

used a delivery service in the past month. In fully adjusted models, there was no association by occupational grade. For household income, the highest group (£50K+) had highest odds of use (OR 1.79, 95% CI 1.12, 2.84), compared to £0–20K. There was no association with BMI category.

Conclusion There is a social gradient in use of digital take-away food delivery services, with greater use in more socio-economically disadvantaged households. Use is positively associated with BMI. For digital grocery delivery there is no clear pattern, though there is some evidence that use is highest in high income households. This suggests socio-economic inequalities in diet and obesity have the potential to be exacerbated by adoption of digital food technology.

P28

ABSTRACT WITHDRAWN

P29

THE EFFECT OF CHANGES IN CONSUMER CHOICE AND IN FOOD COMPOSITION ON THE SODIUM DENSITY OF FOOD CONSUMED BY THE UK POPULATION BETWEEN 2008/09 AND 2016/17

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10.1136/jech-2020-SSMabstracts.124

Background Educational campaigns are often used to guide populations having a healthier diet. Current diets can be improved by limiting high sodium intakes, known to be the most important modifiable risk for high blood pressure. The UK launched a sodium reduction programme in 2005, consisting of educational campaigns and a reformulation strategy. The educational campaigns aimed at helping population make healthier choices towards manufactured foods, and reduce their use of table salt. The reformulation strategy gave manufacturers voluntary targets as an incentive to reduce the sodium content of their foods, and thus improve the composition of foods people can choose from. This study aims at analysing how changes in food composition and in consumer choice contributed to changes in the sodium density of foods consumed.

Methods Using food diaries from the National Diet and Nutrition Survey in 2008/09 and 2016/17, we estimated the average quantity of food products eaten by the UK population. We calculated the sodium density of all foods (excluding drinks) consumed using year-specific nutrient information from the UK Nutrient Databank. Changes in sodium density between 2008/09 and 2016/17 were decomposed into changes in consumer choice and changes in food composition (reformulation of existing products and product renewal, i.e. the difference in sodium content between foods exiting and entering the market).

Results The sodium density of solid foods was reduced by 15%. Reformulation resulted in a 13% decrease in sodium density. Categories contributing to most of the decrease were breads and meat and fish products. Product renewal led to a 3% decrease in the sodium density, mostly from the renewal of fruit- and vegetable-based products. In opposition to the effect of reformulation and product renewal, consumers

switching between products led to a 1% increase in sodium density of solid foods consumed. This increase was the result of adverse choices in the sauces and condiment category (where consumers switched to products with higher sodium) and favourable choices in the meat and fish, and the grain-based products categories.

Conclusion Overall, the reduction in the sodium density of foods consumed was driven by reformulation. Besides for sauces and condiments, consumers made favourable choices towards products with lower sodium content. However, the relative contribution of changes in composition and changes in behaviour differed by category. Attitudes and food preference by product category should be considered in the design of educational campaigns.

P30

EMERGING ADULTS' ATTITUDES AND PERCEPTIONS TOWARDS ULTRA-PROCESSED FOODS, MEAT, FRUIT AND VEGETABLE CONSUMPTION IN A UNIVERSITY FOOD ENVIRONMENT

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10.1136/jech-2020-SSMabstracts.125

Background The dietary choices we make affect our personal health and have consequences for the environment, both of which have serious implications for the 2030 Sustainable Development Agenda. There is a strong consensus that dietary modifications (including cutting on meat and dairy products) in favour of fruit and vegetables and other plant-based diets would offer dual health and environmental benefits. This is particularly important for Africa where the largest population growth and the most drastic future urbanisation, as well as the largest growth in non-communicable disease deaths are expected to happen in the next few decades amid severe food insecurity issues. Emerging adults are less likely to meet standard healthy diet recommendations. However emerging adulthood presents an opportune period to influence the adoption of healthy lifestyles.

Aim The aim of this research was to examine the knowledge, attitudes and behaviour of emerging adults—18 to 25-year olds—about food choices. We were interested in finding out if young adults at the University of Ghana think about health and sustainable development in deciding what food to eat or where to purchase food. The study also sought to map and assess the food retail environment and find out what would support emerging adults to make healthy/sustainable food choices.

Methods We asked University of Ghana students what informs their food choices within the University food environment. This was done through focus group discussions with eight groups of university students (aged 18 to 25), and interviews with ten best friend pairs (also university students aged 18 to 25) on the university campus. Food environment mapping and assessment was done using Open Source Mapping tools and a predefined Open Data Kit questionnaire. Using NVivo, the COM-B model to behavioural analysis approach was adopted to analyse the qualitative data.

Results Significant gaps in knowledge of dietary guidelines were identified among University students particularly