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16 – Public attitudes towards taxation and subsidisation as obesity intervention measures: results from the IDEFICS parental questionnaire

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Introduction: There is a trend of increasing weight amongst school-aged children. Studies indicate that up to a quarter of school-aged children may be overweight, with a tenth of these obese. The cost of food has been implicated in this increase, with energy-dense foods tending to be cheapest. Consequently, higher taxes on unhealthy foods and subsidies for healthy foods have been proposed as potential intervention measures. However, the successful implementation of any such policies is likely to be politically susceptible to public acceptance.

Method: This paper draws on attitude data towards taxation and subsidisation generated from the first phase of the Identification and Prevention of Dietary and Life-

style-induced Health Effects in Children and Infants parental questionnaire.

Results: The results indicate that parents show a high degree of support for taxation and subsidisation of food products, but that there is significant variation in support between countries.

Conclusions: These findings are consistent with recent data suggesting that public(s) are increasingly supportive of taxation and subsidisation policies yet are in conflict with the attitudes of other key stakeholders who are less supportive of taxation-subsidy policies. The implications of these findings and potential for policy interventions are discussed.

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17 – Determinants of children's sedentary behaviour vary according to maternal weight status

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Introduction: Sedentary behaviour accounts for overweight and obesity independently of physical activity. Our objective was therefore to determine correlates of such behaviour in 7–9-year-old French children in 2007.

Method: A nationally representative sample of 2525 children participated in the study. Television viewing, video/computer duration and various characteristics of the children and their parents were assessed using a questionnaire completed by the parents. Correlates of television viewing

(<2 h/d *v.* 3–2 h/d) as a proxy for sedentary behaviour were estimated using multivariate logistic regression.

Results: Children spent 2 h 11'/d in front of a screen, two-third of it being due to television (1 h 32'/d). Television viewing was associated with the following characteristics: child's age, residence in an educational priority zone, member of a sports team, perception by parents of child's activity, how the child commutes to school and family traits (i.e. mother's age and weight status, parental education level and