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VIEWS AND EXPERIENCES OF PEOPLE LIVING WITH OBESITY AND FOOD INSECURITY ON SUPERMARKET MESSAGING: A REFLEXIVE THEMATIC ANALYSIS

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Background: Persons experiencing food insecurity (FI) compared to lower levels are more likely to live with obesity and purchase foods of lower dietary quality. Communications within the retail environment have potential to influence behaviours, but little is known on how the messaging is perceived by this target audience. This qualitative paper explores the insights of people living with obesity (PLWO) and FI on two national campaigns targeted at: i) supporting customers with increased food prices; and ii) promoting the consumption of healthy sustainable meals.

Methods: PLWO and FI ($n=39$) expressed their perceptions of purchasing healthier and more environmentally sustainable foods through four focus groups. Reflexive thematic analysis was used to generate themes.

Results: Five themes and 12 subthemes were generated: (i) Do I have the resource? i.e. financial and/or time (ii) Do I know what it means? e.g. clarity of images (iii) Do I trust it? e.g. authentic images (iv) Do I want it? e.g. lack of appeal (v) Recommendations for future promotional communications.

Conclusions: Findings provide insights for retailers on the need for upstream changes within the wider food system and the importance of tailored communications and messaging that supports PLWO and FI purchase healthier and more sustainable foods.

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