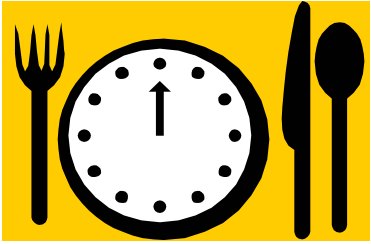


Work-family spillover, time use and food choices: perceptions and strategies of low income workers



CORNELL

Carol M. Devine, Carole A. Bisogni
Food Choice Research Group
Division of Nutritional Sciences



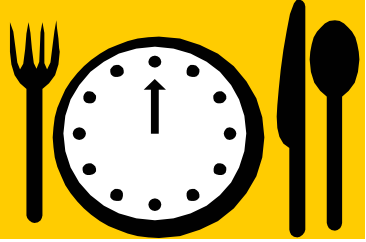
Presentation Goals

- Share insights from qualitative research on time use and food choices
- Suggest implications for research & policy
 - Time conceptualization
 - Consumption conceptualization

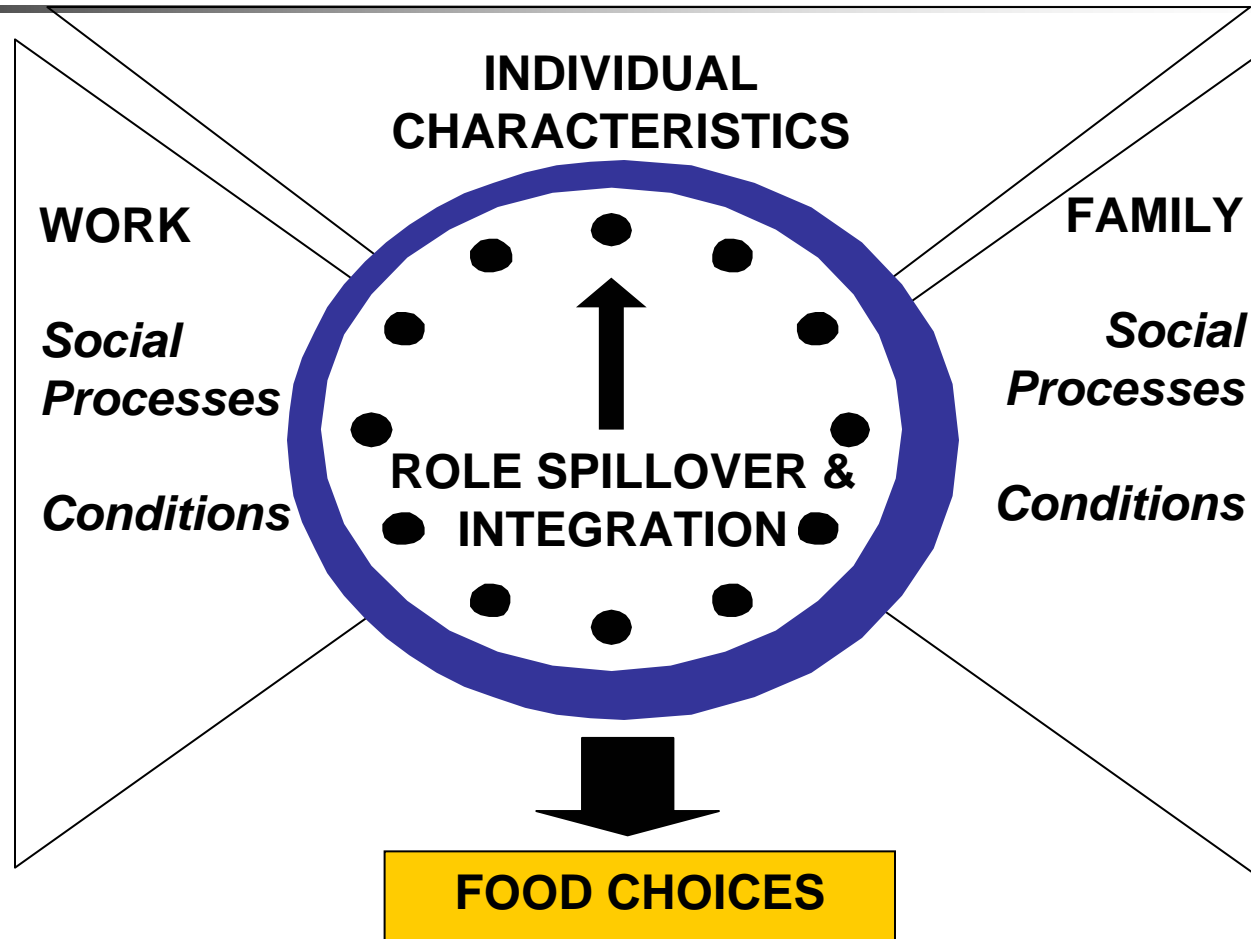


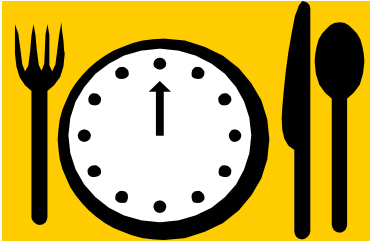
Grounded Theory Approach

- Understand workers' perspectives of work, family roles, time, and food choices
- Understand workers' strategies for integrating the time pressures from work and family demands and food choices



Conceptual Model Work-Family Spillover and Time





Data: Qualitative

Qualitative interviews with purposive samples

1. Fruit and Vegetable Consumption

51 multi-ethnic low/mod. income urban workers
(USDA/CSREES) (Devine, Connors, Sobal, Bisogni, Soc Sci Med 2003;56:617-630)

2. Situational Eating

30 low/mod income rural-urban workers
(USDA/CSREES-preliminary)

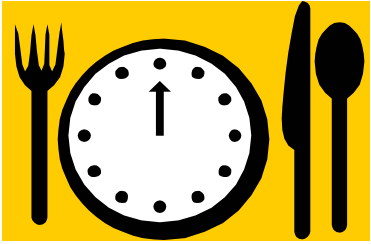
3. Work-Family Integration

60 multi-ethnic, low wage, urban working parents
(NIH- beginning)



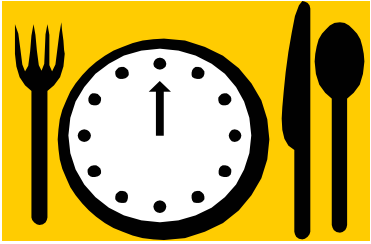
Data: Consumption Events

4. Situational Eating: 30 low/mod. income workers
24-hr non-quantitative telephone recall of
consumption events over 7 consecutive days
(USDA-CSREES- preliminary)
- Foods, beverages, water
 - Associated activities
 - Eating location
 - Food sources
 - People present
 - Values negotiated



Qualitative Findings: Strategies to beat the clock

- Skip
- Simplify
- Speed up
- Anytime, Anyplace Consumption
- Multi-task
- Take turns
- Anticipate



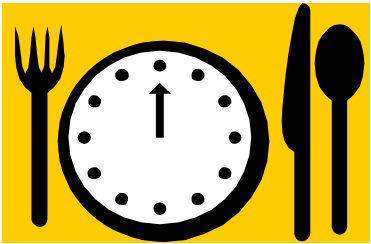
Qualitative Findings: Strategies to beat the clock

- Trade offs
 - Income – multiple jobs
 - Education – school at night
 - Social – more time with family, spouse
 - Recreation & physical activity
 - Personal energy- mental & physical



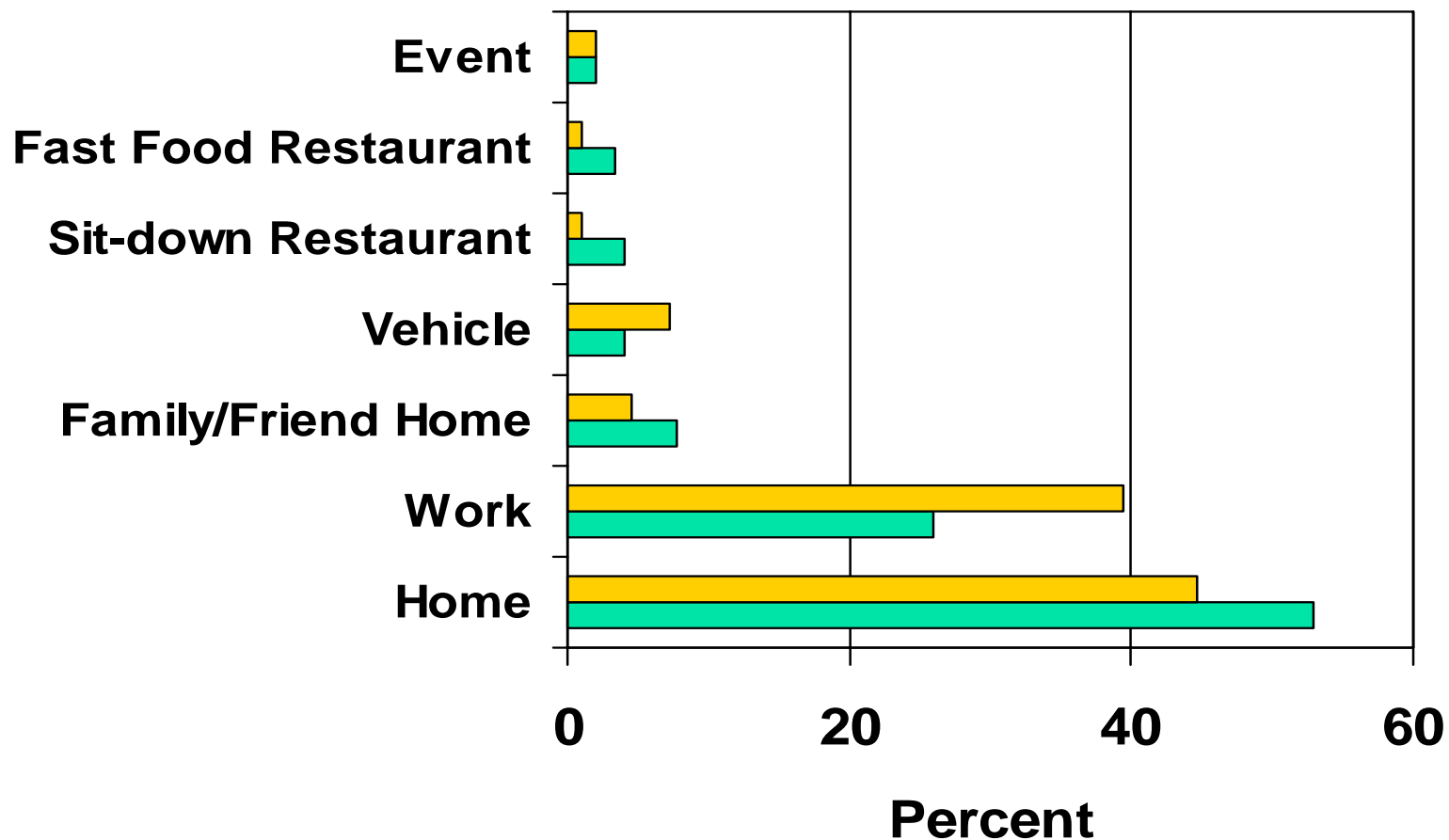
Qualitative Findings: Consequences of strategies

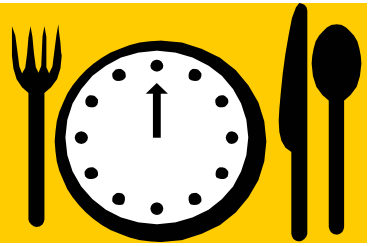
- Reduced self-efficacy about food choices
- Guilt – no time for family or health
- Compensation for time crunch by eating
- Health/weight problems



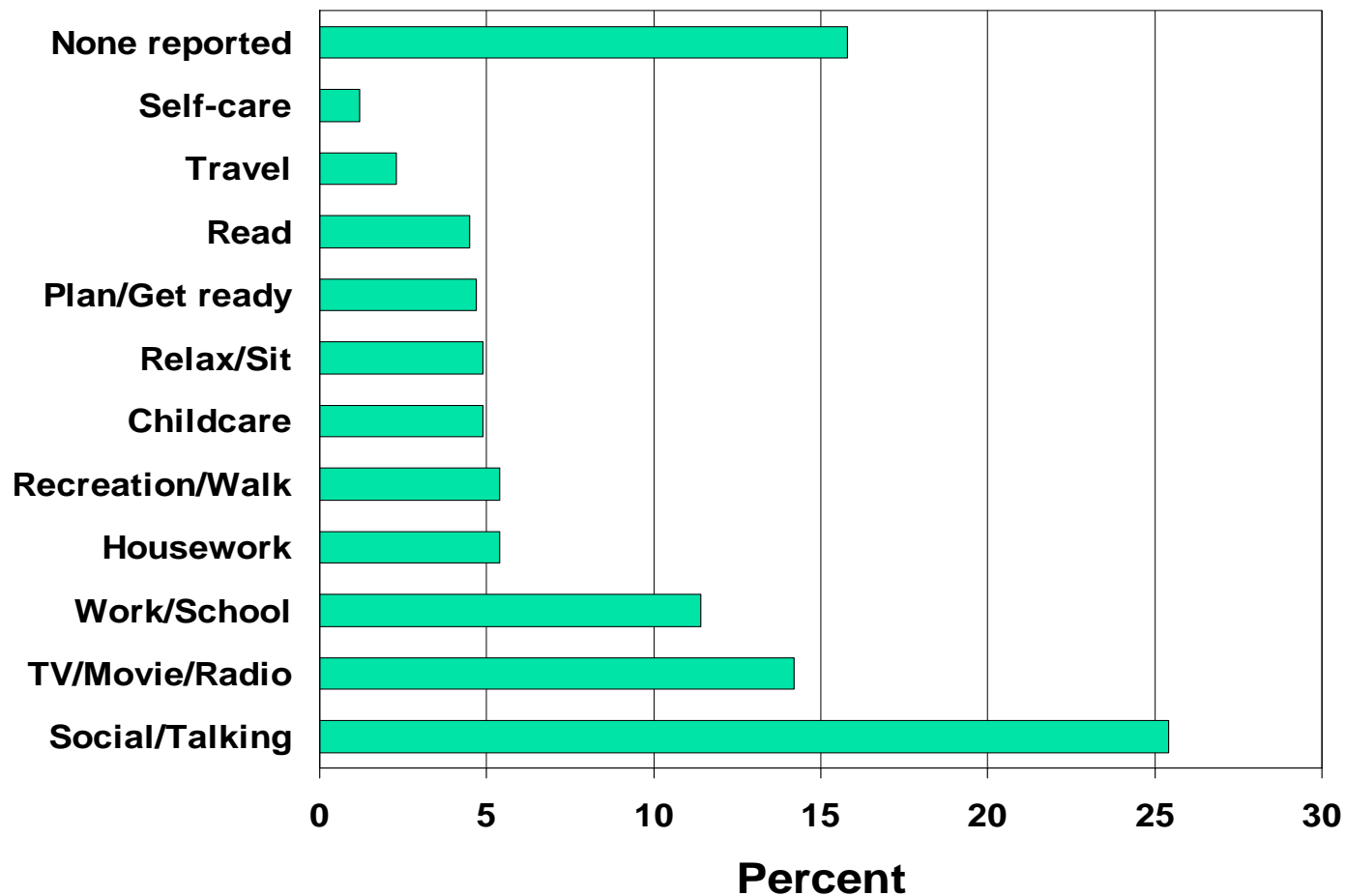
Consumption Locations

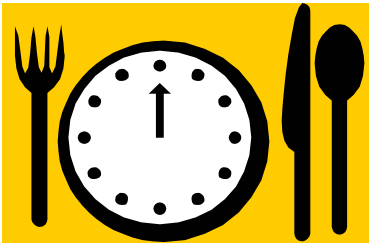
Food (n=825) & **Beverage Only** (n=195)
(preliminary estimates)



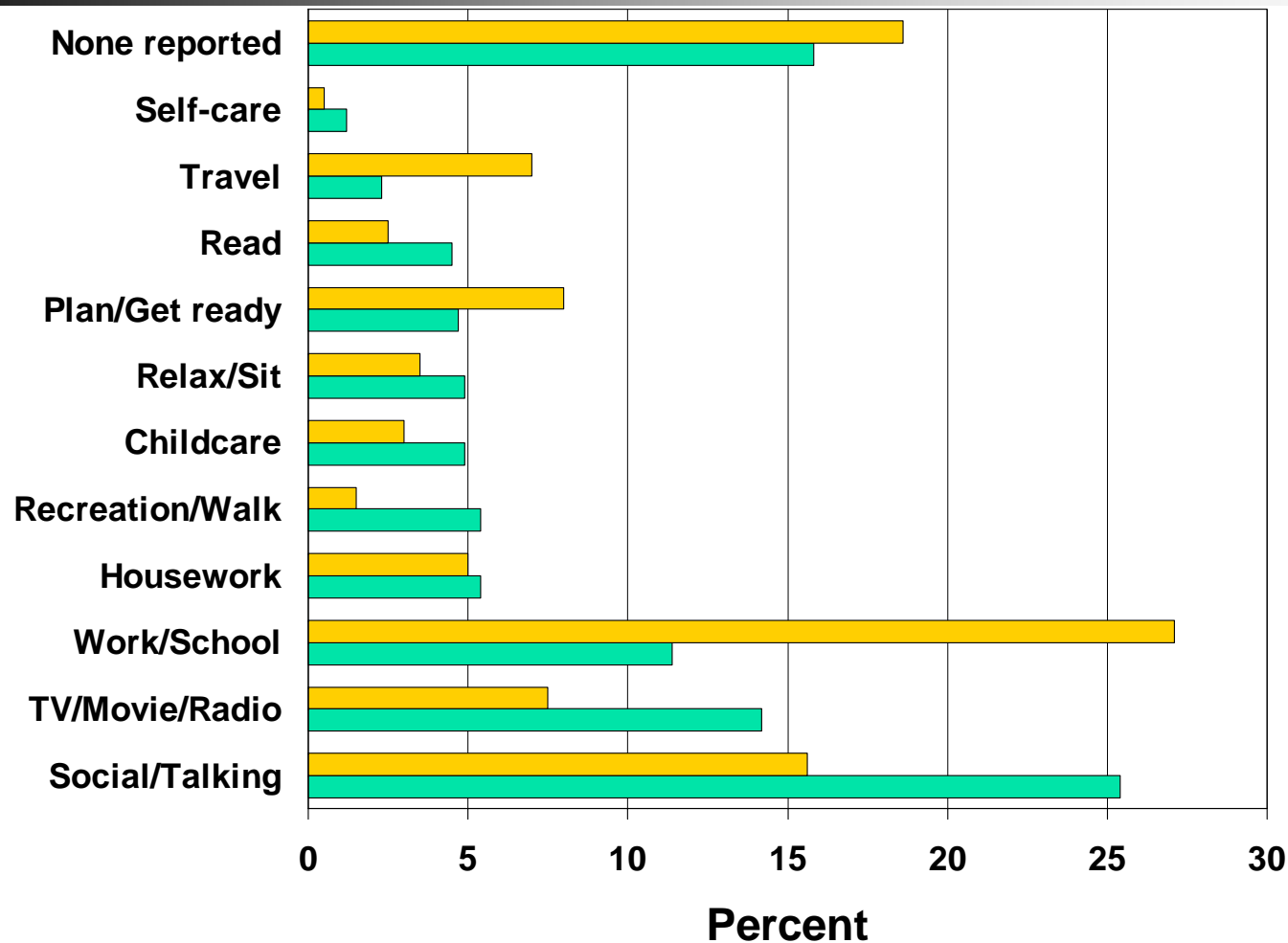


Multi-tasking: Activities Associated with **Food** (preliminary)



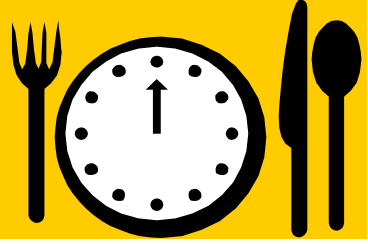


Multi-tasking-Activities Associated with **Food & Beverage Only** (preliminary)



August 04

Cornell Food Choice Research



Work Patterns

- Food at work
 - Multiple food/beverage events at work
 - Food to break up boring job
 - Food for social contact
 - No food at work
 - Save time for other activities, get home on time
 - Eating/drinking to mark work/home transition



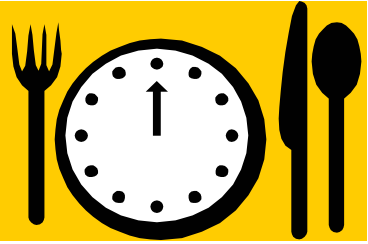
Summary: Personal food routines

- People construct food routines around work and family obligations
 - Non-standard consumption patterns
 - Multi-tasking
 - Anytime, Anyplace eating



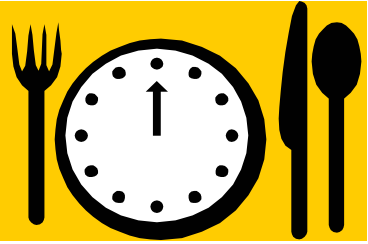
Summary: Strategies have consequences

- In constructing their routines people make trade-offs
 - For income, education, family, taste, health, relaxation, recreation, sleep, social interaction
- Trade offs have consequences
- Gender differences in perception of time pressures



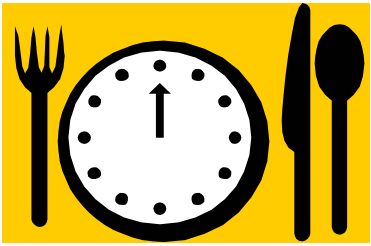
Implications: Measurement of Time

- Traditional time and convenience measures may not capture the complex processes involved in people's food choices
 - Conceptualization of time
 - Not time use but time pressures & energy demands
 - Time over which a person has control



Implications: Measurement of Consumption

- Conceptualization of consumption events
 - What constitutes reportable eating?
 - How do people define consumption events? Are meals/snacks meaningful?
 - How do beverages and water fit in?
 - How does time or place of consumption affect reporting?
 - How do associated activities affect reporting? What was primary activity? What was secondary?



Implications: Research Questions

- What are the costs of trade-offs?
 - Nutrition, health, food expenditures, self-efficacy, variety, physical activity, social connections
- Question assumptions of the Thrifty Food Plans
- How are gender roles related to food and eating continuing to evolve? What are the implications for individual, child, and family health?



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