COMMERCE 4CA3
Managing and Promoting Health Services

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Innis Library,
KTH-108
Winter 2020
Session Outline

• Best websites and library databases for the team project on food literacy.

• Will cover sources for ...
  - Events
  - Academic and Popular Literature
  - Psychographics
Food Literacy Event Listings

Municipalities (City of ... )
- e.g., List of Ontario Municipalities (Ontario Ministry of Municipal Affairs and Housing)

Public libraries
- e.g., List of Ontario Public Libraries (Ontario Ministry of Heritage Sport, Tourism and Culture Industries)

Community & Recreation Centres
- e.g., List of Community/Recreation Centres in Ontario (211 Ontario)
Food Literacy Event Listings

Food or Nutrition related Associations and Organizations

- Examples:
  - Ontario Home Economics Association (OHEA)
  - Ontario Dietitians in Public Health (ODPH)
  - Nutrition Connections

Event Management Websites

- e.g., Food Literacy in Ontario (Eventbrite)
Secondary Research Resources
Re: Best Practices Promoting Food Literacy Events

- Discovery - books, periodicals, articles, reports
- Scholars Portal Journals - journal articles
- Web of Science - journal articles
- Google Scholar - books & journal articles
- Factiva - news articles
- CPI.Q (Canadian Periodicals) - news articles
- Conference Board of Canada - reports
- Business Source Premier - articles
- Business Premium Collection – articles
- Global Health – journal articles

Academic, government, practitioner and general news literature (e.g., books, articles, reports, etc.) needed for component one of team project.
Finding and Accessing Databases

Use **Search** or **Databases** tabs on the **Library Home page**

**Databases** tab: Find databases by Name or by Subject Area

- BUSINESS
- GENERAL AND MULTI-DISCIPLINARY
- MARKETING
- HEALTH SCIENCES
- ... + OVER 40 OTHER SUBJECT AREAS
Database Description

Review Description and Connect

**Business Source Premier - Business Searching Interface (Recommended)**

Alternative Title: BSP | Datamonitor | MarketLine | BSC

Allowable Uses:
Access is available on and off campus to current McMaster University students, faculty and staff.

View Detailed Terms of Use

**Description:**
Coverage: 1886 to the present; varies by title
Provides selected full text from thousands of sources, including more than 1,100 scholarly business journals. In addition to academic journals, BSP also includes books, magazines (popular & trade), news, industry reports, market research reports, country reports, company profiles, SWOT analyses, working papers, and more. The database covers all areas of business, including accounting, economics, finance, management, management information systems, marketing and international business.

User Type:
McMaster - MAC ID required

Database Type:
Articles | Reports

Subjects:
Accounting and Finance | Business | Communication Studies | Economics | Health Sciences | Human Resources and Management | Information Systems and Operations Management | Marketing

**Business Searching Interface:**
- Tutorial (EBSCO)

**Standard EBSCOhost Interface:**
- Basic Searching Tutorial (EBSCO)
- Advanced Searching Tutorial (EBSCO)
- Creating Search Alerts Tutorial (EBSCO)
- Creating Journal Alerts Tutorial (EBSCO)

**All Business Searching Guides (EBSCO)**

**Help:**
- Business Searching Interface:
- Standard EBSCOhost Interface:
# Database Search Tips

<table>
<thead>
<tr>
<th>Operator</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot; &quot;</td>
<td>Use quotes around search words to find exact phrases</td>
<td>“food literacy” “best practices”</td>
</tr>
<tr>
<td>* ! ?</td>
<td>Use a wildcard symbol to find word variations</td>
<td>behavio<em>r finds: behavi</em>or, behaviou*r</td>
</tr>
<tr>
<td><strong>AND</strong></td>
<td>Narrows results. Use between search words to retrieve items with <strong>ALL</strong> words present</td>
<td>nutrition and education and promotion</td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td>Broadens results. Use between search words to retrieve items with <strong>ANY</strong> of the words present</td>
<td>“health care” or healthcare promotion or marketing or advertising</td>
</tr>
<tr>
<td><strong>NOT</strong></td>
<td>Use to get rid of unwanted words</td>
<td>apple not computer</td>
</tr>
<tr>
<td><strong>( )</strong></td>
<td>Use parentheses when Boolean operators <strong>AND</strong>, <strong>OR</strong> and <strong>NOT</strong> are mixed in a single search box</td>
<td>(&quot;health care&quot; or healthcare) and (promot* or market* or advertis*) and best practice*</td>
</tr>
</tbody>
</table>
**Discovery**

Discovery = Catalogue + content from *selected* Databases

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**Results 1 - 25 of 5954138 for (("health care") | healthcare) (marketing)**

**Browse or search for articles in a particular journal.**

**In Discovery, use Advanced Search when search strings include a mix of Boolean operators.**

**Read ebooks using any web browser. No special reading devices required.**

**Request or retrieve print book from library.**
### Abstract

High population rates of obesity and nutrition-related chronic diseases warrant an examination of the roles of food and nutrition education in health promotion. Using a mixed methods approach, this study explored student attitude trends in, and perceptions of, Home Economics Food and Nutrition education in one Canadian province. Focus groups and Home Economics Food and Nutrition education students were involved in a theoretical framework through rich interviews using a grounded theory approach. Results revealed that, although students, including boys, increased slightly over the study period, the majority of children do not take Home Economics Food and Nutrition classes. Furthermore, interest decreased significantly from grades 7 (43.7%) to 13 (13.8%). Home Economics Food and Nutrition education faces significant challenges to its future viability. These include: many school administrations, as home economics teachers and some parents do not value Home Economics Food and Nutrition education; Home Economics Food and Nutrition education is seen as less valuable than health and science for future planning; combined curricula and teaching institutions; reduced numbers of new home economics teachers; diverse student food knowledge and skills, and changing social norms regarding food and safety (increasing use of convenience foods across population groups, a lack of food skills and literacy skills). Results also indicated that Home Economics Food and Nutrition education is seen as critically important for youth, given that one-third of Canadian children are now overweight or obese, fast and highly processed foods make up an increasing proportion of Canadian diets, and there are increasing discussions being raised with food production and food safety. These results signal a growing interest of societal trends towards traditional foods, food education, and eating in the United States and United Kingdom, and the growing acknowledgment of the externalities associated with these trends including food and environmental impacts. Consequently, evidence-based food and nutrition education that is relevant for today’s food environment and lifestyle is needed to improve the health of current and future generations. This should be based on a comprehensive food and nutrition framework including functional, nutritional, and cultural practices. Policy measures are urgently required to ensure all youth have access to food literacy education.

### Introduction

There has been a reduction in food and nutrition knowledge and skills in the general population, which has contributed to serious public health concerns including obesity and other nutrition-related chronic diseases (Catterall and Lepage, 2001; Jaffe and Creasy, 2006; Boushey, 2013). This collection of contributions and insights is frequently conceptualized as ‘cooking’ and its diminution eventually leads to a dietary ‘in-differentiation’, which has arisen in part from changing social norms regarding food, ‘food poverty’, greater participation in the food marketplace by women, longer working hours, and less in-home food preparation (Catterall and Lepage, 1998; Jaffe et al., 2007; Slater et al., 2012). These trends have all led to an increasing prevalence of obesity and other chronic diseases (Catterall and Lepage, 1998; Jaffe et al., 2007; Slater et al., 2012). These phenomena have significantly altered the way we eat, and our relationship with food.

Girls and boys today are increasingly engaged in non-traditional activities in their daily lives, which may contribute to negative attitudes towards food and nutrition education. This collection of contributions and insights is frequently conceptualized as ‘cooking’ and its diminution eventually leads to a dietary ‘in-differentiation’, which has arisen in part from changing social norms regarding food, ‘food poverty’, greater participation in the food marketplace by women, longer working hours, and less in-home food preparation (Catterall and Lepage, 1998; Jaffe et al., 2007; Slater et al., 2012). These trends have all led to an increasing prevalence of obesity and other chronic diseases (Catterall and Lepage, 1998; Jaffe et al., 2007; Slater et al., 2012).

### Keywords

Food literacy, food skills, health promotion, home economics, nutrition, health.
Includes local papers such as the *The Hamilton Spectator* and national papers like *The Globe & Mail*. 
Sample sources – Reports & Webinar

WHAT’S TO EAT?
Improving Food Literacy in Canada.

FROM OPPORTUNITY TO ACHIEVEMENT
Canadian Food Strategy.

Household Food Security and Literacy and the Canadian Food Strategy.

Alison Howard
Principal Research Associate, Centre for Food in Canada
CBoC Webinar - May 27, 2014

The Conference Board of Canada
Psychographic Research
Consumer Habits, Values, Attitudes, Lifestyles, etc.

Psychographic data describing your target market is needed for component two of your team project.

- **Passport** – includes reports and statistics, international (includes Canada)
- **Statista** – includes reports and statistics, international (includes Canada)
- **MarketResearch.com Academic** – demographic reports, U.S. emphasis
- **ArcGIS Business Analyst Online** – reports and maps – worldwide country data and maps; covers Canadian provinces, cities, neighbourhoods and more.
Passport
Worldwide consumer & demographic information

Consumers menu > Lifestyles section includes consumer reports for Canada (& other countries) entitled ...
- Consumer Overview
- Consumer Types
- Consumer Values
- Consumer Behaviour
- Consumers Tomorrow
- Lifestyles

CONSUMER OVERVIEW IN CANADA
September 2019

Report covers topics such as ...
- Life priorities
- Home Life
- Working Life
- Leisure
- Technology
- Health
- Shopping
Statista

Millions of statistics on a variety of topics such as the consumer

Food shopping behavior in Canada

This dossier has been compiled to provide statistical information about food shopping and consumer behavior in Canada.

Table of contents

1. Store selection and shopping trips
2. Food prices and expenditure
3. Organic food
4. Sustainable packaging
5. Online grocery shopping

Source(s): Statista
ArcGIS Business Analyst Online (BAO)

- Uses web-based GIS mapping technology to visualize demographic, lifestyle, behavioural, psychographic (i.e., PRIZM5), spending and other data for Canada (& other countries) and its communities.

- Create and export data, maps, reports & infographics

Getting Started with BAO

BAO accounts and consultations should be made with Christine Homuth in Maps/Data/GIS at Mills libgis@mcmaster.ca
Research Help

- **E-mail:** library@mcmaster.ca
- **Phone:** 905-525-9140
  - ext. **22081** Innis Service Desk
  - ext. **21359** Business Librarian
- **Live Chat:**
  [http://library.mcmaster.ca/justask/](http://library.mcmaster.ca/justask/)
- **Face to Face (Innis Service Desk):**
  [https://library.mcmaster.ca/spaces/innis#hours](https://library.mcmaster.ca/spaces/innis#hours)
McMaster Library Session Evaluation
Give Us Your Feedback!

mcmaster-ca.libwizard.com/evaluation

Thank You!