FOOD RESPONSIBILITY - A NATIONAL CHALLENGE. CASE STUDY - IMPLEMENTATION OF A SOCIAL CAMPAIGN IN BUCHAREST SCHOOLS

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Abstract
“Those who think they have no time for healthy eating will sooner or later have to find time for illness.” (Edward Stanley) “Our food should be our medicine and our medicine should be our food.” (Hippocrates)
Eating healthy does not mean giving up favorite food dishes or replace them with others, who have not heard and to be cooked by complicated methods. Your favorite dishes - steak, hamburgers, fries, delicious sauces - can be cooked to be not only tasty but also healthier. It is important to know the principles of healthy eating. The proportion of food consumed is very important. Healthy body needs five parts of carbohydrates (sugar and starch) in a part of a protein and fat. Excess or absence of a component can damage balance, favoring disease.

Key words: nutrition, quantitative research, social campaign, healthy life.

JEL classification: C18, C46, C82, C83, C87, E24, F16, M21, M31, M37, M51, O15

1. Introduction
Food and nutrition are very important issues in any society and has economic, social, environmental influences and human health. Statistical studies have shown an increase in young people suffering from disease, due to the fact that children, whose body is subject to change and growing, have an unhealthy diet and irrational. At least 40% of causes of death - heart disease, cancer, stroke, diabetes - are directly related to what we eat.
Modern man is feeding into an unhealthy way, eating junk food and more. We identify some of the direct consequences on our health, they apply an unhealthy diet such as obesity, heart disease, intestinal cancer, vascular attack, diabetes, anemia, neoplasm was Dieting in children is target marketing research and social campaign that we perform.

2. Research Methodology

After identifying the problem it was decided to follow two directions in order to solve the problem identified:

♠ The first action will be conducting a quantitative research to determine the level of education of children in the diet, and the information of parents about it. Through this research we want to know what level of knowledge are two targets to know how to act in the second direction, namely the social campaign.

♠ The second direction is represented, as mentioned above, a social campaign designed to inform and motivate both parents and children to take a positive attitude to healthy eating.

2.1. Establishing the sample

There have been two questionnaires, one applied to parents and other children applied because each group, that parents and children have different awareness of the problem studied.

The sample will be 800 children, 800 parents that a margin of error + -3%. Parents are the ones who have to educate children in having a healthy diet and therefore must know how knowledgeable they are about this, children are questioned from another point of view, which is to check if parents are principles applied, to what extent, if they were perceived correctly, acting in any way and why?

Questionnaires will be applied after the child-parent scheme at the same time.

That period is the beginning of the 2013-2014 school choice in the third week of school at a meeting with parents.

Will be surveyed children from 16 schools, each school randomly choosing the 2 classes (please keep in mind that children of both classes will be chosen for different ages questionnaires). The respondents are provided by the children from class I to class VIII.

The two classes will be chosen to fit in:

♠ first class selected to be between class I-IV
♠ second class chosen to be between class V-VIII

This allows us to see changes and differences in perception of first-class children and those chosen in the second.

2.2. Objectives'

[1] How are parents informed of the importance of healthy food given to children at this stage of development of their children (parent object);

[2] What is the education of children about healthy nutrition (target children);

[3] What foods are considered good for the body and health of parents and children (target children, parents);
What is the importance they give to the purchased product packaging and composition on the packaging (target parents, children);

Sources of information on food given to children (parent object);

Who decides to compare the food consumed by children (parent object);

What are your favorite foods and why children (target children);

Nutrition experts are consulted by the parents (parent object);

To what extent children buy their own food to school.

2.3. Hypothesis

1. 35% of parents are aware that their children should be fed healthy, 65% no;
2. 25% of children were informed by parents that have to eat healthy 75%;
3. Parents/Children
   Dairy - 40% Meat - 43%;
   Vegetables - Dairy 32% - 28%;
   Meat - 14% sweets - 17%;
   Fruit - Fruit 12% - 8%;
   Sweets - 2% 4% vegetables.
4. 35% of parents read the packaging, 65% no, 10% of children read packaging, 90% no Knowledge 55%;
5. Internet 20%;
6. Doctor 15%;
7. Children generally prefer sweets, fast food products;
8. 15% consult nutrition specialists, 85% no;
9. 75% of children buy their own food, 25% only with the consent of a parent.

2.4. Desk Research

Upon researching the office we aimed to find out what other social campaigns on healthy eating have been made. The research was done over the Internet.

- **Corn and milk**

  The most popular social campaign is the "Corn and milk". This campaign was conducted at the initiative of government and schools in the country are to supply milk and corns, which are given to children to be consumed in the time they spend in school.

  This campaign has not reached but for entirely, there are many administrative problems. More specifically schools were not supplied with two products in the same measure, urban schools face the favorite in the villages, and there were problems in terms of storage and fours products because of their watery.

- **"School Initiative Kraft Foods Romania"**

  An educational program for healthy eating, was developed Romania Kraft Foods Initiative School in partnership with the Ministry of Education and Research Foundation and SERA, the program was launched in 1998 and later was expanded into 18
cities, including Bucharest, covering up today employs over 220 000 students from grade III.

This campaign develops activities that children and their families learn to eat healthy lead active lives. To do this students and indirectly their families have access to information on healthy nutrition: book "Nutrition World" that more than 40,000 pupils each year receive free and www.lumeanutritiei.ro site containing sheets apart, the book can be read online, winning essays and drawings in the annual contest.

- FPAS - "Healthy life begins at the table"
FPAS is a nongovernmental and nonprofit. The main objective of FPAS is to promote healthy eating among the population.

The "Healthy life begins at the table" is designed to promote balanced eating behavior. The campaign aims to answer questions about eating habits and lifestyle to promote a fair, highlighting the role of each nutrient as part of a balanced diet. The main objective of the campaign is linked to information and education on the definition of food balance

• Feed Me Better
Feed Me Better campaign seeks to educate parents and those responsible for infant use, to remove the junk food from their menu. Signatures were gathered, was filed a petition to the British government and he took issue and promised to change the daily menu of students. The case has sparked debate on child nutrition in general and the influence which foods have on behavior, quality lunch in British schools: pizza defrosted in the microwave, fries in bath oil, food of poor quality and extremely cheap.

• Commercial Alert
Commercial Alert an initiative group that opposes excessive promote commercial campaigns among young people, launched a global action to ban the sale of unhealthy foods to children less than 12 years. Its aim is to stop the growing epidemic of childhood obesity, which affects the whole world. The statement was called by the World Health Organization (WHO) and included the prohibition of sale of such food in its global initiative against obesity. The release was signed by 135 organizations so far, 79 experts in medicine and specialists in child protection, as well as 22 officials from 18 different countries.

- TetraPak
In the spirit of social responsibility TetraPak resume this year educational campaign in schools, which aims to form habits of eating healthy and responsible behavior towards the environment.

The educational program was held over 13.02.2006-9.06.2006 and educational campaign includes a contest to collect packaging. In the first stage seminars were held during which children were presented with the role of milk in a healthy diet and the steps he traversed from source to final consumer. The second stage of educational project includes a contest to collect Tetra Pak packaging. The first source is the collection of milk packaging that children receive in the program "Milk and Corn". Packages are then collected by waste management companies and REBU URBAN, for recycling later. The spotlight has SuperPak mascot character, with which scholars identify and dialogue with ease.

- Campaigns on the Internet
http://www.bucarile.net/campanie.php - site offers a forum page where interested people can talk on healthy eating to participants. The target conversations are usually
parents. They are advising on food consumed by their children and other subjects derived from it.

3. Social Campaign "Let's grow healthy!"

General information

Education is one of the most important elements of health. Promoting health in school health education is, and introduce changes in management schools, school environment and addressing students, parents and ambient.

Mention that the target groups addressed are the social campaign are the children (class I - VIII), parents and teachers.

After quantitative research conducted were found two major problems to be solved, namely to:

♠ Raising awareness of target groups on specific topics of healthy eating in children.
♠ Improving the level of knowledge of the target group of specific topics of healthy eating in children.
♠ Improving health promotion capacity in school groups - target through the experience and knowledge accumulation collaboration and modern teaching methods
♠ Establish mechanisms for collaboration between schools, parents and community.

The project "Let's grow healthy!" wants to get collaboration between parties involved: teachers, parents, children and combining their efforts to improve the health of children by adopting an attitude in line with nutritional policies of the project.

The campaign "Let's grow healthy!" aims to create a school - a model in which children, in addition to state education standards, training to benefit having the power to identify the values of a healthy life. Teachers and children are actively involved in project activities.

3.1. Methodology

Selection of schools

Criteria for selection of pilot schools will be:

♠ Will be selected only secondary schools;
♠ The lack of another national or international project underway in school;
♠ Co-director and school staff.

Target groups

Target groups, mainly targeted are children, teachers and parents of children, and in the background another target group is represented by another person in the three schools selected.

Implementation Period

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<th>BEGINNING</th>
<th>END OF TIME</th>
<th>PERIODE</th>
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<tr>
<td>FEBRUARY 2013</td>
<td>FEBRUARY 2014</td>
<td>1 year</td>
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Will be selected three schools in Bucharest for the implementation of the campaign and people will always be kept up to date through TV and other media on the conduct, the beneficial effects on children and parents benefits.

4. Conclusions

It is important that parents be more careful with their children since an early period, she could be a child's diet quality, consistent blood group. Such schools could help children during growth by hiring a nutritionist who can advise them how to parent your child eat healthy to prevent the dangers of obesity. Education is very important that food be useful to them and later learning to respect the rules of a healthy lifestyle and that he inspired such an attitude and willingness to healthy food. Basically since the primary school, healthy eating should be promoted as a vital precept. This would also help parents and thus potentially avoidable illnesses resulting from a nutritionally unsound.

It is important that children have a diet rich in iron, vitamin C, which allows the body to retain iron more easily thereby protecting red blood cells, vitamins B2, B12, E, A. Stress also has serious consequences for blood cells; the effects of using mobile phones from a young age are evil on the body which prevents oxygen getting to the blood cells.

It is also important that education as eating, chewing process be done correctly, slowly, should be avoided watching television or computer. Eating healthy does not mean giving up favorite food dishes or replace them with others, who have not heard and to be cooked by complicated methods. Your favorite dishes - steak, hamburgers, fries, delicious sauces - can be cooked to be not only tasty but also healthier. It is important to know the principles of healthy eating. The proportion of food consumed is very important. Healthy body needs five parts of carbohydrates (sugar and starch) in a part of a protein and fat. Excess or absence of a component can damage balance, favoring disease.

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