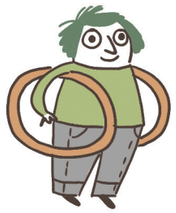
Now that you have found the healthy meal, let's think about why it was difficult. Did you know that many parts of where we live, work and play (our 'environment') encourage us to eat less healthy food?

Did you notice that Great Snackington has a lot of outdoor and TV **food advertising**? This has been shown to influence our food choices. The more food advertising children see, the less healthily they eat.

The **portion size** of what we eat can influences how much of it we eat, or whether we think it is a good value for money.

If healthy foods are **too expensive**, we tend not to choose them. If unhealthy foods are on **promotion**, it can encourage us to choose them instead.



If we have **lots of opportunities** to choose a **takeaway shop**, we tend to eat more takeaway food and weigh more. Takeaways can often cluster more around schools!

While **supermarkets** sell lots of healthy food, they also sell food that isn't so good for you. The unhealthy food is often **displayed near checkouts** to encourage us to buy it on our way out.

Food sold in **schools** is not always good for us, either from the cafeteria or from vending machines.

Keep exploring over the page...

Lack of time makes it harder for us to eat healthy food. When rushing to work, or taking care of kids or parents, people with more time tend to eat healthier foods.

Our **cooking skills** can influence which foods we choose to eat. If cooking is not something we do often, we may be more likely to choose a ready meal rather than cook at home.

Children and young people tend to like **sweeter food** than adults, and this can make it more difficult to say no to the many sugary foods that are all around us.

Have you spotted any scientists?

Dietary Public Health scientists study why we eat what we eat. While many scientists work in a laboratory, we do our work out in the community.

We collect information about where food shops are in our neighbourhoods, what they sell, and for how much. Then we crunch the numbers! We also talk to people to understand why they are making the choices they make.

By understanding what people eat and why, we can help our communities become places where it is easier to eat food that is good for us and lead healthier lives.

Find out more

www.mrc-epid.cam.ac.uk/snackington

@MRC_Epid

www.facebook.com/MRC.Epid

MRC Epidemiology Unit | UNIVERSITY OF CAMBRIDGE | CEDAR Centre for Diet and Activity Research, A UKCRC Public Health Research Centre of Excellence

Welcome to Great Snackington

Where healthy food can be hard to find!

Created by

Aurora Cacciapuoti & Dr Tarra Penney

Can you find the healthy food?

Great Snackington is a place where healthy foods can be hard to find.

Can you navigate through the shops, food stores and people to find the salad pictured below?

When you find the salad, think about everything that made it hard to find.

Then turn over the right hand page and learn what makes it so hard for us to eat healthily every day.