Assessment of the Situation and the Cause of Junk Food Consumption in Iran and Recommendation of Interventions for Reducing its Consumption

Behzad Damari¹, Sahand Riazi-Isfahani², Maryam Hajian³, Arezoo Rezazadeh⁴*

1. Assistant Professor of Community Medicine, Department of Social Sciences, National Institute of Health Researches, Tehran University of Medical Science and Health Services, Tehran, Iran
2. Community Medicine Specialist, Department of Social Sciences, National Institute of Health Researches, Tehran University of Medical Science and Health Services, Tehran, Iran
3. Community Medicine Specialist, Health Policy Secretariat, Ministry of Health and Medical Education, Tehran, Iran
4. Assistant Professor of Nutrition, Community Nutrition Department, National Nutrition & Food Technology Research Institute, Faculty of Nutrition & Food Technology, Shahid Beheshti University of Medical Sciences, Tehran, Iran

*Corresponding Author: Arezoo Rezazadeh; Community Nutrition Department, National Nutrition & Food Technology Research Institute, Faculty of Nutrition & Food Technology, Shahid Beheshti University of Medical Sciences, Tehran, Iran. Email: arezoo.rezazadeh@sbmu.ac.ir

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Abstract
Background and Objective: The consumption of junk food in Iran is alarmingly increasing. This study aimed to determine the influencing factors of junk food consumption and amendable interventions for decreasing the consumption.

Materials and Methods: In this qualitative study, Valid documentations were collected by searching the database using related key words and the key points were imported in a checklist and after identifying and prioritizing stakeholders through stakeholder analysis method, it was provided to stakeholders in the form of a questionnaire. The qualitative Method was Delphi. The questionnaire was sent by email to stakeholders and they asked to select and prioritize problems and required interventions. Consensus was reached after three rounds.

Results: The study showed that mean junk food consumption was high in Iran, especially in children and adolescents and the most important influencing factors was availability, low price, the impact of media, taste preferences, diversity and attractiveness of the package, inadequate awareness and lifestyle changes. Recommended interventions by stakeholders was including creation of a supportive environment, educational interventions, increased access to healthy food and control junk-food advertising in the media and imposed major changes in supportive priorities of ministry of industry and mining toward producing healthy snacks.

Conclusion: According to the findings, in line with public Policymaking, presentation of the results of this study as an advocacy paper to health policymakers and integrating it in the operational programs of the ministries of Health and Education and the media and holding supportive meetings with the producers of alternative products is proposed.

Keywords: Junk food, Intervention, Iran