

Bristol Social Marketing Centre (BSMC)

Seminar - All Welcome

You are invited to attend a seminar on Monday, 1st June, entitled:

Changing eating for the better: A social marketing study



presented by:

Julia Carins
Social Marketing @Griffith
Griffith University, Australia

In this seminar Julia Carins will be discussing her PhD work on healthy eating in the military from a social marketing perspective.

Abstract

The Australian Defence Force (ADF) places unique demands on its employees—a requirement to be fit and healthy in order to perform their respective roles. Despite this, previous Australian studies have shown many ADF personnel consume a diet that is too high in fat and unbalanced with respect to the recommended core food groups (Booth, 2001; Forbes-Ewan, 2008). There is little known about the influences on eating behaviour of military personnel (Jallinoja, 2011) and recognition that there is a lack of knowledge on how to treat obesity in military populations (Sanderson, 2011).

Social marketing is a fitting lens through which to research the issue of healthy eating in the military, as it produces understanding of ADF eating behaviour, motivations, and influences; and strategies designed to change eating behaviour. As a result, action plans can be created for military decision makers to incorporate into future healthy eating initiatives.

About the speaker

Julia Carins is a final year PhD Candidate within the Social Marketing @Griffith academic centre. Julia has a Bachelor of Science (Behavioural Science) degree from University of Melbourne and an MBA (Technology Management) from Deakin University. As an experienced nutrition researcher with the Defence Science and Technology Organisation; Julia has led or contributed to Defence research projects, including investigation of the behavioural aspects of ration pack eating, determination of dietary intake and deficiencies in Defence personnel; food allergy risk; and suitability and acceptability of new foods and menus for combat ration packs. Her current PhD research has allowed her to bring her research passions together, to explore behaviour and healthy eating.



Date

Monday, 1st June 2015

Time

1pm - 2pm, with an optional lunch from 12.30pm

Venue

Room 2B067
University of the West of England
Frenchay Campus
Coldharbour Lane
Bristol
BS16 1QY

[Directions](#)

Registration

To register please email Amy Beardmore by clicking the button below, stating whether you wish to attend the optional lunch at 12.30pm.

[Register Now ▶](#)

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amy2.beardmore@uwe.ac.uk

[0117 328 7153](tel:01173287153)

