

# FACTORS IMPACTING HEALTHY EATING

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## FOOD MARKETING

The public faces information overload with TV commercials, health claims on products, celebrity endorsements, and clever product placement.



## POLICY AND GUIDELINES

In 2019 Health Canada released a new Canada Food Guide: Eat well. Live well. Notable changes include an increased focus on plant-based proteins and the elimination of the milk and alternatives food group.

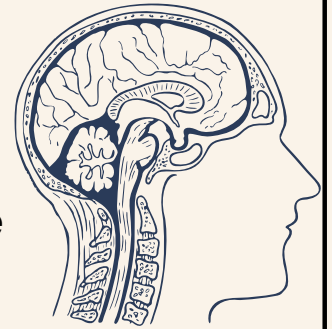
## FOOD SYSTEM

Convenience, accessibility, and budget impact what foods consumers gravitate towards. Our food environment continues to expand with more variety in grocery stores, new restaurants, and fast food chains expanding and staying open later.



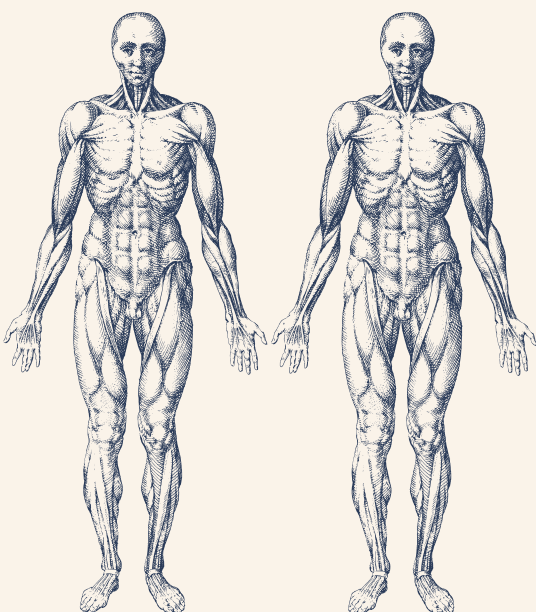
## MENTAL STATUS

Your state of mind and social environment influence your eating patterns. Mindfulness during meals supports intuitive eating by bringing awareness to your internal state and regulating emotions.



## WORKPLACE

The type of work, location of work, and work schedule all impact the diet you have. Even the temperature in a controlled office environment can influence your diet.



## INDIVIDUAL FACTORS

The stage of life you are in, your nutrition knowledge and perceptions, your economic status, and your current eating habits influence your diet. Your food skills also impact the way you select, prepare, and consume food.