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“Facecook”, design and roll-out of a community based social network to promote healthy eating practices amongst low income population

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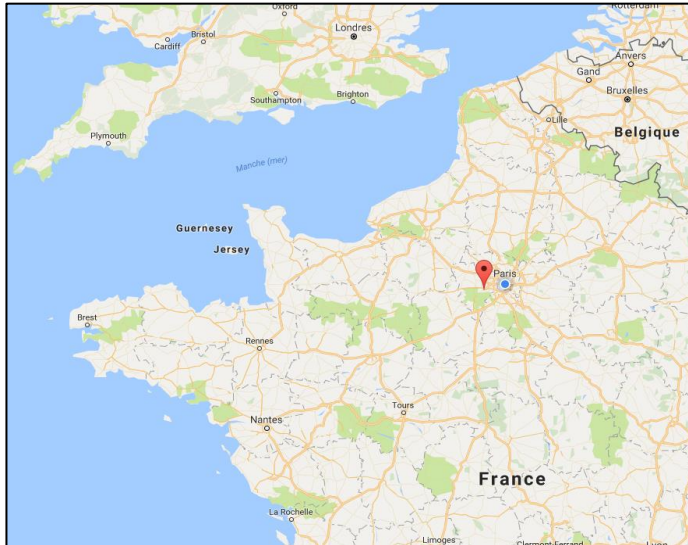
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Context and objectives

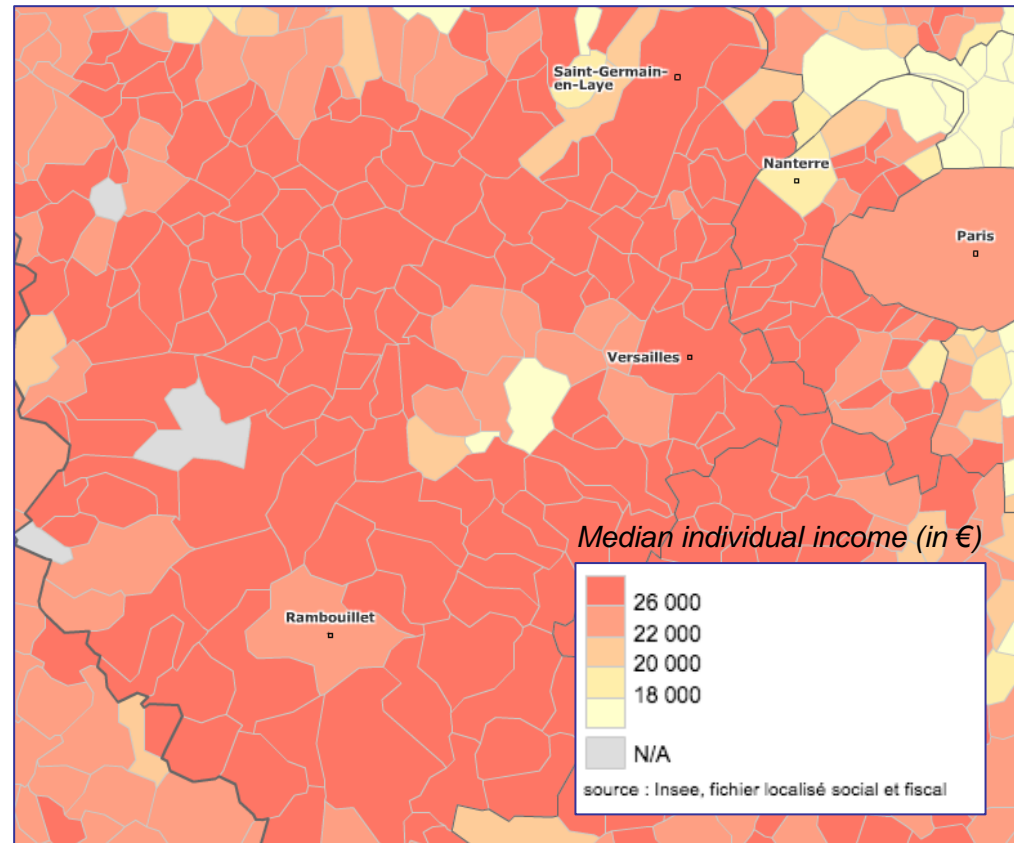
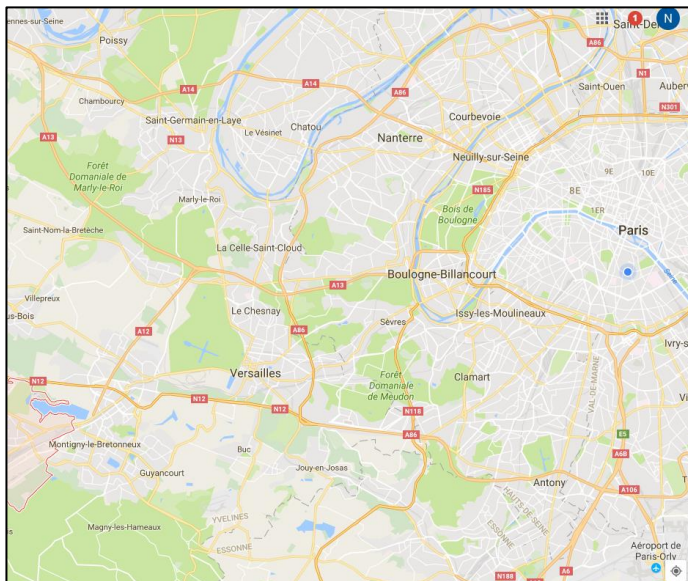
- Social inequalities in health are primarily due to the difficulty to maintain a balanced diet on a constraint budget.
- Current nutrition promotion campaigns are insufficiently efficient in low income populations
- There is a gap between actual food practices of low income populations, where the social link and culinary acts are priming, and the the injunctive / normative aspect of institutional nutrition promotion campaigns.
 - ▷ ***Design and test an efficient action targeting low income population***

Target population



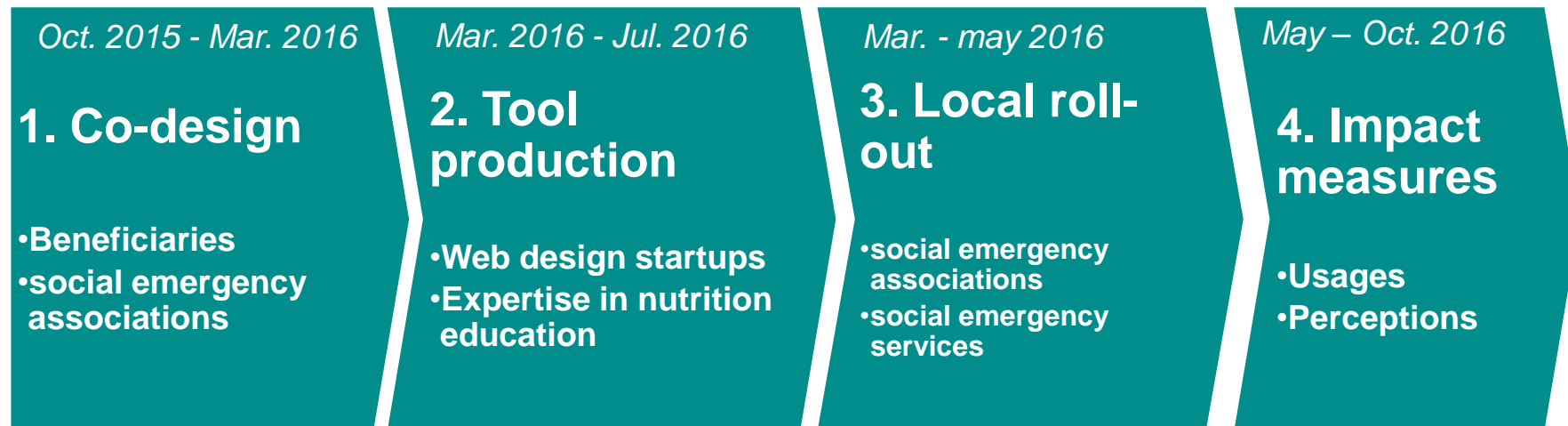
Households *helped by social emergency services* City of Trappes (Yvelines, Paris Region, France)

- Population **31 854** (2014)
- Median indiv. income: **16 100 €** (nat. avg. 20 150 €)
- **25,5 %** below poverty threshold (nat. avg. 14.1 %)
- **18,9 %** unemployment rate (nat. avg. 10.5 %)



General Approach

>> Promote healthy eating practices amongst low income population



1. Co-design of the action : methods

- **46 questionnaires:**
 - socio-economic status
 - products consumed & food logistics
 - perceptions and expectations about food and eating
 - importance granted to nutritional issues
 - expectation with regard to actions promoting healthy eating behaviours
 - digital equipment and usages of digital tools
- **2 sessions of co-design with ~10 volunteers**
 - Role playing game to design an efficient action

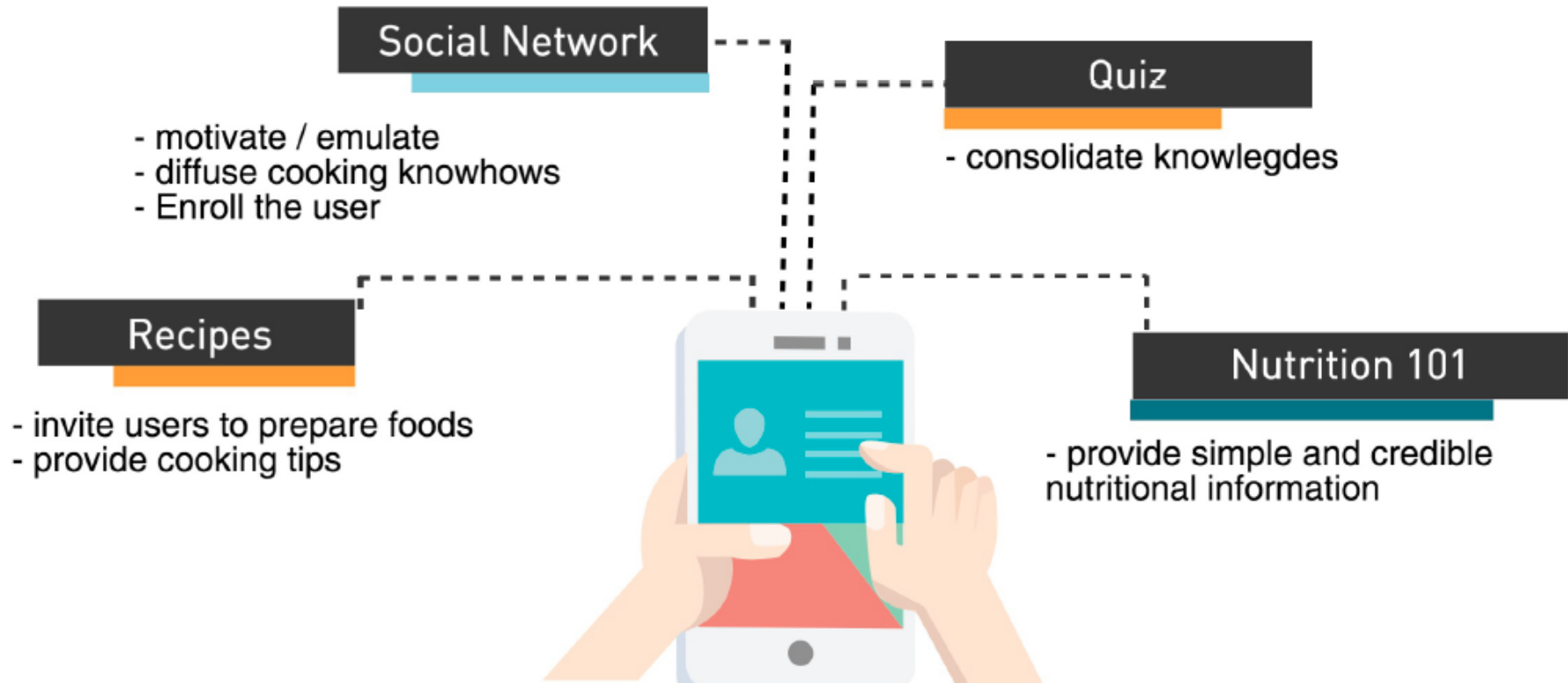
1. Co-design of the action: results

- **« Socio-economic influence » on relationship with foods¹**
 - Quality (brands) / Quantity (satiation) / Conviviality & Cuisine
 - Lesser importance granted to nutrition / body image
 - But good knowledge of general messages nutritional recommendations
- **Frequent and widespread usage of connected objects**
 - Smartphones (72%, national average 58% in 2015²)
 - May be the unique access to internet for the household
 - Important usage of social networks (Snapchat, Whatsapp, Facebook, Twitter, Instagram)
- **Expectations from a “nutrition programme”**
 - Tips for cheap and healthy foods
 - Better understand the food labelling
 - Cooking tips

1- RÉGNIER, F. (2011). *La perception des messages de santé par les populations défavorisées*. 206- 212.

2- CREDOC. (2015). *Baromètre du numérique Edition 2015*.

2. Co-design of the action : Facecook



2. Tool production: Facecook

•••• Bouygues 4G 12:13 58%

Ajouter Recette


Pâtes

2

Minutes du préparation 5 mins

Type de plat Plat principal

Les occasion En Couple



Valider

•••• Bouygues 4G 12:13 58%

Ajouter étapes

Les ingrédients de votre recette

spaghetti

Quantité : 200 g

tomates pelées

Quantité : 20 g

+ Ajouter ingrédient

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
,	0	⌫

•••• Bouygues 4G 12:14 57%

Publier recette

Les étapes de votre recette

Etape 1

Cuire les pâtes

Etape 2

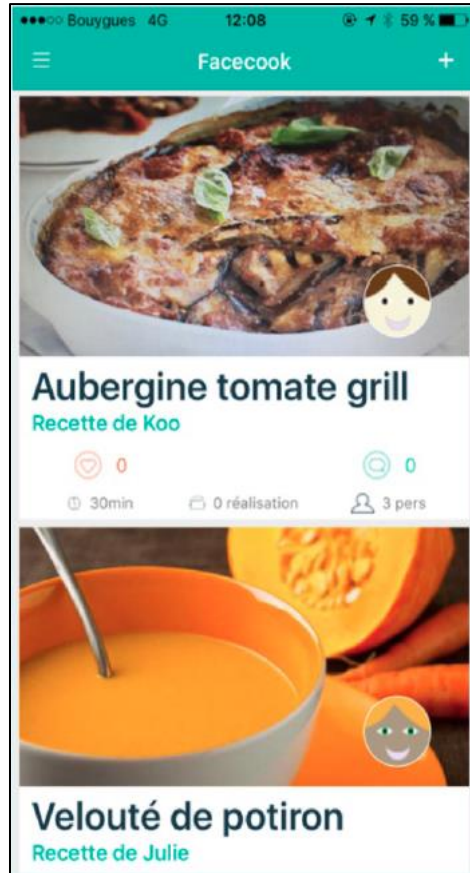
+ Ajouter étape

Done

A Z E R T Y U I O P
Q S D F G H J K L M
↑ W X C V B N ' ⌫
123 🌐 🗣 espace retour

Share the recipes

2. Tool production: Facecook



Cuisine



Quiz



Nutrition 101

3. Impact measures : methodology

i. **Connections to the app and usages (data collected by the app)**

- *Number of connections to the app*
- *Number of viewed recipes*
- *Quizzes taken - performance*
- *Share recipes*

ii. **In-depth interviews among users (n=8)**

- *Cooking skills*
- *Constraints*
- *Social integration*

3. Impact measures : results (1/2)

i. Connections to the app and usages (data collected by the app**)

- *Number of connections to the app*
 - **378 connections between may and oct 2016**
- *Number of viewed recipes*
 - **600 views of recipes**
- *Quizzes taken – performance*
 - **1200 questions taken – 68% correct answers**
- *Shares*
 - **total of 18 recipes shared via the app**

**** Much larger sample than the 28 households considered for the test,**

ii. In-depth interviews among users: **8 volunteers from the studied households**

- *Cooking skills*
- *Constraints*
- *Social integration*

3. Impact measures : results (2/2)

ii. In-depth interviews among users: **8 volunteers from the studied households**

- *Out of 28 members of the households contacted for in depth interviews 8 responded –*
- *7 downloaded the app,*
- *4 users*
- *1 very frequent user, quizzes (> 200 questions) or recipes (9 shared)*

- **Factors limiting the use of the app:**
 - *Limited skills with connected objects (reinstalling)*
 - *Poor level in French, especially written*
 - *Time constraints (long commuting times)*
 - *Use of the smartphone very different from what was declared in the questionnaires*
 - *Fear of “going public” via the sharing of recipes*
 - *Critical mass for a living social network not reached*

- **Factors favoring the use of the app:**
 - *Familiarity with digital technologies*
 - *Already like cooking*
 - *Slightly higher socio-economic status*

4. Conclusions

- ✓ We “co-designed”, together with the targeted audience, an app aiming at promoting healthier nutrition habits and home made cooking.
- ✓ The expectations of the population (bending toward culinary approaches and social interaction around food) led to the production of “Facecook” a smartphone app proposing to share recipes and quizzes in nutrition for online communities
- ✓ The app was very unequally used by the study group (albeit used elsewhere)
 - ✗ The Time constraints for using the app, the poor mastering of both digital technologies and written French language, the attitude toward online publicity and the limited size of the online community did limit the usage of the app
 - ✗ The app found an audience, not the one we expected = higher from a sociological stand point, more skilled with digital tools, more socially integrated.
- ? *Possible social desirability bias during the collective design of the app*

5. Credits and Acknowledgements



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F.A.C.E

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