AN ILLUSTRATION OF WEB SURVEY METHODOLOGY

Chen He
Aalborg University Denmark
PhD project: “**Organic and healthy food strategies in public primary schools** - *Separate strategies or two sides of the same coin?*”

4 countries are involved in the study:

- It is a part of the iPOPY research project, working package 5 - Nutrition and Health.
AIM/HYPOTHESIS

- The aim of the whole study is to test the hypothesis that if organic food intervention in school food service can act directly or indirectly as a driver for healthier eating among pupils in Danish schools.

- School food service policy/praxis in 2 types of schools:
  - With organic policies/praxis
  - Without organic policies/praxis
A former master study found positive association.

The current project continue to search for the associations from two levels’ objects.
The project will divide into 3 parts (A, B and C) and the intension is to test the hypothesis from two levels of research objects.

<table>
<thead>
<tr>
<th></th>
<th>A (DK)</th>
<th>B (DE, FI and IT)</th>
<th>C (DK)</th>
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<tbody>
<tr>
<td>“Top” level (school food coordinators)</td>
<td>X (former study)</td>
<td>X (on-going)</td>
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<td>“Bottom” level (pupils)</td>
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<td>X (next year)</td>
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The comparative study between DK and DE, FI and IT. (A + B)

Ø > non Ø

Attitude-Action

A (DK)

B (DE, FI and IT)

C (DK)
**METHOD – PART B (A)**

- **Method:**
  A quantitative survey using the self-administered Web based questionnaire (WBQ).

- **Research object:**
  The school food coordinators (many possibilities) in the public primary or/and secondary schools in Germany, Finland and Italy.

- **Amount of individuals:**
  Min. 100 organic schools
  Min. 100 conventional school
METHOD – PART B (A)

Performance

- The draft of questionnaire should be adapted according to local school food culture.
- Pilot test in 2 types of schools.
- Convert questionnaire into web based.
- Distribution letter (E-mail) with final LINK
- Open for 3-4 weeks, takes 10-15mins to fill
- 2 remind letters

Cooperation with iPOPY colleagues in DE, FI and IT.

- Schools’ e-mails
- Revised questionnaire
- Pilot test
- Translation of WBQ
- Translation of distribution and remind letters

Performance Cooperation with iPOPY colleagues in DE, FI and IT.
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Kouluruokakysely


Osallistumisenne on tärkeää!

Kyselystä vastaa tanskalainen Aalborgin yliopisto.
Asenne

Tässä osiossa tiedustellaan suhtautumistanne koulunne ruokailua kohtaan.

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Koululla on vastuu luomutuotteiden käytön edistämisestä kouluruokailun yhteydessä.

Koululla on vastuu luomutuotteiden käytön edistämisestä osana opetussuunnitelmaa.

Koululla on vastuu terveellisten ruokailutottumusten edistämisestä kouluruokailun yhteydessä.

Koululla on vastuu terveellisten ruokailutottumusten edistämisestä osana opetussuunnitelmaa.
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OUTCOME MEASURES TO BE TESTED

- Attitudes of school food coordinators
  - Attitudes toward organic foods
  - Attitudes towards healthy eating
- School healthy policies
  - Organic food procurement policy
  - Food and nutrition policy
  - Physical activity policy
- School food serving practice
  - School fruit/milk scheme
  - School kiosk
  - School lunch room
  - School canteen
DATA ANALYSIS

- Final data will produce as Excel format.
- SPSS (Statistical Package for the Social Sciences)/PASW (Predictive Analytics Software)
 METHOD – PART C

- **Method:**
  A FFQ (Food Frequency Questionnaire) will be carried out through mobile dietary assessment tool.

- **Research object:**
  The pupils are at 5th - 6th grade in the public primary schools in Denmark.

- **Amount of individuals:**
  100 pupils from 5 organic schools.
  100 pupils from 5 non organic schools
Method – Part C

- **Observational studies** have no desire to control the research object, which make research easier to observe and record.

- **Cohort studies** is the longitudinal observation of the individual through time, and the collection of data at regular intervals, so recall error is reduced.

- A self administered *dietary assessment tool, FFQ*, will record the usual food and beverage consumption during the school days, e.g. one year.
The FFQ will be first evaluated by experts.

The questionnaire will be examined if it is clear and readable by children. *(The FFQ should be kept simple and plain due to the age of respondents.)*

A pilot study will administrate exactly the same way as final study.

The self-administrated FFQ will convert into automated based FFQ.

The introductory letter that explains how to operate and complete the questionnaire correctly will send out before or together.
MOBILE TECHNOLOGY - to be developed

- Date
- Reporting food, meals and drinks
- Amount of food eaten
- Size of food portions (shown by pictures)
- Size/type of drink containers (shown by pictures)
- Edit foods, meals and drinks
- Etc.

- Final data analysis - SPSS
Thank you for your attention!

2009-11-26