

A19 Association between knowledge, attitude and practice of food labelling usage with risk of obesity among students in Universiti Sains Malaysia (USM), Health Campus

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Nowadays, obesity has become a severe global public health problem. In Malaysia, 1 in 2 adults was categorised as overweight or obese. This increasing trend involves not only the elderly but also the young adults. Food label reading is reported to be key to help individual to adopt healthy food choice and dietary habit. Hence, the aim of this study is to determine the association between knowledge, attitude and practices (KAP) of food labelling usage and obesity risk among university students. A cross-sectional study was conducted for 117 university students in USM Health Campus, Kubang Kerian, Kelantan. Information on socio-demographic profile, nutrition knowledge, attitude and practice of food label were collected using self-administered questionnaire and distributed through online platform. Food Label Used Questionnaire (FLUQ) was chosen as the tool as it included question about level of nutrition knowledge, attitude and practice related using the food labels. Anthropometric data of subjects were collected using self-reported method. Results found that average age of the subjects were 21.6 ± 1.7 years old. Most of the subjects were females (85.1%), Malay (80.7%) and had household income more than RM 4000 (39.5%). Subjects with medium knowledge had higher mean BMI (24.41 ± 4.80 kg/m²) compared to subjects with high knowledge (21.72 ± 4.31 kg/m²) ($p=0.018$). However, attitude and practice domain of food label usage showed no significant median difference with obesity risk factor (BMI) ($p>0.05$). Considering the importance and usage of food label in the management of obesity risk, these finding provide useful information to incorporate nutrition education on food labelling in preventing obesity risks. For example, the government and private bodies can collaborate to develop an education programme that focuses on the framework of promoting impactful food label literacy, so that consumers' understanding and knowledge of food labels is constantly upgraded.