

International symposium

Convenor: Claude Fischler, Director of Research, CNRS

programme

Food, body and health

A CROSS-CULTURAL APPROACH

French German English Simultaneous Translation

Wednesday, September 25th, 2002



Bien manger, to eat well, gut essen, mangiare bene...

What does this commonly shared concern entail from one culture to the next? In some cases, it means being together, sharing, constructing social ties. In other instances, it involves the proper management of the body and of one's health.

For a long time, the question of " what to eat " or " how to eat " was irrelevant, as fears and anxieties centred on the lack of food. Today, the question of choice and of the self, of the management of both needs and desires, has become the central question, linked to social and economic debates as well as to public health issues...

This symposium will be of interest to journalists, researchers, students and professionals in:

- social sciences and humanities,
- nutritional sciences, public health, health education
- business strategy, market research and communication

It will present a unique occasion to get first hand knowledge of the results of the study presented by researchers in the programme.

Presentations by researchers from other parts of the world will help open new perspectives on these issues.

13 speakers from 9 countries and 3 continents.

Discount on registration fees until May 31st, 2002



Ocha's transcultural survey programme

In order to guarantee the scientific rigour of the programme,
the following steps were taken:

- an international group of researchers was put into place and closely associated with each phase of the study,
- qualitative research was carried out in the initial two phases of the project,
- the questionnaire was distributed from Paris via telephone by native speakers of each language, with the same training,
- moderation and/or supervision of data collection and analysis by a single person who is sufficiently fluent in all four languages of the study's.

Programme direction

Claude FISCHLER (France),

with **Christy SHIELDS** (USA) and **Estelle MASSON** (France) for data analysis.

Coordination: **Christy SHIELDS**

Associated researchers

- **GERMANY:** Eva **BARLÖSIUS** ■ **FRANCE:** Mohamed **MERDJI**
- **INDIA:** Jyoti **VERMA** ■ **ITALY:** Nicoletta **CAVAZZA**
- **UNITED KINGDOM:** Alan **BEARDSWORTH**
- **SWITZERLAND (French speaking):** Laurence **OSSIPOW** ■ **USA:** Paul **ROZIN**

Survey programme phase

Phase one:

Focus groups carried out at the national level in 2000 and 2001, moderated by Claude Fischler or Christy Shields and associated researcher in each country, with the same moderator guide.

Second phase:

A qualitative questionnaire with open-ended questions, administered by telephone from Paris in September / October 2001 to 170 people in each country: 60 consumers, 60 teachers and 50 doctors.

Third phase:

Collection of data, end of 2001, from representative samples in each country (1000 people in France, Germany, Great Britain, Italy, Switzerland (French-speaking), USA), for a total of 6000 people.



**Dairy
Products :
Enjoyment and
Variety**

26th IDF World Dairy Congress

For more information on the Congress:

www.congrilait2002.com



Under the aegis of a scientific committee, the OCHA has worked since 1992 on the relationship between food, health, culture, society and on the complexity of the relationship one has to food. All the work carried out by OCHA over the last 10 years is available, with some exceptions, on the OCHA website, where you can find texts written by some speakers at the symposium in September 2002: Claude Fischler, Laurence Ossipow, Jean-Pierre Poulain, Paul Rozin.

Observatoire Cidil de l'Harmonie Alimentaire
42, rue de Châteaudun, F-75314 Paris CEDEX 09
Fax: 33 (0)149707165 ■ E-mail: ocha@cidil.fr
Responsible for OCHA: Maggy Bieulac-Scott

www.lemangeur-ocha.com