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Parents and School's Collaboration for Improving Children Food Well-Being by Knowledge Perspective

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Food Well-Being (FWB) is defined as “a positive psychological, physical, emotional, and social relationship with food at both individual and societal levels” (Bublitz, et al. 2013, p.1211), which contributes to human well-being as an aspect of food consumption (World Health Organization, 2011 and Ares, et al. 2014). However, particularly in Vietnam, there is an increase of problems in eating habit leading to poor level of human's FWB especially in children since a double issue of children's malnutrition and obesity (Vietnam National Institute of Nutrition, 2014¹).

To improve the situation of FWB, food education has been developed by school through educational service. In particular, school lunch programs, with the help of teachers, not only provide healthy food but also emphasize on fostering children's mental and physical health, and individual humanity (Tanaka and Miyoshi, 2012). However, even if children participate in food education at school, their overall FWB may still not improve if their eating habits at home are not healthy (Dunifon and

¹ General Nutrition Survey 2009-2010: “In 2010, the prevalence of stunting (Weight-for-Age Z-score < -2.00) among preschool children was 29.3%. The reduction of underweight percentage was only 1.3% whereas the obesity and overweight increased 6 times from 1995”.

Kowaleski, 2003). Parents have been significantly forming children's preferences and food acceptance patterns by providing certain food and dining schedule at home (Johnson., et al. 2011 and Savage., et al. 2007), which in turn affect their children's FWB. Therefore, collaboration between school and parents is essential in providing the comprehensive dietary habit for children.

Theoretically, Kakutani (2015) indicated that almost of research on food education especially the school lunch program was focused on children and their activities, and less of parent's involvement. This may have limited contribution to FWB issues. It should instead pay more attention on research of parents' roles who have the largest and most meaningful influence on children's dietary habit in particular and FWB in general.

This research is conducted aiming to motivate the collaboration in term of upgrading children FWB based on knowledge of food and nutrition by focusing on parental perspective. We would like to deal with two tasks: establishing a measurement in order to illustrate the current situation of parents' food and nutrition knowledge (Task 1) and finding influential factors affecting relationship between parents' current knowledge and motivation to collaboration (Task 2) in order to enhance children's FWB. The research task 1 is employed as fundamental for the second task. Suitable model for collaboration will based on current level of parent's food and nutrition knowledge.

In order to solve the problem as well as satisfy research purpose, we establish a main research question and three subsidiary research questions as follow:

MRQ: How children's FWB can be improved by collaboration concepts?

SRQ1: What are features of Vietnamese parents' purchasing behavior about children food?

SRQ2: What is level of Vietnamese parents' current knowledge about children's food and nutrition?

SRQ3: Which factors influence on parents' intension to collaboration with school's Food Educational Service?

In this research, both qualitative and quantitative method were employed to answering questions. This research combines results from literature review, secondary data (press release data) and primary data (questionnaire survey). This questionnaire was used to investigate Vietnamese parents who have at least a child under 10 years old in Hanoi, Vietnam. 2 public primary school and 5 private kindergarten school were selected to join in this survey with two hundred and twenty two respondents from parents. Regarding to data analytics methods, several techniques as well as algorithms were employed, such as descriptive, classification method, especially hierarchical clustering, ANOVA and cross-tabulation methods from SPSS software.

There are some findings was highlighted in this research. It is noticeable to realize that demographic feature, especially parents' education, income, age and youngest child's age have strong influence on their knowledge about children food and nutrition. Besides, such kind of knowledge directly affects not only their children's home dietary but also their intension to collaboration with school food educational service. Therefore, it is potential to consider carefully parents' demographic feature in order to motivating collaboration between school and parents in educational service.

In sum, food-related disease is one of the most meaningful trend for other research in this field (Block, et al., 2011). Firstly, it has originality of concerning collaboration in school concept in FWB framework, especially involvement of parents. Secondly, in specific background of Vietnamese children as well as Vietnam children food market, this research has drawn picture originally of enhancing children's FWB by improving collaboration between school and parents in food educational service.

Finally, there are both significant practical and theoretical implication in this research. A framework of collaboration based on value co-creation among stakeholder are proposed in order to upgrade children's FWB generally. Additionally, this research suppose an erection of sustainable collaboration concept through value co-creation among stakeholder and more theory for the research path of FWB based on collaboration and value co-creation in term of food knowledge and further more food literacy.