

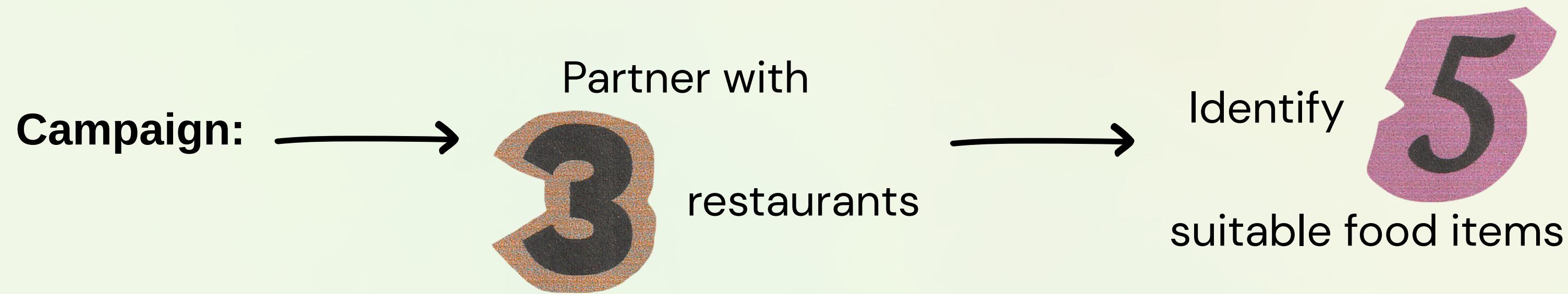
Question 22

What months should governments increase public awareness of unhealthy food spikes? For example, are there healthy fast-food options that can be promoted via public campaigns? What healthy fast-food options can be introduced? What makes these options suitable?



Q22: Methodology

Goal: Assign targeted nutrient campaigns based on which seasons showed the highest spikes in the respective nutrients

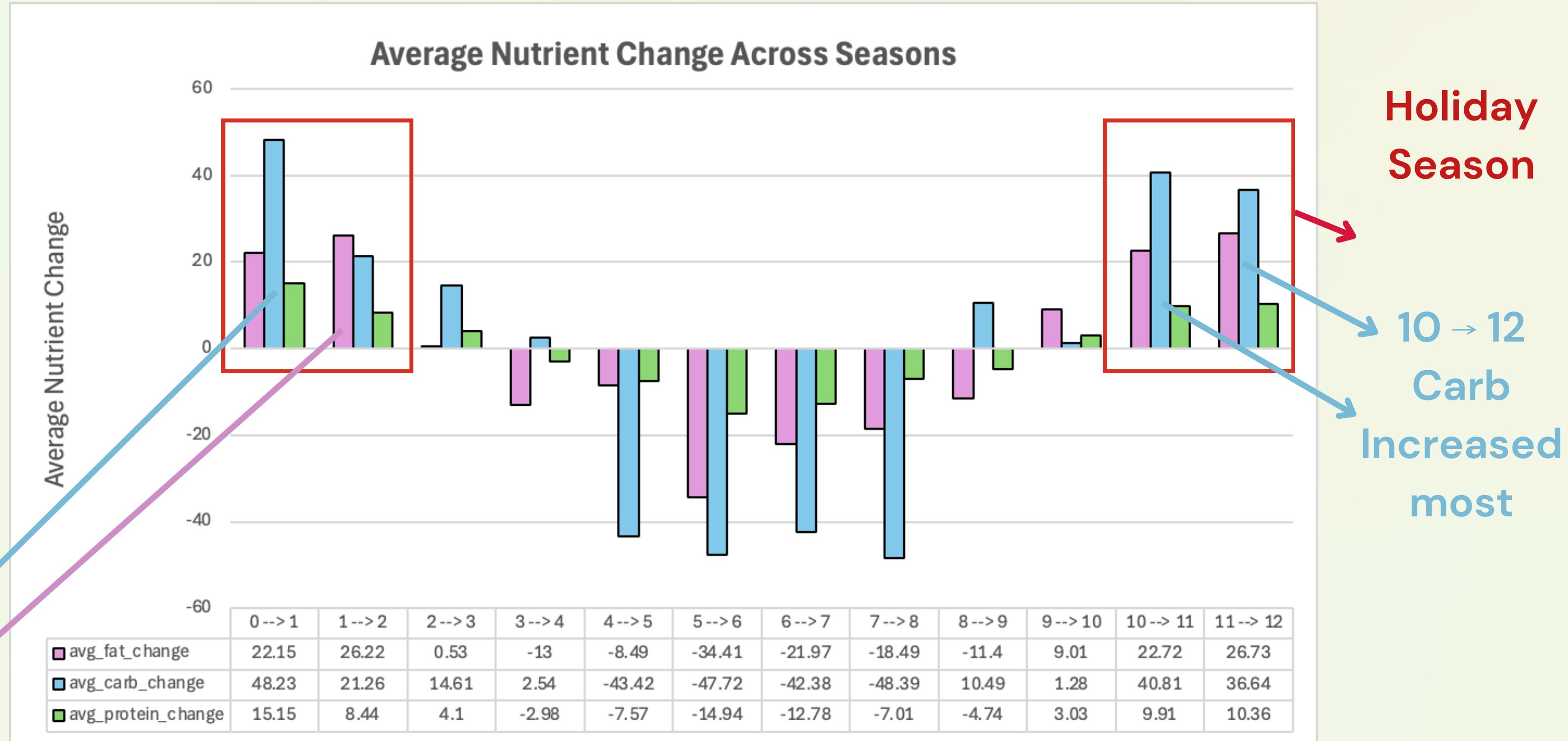


Purpose: Suitable recommendations make the options and campaigns suggested effective to potentially reduce spikes.

Q22: Analysis

Post-Holiday
12 → 1
Carb Increased most

1 → 2
Fat Increased most



Q22: Analysis

Based on NHS (2022) standards
– consider foods with low fat ($\geq 7.5g$) and carbohydrate ($\geq 12.5g$)

campaign_type	restaurant	avg_nutrient
LOW-CARB Partners (Oct-Jan Campaigns)	Chick Fil-A	4.38
LOW-CARB Partners (Oct-Jan Campaigns)	Dairy Queen	6.50
LOW-CARB Partners (Oct-Jan Campaigns)	Arbys	7.67
LOW-FAT Partners (Jan-Feb Campaign)	Dairy Queen	1.00
LOW-FAT Partners (Jan-Feb Campaign)	Subway	3.92
LOW-FAT Partners (Jan-Feb Campaign)	Chick Fil-A	4.57

Low-Carb Partners



Low-Fat Partners



Q22: Analysis

Low-Carb Partners and Selected Foods



restaurant	item	total_fat	total_carb	item_rank
Arbys	Chopped Side Salad	5	4	1
Arbys	Roast Turkey Farmhouse Salad	13	8	2
Arbys	Greek Gyro Salad	37	11	3
Arbys	2 piece Prime-Cut Chicken Tenders	11	19	4
Arbys	Corned Beef 'n Cheese Slider	9	21	5



Chick Fil-A	4 Piece Grilled Chicken Nuggets	2	1	1
Chick Fil-A	6 Piece Grilled Chicken Nuggets	3	2	2
Chick Fil-A	8 piece Grilled Chicken Nuggets	4	2	3
Chick Fil-A	12 Piece Grilled Chicken Nuggets	5	3	4
Chick Fil-A	4 piece Chicken Nuggets	6	5	5



Dairy Queen	Regular Cheese Curds	45	0	1
Dairy Queen	Side Salad	0	5	2
Dairy Queen	Grilled Chicken Garden Greens S...	2	10	3
Dairy Queen	Grilled Chicken BLT Salad	19	11	4
Dairy Queen	3 chicken strips Chicken Strips	20	22	5

Q22: Analysis

Low-Fat Partners and Selected Foods



restaurant	item	total_fat	total_carb	item_rank
Chick Fil-A	4 Piece Grilled Chicken Nuggets	2	1	1
Chick Fil-A	6 Piece Grilled Chicken Nuggets	3	2	2
Chick Fil-A	8 piece Grilled Chicken Nuggets	4	2	3
Chick Fil-A	12 Piece Grilled Chicken Nuggets	5	3	4
Chick Fil-A	Chargrilled Chicken Sandwich	6	36	5



Dairy Queen	Side Salad	0	5	1
Dairy Queen	Grilled Chicken Garden Greens Salad	2	10	2
Dairy Queen	Barbecue Pork Sandwich	9	41	3
Dairy Queen	Breaded Mushrooms	9	36	4
Dairy Queen	Crispy Chicken Garden Greens Salad	13	24	5



Subway	Veggie Delite Salad	1	9	1
Subway	Kids Mini Sub Turkey Breast	2	30	2
Subway	Kids Mini Sub Veggie Delite	2	29	3
Subway	Turkey Breast Salad	2	11	4
Subway	Turkey Breast & Ham Salad	3	11	5

Q22: Final Insights

Targeted Nutrition for Healthier Fast-Food Consumption

This Holiday Season, we have partnered with your favourite fast food chains to offer discounts on selected healthy food items!

Fast food doesn't have to be unhealthy - you just have to choose the right ones!

October – January:
Lower the Carb Spike

 Arby's

- Chopped Side Salad
- Roast Turkey Farmhouse Salad
- Greek Gyro Salad
- 2 piece Prime-Cut Chicken Tenders
- Corned Beef 'n Cheese Slider

January – February:
Combat the Fat Spike

 Chick-fil-A

- 4, 6, 8, & 12 Grilled Piece Chicken Nugget
- Chargrilled Chicken Sandwich

 DQ

- Side Salad
- Grilled Chicken Garden Greens Salad
- Barbecue Pork Sandwich
- Breaded Mushrooms
- Crispy Chicken Garden Greens Salad

 DQ

- Regular Cheese Curds
- Side Salad
- Grilled Chicken Garden Greens Salad
- Grilled Chicken BLT Salad
- 3 chicken strips Chicken Strips

 Shake Shack

- Veggie Delite Salad
- Kids Mini Sub Turkey Breast
- Kids Mini Sub Veggie Delite
- Turkey Breast Salad
- Turkey Breast & Ham Salad

Campaign Initiation

Objective: Reduce seasonal spikes in nutrient intake

- By partnering with selected fast-food restaurants that offer the lowest-nutrient menu items.
- By promoting and/ or giving promotions on healthier menu alternatives during peak “problem months”.

Q22: Interpretation



Holiday --> Post-Holiday = Festive/ Celebratory Periods

- Social influences: tend to gather in large groups & bring large quantities of food.
- Appetisers, desserts, and alcohol are served alongside the main meal = consumed mindlessly.
- Individuals tend to forgo conscious eating habits due to the celebratory mindset