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**Topic:** Community health and nutrition programs

**Title:** Nutrition education positively influenced the use of nutrition labels on pre-packaged foods and purchase decision among young people in Obafemi Awolowo University Community, Nigeria

**Presentation Type:** Oral

**Introduction:** Rate at which young people consume pre-packaged food products is on the increase in Obafemi Awolowo University Community, Nigeria. This study was conducted to evaluate the impact of nutrition education on the use of food labels on pre-packaged foods and purchase decision among young people the Community.

**Methods:** Data on use of food labels were collected using questionnaire before and after intervention. Two thousand students participated in the nutrition education intervention study, while only 10% of the participants were interviewed after the study. Information on socio- demographic characteristics, awareness and use of pre-packaged food labels was obtained. Data were analysed using both descriptive and inferential statistics.

**Results:** Data showed that mean age of the participants was  $22.12 \pm 2.98$  years. About 45% had low awareness of food labels, 27% were rated high out of which less than 10% use the information in purchase decision. Information sought were contents on cholesterol (11.5%), sodium (3%), energy (24%), type of fat (11.5) and vitamins/minerals (31%). In addition, 37% indicated that labels influenced the choice of brand, repurchase decision (47.5%) and increased the desire to buy (15.5%). There was no significant relationship between level of awareness and purchase decision before intervention ( $p=0.208$ ) while significant relationship existed after intervention ( $p=0.003$ ). Older participants were twice more likely to use food labels in purchase decision (OR = 2.05, 95% CI = 1.49 - 2.64) than the younger ones.

**Conclusion:** Nutrition education positively influenced the awareness and use of nutrition information on food labels in the University community.