

Zmanjšanje pitja pijač z dodanim sladkorjem pri otrocih; »Voda zmaga«

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Izveček

Pijače z dodanim sladkorjem (PDS) povečajo tveganje za prekomerno telesno maso/ debljost, zobni karies, sladkorno bolezen tip 2, bolezni srca in ožilja idr. Cilj projekta je bil spodbuditi otroke, naj pijejo vodo. Pri učencih štirih osnovnih šol (OŠ) (n=681) smo proučili vpliv 9-mesečne intervencije: komunikacijska (ozaveščanje), vodna (nadomestitev sladkih pijač z vodo), kombinirana v primerjavi brez intervencije na: a) vrsto in količino popitih sladkih pijač, b) ozaveščenost o tveganju uživanja sladkih pijač ter c) % prekomerno prehranjenih/debelih učencev. Učenci OŠ, kjer je bila izvedena vsaj ena intervencija, so po 9 mesecih popili manj sladkih pijač (statistična razlika med šolo, kjer sta bili izvedeni dve intervenciji ter ostalimi šolami). Učenci OŠ, kjer sta bili izvedeni dve intervenciji, so bili bolj ozaveščeni od učencev iz ostalih treh šol ($p = 0,03$). Po 9-mesečni intervenciji je bila razlika v deležu prekomerno prehranjenih/debelih učencev v šoli, kjer sta bili izvedeni obe intervenciji ($p = 0,04$) ter šolo, kjer je bila izvedena komunikacijska intervencija ($p = 0,02$). Komunikacijska intervencija sama ali v kombinaciji z vodno intervencijo učinkuje na zmanjšanje števila prekomerno prehranjenih/debelih otrok.

Ključne besede: Pijače z dodanim sladkorjem, otroci, intervencija, socialni marketing

Reduction of Sugar-Sweetened Beverages consumption in children; "Water wins"

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Abstract

Sugar-sweetened beverages (SSBs) increase the risk of overweight, obesity, type 2 diabetes, cardiovascular disease, etc. We aimed to encourage children to drink water. We studied the effect of a 9-month intervention: communication (awareness), water (replacing sugary drinks with water) as well as a combination of both vs. no intervention with regard to: a) change in the type and quantity of sugary drinks consumption; b) raising awareness of the risk of consumption of sugary drinks and c) % of overweight/obese children in the school (n=681 children from 4 schools). Children from schools where at least one intervention was performed drank fewer sugary drinks (significant difference between the school with two interventions vs. other schools). Children from schools where both interventions were carried out were more aware vs. children from other schools ($p = 0.03$). There was a difference in % of overweight/obese children after 9 months of intervention at the school where both interventions ($p=0.04$) and the school where the communication intervention was performed ($p=0.02$). Communication interventions alone or in combination with water intervention have an effect on reducing the number of overweight/obese children.

Key words: Sugar-sweetened beverages, children, intervention, social marketing

Hrana, prehrana, zdravje:

Gojimo, hranimo, ohranjamo. Skupaj

P. Raspor (ur.)

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