campus’n Community – Scientific Social Responsibility (SSR) program
• EuroHPU – Health Promoting Universities, Europe
Spis dig til en bedre samvittighed

Fazer

F千年

KERNESUND

Spis dig
til en bedre
samvittighed

dig
til en bedre
samvittighed
The new foodscape

• Apply keyhole
• Apply whole grain
• FV – firmafrugt
• Implement tap water fountains
• Implement menu board labelling
FSL
Mobile FoodscapeLab

Måleudstyr. Primært observationsudstyr, vægte, laptops, GPS, RFID's etc (en del af det er Noldus udstyr)

Smagslab/demo. Faciliteter til at demonstrere tilberedning, smagning, fødevarer med tilhørende overhead cam.

Undervisningskøkken for få personer

Laboratorium til udvikling af mad

Mai B Rasmussen, Food+Design
We are having soda for breakfast

"Vi drikker sodavand til morgenmaden"
Onsdag d. 18. jul. 2012 kl. 15:34 af Anne Schøning Christensen, ansc@tv2.dk

• http://nyhederne.tv2.dk/article.php/id-51931929:vi-drikker-sodavand-til-morgenmaden.html
Upcoming events

• MENU Brown bag seminar: 19 sept 15:00 Eat Well, Eat Local, Eat Together. Speakers Christine Olsson, Cornell: Logan Strenchock. Budapest, Bent E. Mikkelsen.

• More info: www.menu.aau.dk