

STUDY ON 1 TO 6 YEAR OLD CHILDREN'S PARENTS AWARENESS REGARDING FOOD LABEL

Dissertation for the Degree of Master of Science

Foods and Nutrition

By

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Abstract:

Food labelling awareness is an important tool allowing 1 to 6 years old children's parents to make informed and healthy choices. Considering how important it is for children to be aware of food labels while choosing healthy foods, this study aims at assessing parents awareness, attitude, and practice regarding food labelling. Awareness about Food labels information assists parents to better understand the nutritional value of food and enables them to compare the nutritional value of similar food products and to make healthy informed food choices based on the relevant nutrition information. Also awareness Food labelling encourages the food manufactures to improve the nutrient profile of their products beside; the trade can formulate the relevant marketing strategies to attract potential parents. This will result in benefiting situation for both parents and manufacturing. The aim of this study was to evaluate the effect of long-term food packets nutrition education for 1-to 6-year-olds on parental nutrition knowledge.

The purpose of this research is to study the awareness about food packets among the parents of children aged one to six years. Data will be collected from the survey observation once so it will be a longitudinal survey. This study aimed to investigate the level of awareness among parents of young children aged 1 to 6 years regarding food labels. A total of 100 parents from diverse socio-economic backgrounds were surveyed using a structured questionnaire. The questionnaire assessed parents' understanding of nutritional information on food labels, their awareness of common allergens, and their attitudes towards health claims on packaged foods targeted at children.

The results revealed that while a majority of parents recognized the importance of reading food labels, many lacked comprehensive knowledge about interpreting the information. Specifically, only 30% of parents could accurately identify all major nutrients listed on food labels, and less than 20% were familiar with allergen labelling regulations. Generally, most of the studied 1 to 6 years old parents had a positive attitude towards food labelling, however, more than half of them had low awareness of food labelling content. Nutritional facts were the least frequently read by 1 to 6 years old children's parents. Hence, this study sheds light on the need for raising awareness and enhancing the knowledge of 1 to 6 year old children's parents about food labels and nutrition facts. Moreover, the food industry should be made aware of the importance of proper display of nutrition information on packaged food.

Key words: Food labelling, Parent's knowledge/awareness, Nutrition