



An Eating Habit Study

Factors that could influence female adolescents to eat more fruits and vegetables



World Food Programme

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1 SUMMARY

WFP commissioned a market research firm, IPSOS, to conduct a survey to determine adolescent girls' eating habits, motivations for food choices and media use.

The findings of the survey are intended to shape a public health campaign being implemented by the Ministry of Health as part of the Healthy Indonesia Movement (known as GERMAS).

- Teens prefer fruits to vegetables, because of the wide variety of sweet and refreshing flavours. Fruits are mostly consumed as snacks.
 - Vegetables are considered side dishes to a main meal. The preferred way of eating is steamed and/or spicy.
 - At home, meals are mostly consumed individually, not together as a family around a dining table. Often teens watch media on smartphones, laptops or TV while eating at home.
 - At school, lunches mostly consist of high-calorie, high-fat ingredients with a few fruits or vegetables, whether purchased at school or brought from home.
 - Many teens reported snacking frequently throughout the day: on the way to or from school, all day long or in the middle of the night. These respondents were more likely to skip meals.
 - Despite regulations and campaigns limiting the sale of unhealthy foods near schools, vendors sell mostly highly-processed, unhealthy food options.
 - Fresh fruits were the favourite for 27 percent of respondents and cut fruit for 21 percent. The top favourites stood at 54 percent for meatballs soup (known as bakso) or fried snacks (known as gorengan).
 - Objections to consuming more vegetables included the taste, the perceived lack of calories/energy provided, and parents not consuming them.
 - Only 70 percent of teens receive pocket money to spend on food ranging from IDR 7,000 to 20,000 per day. They have considerable purchasing power and are selective in spending their money.
 - All teens owned smartphones, and used them to look for information, entertainment and connecting with friends. Animation was most popular. Very few used TV, magazines, newspapers or radio.
 - Few teens could not recall any public health media campaigns. When probed, they cited Public Service Advertisement (PSA) on TV about health products such as milk for people with diabetes. A very few others recalled PSAs urging people to stop smoking and promoting the rubella vaccine.
 - Key recommendations include the following:
 1. Choose either fruits or vegetables to promote (because the motivation for each is very different).
 2. Appeal to adolescent girls' motivations: sweet, fresh taste; good for your body and skin; fun to share with friends.
 3. Products are more memorable than behaviour-oriented messages.
 4. Focus on digital media, especially smartphone-friendly channels and apps like YouTube, Instagram and other social media.
 5. Animated media has broad appeal to this demographic. Tone should be attractive and casual.
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2 INTRODUCTION

2.1 Background

“Balanced nutrition consists of components which are: balanced in quantity, quality, contain the calories, protein, vitamins and minerals needed to be healthy and active in daily lives across all ages and physical conditions.”

Indonesia’s Ministry of Health

World Food Programme (WFP) and the Government of Indonesia aim to improve dietary diversity among Indonesians through a multi-year campaign to promote fruits and vegetables consumption among female adolescents (*here, defined as 13-18 years old*).

This study was undertaken to provide a more in-depth analysis of all the factors that influence female adolescents’ choices to eat fruits and vegetables, which will be used to design an effective communication campaign.

Specifically, this study seeks to understand perception and experience related to the frequency of fruit and vegetable consumption, as well as female adolescents’ perception towards the “value” of fruits and vegetables.

2.2 Objectives

The objectives of this study include:

- To identify penetration of fruits and vegetables by age group, gender, Socio-Economic Status (SES) levels.
- To identify the frequency of buying and consuming food outside home, and the amount of money spent on food items during the weekends and weekdays.
- To assess the motivations of adolescents in consuming fruits and vegetables, including perceived social desirability.
- To understand the dynamics behind eating meals at home, including fruits and vegetables.
- To understand the dynamics behind adopting “pro-health” behavior, including sports or other physical activities.
- To understand the response towards existing public health campaigns

3 METHODOLOGY

3.1 Data Collection

This study combined face-to-face survey using a tablet device with a self-completion mobile diary and a *Friendship Group Discussion*, as well as *Ethnography* among the same group of respondents.

The objective of this series of approaches is to build a rapport with respondents during observation period at the end of the study, to gain a comprehensive understanding of actual and perceived consumption patterns.

3.2 Individual Survey

Methodology Description and Target Respondent

This survey was conducted through face-to-face interviews using tablet devices with selected respondents as

per defined criteria. The respondent criteria included the age group between 13-18 years old, with the SES levels (*based on Nielsen criteria*) of middle to low-1. Gender composition was 80 percent female and 20 percent male (detailed distribution for each criterion is provided on the table below).

Sample Size

There were 72 respondents selected according to the selection criteria of age groups between 13-15 and 16-18 years old, as well as by sex: female and male. These respondents were recruited in the cities of Bandar Lampung, Lampung Tengah, Malang, Banyuwangi, Kendari and Kolaka.

Coverage area

The study was conducted in one urban and one rural location across three provinces, with six locations in total. The locations were selected based on the total population and uniqueness of the area.

Table 1. Sample Distribution

Province	Status	City/District	Sample		
			Female	Male	Total
Lampung	Urban	Bandar Lampung	8	4	12
	Rural	Lampung Tengah	8	4	12
East Jawa	Urban	Malang	8	4	12
	Rural	Banyuwangi	8	4	12
South East Sulawesi	Urban	Kendari	8	4	12
	Rural	Kolaka	8	4	12
Total			48	24	72

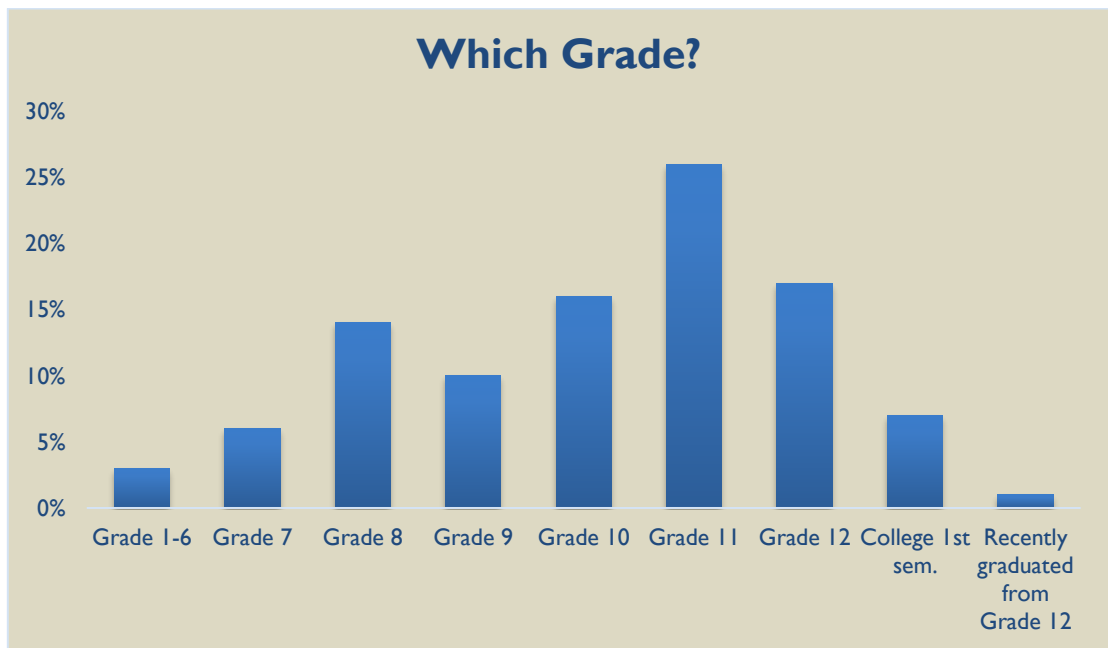
Table 2. Gender Profile

Gender	Total	Bandar Lampung	Lampung Tengah	Kendari	Kolaka	Banyuwangi	Malang
Base	94	16	15	16	14	18	15
Boys	37%	38%	27%	56%	29%	39%	33%
Girls	63%	63%	73%	44%	71%	61%	67%

Table 3. Age Profile

Gender	Total	Bandar Lampung	Lampung Tengah	Kendari	Kolaka	Banyuwangi	Malang
Base	94	16	15	16	14	18	15
13-15 y.o.	43%	50%	47%	44%	36%	33%	47%
16-18 y.o.	57%	50%	53%	56%	64%	67%	53%

Graphic 1. Grades



Middle School
(known as SMK)



Senior High School
(known as SMU)



Junior High School
(known as SMP)



Primary school
(known as SD)

3.3 Group Discussion

Methodology

The Qualitative survey was conducted using the *Friendship Group Method*, where mini groups were established which consist of four people in each group who are familiar to each other.

Target Respondents

The respondents for the group discussion are the same as those who took part in the individual survey.

Coverage Areas

Target areas are the same location as per the individual survey.

Number and Group Distribution

Out of 72 respondents, 18 friendship groups were established as per the table below.

Table 4. Group Distribution

Province	City/District	Number of Groups			
		Girls (13 – 15 y.o)	Girls (16 – 18 y.o)	Boys (13 – 15 y.o)	Boys (16 – 18 y.o)
Lampung	Bandar Lampung	1	1	1	-
	Lampung Tengah	1	1	-	1
East Jawa	Malang	1	1	1	-
	Banyuwangi	1	1	-	1
South East	Kendari	1	1	1	-
Sulawesi	Kolaka	1	1	-	1
Total		6	6	3	3

3.4 Ethnography

Methodology

The *Ethnography* was conducted across three provinces. Nine respondents in each province were selected for observation of ‘*a Day in a Life of the respondent*’ from preparation for the day (*before breakfast*) up to last meal of the day, as well as activities during the day that might impact the eating pattern / behavior.

Target Respondent

Respondents were identified to capture a wide variety of eating patterns and agreed to be involved in the *Ethnography*.

Coverage Areas

The areas for *Ethnography* are the same as the overall study coverage areas.

Number of Respondents and Distribution

The *Ethnography* involved nine individuals, as per the table below

Table 5. Ethnographer Distribution

Province	City / District	Ethnographer Distribution			
		Girls (13 – 15 y.o)	Girls (16 – 18 y.o)	Boys (13 – 15 y.o)	Boys (16 – 18 y.o)
Lampung	Bandar Lampung	1	-	-	-
	Lampung Tengah	1	-	-	1
Jawa Timur	Malang	-	-	1	-
	Banyuwangi	1	1	-	-
Sulawesi	Kendari	1	-	-	-
Tenggara	Kolaka	-	1	-	1
Total		4	2	1	2

3.5 Time of data collection

Data collection was conducted from October to November 2017.

4 RESPONDENT PROFILES

The gender, age, SES levels and distribution coverage were pre-defined with 80 percent of girls and

20 percent of boys, distributed between urban and rural areas at 50:50. The profile also include those within the middle-1, 2 and Low-1 SES levels.

Age, Gender, City – Key Findings from Respondent Profiles:

- ✓ Mothers in urban areas rely mostly on street vendors for access to fresh vegetables and fruits.
- ✓ Working mothers rely heavily on ready-to-eat food sellers for family meals.
- ✓ Rural mothers tend to grow or purchase fresh produce for their daily cooking supplies of vegetables, fruits, herbs and others. This, however, resulted to less variety of meals.

5 FINDINGS

5.1 Eating habits among teens

Eating patterns are attributed to external and internal factors. External factors including availability of food, socio-economic status and awareness of nutrition. Internal factors include gender, age, body image, food preference and degree of independence. Among teens, food consumption patterns change constantly (Worthington-Robert and Williams, 2000).

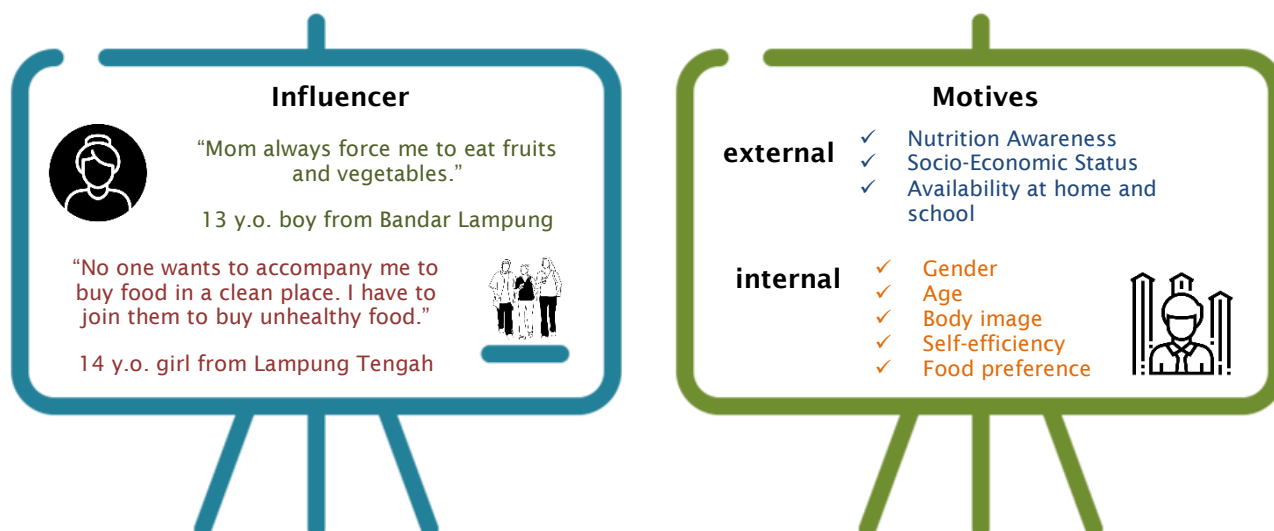
Teens reported consuming mostly food with low in fibre and high in calories and fat more than fruits and vegetables. Younger teens (13-15 years old) indicated their willingness to consume fruits only when they taste good, while older teens (16-18 years old) reported consuming fruits

and vegetables when they are proven to have some benefits for their body, in particular, their skin (brighter and smoother complexion, and to avoid / cure acne and other skin problems). Some girls in this age group also mentioned consuming fruits and vegetables to maintain their physical appearance, particularly related to helping them in losing weight through fruits and vegetables-based diets.

Adolescents suggested that unhealthy snacks are more readily available than fruits and vegetables. Some of them are aware of the needs for vitamins and minerals, which can be sourced from fruits and vegetables.

This is consistent with the fieldwork findings that indicated preference, attitude, knowledge and availability of fruits and vegetables at home and school heavily influenced the eating habits of teens.

Graphic 2. Eating Motivation and Influencer for Teens' Eating Behavior



Teens tend to consume more fruits than vegetables. They expressed a higher preference for consumption of fruits than vegetables, as fruits were considered tastier, and more refreshing. In addition to eating fresh fruits, there was a strong preference for 'processed fruits' such as fruit juice and/or fruit salad. Fruit juice is more widely available than fresh fruits as it is sold more frequently by street vendors. The most common fruits available at home include bananas, watermelons, melons and oranges. However, teens are willing to try new things. Fruit juice gives them the experience of taste and texture which are considered important by them.

Younger teens aged 13-15 years old prefer fresh fruits much less than those in the age group of 16-18 years old. This appears to be linked to practicality. For example, they prefer banana for fruit snack as it is simpler and believed to effectively re-charge their energy after physical activities.

5.2 Physical Activities among Teens

Most of the boys said that sports outside of school is mandatory for them. Many stated sports as a hobby and an opportunity to hang-out / socialize with friends. Meanwhile, girls tend to explain that they are engaging in sports mainly to maintain their physical figure.

Teens aged 13-15 years old preferred non-group sports such as badminton, swimming or jogging. Older teens preferred group sports such as basketball, futsal or volleyball.

For teens aged 16-18 years old, sport activities serve more as an opportunity to mix with their peers.

5.3 Media Consumption among Teens

'High-speed connectivity' in urban and rural areas has replaced the need for traditional media channels. Smartphones have replaced TV, radio, newspapers and magazines as the main sources of information.

6 DETAILED FINDINGS

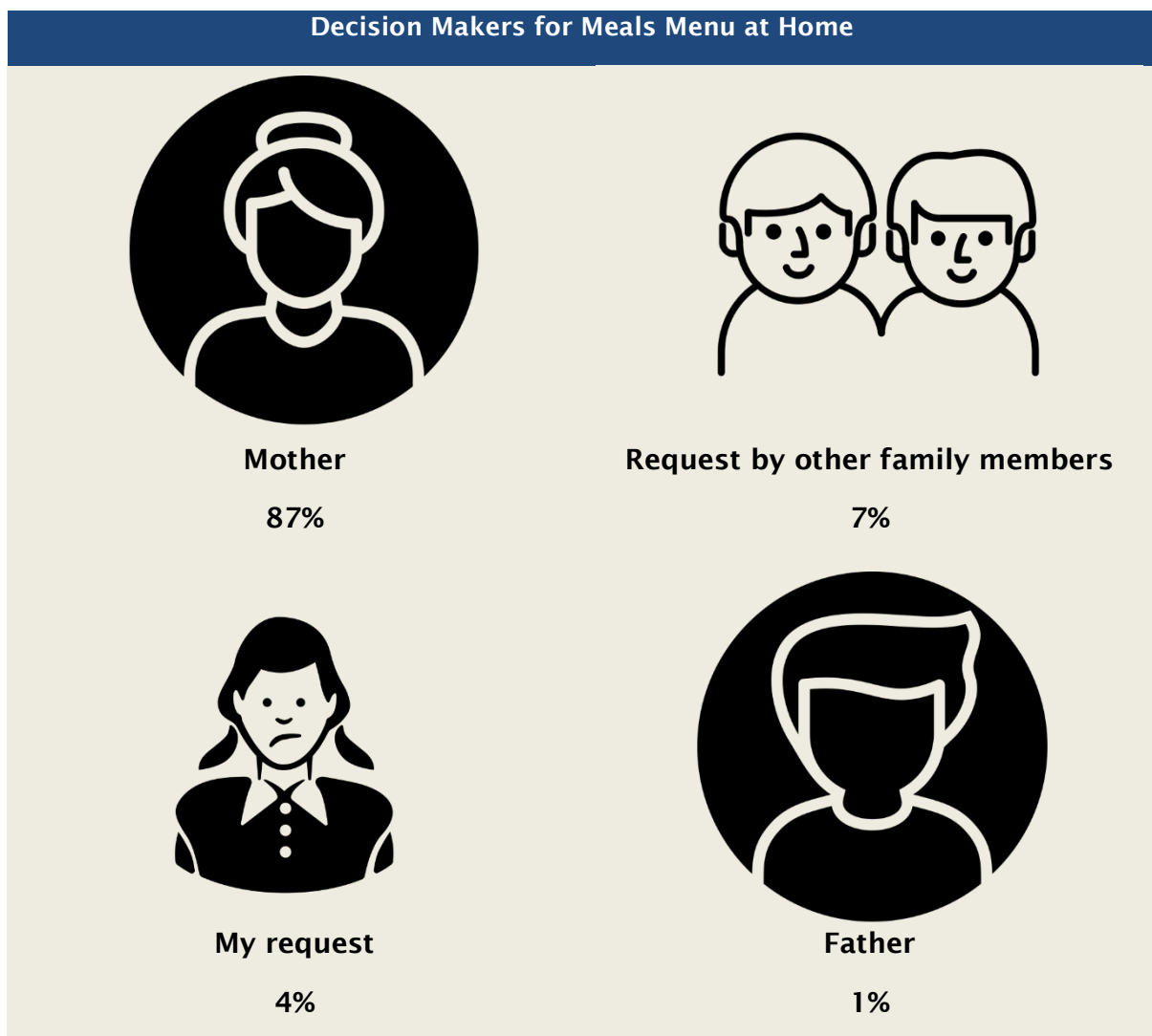
6.1 Knowledge and Habits

6.1.1 Respondent knowledge and decision regarding daily menu

Most of the information about benefits of fruits and vegetables are gained at school and home, particularly through mothers. Most respondents mentioned benefits such as preventing anaemia, boosting energy and improving skin health.

The eating behavior at home is not solely influenced by home-cooked meals. However, mothers' awareness of healthy diets influence eating habits for teens.

Graphic 3. Decision Makers for Meals Menu at Home



6.2 Vegetable Consumption

Respondents' perception of vegetables including towards green leafy vegetables, beans and other nutritious contents of soup, in general, found that teens stood at moderate to high in term of frequency of vegetable consumption. However, they consume low quantities each time, particularly those aged 13-15 years old. Some reasons mentioned include *"the taste is bitter"*, *"you can only consume it with rice and/or other dishes"*, and *"strange texture in the mouth."*

For green vegetables, respondents prefer *lalapan* (raw, boiled or steamed vegetables eaten with chili paste). While for variation of colors they prefer to have vegetables with *cabai* (chili), spices, coconut milk or other condiments with strong flavors.

The field study found vegetables are considered as a complimentary food and not a main dish. Most respondents

indicated they only eat vegetables when they have no other options. Some respondents, however, tried to include vegetables in their meat-based dishes with rice.

6.3 Fruit Consumption

Fruit consumption was high, especially among the 16-18 years old teens.

Fruits are preferred over vegetables as they also serve as refreshing snacks helping to re-energize teens after physical activities such as sports.

This age group defined fruits as banana to boost energy, orange and mango for dessert, expensive fruits such as strawberries, grapes, and seasonal fruits such as durian. Many preferred to consume fruits as fruit juice and/or fruit salad as they offer a variety of fruits which they cannot find at home. Some respondents dislike the fibre and seeds in fruits, and many prefer to mix fruits with sugar and milk.

Graphic 4. Preference for Fruit Consumption

Fruits	Mean Score	Scale of 1 to 10		
Fresh fruits	8.10	14%	29%	57%
Dry fruits	4.70	64%	30%	6%
Canned fruits	4.59	66%	23%	11%
Processed fruits	6.10	37%	50%	13%
Dishes containing fruits	6.69	34%	40%	26%

Table 6. Motivation to Consume Fruits

	Total	Male	Female	13-15 y.o.	16-18 y.o.	Mid-1	Mid-2	Low-1
Acceptable taste	70 57%	22 55%	48 58%	36 56%	34 59%	45 53%	23 70%	2
Good for healthy skin, eyesight etc	44%	45%	44%	33%	56%	51%	30%	50%
Accessible around my house	43%	41%	44%	36%	50%	40%	43%	-
As part of everyday meal	29%	18%	33%	31%	26%	18%	52%	-
Used to eating fruits	27%	23%	29%	31%	24%	33%	17%	-
Forced by parents	17%	5%	23%	17%	18%	22%	9%	-
Lose weight	10%	9%	10%	11%	9%	11%	9%	-
Imitating friends	1%	-	3%	-	2%	-	-	-

The daily fruit consumption among those within the Mid-1 and Mid-2 SES levels stood at 38 and 39 percent respectively while teens within the Low-1 SES level stated that they only consume fruits a few times in a week. Most of the respondents (47 percent) within the age group of 16-18 years old were found to consume fruits mostly a few times in a week with some (35

percent) stating that they consume fruits everyday. Meanwhile, all of the respondents aged 13-15 years old stated that they only consume fruits a few times in a week. Overall, respondents from both age groups of 13-15 years old and 16-18 years old stated that they consume fruits with a frequency which varies from daily to a few times in a week.

Table 7. Fruit Consumption by SES levels and age groups

	13-15 y.o.	16-18 y.o.	Mid-1	Mid-2	Low-1
Everyday	36 39%	34 35%	45 38%	23 39%	2 -
A few times a week	36%	47%	42%	35%	100%
Once a week	6%	6%	4%	9%	-
A few times a month	6%	9%	7%	9%	-
Once a month	14%	3%	9%	9%	-

Table 8. Vegetable Consumption by SES levels and age groups

	13-15 y.o.	16-18 y.o.	Mid-1	Mid-2	Low-1
Everyday	36 39%	34 50%	45 47%	23 39%	2 50%
A few times a week	25%	24%	22%	26%	50%
Once a week	3%	-	2%	-	-
A few times a month	19%	3%	9%	17%	-
Once a month	3%	18%	9%	13%	-

6.4 Barriers to Fruit and Vegetable Consumption

Availability and visibility were the main barriers to consumption by teens. In rural areas, fruits and vegetables are more easily accessible compared to urban areas. This is mainly due to the common use of kitchen gardens. Limited household income prompts families to prioritize ways to ensure healthy meals. In the urban setting, space is limited and mothers feel it is too complicated to maintain kitchen gardens.

6.5 Eating Behavior

The families of most respondents do not have a proper dining table at home. Meals are not always taken together by family members. Teens often have their meals anytime, anywhere including while studying, checking media on smartphone or laptop, or on their way to/from school.

Picture 1. Eating activities at home



6.5.1 Breakfast

Different age groups have different habits. For younger age group of 13-15 years old, breakfast at home is mandatory; they eat whatever is prepared for them at home before they leave for school or weekend activities.

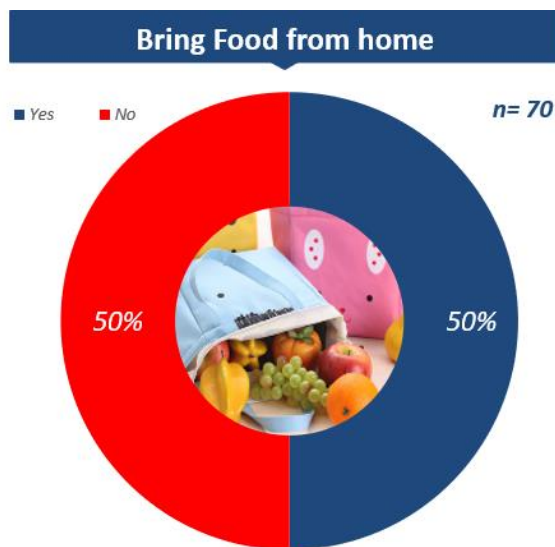
Older teens tend to decide whether to eat breakfast at home or school. A more in-depth study is needed to understand what influences their decision-making process. Some respondents brought meals from home to eat during break time, such as fried egg, fried rice, or left-over food from the day before; highly depending on mothers' available time to prepare food at home.

6.5.2 Lunch

Those aged 16-18 years old with an all-day school routine usually brought their meals from home. However, respondents from the younger age group prefer eating at the school canteen; they said bringing food from home was too heavy, and not practical.

Most teens in East Java province ate only two meals a day. In other provinces, teens aged 13-15 years old, usually had lunch at home after school. This is mainly intended to save their allowance so that they can use their savings for out-of-school activities and/or during the weekends. Although teens of 16-18 years old normally brought meals from home, they regularly purchased snacks from school canteens.

Graphic 5. Proportion of Teens who Brought Meals from Home



Base Respondent : (n=70)
Q37. Do you bring your own food from home? (SA)

	Boys	Girls	13 – 15 y.o	16 – 18 y.o
Base	22	48	36	34
Bring food from home	27%	60%	44%	56%
Buy food at School	73%	40%	56%	44%

Boys aged 13-15 years old stated that they did not bring meals from home because it was not considered cool. Many thought that bringing food from home should stop after kindergarten. Girls did not express this same concern.

6.5.3 Dinner

"I will eat when I'm hungry". In general, respondents have dinner between 6-

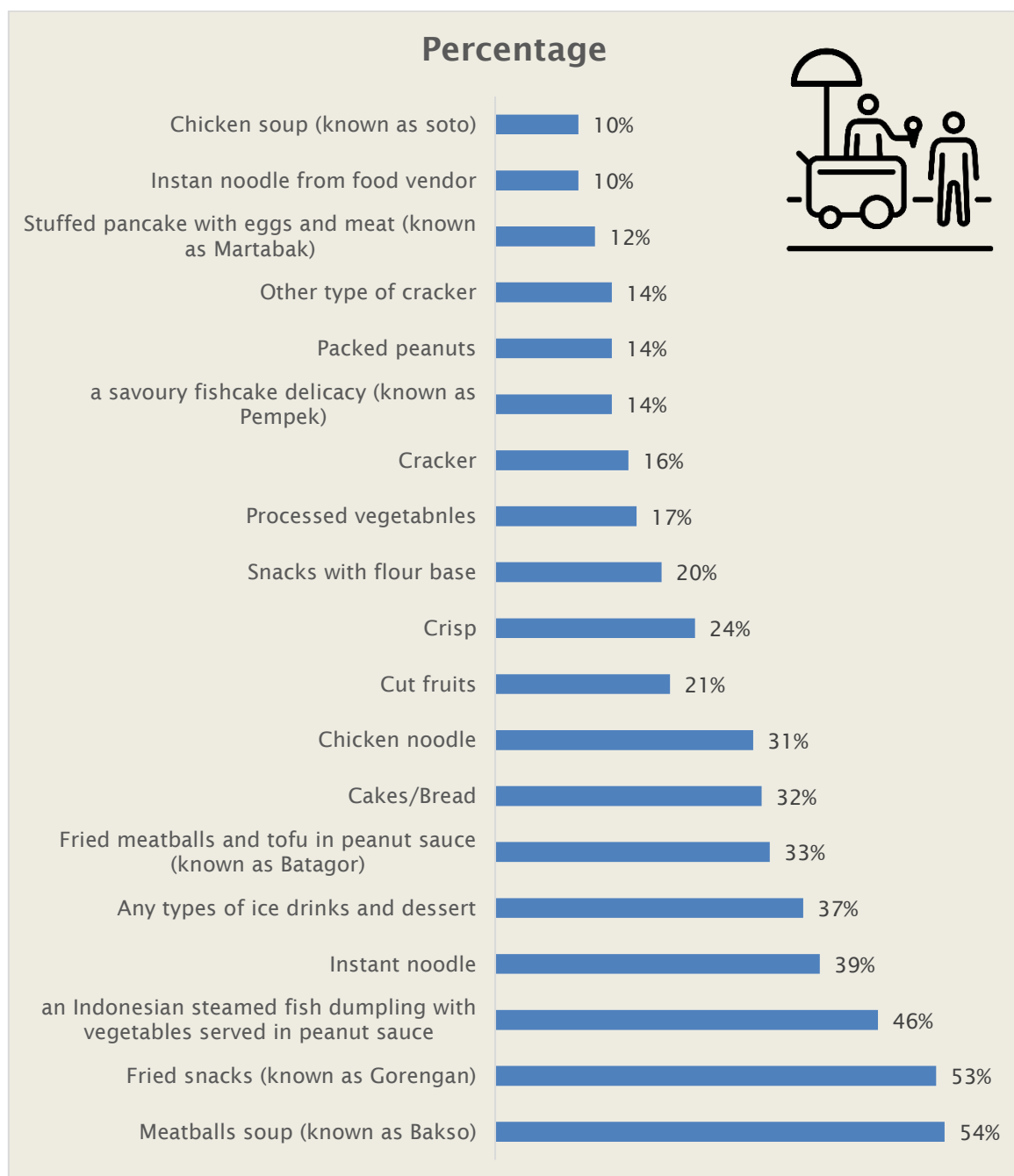
8pm with mostly the same menu as lunch.

6.5.4 Snacks

Snacking is part of teen habits. On the way to/from school, during the day, before and after activities or even in the middle of the night, Indonesian teens are snacking.

Most consumed snacks which are fried or processed.

Graphic 6. Most favorite Snacks



Before, during and after school, three patterns of snack purchases were identified at the school canteens:

1. No time for breakfast at home. Students would have a heavy meal during their first break and snack at lunch.
2. Eating breakfast at home, but did not bring a meal for lunch. They snack during their first break and eat a heavier meal (chicken noodles, bread) during second lunch break.
3. For those who brought a meal from home, they will consume them during lunch and purchase snacks during the first break.

Different patterns apply during the weekends with less snacking during the day. This is mainly due to closer monitoring from parents. With parental oversight, the respondents normally have three meals a day during the weekends.

Most schools have regulations on the types of food that can be sold at the school canteens. However, practicality and popularity are the main reasons behind vendors' decision in the sales of mostly unhealthy food items at the canteens.

7 SPORTS AND PHYSICAL ACTIVITIES

7.1 Value of sport and physical activities

The respondents were aware of the long-term benefit of a healthy lifestyle including sports, good eating behavior and adequate rest.

Some respondents doubted whether sport is essential to maintain good health. They cited other physical activities such as dancing, cleaning the house, walking to or from school, cooking, can also be considered as ‘maintaining good health and burning calories.’

7.2 Sports habit

Early teens, in particular, boys, engaged in more rigorous sport activities than the older age group. The older age group considered sport as an opportunity to socialize with friends in a healthy way and to make use of their free time in a positive way.

Girls at the high school level stated that they were too busy to do sport. Girls within this age group prefer to socialize with friends or simply resting at home.

The biggest motivation for them to do sports included:

1. To be admired by their peers. Some stated that this could also help in attracting boys.
2. To avoid being bullied by keeping their body in ‘ideal’ shape (slimmer – so they look taller).

“Nobody will like me if I’m fat...boys will not like me...people will mock me...I will be bullied”

14 years old, Putri, Bandar Lampung

3. To allow them to maintain their weight while eating whatever they want, especially favourite foods.
4. Group sports are preferred as this provides a social network and acknowledgement by their peers. These sport activities include basketball, volleyball and futsal.

“My friend is obsessed with becoming a flag raiser during the Independence Day, that’s why he always go to the gym to maintain his physical condition...he always insist that I should come along...so if I’m not playing futsal, then I would go to the gym.”

15 years old, Putra, Lampung Tengah

“I don’t like getting sweaty...it feels weird. I have to shower after engaging in sport activities.”

13 y.o Girl, Lampung Tengah

7.3 Other physical activities than sports

The study concluded that the main reason girls are not engaging in sport activities include:

- They consider non-physical activities more interesting, such as: reading, sleeping, socializing, singing.
- Girls perceived that sports often leads to muscle aches.
- They have never tried sport activities. They tend to focus more on tutorial classes after school.
- Girls often feel that sport is only useful to help them in losing weight. Hence, when they already feel skinny, they avoid engaging in sport activities.
- They would like to avoid getting sweaty or smelly.
- They are already too tired from school activities.
- Competing priorities with responsibility to clean the house.

“I always wake up at 5 am...prepare for school, and arrive at school by 7am...I’m too tired with all of the activities I have to do for the whole day to have to spend time for sport.”

14 y.o Girl, Bandar Lampung

Most female teens considered any physical activities such as housework including washing, cleaning the house, taking care of younger siblings, and activities at school such as student board, red cross, marching band, are just the same as sport.

It is important to note one unique example from South East Sulawesi province where there is a common perception among teens that “walking to school” means he/she comes from low income family. Although many students are willing to do it, they often avoid this to keep up appearance among their peers, and therefore, prefer to use public transport or motor bike.

8 POCKET MONEY

Only 70 percent of the respondents receive a regular allowance from their parents, on a daily or weekly basis. Some respondents receive monthly allowance as they live far from the parents. Respondents received between IDR 7,000 up to IDR 20,000 per day.

For lower SES levels and younger age group, this allowance is intended to cover all expenses except school fees, books etc. The older age group and Middle SES levels, usually receive a special allowance for the

weekends / social activities (outside of school).

In general, the biggest portion of this allowance is spent on food, followed by phone credit and social activities.

All respondents stated that they sometimes saved their allowance to buy personal things such as clothes, food and accessories.

With the right encouragement, these youths have the potential to spend more to purchase healthy food, i.e. fruits and vegetables.

9 MEDIA HABITS

9.1 Media usage

There was no significant difference found between urban and rural teens' media usage. Conventional media (radio, newspaper and magazine TV) are no longer teens' main source of information and entertainment. Most of them have switched to digital media such as YouTube and/or other social media channels. All respondents owned smartphones. There are three motivations for teens to access the internet from their smartphones which include searching for information (related to school work), to get connected with friends (old and new) and for entertainment.

Respondents admitted that the social media is addictive as it occupied most of their time (some schools allow students to bring smartphones to class). The social media channels used most frequently include Instagram, Facebook, LINE, WhatsApp, and Blackberry Messenger. Each is associated with different use and benefits. For instance, Facebook is mostly used to browse for information and friend's activities, while Instagram is mainly used to share updates of their daily activities. Meanwhile, LINE and WhatsApp are mostly used for regular chats.

9.2 Health Campaign

Knowledge of Public Service Advertisements (PSA) regarding health was very low, especially in rural areas.

The health-related ads most readily recalled were health products such as milk for people with diabetes, medicated oil, health soap etc. When probed further, some mentioned PSAs for Rubella vaccine, dangers of smoking and drugs, as well as family planning. Very few respondents were aware of the Healthy Indoensia Campaign (known as GERMAS), even though its activities were held across all major cities in Indonesia recently to commemorate the National Health Day. Youths perceive the previous PSAs as not attractive, boring, too formal and too obvious. As a result, teens are reluctant to watch the ads and prefer to skip these ads.

9.3 Campaign contents

Based on the behaviours and preferences expressed by the respondents, a media campaign aimed at promoting a more balanced diet among female adolescents should consider:

- 1. Choosing fruit or vegetables to promote (because the motivation for each is very different)*
 - 2. Appealing to adolescent girls' motivations: sweet, fresh taste; good for your body and skin; fun to share with friends.*
 - 3. Referring to products rather than behaviour-oriented messages.*
 - 4. Focusing on digital media especially smart-phone friendly channels and apps like YouTube, Instagram and other social media.*
 - 5. Using animated media, which has broad appeal to this demographic. Tone should be attractive and casual.*
-