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CONTRIBUTION OF BEVERAGES TO ENERGY INTAKE AND BALANCE IN A SAMPLE OF GENERAL POPULATION IN GREECE

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Background and objectives: All beverages hydrate and most provide also nutrients and energy. Our objective was to evaluate the contribution of beverages to energy intake in summer and winter in a sample of the general population in Greece.

Methods: The Water Balance Questionnaire (WBQ), validated in the past to reflect water balance in the general population, was validated for recording energy intake with the method of three day diaries in 78 participants. Data from a stratified sample of the general population in Athens, Greece (n=984) collected using the WBQ were analysed for the contribution of beverages to energy intake.

Results: In winter, mean energy balance was 346±897 kcal/day, energy intake was 2082±892 kcal/day, energy intake from beverages was 479±286 kcal/day and energy loss 1860±390 kcal/day. In summer energy balance was 63±982 kcal/day, energy intake 1890±894 kcal/day, energy intake from beverages 492±499 kcal/day and energy loss 1830±491kcal/day. Energy intake from beverages in summer was higher than in winter ($p<0.001$) and in men higher than in women in both seasons ($p<0.001$ in summer and $p=0.02$ in winter). Coffee, coffee drinks, milk, chocolate milk and alcoholic beverages contributed approximately 75% of energy from beverages. Sugar-sweetened beverages, including soft drinks and fruit juice based beverages, as well as fruit juice were consumed less frequently contributing up to 25% of beverage energy intake.

Conclusions: Consumers have a variety of choices for their hydration; however their energy intake from beverages may vary according to dietary habits and the energy content of the beverage. At present, in the population tested, beverages contribute approximately 1/5 of total energy intake, with coffee drinks, dairy products and alcoholic beverages being the major contributors.

Key words: Water balance questionnaire WBQ, winter, summer, hydration, sugar-sweetened beverages, drink

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NUTRITIONAL CONTENT OF FOOD, AND NON-ALCOHOLIC BEVERAGES ADVERTISEMENTS BROADCASTED IN COLOMBIAN PUBLIC NATIONAL TELEVISION.

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Background and objectives: Eating habits are influenced by several factors, including food and advertisement of non-alcoholic beverages; therefore, strategies should be developed to reduce the advertisement´s impact, especially on children. The objective of this research was to analyze the nutritional content of foods and non-alcoholic beverages advertised. Data were collected during morning hours in Colombian public national television by type of audience.

Methods and materials: A cross-sectional study was conducted including national channels Caracol and RCN. The recordings were performed simultaneously from 6:00 am to 12: 30pm, for four days in July 2012, randomly selected, two on working days (Morning slot), and two on weekends (Morning children's slot). The nutritional characterization of the advertised foods was performed in a 100gr/ml sample of the product, taking as reference the Food Standards Agency criteria, the WHO recommendations, and the 333 Resolution issued by the Ministry of Social Protection of Colombia in 2011. We used the Chi 2 test and the SPSS software version 18. A $p<0.05$ was considered as relevant.

Results: Out of 52 hours of recording time, 23% consisted of food or non-alcoholic beverage advertisements. In both slots, advertisement of food with high sugar and sodium content (78.4% and 82% respectively) prevailed; more ads for foods with high sugar content were broadcasted on the morning children's slot than on the morning slot (93%). As for protective nutrients, ads for foods that are not a source of the evaluated nutrients, prevailed in both slots.

Conclusions: Advertisement for food and non-alcoholic beverages were characterized by products with high content of sugars, and sodium and low contribution of protective nutrients. This information is important to design new policies or strengthening the existing ones, following the recommendations proposed by WHO in the WHA63.14 Resolution.

Key words: Advertisement, foods, non-alcoholic beverages, nutritional value.