

Guamanians love fiestas, which is the feast of the village patron saint. Pork and chicken barbecue, red rice, and red meat, a good number of sweetened pastries, soda, and other sweetened drinks, are normally served, including Guam's 'staple' food Spam[®] served as kela-guen. It is during fiestas that over-eating is indulged, learned and acquired as a habit, because the food is free and the fun is for everyone. When the Guam Public School System conducted a body mass survey last school year, about 65% of elementary-school students in the northern villages of Guam were found to be overweight or obese. The survey is not yet complete, but the pattern is already showing. Childhood obesity is an epidemic on Guam. The Sustantia Project is a social marketing and branding strategy aimed at reversing the childhood obesity epidemic in Guam. Sustantia, the local Chamorro word for nutritious, aims at helping Guam parents and their children access nutritious and affordable food through a logo-identifier system. The Sustantia logo is a smiling, tongue lickin' face of a child to depict that low-energy, low-fat, nutrient-dense foods are also 'yummylicious'. Food items that cost \$3 or less and meet the nutrition criteria established by the coalition's certified nutritionist are identified by the Sustantia logo, as shown above, making it easier for parents and children to pick nutrition-packed food items that are also affordable. The Project also has an active living component, called Project SPARK, which stands for

'Sports, Physical Activity and Recreation Komunitat', which aims to engage Guam children in recreation sports and physical activity through Adopt a Playground project, Playground Watch project, Sustantia Sports Youth of the Week, Walk for Walkways, etc. The Sustantia project targets children in the northern villages of Dededo and Yigo. The 2000 U.S. Census shows that Dededo Village, the most populated village on the island, had a median household income of USD37 654 and serviced 28% of the total island student population. Yigo Village is the next most populated village. The two villages share very similar demographics, with 39% of the populations having native Chamorro and/or Pacific Islander ethnicity and 47% have Asian background. Launched on 1 July 2009, the Sustantia project enjoyed tremendous media attention through the implementation of a comprehensive research-based media and communications strategic plan. Using a child-friendly branding strategy coupled with a creative media connection that enabled low-cost primetime TV and radio exposure, island-wide newspaper coverage and an effective partnership with the target village mayors and the largest grocery chains on Guam, Sustantia is becoming a buzzword on Guam. With the introduction of a Sustantia jingle that is characteristically Pacific islander, the jingle's message to 'eat all your veggies, get up and play, drink a lot of water, put the soda away' is effectively becoming embedded in the minds of Guam children.

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Results from a satisfaction questionnaire (SQ) for an outpatient service of paediatric nutrition

A Cafarotti, S Perfetto, AM Caiazzo, P Cimbolli, D Guttodoro, A Mosca, A Piedimonte, RE Papa, A Grimaldi and A Vania

Centro di Dietologia e Nutrizione Pediatrica, I Facoltà di Medicina e Chirurgia, 'Sapienza' Università di Roma, Italy

Introduction: Satisfaction questionnaire (SQ) is widely used, but, in Italy, is not widespread within Public Administrations, even less within Public Health Services. In an Outpatient Service of Nutrition and Dietetics mainly targeted to chronic patients like obese ones, however, they represent a fantastic opportunity to understand either system's and staff's weakness points, or the attitude of patients/families towards the Service/staff, herewith somehow allowing to foresee at least one of the components possibly influencing patient's compliance to the therapeutic process.

Method: A simple, anonymous, service-tailored SQ for families (and teenage patients) was developed, including

19 closed questions +1 open space for observations. The SQ has already been proposed to 198 families/patients and filled by 146 (drop-out 26.30%).

Results: Apparently, families/patients are much satisfied of (i) booking service (98.63%), (ii) waiting time (78.77%), (iii) attention received by staff members and (iv) Service setting (0% for 'little'/'not at all' satisfied families). Questions 18 and 19 serve as controls, to evaluate customer's sincerity in answering the previous ones. They confirm a general satisfaction for the staff helpfulness 'to listen to them' (54.11%) and 'to give useful information about patient's health status' (44.52%), kindness (60.96%) and professional standards (43.15%). Nonetheless, it appears

now that several points might be bettered: again Service setting (60.96%), booking service (26.03%), waiting time (15.07%), even some technical–professional aspects (22.61%).

Conclusions: The SQ gives us useful ideas on how and where ameliorate, improve and remodel our standards, thus hopefully increasing the already high patients' compliance to the therapeutic process.

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ACTIVE – Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity

M Vignolo¹, A Parodi¹, C Torrasi¹, V Fogliano², C Giannetti³, L Petito⁴, G Camozzini⁴, S Hughes⁴, T Mbali⁴, P Tomasich⁵, S Borrelli⁵, H Griffith⁶ and L Gennaro³

¹Centre for Prevention and Treatment of Childhood Obesity, University of Genoa, G. Gaslini Institute, Italy:

²Department of Food Science, University of Napoli 'Federico II', Italy: ³INRAN (National Institute for Food and Nutrition Research), Communications Office, Rome, Italy: ⁴Business Solutions Europa Limited, Ilford, UK:

⁵Explora – The Children Museum of Rome, Italy: ⁶Griffilms LTD, Caernarvon, UK

Background: Children are not only becoming consumers as adults, but they also have a strong influence on their parents' shopping habits. They have also dramatically increased their TV exposure. Children (and their families) usually know the right things to do and eat, but do not always behave accordingly. Therefore an effective strategy to reach children should not give them only the knowledge of food, but also build a strong emotional participation in which our target can identify with and thus modify their behaviour. Health, intended as food and lifestyle, is not considered cool for children, and hence does not capture their interest; moreover, direct communication on health issues (made by adults and authorities who are not cool) is ineffective.

Aim: Nowadays there is no recent scientific literature about the television tool used to teach children healthy nutrition and lifestyle. On the other hand a wide number of researches stress the role of television (high levels of exposure to advertising of unhealthy foods, increase of sedentariness) as associated with overweight risk among children. Starting from this assumption, ACTIVE project has produced an animation that conveys messages in a new way that entertains and in a format that children enjoy watching and are captivated by. ACTIVE proposes an edutainment approach (informal education) to engage children aged 5–8 years.

Method: ACTIVE has produced three episodes of a TV animation that tell positive and fun stories about breakfast, snacking and physical activity. Episodes are complemented by teaching packs to integrate the animation in schools (formal education). The partnership included animators, food and nutrition experts, TV and communication specialists and a pedagogic committee of five children museums and six schools from six European Union (EU)

countries. An initial phase of content development involving the animation team and experts on food and nutrition has been conducted before the cartoon production: after an accurate analysis this partnership has defined an easily applicable universal European message.

A focus group of 600 children from six EU schools was created to evaluate the contents and the impact of the cartoon animation and the teaching pack with the help of three questionnaires: the first aimed to test the child's knowledge on food and nutrition provided information and creative inputs for scriptwriters. The second questionnaire aimed to evaluate the content of the first storyboard as well as the visual impact of the characters. This allowed the animators to adopt changes in due course. The third questionnaire allowed the children and their parents to give their view on the cartoon animation and was also used to test the teaching pack.

Results: Methodology and contents have been well received by heads of TV children programming. As from autumn 2010 episodes will be broadcast on TV in twenty countries and Teaching Pack will be available in sixteen languages.

Conclusions: There is a need to produce positive content to guide the learning path of younger generations. ACTIVE pilots a unique approach calling for stronger cooperation among the health community, creative industries and kids modernizing positive messaging about healthy lifestyles and physical activity. For more information visit www.animate-eu.com/active. Research relating to this abstract was funded by the Executive Agency for Health and Consumers in the framework of the EU Health Programme, Grant Agreement 20081225.