**11th February 2020 Tuesday 10am Dyadic Interview #DI201-202**

Moderator: So um (pause) thank you for helping me with my research. Could you just introduce yourself and tell me the most recent time you consumed a sweet food? A sweet tasting food.

DI201: Right. Should I do that first?

Moderator: Yes

DI201: Oh well I’m [participant name]. Um. Uh and I’m sixty-five (pause) and I last had something that was sweet, probably yesterday? Actually I find it difficult to think about it, because I’ve to think about what’s sweet. Um. So we went into a shop in [A town in Englad’s West Midlands] and I had a pastry with a coffee. So that I’d consider that as sweet food. Um, I can’t think of anything else.   
Moderator: That’s good (laughs)

DI202: So I- I’m I’m the same, we both went out for coffee oh yeah my name is (pause) is [participant name] (weak video call connection) um cakes if we have anything. But it’s often a pastry and I also had a pastry yesterday so that was the last time I had anything that was sweet as well.   
DI201: Yeah. Unless cereal counts. (laughs)

DI202: Cereal, I had fruit. Uh of course.

DI201: Oh yes

DI202: but I- I’m not considering that I suppose. So, is that okay?  
Moderator: Yeah!

DI202: For that answer?  
Moderator: Yes

DI201: Yeah?

Moderator: Um, so what comes to your mind immediately when I ask you about sweet foods? Do you, find it, like a torturous thing to eat? Or do you think of happy thoughts or?

DI202: Well I-I- when you say sweet foods, um, I immediately think of a (pause) a coffee sponge cake?

Moderator: Mm

DI202: Or something like that. And I just think, well, I haven’t had one of those for years and years and years and years. So that’s what I think.

DI201: Yeah. I don’t um, I actually consi-. When I’ve. When I hear the word sweet, it actually makes my teeth grit. That’s- that’s what I think of. Because I- I think with in relation to, you know, dental issues. So, it almost makes my teeth ache the word sweet. And I also feel something in the back of my throat, and I- there’s nothing there but I feel it and it’s almost, if you drink s- a stuff that is overpoweringly sweet, it’s almost I don’t like the taste.

Moderator: Mm

DI201: So it makes almost my throat jump. Um

Moderator: Mm

DI202: Yeah

DI201: So (pause) (in overlap) that’s. You know, I don’t. I don’t think of sweet things as, as, pleasurable

DI202: (In overlap) I- (pause) mm

DI201: I don’t. I actually don’t.

DI202: And I suppose that thing you said about the thing on your teeth, now you mention it. Um, I almost think back, to when you’d have those cakes, years and years ago, and I can picture that, almost like when you eat, hot. Something hot or cold. Not that I’m, my teeth are particularly sensitive. But it’s almost like there is a feeling

Moderator: Mm

DI202: That you don’t like. Years and years ago, I would have said I would eat cakes and stuff I just can’t remember when that was. Uh cause it’s a long time (laughs)

Moderator: (laughs)  
DI202: So that’s, that’s that (laughs)  
DI201: Yeah

DI202: I think?

Moderator: Yup

DI201: Yes

DI202: Okay, so you, if you want to ask us anything as well as we say something, you must.

DI201: Yeah

DI202: Say

Moderator: Yes

DI201: Otherwise we’ll just ramble!

DI202: (In overlap) Yeah we’ll ramble

Moderator: (In overlap) No it’s good, it’s good! (laughs) thank you.

DI202: okay

Moderator: Um, what type of drink is your favourite and why? What you think of?

DI201: My favourite drink, well, my (pause) I don’t have favourite drinks. You know, at all! Um, I drink tea. Um, and that’s mainly because [participant name] makes tea.

DI202: in the morning I make tea! (In overlap) Yeah I mean I do!

DI201: (In overlap) or if. If it was my choice, I probably wouldn’t drink tea. Um, and I drink coffee, but we only probably have one cup a day.

DI202: (In overlap) if we go out

DI201: (In overlap) because I find it overwhelming. Um. And if I didn’t buy coffee or somebody made it, I wouldn’t probably have coffee. Um, I like beer

DI202: (laughs)  
DI201: Um, so that’s my favourite drink to drink

Moderator: (laughs)

DI202: Oh (inaudible -shut it?)

DI201: But I don’t drink loads of it uh

Moderator: Mmhmm

DI201: But I do like beer. But I like, because it’s that’s a more bitter taste.! I don’t like sweet beer. Um, so that’s another thing I prefer that’s bitter. Than sweet. Um.

DI202: (In overlap) You drink water

DI201: (In overlap) Other than that I drink water

DI202: Yeah

Moderator: Mm

DI201: Yeah. And if I have a choice in water, makes. It isn’t really a choice, but I actually like sparkling water. So if somebody offered me bottled water, um which is something I- I don’t really agree with bottled water I don’t think the concept, but I like sparkling bottled water because I like the sensation of sparkling water. When you drink it. That’s it.

DI202: And. Well I wouldsay, I, have tea in the morning? It tends to be a- a routine thing? And then I might make a coffee, later in the morning? And then [participant name] wouldn’t have coffee he would have tea if had anything else. Um. And then with lunch, with a sandwich, we would have tea, usually. Uh if we were in. Um and, maybe in the afternoon again have a cup of tea or coffee and I might drink a bit of water. Um, I don’t drink juice, fresh juice generally, unless one of the kids is here and I bought it. But I would eat fresh oranges or something, during the day. And um, and I have wine occasionally? But again, it’s usually at the weekend, the odd glass with our meal? When we have might have beer and wine.

DI201: I don’t. Yeah wine

DI202: So you don’t much. Do you?

DI201: Yeah. But if I’ve no beer, I would have wine.

DI202: Yeah you would. And if we go out anywhere, we-, um we would that’s when we normally have another coffee and it’s possibly your only coffee of the day if we have coffee? Um we don’t tend to go out at night, now, but I tend. Yeah so that’s about it really.

DI201: Yeah

Moderator: (inaudible) I think

DI201: And if I’ve wine, I wouldn’t have sweet wine.

DI202: No

DI201: I would definitely not have sweet wine, I’d have dry.

Moderator: Mm

DI201: Because I don’t like the sweet taste

DI202: Yeah. Whereas actually if I have wine, the wine I have is sweeter. But I just have a glass or two or whatever. Couple of times a week if that, so

DI201: Yeah

DI202: Yeah, that’s that

Moderator: whe-when you drink coffee or tea, do you add sugar or sweeteners?  
DI201: No

DI202: Never

DI201: Never

DI202: And it’s funny cause we, talk-talked about this when we first were thinking about the questions you um, sent. But years and years ago, when I think it was when we’re in our teens, there was a sugar shortage. Because until then, everyone as a child, you-I- your parents tended to just put tea- uh sugar in tea and coffee and you just had that. And then in whatever that year was, um, there was a sugar so- shortage a-an-and in my family, some reason then I can’t remember the reason, my dad and I stopped taking sugar, in tea and coffee; whereas my mom and brother and sister didn’t and continued actually, forever to have sugar. Uh but that’s when I stopped and I think that’s probably, so that’s, over fift- maybe fifty years ago!

Moderator: Oh, so you stopped ea-eating sugar, (In overlap) from that. on.

DI202: (In overlap) Just, just having sugar in, in tea and coffee! And I think you had a similar thing

DI201: Oh, well I do! It was similar because, y-you know when we were younger, [participant name] said, you know we had tea, and our parents would put sugar in the tea! So you got sweetened tea. So you didn’t have that by choice, it was just that’s what you were given. So that became the norm. Um, and it was really probably about eighteen, when, I-I first got to university and it, started really cooking for myself so you made your own decisions about food. And when it came to buying sugar, I distinctively remember going to the supermarket thinking, why am I buying a two-pound bag of sugar?

DI202: (laughs) Yeah

DI201: And, because you know, I didn’t cook with it. I wasn’t going to cook with it. But it was, to put in tea! As a habit. And at that point, I did just stopped buying it! I just thought wh-why why buy two-pound bag of sugar? Um, just to put in tea. So I stopped buying it and I stopped drink- putting sugar in tea or coffee, and never added since. Um. And if someone gave me tea now with sugar in it, I’d almost take the first mouthful and sp- almost spit it out

DI202: (laughs) well I think –

DI201: (In overlap) Because it’s it really something you know I don’t like!   
DI202: No

DI201: Um so, that’s it   
DI202: Yeah! So that.

Moderator: But when um, [participant name], when you were drinking (inaudible)

DI202: (In overlap) I-I forgot the question now  
Moderator: I’m sorry (laughs) um when you were drinking sweetened drinks uh before eighteen did you actually like the taste?

DI201: Um, I thi- I think um. Not really! I- I didn’t dislike it, but I-I wouldn’t say you know, I liked it. It was just, that was a fact. That’s what you were given and that’s what you drunk.

Moderator: Mm

DI201: Um, and I wouldn’t say it was pleasurable to drink it, it was just a drink you were given. Um, and you only had it at tea time. (weak video call connection) time. Um the only time I’ve ever like, have ever thought, oh this is good to drink, is if I’ve been out and it was cold. And you were doin’ either a lot of work or a lot of exertion. And somebody gave you sweet tea. I’d actually think, that was quite I could almost feel a sensation now, is because it’s almost (inaudible – revised in it). Um. But that might just be a lack of energy. So.

Moderator: Mm

DI201: I played rugby for a lot of years and that wh-which you know, was a lot of exertion. And, when I was younger, you’re almost (weak video call connection) get sweet tea after a rugby match. Almost as a means of replenishing energy because you’d been you know, out doing physical things for eighty minutes and you could be cold, really cold, wet. And you’d be cold, um. That’s the only time I’ve thought of it being, something nice to drink. Yeah.

Moderator: Mm. Um, what are the concerns that you have with regards to consuming sugar?

DI202: Well, I don’t have any personally. I’m just aware that um, I think, a lot of people, now appear to be overweight and I’m sure sugar has something to do with that. (pause) And hab- habits. I haven’t. no. I- no I haven’t a personal concern, at all! About it.

DI201: (In overlap) And you haven’t got a personal concern. (pause) Yeah

DI202: Because, I mean, now and again, we used to buy biscuits and like a rocky bar or um, something like that. And we would have it after lunch, with you know, after our sandwiches? Which just became a habit. So we- we, well we’ve, we’ve still got some in the cupboard, but we haven’t had them regularly. Occasionally I might have a biscuit, but (pause) I- again I don’t have any concerns because I don’t have any. If I felt I was getting bigger (laughs) I would just stop eating but actually since we’ve both stopped work, we’ve got smaller! (laughs) cause I think, just do more exercise! You know we-we let (weak video call connection) certainly have got slimmer um but I’ve never would have been concerned even when I was working a couple of years just over two and a half years ago. That I would eat a chocolate biscuit at lunch time and I might have one when I got in from school. And I wouldn’t be concern because, I was aware of what my body was doing and if I wanted to stop for any reason I would just stop having them. So. That’s it really. For me. I haven’t any.

Moderator: Mm. Mm.

DI201: Well I-I think (pause) the biscuits thing that becomes a habit.

DI202: Yeah

DI201: You know you may have it once. And then the thing is it just becomes something that’s repeated every day to the point you’d think, well what do you have the need for. I think that’s, the problem is we. I’m quite quite been rationale and guess [participant name] is- is rationale as well. As the point you’re always think what you’re eatin it for! (weak video call connection) it’s nothing, it’s just another thing to eat (weak video call connection) I- but my only thing about sugar, personally, is, is about dental issues. I think if-if anything if somebody says things to me about sugar I don’t really think, the word obesity comes into my head because you hear it so often on the television, read it in newspaper, you almost associate those words, sweet sugar obesity together (making blah blah blah sound) because it’s there all the time. But personal I think it relates personally more to dentists. And dental issues. Um, because I remember at twenty, um, I- I got a loose tooth knocked out playing rugby. And I had to go to the dentist. But then he said I needed six fillings. That was I was twenty years old and I was like quite horrified to find I needed fillings. Um and that related you know, my upbringing and having sugar in tea, when really, that wasn’t my choice! and thought well, that’s happened to me I’ve got fillings and I don’t like it. And that’s because I’ve got some I’ve had something that I really had no choice in. So my choice now is I don’t have sugar. And look after your teeth! And I always thought that was important for, for our children as well. Is that, teeth’s really important that last your whole life. And if sugar has a detri- detrimental effect on your teeth, you should certainly you know, not, manage your children’s sugar intake. To the extent you d-don’t allow them to have it or yourself. You just, have it in moderation. Um. Or manage it in moderation. So that’s what I really think, think about. Personally, sugar and obesity, you know, I have no problem myself with weight is something I don’t really think about, it is what it is. But probably (weak video call connection) never had weight issues, never worried about weight or anything like that. So I-I don’t really think about sugar and weight. Um. Sugar is something I- I really, don’t care too much about? Um

DI202: I think I don’t- I think this is maybe not, this isn’t the question you asked, but thinking about eating and when we eat, is it alright to mention something about that now?

Moderator: Yeah

DI202: Even though it’s not part –

Moderator: No no no it’s fine yeah

DI202: Because yeah. Well um, it’s just made me think about eating and us not being bothered about weight cause both we would be aware if anything happened to yo-you just aware of your body I think! Um, but I think, the other thing which you tend not to realise if you don’t, stay with other people, (pause) but we’ve had people say to us uh when they’ve been here maybe for the day, oh you don’t graze at all do you? And that’s, you know, like, picking bits of food all the time. And w- well what do you mean? Well, you know and that’s what that is, and then you realise that actually all you do is have breakfast, a cereal in the morning, we might have a drink mid-day, we might go out for a coffee during the morning in which case we had cake if you’d like, pastry, but then we have a sandwich, at lunchtime, and fruit or whatever, and then we have tea at, dinner at tea-time! And that’s it! (laughs) And that isn’t the case with a lot of people which, again when you start to think about it, not, you standing in the shopping queue and you realise there’s all the crisps and the biscuits and the what, in the trolley uh before you or after you or whatever, but. So it’s that just routine of, really we just, (pause) eat to live we have no aspect of living to you know, wanting to.

DI201: Yeah. Uh it’s. we don’t, we don’t snack.

DI202: No

DI201: And it’s it’s very, when you say eat to live it’s almost as if we think of of of that tha-that’s something we think of or manage our lives to. There’s no element of management here.

DI202: Oh no! No no

DI201: It’s just. That’s just. That’s just it is. Um, naturally that’s how we eat. We don’t really snack in between. If we wanted to snack in between, we would.

DI202: (In overlap) We would. Yeah (laughs)

DI201: We won’t feel guilty about it

DI202: (In overlap) No, no there’s no guilt I think that’s the thing.

DI201: Um, but it’s just something we don’t think about. Um. and I suppose, again, if you go back to when certainly and [participant name]’s childhood would have been no different than mine. You know overall, maybe the elements of what we did would be different. But that was very much our, well my upbringing and I’d guess [participant name], really, and you can’t (inaudible) it was how fast could you get out of the house.! To play you know. Eating wasn’t the primary objective, it was something that interfered with you gettin’ out and doing things. Coming back to eat, at lunchtime, was again, was a barrier to, you know, playing th-the progression of playing. So it was has been how fast could you home, get eat, don’t get caught, so that you could get out play again and then repeat in the afternoon. So, eating was almost an interference to your day! And, I think, we probably still see it a bit like that. But it’s, a means to an end. Um, well I mean for the rest of your day, and I think our kids were brought up like that as well. Is that, you know, meal times are meal times, and, it’s a matter of you know, eating your food and getting on and doin’, whatever else you were doing. Um, so it’s almost an interference.

DI202: well, I- I think I would say that, so I mean it’s go- certainly on school days, and-and I think you possibly have the same. Yo-you like, your mom made breakfast? Yeah? Perhaps. Or we-you, you make breakfast? And then went out school and had your school dinner. And I can’t remember snacks but you must have had snacks. And then night, our parents would make our tea m-mom would make tea! Like your mom, you know, made.

DI201: Yeah

DI202: So that was like a regular, it was just a regular thing, I suppose. Um

DI201: That’s that was your routine, really

DI202: That was your routine yeah I suppose that’s what we, did with our children. I mean, breakfast? Lunch? They would have snacks at school I’m quite su- you know, and uh, they would have the sandwiches, they take sandwiches and then there’d always be dinner at night and it wouldn’t matter if the routine had to change, but you could be totally flexible totally go anywhere eat anything and not worry about it. I think the other thing that’s, doesn’t concern me, cause I don’t think it- this does concern me, but some people seem to use food as treats and, you know I do this because, oh I can have that. It’s a treat. But if I don’t, you know, I’ll have (pause) I can eat that but then I mustn’t do that! It’s just, totally, they’ve (pause) in my view, they’ve totally (pause) got the wrong view of what food’s about. It’s not this issue of if I-, cause the silly thing is they say one thing, but actually it isn’t really what they’ve done! They’ve done something and then just gon’ and sat down and then, you know. Anyway, that’s a bit confusing to have said that but it’s the whole idea of (in overlap) using food as a treat.

DI201: (in overlap) I suppose all you’re really saying is it- it’s, it’s not we’ve never used it as a treat um if you good you get this.

DI202: (In overlap) Or

DI201: (In overlap) Uh and if you (inaudible – do badly?) you don’t get it.

DI202: (In overlap) Personally (pause) not

DI201: Is it’s just (inaudible)

DI202: (In overlap) But personally, I can eat a cake because I’ve been good and I walked. I walked somewhere this morning. So I’ve heard adults, you know, doing things like that. And that’s just –

DI201: (In overlap) Oh no no

DI202: is ridiculous as far as I’m concerned. Um. we- and I think as far as our routines and stuff, it’s not, y-you also make, because I suppose, I’m not interested in (pause) bak- I used to bake when the children were little and so on, but, I’m just interested in having meals that are healthy meals, that are ready and we can eat them, in our routine. Or not if we’re out! You know? But uh but that’s it really. And then not really thinking much about it. (pause) Having planned the week? (laughs) Think that’s (laughs) went off, went off piece there slightly but anyway

Moderator: No, no it’s okay a lot of people think that sweet foods, are like what you say is a form of treat. So far in, in a lot of conversations in other, focus group sessions, people tend to say that sweet foods are treats? And they kind of feel guilty sometimes? With, with consuming it when they haven’t worked for it. Why do you think people have guilt, um (pause) feel guilt towards eating sweet foods or why do you think they see it as a treat? Di- can you um

DI202: Well (pause) I- I think, it goes back to habits, and um, the way you’ve brought up? (In overlap) a-and also some things like that

DI201: (In overlap) well I didn’t feel, I didn’t feel guilty

DI202: Because, um, why would they feel guilty? Yeah. (pause) Probably because, they’re overweight and they’re trying to reduce, th-the

DI201: Yeah

DI202: They’re trying to get thinner? Um, but the whole, uh eating regime is wrong anyway. Possibly? And um, they maybe feel guilty because yeah they are trying in some way to, improve their body. (In overlap) A-and – (sigh)

DI201: (In overlap) I don’t (pause) I don’t even really think about it. You know? I- you know, I suppose, you know instead of a (Inaudible – a rashful way?) I really find it strange. So many things you know, I’m overweight. And then, there’s something a-and treat themselves eat-eating the very thing that they think is making them overweight. I find it odd.

Moderator: Mm

DI201: I don’t find that rational at all. So I really struggle with that. Um and I su- you know, i-its-it’s when (pause) you see people who, exercise. Um. (pause) I don’t, I had gone to this swimming pool with the kids, various times and we used to meet groups of people

Moderator: Mmhmm

DI201: Who, would go swimming as a means, of exercise to lose weight. And they do very little um. (pause) work in the swimming pool. So it was more or less just a social event. But almost at the end of the session, at the end of session when you get to the edge, they would use the fact that they’ve just been out exercise (pause) as, the excuse to go (pause) to have, a chocolate bar vending machine

DI202: (laughs)

DI201: And get a, get a chocolate bar!

(General laughter)

DI201: And, and I always thought I can’t understand it! You know, it-it’s effectively, you fooling yourself in believing you’ve come out. And done some exercise. It’s it’s the -ward, you reward yourself with the very fact that’s making you out to come out and do the exercise. But in fact you doing very limited um exercise anyway. So, y-you never really helping yourself you just spiral, out of control really.

DI202: Wh-

DI201: Um. so I find it, it-it-it quite odd and if people feel guilty, I don’t (pause) I just find that, can (weak video call connection) what people do? But I suppose for (inaudible – a fine freeze?) I would almost I think it’s in your hands. You know you been al- you’re the one who has to stop it. Um (pause) so you can’t be guilty you know you’re the one who’s stopped it. But a lot of people have so, little willpower in such situate- they can’t just stop. (pause) um, you know I stopped buying sugar cause I reall- I thought, there’s no need for me to have it. So I stopped. So I know I can do that. Um, and I know people probably can’t just do that (pause) and there’s probably other reasons not just willpower or strength of will. There’s maybe physical reasons to find it difficult. (pause) But I don’t know, and I don’t really understand it. (pause) So, I can’t really spend a lot of time thinking about it cause there’s a lot of things I don’t really understand and (in overlap) I find it funny.

DI202: (In overlap) I- I- I- I do think the guilt is just (pause) come from, I think I said this at the beginning. Um, the fact that they are trying to help themself get better, regarding something and that’s part of their way of doing that. I’m not sure I don’t agree with that’s the best way to do it but I do think that’s what people might be doing. And that’s why they feel guilty because actually, they are trying to do something and they can’t all the time. I think.

DI201: Yeah

Moderator: Mm

DI201: I think the other thing again is when (pause), I-I mean it’s (weak video call connection) the people with self-ful- sometimes we have discussion about that wi-wi-with the kids cause it was quite amusing at the time. Um (pause) Th-th-the group of people who would go swimming of course have put themselves in a social environment that, (pause) almost people have similar issues. (pause) And they all make effectively social (weak video call connection) to do some exercise. To lose weight. Um but then spend the time talking, because that’s the social activity so they don’t really a lot of time exercisin’. And then in effect, they encourage themselves to then go to the vending machine (pause) and they’ll each buy a chocolate bar so they’ve almost reinforced the fact that it’s okay for you it’s okay for you it’s okay for you.

Moderator: Yeah

DI201: So y- in effect by putting themselves in that social position in effect of trying to do some exercise to lose weight, cause of (weak video call connection) sugary things chocolates and things. They actually make it worse! Because it’s (inaudible) exercised themselves it’s okay! Um (pause) yeah they should go through a very strict (pause) regimented training camp and be.

DI202: (Laughs)

DI201: F-forced to lose weight.

Moderator: (Laughs)

DI202: if that’s what they really want to do. Yeah I don’t know. I don’t know really.

DI201: Uh I mean, well it’s-it’s tough if-if you’re buying that it be really really tough. Um. But.

Moderator: Mm. (pause) Do you- do you think that um –

DI201: Yeah (deep breath) we- I mean we didn’t (weak video call connection) yeah.

DI202: No.

DI201: I-I was about (pause) Um. I was just gonna go back to, the children. We were talking to our kids the other day about, I think it was following your questionnaire, I’ve been (weak video call connection) we asked a question. We suddenly thought, I wonder when we were when we brought our kids up, were we actually extreme with them? Um, cause we’ve never thought we were

DI202: (laughs)

Moderator: (laughs)

DI201: And, and then we were told well, well yes when when (weak video call connection)

DI202: Oh yeah!

DI201: Brought (laughs) our children go pet stores

DI202: (Laughs)

Moderator: Which normally most people, most children would think they can have the packet themselves. (pause) W-we never gave children a packet each, we’d took the packet and split it into three. So they only had a third of each!

DI202: (laughs)

DI201: And they- they never said anything but then they said yeah but when we went to other people’s houses

DI202: to friends’ houses (laughs)

DI201: We would get a full packet. Um. So clearly we were measured as being (laughs) by the kids as being, not normal. Um

(General laughter)

DI202: and they never said yeah that’s it it’s just like when we would if were all having bonfire night well, everyone was given full packet cause actually that was, ev- all we had? (laughs)

DI201: But, I think that would also be, mainly driven by (pause) I think th-the dental issues I (weak video call connection) we didn’t take uh you know sugary food, mainly from a dental aspect, is that, you know we wanted to make sure their teeth were okay

DI202: (In overlap) well I- (pause) yeah

DI201: But so we thought we were doing well but uh

DI202: (Laughs)

DI201: But we never used sweets as treats for the kids

DI202: Oh no! That’s not a thing. Yeah never. That was never uh

DI201: And I think we also encourage our children y’know to, to do outdoor activity (weak video call connection) some soft form of sport or exercise? So even if that aspect of of food or or eat or sugar or anything like that and weight. (pause) We never controlled food because we always taught our kids (pause) do loads of, energetic stuff um encouraged to do that, take part in things. So they always they always run around um.

DI202: I mean, I- I can’t even remember thinking about you know you mentioned about control of food, I think again, we would always have breakfast dinner tea, and if they had snacks in between they had snacks in between! Cause all the things they were doing were quite extreme that’s fine! And they had cakes and birthday cakes that were colourful and, whatev- they had- (pause) just a wide I mean the other thing th-that came into my head when suddenly you realise you bring your children a-, you think wha- how would do we do this I wanted to make sure that, that they were happy to go anywhere eat anything try anything there wasn’t this, pickiness! So that was the main aim, so the aim was to try, everything, and if you didn’t like it well have a bit of it and so eventually, they just became people that could go anywhere try anything (pause) eat, what they wanted. They had a regular routine which was, quite interesting cause, it wasn’t many years ago, one of the kids said something and I thought oh! Actually that’s a bit like when they were young! They have breakfast, dinner, and tea! (laughs) Y-you know, a sandwich at lunchtime. So it-it is routines and things that have, come from, and trying things and, sugary things included. From when they were little!

Moderator: Mm!

DI202: But (pause) funnily enough, even the kids! Cheese would be their favourite, all th- even now! Sweet things aren’t! But it’s, cheese th- you know is the, is the thing (in overlap) that they quite like isn’t it? But anyway, I don’t know

DI201: (In overlap) Well I-I- I don’t – (pause) It is. Well i-it the other thing is, is relating to the- (weak video call connection) sugary drinks and things you know, lemonade, coke, um things like that. We’ve never really, (in overlap) that’s never been part of our shopping list? (pause) Um, really. Ever.

DI202: (In overlap) I was never (inaudible) (pause) yeah.

DI201: You know if you went out shopping? (pause) That was never something that we bought. It’s never something the kids would generally (inaudible) routinely. Um, not because we thought of it, you know as, that’s something we will not do. It’s just, it’s not that- (weak video call connection) to do that. So, we never eat more (weak video call connection) sugary drinks. Uh that’s not to say we’ve never (in overlap) bought, because we have!

DI202: (In overlap) No no! For birthdays and by (inaudible?) and stuff. Yeah.

DI201: But it’s not part of any routine

DI202: No, no! No.

DI201: Um. and if the kids really had, had their fruit drinks, it-it was fruit drinks. It was, would be (in overlap) orange juice or dilute, um (pause) orange juice, then is –

DI202: (In overlap) would be juice (pause) or milk. Milk or water? Yeah.

DI201: Yeah

DI202: That’s it yeah.

DI201: Very seldom it would be um, you know bottles or cans of um (pause) you know things like Coca-Cola and, and stuff like that. so it’s-it’s never been a routine! And yet, you know we go shopping and you’ll see people with with chocolate? Baskets now! You know, fu-full of bottles of um, fizzy drinks! (pause) and I- I don’t understand why people would, buy that amount of, stuff! I just don’t understand it!

DI202: And, I think, the other thing it sounds like (pause) we were quite strict and stuff actually we never thought about it. And (pause) we were never strict with the children and, at all? It’s just that’s what we did. And if they happened to have a sugary drink, that’s fine! If somebody given them one or they bought one, that’s fine too! But that was, th- the main routine was not that. So

DI201: (In overlap) Yeah it’s just –

DI202: (In overlap) it was pretty easy going. It was easy going as far as I’m (pause) anyway, that is that. (laughs)

DI201: Yes.

Moderator: So um, do you think, it’s just a, an issue of habit? Or do you think that um, sugar is actually addictive because some people have this idea that, they can’t not have sugar or sweet drinks or sweet food. They think that it’s- it’s addictive. Do you agree, disagree or do you think is just, a matter of habit?

DI202: (In overlap) I —

DI201: (In overlap) That’s. it’s difficult it’s easy to say what’s (pause) what’s simple or, in your head without fully understanding, (pause) um what really drives people to have sugar or, or sweet things or not. Um, in my experience I think (weak video call connection) habit is that, I found that’s something that somebody gave me that, you know, was of no choice of mine. But when the choice came to me to choose, my choice was not to have it and I could switch it off, I think relatively easily. Um. So, there’s nothing was saying to me, you know, you need, to have it you know like internally. Um, I mean my body’s sayin you lack sugar, have more sugar. Or, you know I’m now addicted to it in some sense. But, I’ve always found it as a means of habit and I don’t find it difficult. Almost in anything, if I choose not to have it, I can switch it off. Um. and that’s in, in lots of things. You know I like drinking beer, but if, I choose not to, I can quite easily stop drinking beer. Um.

DI202: I-I don’t know much about the (pause) the it’s something that’s like called an addictive (pause) addictive nature that people have? That means that (pause) they become addicted. If they become addicted to one thing then it’s highly likely they were going to be addicted to another thing now I don’t know if it, what about that at all much. But, if I think of, I- as far as sugar’s concerned, and I think of, my brother and sister well, most of my sister who, cause I see more of her. So she’s always had sugar and my mom actually. And that just got more and more! And (sigh) for me, it’s (pause) not being abl- i-it’s this thing and I don’t know why, we’ve always, been quite. If you wanted to do something, you can been self-motivated and do it. Uh, sugar was probably one of those things you just think well that’s ridiculous having that, there’s a sugar shortage I’ll stop having that. Um, and then you begi- well actually it’s not very good for you anyway uh it. Dentally or whatever? If-If that came into your head? Um. Um but (pause) yeah I think it’s people who (pause) just (pause) can’t (pause) stop (pause) although it- starts as a habit perhaps. They don’t have, they aren’t able to break habits. They just, need help? In (pause) making different choices, I think. I-I- I –

DI201: (In overlap) It’s difficult one to answer. You can only answer as as you (pause) think without (pause) further knowledge (pause). But uh, I mean, I didn’t know (pause) um, that (pause) th-there’s times. It hasn’t happened, you know recently, but (pause) there’s times when, I’ve suddenly (weak video call connection) sugar or chocolate bar or something, that I think it’s almost like a craving to eat one. (pause) Um, and but but then, I’ve gone, to extremes in terms of exercise, a-and running and doing things to the point where, it’s almost as if your body’s sayin’, you lack something you need to- to do something about it and that’s something that suddenly pops into your head. Uh, which I’ve always found isn’t that funny because something, I wouldn’t naturally eat sweets. I don’t naturally really eat chocolate. But- or anything like that. But there’s a point sometimes you think, god! I could I could eat a chocolate bar. And I find that funny because it’s not something that I’d normally do. And then I think something’s happened, by the (weak video call connection) in working too much and not eating enough and either my blood sugar levels have dropped, and something’s telling me to do something. But it’s almost like something pops into your head!

DI202: Mm

DI201: And (pause) and so, if I’d shut it off and (laughs) we don’t have chocolate bars in the house, which is –

DI202: (In overlap) We’ve got a few left. Y-you haven’t eaten them for so long but we have

DI201: (In overlap) Well (pause) I would probably think oh well I’d eat it- you know, I don’t. I wouldn’t eat like one two three or four anything like that. But I do understand that sensation! Of suddenly, something telling you to have something. And, so I can understand that there are people who, whose level of intake of sugar has been so high that even (pause) a drop, something’s (inaudible -fallen?) to have, you know, have some more or replenish with something. So I could understand (in overlap) that could happen. Uh.

DI202: (In overlap) Yeah. Um. I- yeah I don’t know if the people, with (pause) the (pause) continually eating sweetness have, have that I don’t know as [participant name] says we don’t know. Um, but I think, there are some people I think, who never felt. Or had the feeling of. (pause) needing food? Cause they’re never not. Their, the stomach’s never empty. So, whereas we would say, we, we can recognise changes in our body, (pause) uh, if-if you had a bit of upset tummy? Sometimes you, something comes into your head like I ate a prawn sandwich yesterday! Actually that is possibly wasn’t quite right? But this whole thing, this whole thing about (pause) um (pause) that, is I-I ‘m not sure if people a lot of people, hav-have those feelings? They might have. But I’m-I’m not sure if. (pause) if they have.

DI201: I think again it’s almost, it’s this thing about (pause) if you (pause) if, your intake of sugar was causing, say you to be obese. And even though, you been reduce your level of sugar in cake (pause) and that was having a positive effect so that you were losing weight (pause) at what point, if is addictive, at what point do you break the addiction therefore you threw it and you now become, I was gonna use the word normal, but now you’re a normal person, you can (pause) (in overlap) not have it.

DI202: (In overlap ) in your mind, in your mind, yeah.

DI201: But you don’t! You go back! Um. (pause) I suppose tha-that’s probably it is a true addiction in itself

DI202: Yeah yeah

DI201: It doesn’t really matter that you can stop, and reduce your intake. (pause) It will level that sort of helping you lose weight and get to a level that you want to be, but there’s something really driving you to constantly take it so that is an addiction um. But that’s something then you have to manage. All the time. Um, but that can’t be everybody? Um. I certainly don’t (pause) think like that um. (pause) Yeah I don’t. And. I- I suppose in terms of, sort of just general eating, I don’t like feeling full. (pause) Th-th-th-the feeling of being full, I don’t I don’t like it. Because it-it almost makes you feel, inactive and I don’t like ever feeling as if I can’t do things. Um, so I don’t like to eat anything until, you’re really full. Cause I just don’t like the feeling um. (inaudible)

DI202: Well yeah I-I think w-wh-what we’ve eat, what we eat? I don’t know maybe the quantity has reduced I don’t kno- when we go away and stay in that- the pub and we have, the bar meals in the evening and so on, and you can have somebody on the other table who has a starter thing, a main course and a pudding! And actually we, (pause) we actually don’t comprehend, (in overlap) how! well we couldn’t! I couldn’t never (pause) eat uh (inaudible)

DI201: (In overlap) I don’t! (inaudible) I don’t understand. (pause) I can understand why people can eat that amount. We just (pause) well, once I could’ve eaten that amount, quite easily!

DI202: Well we could eat it! (pause) (in overlap) But you, you feel pretty (pause) bad

DI201: (In overlap) It’s just that the amount of food. You want to eat that, is less (pause) because (pause) you know, compare uh- you know, you (pause) as well they would compare to what I used to do in terms of activity, is a fraction now of what I used to do! So I could eat lots of things you know, (in overlap) loads of, loads of stuff

DI202: (In overlap) Oh yes, yes okay, I think I can understand.

DI201: Um. (pause) but now (pause) you know, I just can’t eat, such volumes of food that I used to. Or I’ve noticed I ate too either. Um

DI202: Mm, maybe that. Well I was gonna say maybe that’s happens if you get older but (weak video call connection) is the people who just eat eat too much of, that’s eating, yeah.

DI201: Well that’s. And the other thing about I suppose eatin’ food and, like courses (pause) um (pause) it’s, y’know we tend to have one meal. If you go. If we go out, uh anywhere to eat, we don’t tend to have starters, main meals, desserts. We would tend to have only one, one. Or if we go in to have

DI202: (In overlap) Any- anything else

DI201: (In overlap) A starter (pause) we’ll have a starter and a main meal and no dessert.

DI202: Mm

DI201: Um (pause) between the two of those, I’d probably would have a starter and a main meal, but I very very seldom have dessert (pause) because I don’t particularly care for sweet things. (pause) [participant name] would probably have a main meal and a dessert. Um (pause) (in overlap) because you like (pause) pudding type things. (pause) Not for me.

DI202: (In overlap) sometimes. As long as it – yeah I’ve not. No yeah (pause) Yeah.

DI201: But not necessarily sweet ones.

DI202: No no! I don- I and that’s not often. At, at all, no.

DI201: (In overlap) But uh so the- you know, now, our meals if we go out, would probably be one course, the main course, or a starter, and the main meal  
DI202: (In overlap) well (pause) yeah probably a main meal. Yeah

DI201: (In overlap) I’d nev- ever actually choose a dessert. Um, at all. And our food intake is less than all of the years!

DI202: (Laughs)

DI201: As we noticed. It is we used to be.

DI202: (In overlap) Well, I don’t know

DI201: (In overlap) That’s – I think we ramblin’ a lot now

DI202: Yes, it’s rambling (laughs)   
Moderator: (Laughs) do you think that um, other just- um general public, should reduce their sugar consumption?

DI201: Yes. In a word, yes they should. They should try. Um but I don’t think that’s something you can do (pause) because again, we’re fortunate in some respects, upon the point where we were brought up, is that era that we were young, th-that- y-y’know, that was a nastier time (pause) it was shortly after food rationing in, in the UK. We would, the access to food, was nothing it is now. Um, uh most people, had home cooked food, so the parents were in charge of food in the sense all the food you ate effectively came from home. Um, it was (pause) uh you know (pause) say almost a luxury to go out and eat! Um, so that wasn’t something that was common (pause) you didn’t have fast food outlets, th-they there was a fish ‘n chips which, if you went and had fish ‘n chips, that was (pause) great? To some people that was the only food that they had. In-in the sense of went out and eat. And have fish ‘n chips cause it was convenient. That wasn’t the case, in- in our house it was mainly all-all home cooked. (pause) So fish ‘n chips might be a treat. (pause) Um, some days (weak video call connection) so there was shops (pause) um, fast food outlets (pause) not at all! And, the concept of eating food on the street, walking down the street, holding a burger a sandwich a drink (pause) was actually odd. If- I would never thought of walking the crowded street eating. Because it I’ll always think it said something about it y-you know, why aren’t you eatin’ at home? And having organised meals? Either your parents aren’t looking after ya, so you’ve been forced eat outside. But it does things, we were brought up in that sort of environment! An environment which encouraged you to be outside and energetic um (pause) and not be dominated by food! (pause) Food now, you can have it at any time of the day! Twenty-four hours a day, seven days a week, you could walk down the street eatin’ it, sit in parks eatin’ it, walking to shops eating. (pause) You know I’ve – (pause) it w- I think, it would be great if people personally could reduce! (pause) w-WH- the amount they eat, to the level, it was good for them. (sigh) Now they’re inundated with food! They advertise the television is full of it. The papers are full of it. You know, people write about it it is a complete and utter, obsession. You know, chefs are now celebrities they’re stars! Um (pause) you know, it’s that’s extremely difficult! You know

DI202: I’ve forgotten what the, what was the original question just then?

DI201: About foo- people being (inaudible)

Moderator: Should people reduce their sugar consumption?

DI201: Reduce their sugar yah

DI202: Okay! Well the first thing, was I wanted to mention. If I, if I think of my brother and sister and yous three brothers, I can think at least a one member of each of our families (pause) who, is (pause) bearing in mind, we brought up pretty much the same. When (inaudible, nowful?) the same. And, and and some of the (pause) members of our families, uh (pause) siblings (pause) don’t uh (pause) uh. (sigh) (pause) aren’t slim all the time. Or you know, if you- if you see. So I- I- I don’t think (pause) that necessarily is the only thing. That it’s definitely a big thing I think the way you were brought up but there’s obviously other things that happened later on. Um (pause) and yeah I do think, people (pause) I don’t really understand (pause) why (pause) people need sugar as in, it’s pretty much you get enough sugar if you just eat a balanced diet I would say. I think?

DI201: Yeah

DI202: I think that’s what, I-I think. And I think un- until people (pause) start um, doing that (pause) and that’s not easy.

DI201: Yeah

DI202: I mean I-I was just –

DI201: (In overlap) Well I suppose the opposite is you should, you should try and reduce (pause) for I, just really seein’ th-the things that are around them (pause) doesn’t help because, that’s overwhelming to a degree

DI202: Yeah I was just, I-I I would say that cause I’ve put the radio on yesterday afternoon called *The Food Programme*, not knowing what was on it? And it turned out, cause you heard sort of it cause you were there about, the fast-, how they were uh, all these uh, sandwich shops and fast food outlets were around schools, and now the children actually, one school was actually complaining (pause) uh, to not have this happen and the council was stopping new applications of food outlets

Moderator: Mm

DI202: Fast food outlets. (pause) which some of which obviously it’s not quite the same as sweet stuff. But it’s just this, whole, eating too much of stuff. And I guess if there’s a cake shop and a sandwich shop and a whatever, that-they’re eating too much sugar as well as everything else.

Moderator: m

DI202: So. (sigh) ugh, yeah

DI201: Yeah. It’s just. It is. (pause) I mean it –

DI202: I think the government and i-it needs to come from somewhere else.

DI201: But that’s the (weak video call connection) cause the thing that is uh (weak video call connection) yeah th-the-the government should stop, it’s always the government (in overlap) that should enforce stuff

DI202: (In overlap) Yeah, well

DI201: Should, should stop people but how do ya I mean these are, are massive companies! They were a lot of money that fund governments and so on and so forth. Um, and, y’know everybody would like I would guess you know to, h-have everybody as health- healthy as they possibly can. (pause) and clearly that’s what they say in the media and so on and so forth. (pause) But, how do you s-stop them? Um (pause) how does the government stop them? And I know in-in your (pause) questionnaire has talked about sugar taxes and things like that. Um. (pause) and you think, well that would be good yeah because if you pay more money to have sugar, um, then that will make people reduce the amount of sugar they buy your (weak video call connection) So I don’t think it would have an impact.

DI202: No, I mean, it- I don’t either. I think and now you’ve got generations of families, where they don’t even know anyone who is, had regular meals (pause) cooked meals from scratch (pause) Because, it’s so far away from where they are now and they don’t know any! They- I- I think they do need help (pause) to understand how to do that! Because I think, it can also be cheaper? Than, than buying, but (pause) all those skills all those things that happened but not there, in their lives and somehow (pause) maybe needs to go back somehow?   
DI201: Yeah

DI202: I mean. Well. (pause) No.  
DI201: I’m about (pause) I don’t (pause) you know I- I mean it comes back the same thing again like should people put sugar in tea?

DI202: Yeah

DI201: (weak video call connection) decrease so they’re healthier and uh (weak video call connection) I think the answer is yes

DI202: Yes. Me too

DI201: I think the amount of information around the availability of, fast food, sugary drinks (pause) um, the advertisement, everything that’s puttin’ (pause) the peer pressure on people, um, social media, the way that people communicate, everywhere. That doesn’t help. That’s j- (In overlap) that that’s something we never had to contend with. (pause) Ever

DI202: (In overlap) Still makes it difficult yeah (pause) Mm

DI201: Um, un-until you’re at a point where, I suppose to us, it almost became, irrelevant. Y’know our lifestyles is what it is. We’re not driven by, advertisements. We’re not driven by peer pressure. We’re not, we can walk past fast food outlets. We have fairly regimented mealtimes. Um, we almost have a weird living, that (pause) pushes that away! Um

DI202: (In overlap) And it is difficult for other people to understand it. It’s very hard (pause) yeah

DI201: (In overlap) For-for younger people now. Um. (pause) I suppose th-the generation cut of (weak video call connection) in it, not necessarily the younger people now. (pause) I think that’s really difficult. Maybe to many young people now, because they get more information about the effects (pause) maybe their choices their lifestyle choices will change. And maybe that will be the thing that starts to turn it around! Cause ultimately, comes down to the, the people! (pause) To make, the choice, that they need to live as healthily as they can! If you leave it to a government to do it for ya, I don’t think, that would ever. Cause you, can’t just tax everything. To make people

DI202: No

DI201: Um, otherwise (pause) cigarettes. (Why ar- why do people smoke? Cigarettes are taxed so heavily, why do people still smoke and buy them like they do. Um but that is an addiction. That’s why I think sugar (pause) maybe is an addiction. Um, and alcohol, it’s taxed and taxed and taxed, it doesn’t stop people drinkin’. The higher the prices, it only puts more pressure (pause) I think on the people, who have the problem, because it in effect reduce their (pause) income because (pause) they are addicted they have to have it they pay more money they have less money to spend on the things that probably would help them? Um, um. So I don’t think taxation is, is- right. Um, I don’t actually know how you do it. Um

DI202: Well, on this program, y-yesterday, in the primary school, they were having um (pause) eat- vegetable lessons where th- but they would also, it would link on to other things. (pause) so, they’d introduce it or taste it and talk about it. So basil for instance. And then what had- what the headteacher was saying was the children were going home and saying (pause) or the parents were also asking them what have you done today? But the children were, telling them about this basil so they’d all try it so it’s actually filtering into the family (pause) it’s different way of eating stuff so he was saying, he thought that was working well. That was just a little snippet of that so. Anyway.

DI201: And that’s it. (In overlap) Th-that’s that’s the main (inaudible) I mean

DI202: (In overlap) going from the way you’re saying. (pause) Filtering.

DI201: it’s, it’s (pause) eduation.

DI202: Yeah

DI201: To change lifestyle

DI202: Mm

DI201: Is probably

DI202: Everywhere

DI201: Better (pause) than a cost penalty

DI202: Yeah

DI201: Y’know? Will charge you money and you will stop (pause) it-it’s it trying to get, the education back (pause) you know, it goes back, I suppose to us. (pause) Our education was (pause) the lifestyle of our parents and what was brought put into us, which became the way we live. And I think in a sense, that lifestyle we’d (pause) brought pushed to our children, in the way we brought them up. Ultimately, it would be their (pause) choice. But that was an education in itself

DI202: (In overlap) Yeah and they are –

DI201: And that’s probably what a lot of people now, lack. Is, the availability of all these things like sugar, um (pause) has, escalated. The pressure, to buy it (pause) has escalated. But the lifestyle issues, and the, and the teaching (pause) hasn’t kept up with that! Um (click tongue) and that probably you know

DI202: (In overlap) well—yeah.

DI201: Puts pressure on people to work, and (pause) when one person in the family is gone work and once the other is home, it’s (pause) our two parents got (video call weak connection) work so that’s (video call weak connection) what is needed more is education to get back to the type of lifestyle you need um

DI202: Well, y’know  
DI201: To be more healthy (pause) (inaudible)

DI202: Anyway (laughs)

DI201: Um we’ve rambled through that

Moderator: (laughs) no it-it’s okay, (laughs) just um, wondering can you guess why some people, are driven to consume sugar? Other than the taste

DI202: Guess (pause) guess why they are driven?  
Moderator: Mm

DI201: Um like I-. if-if you can’t taste it, it would have no impact on ya. So if it was over only (pause) taste. (weak video call connection) So if it wasn’t tasted, how would you know it’s there?

(weak video call connection)

DI202: You say if it wasn’t only taste (pause) or did you say that?

DI201: Can you repeat that question Moderator cause it’s not, really

Moderator: Mm (pause) Sorry. Um, y-you mentioned about how it might be a habit?

DI202: Yes

Moderator: For people to consume sugar? And I ad-added in that people might think it’s addictive, so they feel like it’s addictive so they are driven by the addiction? And um, you also mentioned about taste? Some people prefer the taste of sugar? Is there anything else that uh, perhaps have not been mentioned that you think might, drive people to consume sugar? Is it because it’s (pause) cheap? (pause) or?

DI202: No, I don’t think there’s any, I know it might be mixed up in all the things we’ve said (pause) but I’m not sure, that (pause) we haven’t I think we’ve said everything I-I can’t think of anything else

DI201: Well some of the things (pause) y-yknow it’s the concept I suppose like of energy that is also the association of sugar with (pause) with energy it’s sweet things with energy

Moderator: Mm

DI201: So y-you know you do get drinks like glucose drinks (pause) so (pause) people who (pause) well you see athletes (pause) will take an energy drink. Because they believe that’s giving them energy that would help theirperformance. Um, so that’s one reason why those people who, who probably drink sugary drinks because they believe that’s helping them. Um. (pause) I never really drank energy drinks. Um

DI202: No it’s just wh-wh-what we think (pause) would make other people do it and I think (in overlap) we’ve said it haven’t we? We’ve said it

DI201: (overlap) well that’s what we said it already. Kinda the same thing

Moderator: Mm

DI201: It gives them energy!

Moderator: Mm

DI201: Instead without understanding that, you do the exercise and then maybe you need the energy so the drink helps (Pause) for me, I’ve so many (weak video call connection) associated with it, in other words it replaces the exercise if I just have the drink, then

DI202: Mm

DI201: By default, I will be more energetic

DI202: (In overlap) Oh maybe, oh I don’t know either

DI201: (In overlap) But, it’s a hard one to answer that or think about, um, think about an answer. Yeah

Moderator: Mm. so when you mentioned how education might be a useful strategy? Um, what can we, educate the general public about? (pause) is it more –

DI201: Right

Moderator: Education about, sugar being bad for you? Or?

DI202: I-I-I think, the general public (pause) need, cause I-I- like [participant name] was saying at the end of the last q-question I think it was (pause) whereas (pause) for our generation it was sort of there and all these attractions weren’t there. (pause) Our children they started to come in (pause) uh there’s now, a generation after that, at least (pause) who (pause) for some, they haven’t, ever (pause) had the situation where (pause) um, these things weren’t there. There’s, the-the-they’ve never had family members who’ve cooked things, they’ve always had fast food outlets, available and-and the advertising and all that (pause) so I think, uh this thing about going into the schools (pause) at a young age (pause) it starts if you can do it in a correct way, it starts whether it’s sugar or vegetables or whatever it is (pause) feeding through that way, including exercise cause they did an experiment on that as well

Moderator: Mm

DI202: So it’s the whole lifestyle thing, which include sugar, that um (pause) should, start with the young children? As young as you can? (pause) Also, at the same time, happen in schools, also at the same time, happen at universities, also at the same time, happen in the worldplace. Different in-in a different way, depending on, who your audience is. (pause) But in a way that, all ultimately leads (pause) to (pause) (In overlap) the balanced –

Moderator: (In overlap) lifestyle changes

DI202: L festyle change, balanced. A-and they talk about lifestyle and-and well-being and that-that’s all very important now as well.

DI201: Yeah

DI202: And, so (pause) ev-eventually, maybe it would all start to come together if it’s (weak video call connection) you know, the education is applied to all (pause) levels

DI201: Well it-it’s almost like it’s a cycle there isn’t there? If you almost (pause) start to think, (weak video call connection) and it’s all, it’s (video call weak connection) the whole thing because you can almost see a pattern, or a process, which is (pause) we (pause) we have a lifestyle, that (pause) controlled to a degree. By default it’s controlled

DI202: by default, you didn’t realise yeah

DI201: Our (pause) children, the other generation below us (pause) we (pause) almost passed that on. (pause) In our environment (pause) our generation, the outside factors weren’t as, dominant as they are now. So our kids would get, to be, the word coming in, for our kids were brought up more or less like us. (pause) And I said then this this next generations where, now the outside information comin’ in and the pressures are increasin’. But the lifestyle (pause) sort of management (pause) has been (pause) taken away. So then the generations really to some degree all coming through (pause) really, are the ones who have been who’re really at risk (pause) um (pause) and I was gonna say there may be a lost cause! Because, they’re the ones where the whole thing is, the greatest impact is bein’ on. And then because there’s an understanding now that this is a- a big issue. The pressures are now the counter pressures are coming in (pause) t-t-to start off again about you know your lifestyle changes how you should um (pause) behave, how you should eat, how you should be able to choose food, be more aware of food to be aware the impact of food (pause) and so on. So that’s the education aspect now coming in. Almost control (pause) the previous generation and produce a generation who, maybe are more in control. And that’s now (pause) potentially a solution that, you now (pause) are educatin’ people who come through. That, even with the external (pause) information bombardin’ them and the pressure to eat more (pause) have sweet things have this that- y’know- they’re more capable of making choices now because (pause) the information coming in from the other side to say, you know manage your lifestyle better! You’ve got all these stuff but you’ve the choice. (pause) Maybe that’s the generation and the generations following it. It really can’t, exist. In the environment. That’s thrown all these stuff at them! And so (pause) the cycle starts to come round again. That you do have people who can’t manage their lifestyle (pause) live in this environment of, of plenty, (pause) and, be okay! Um because, they’ve learnt what to do! Um, but the inbetween time you’ve, you’ve got this, generation or generation and a half, who, really’ve taken the blunt (pause) of, of a change. Um (pause) detrimental, y’know sort of impact on them. um (pause) hope people get through it! (In overlap) But it, they won’t get through it by penalising them in terms of

DI202: (In overlap) um, I- no, I-

DI201: It will cost you (pause) to manage your lifestyle. It’s got to be, education. Um

DI202: And I agr- that cycle which you just said. Um (Pause) like-like I-I mentioned too but I think, whereas we had that, I say we, but there are a lot of people even in our generation cause I mentioned about some people don’t know anybody who have a- who have a- I think (pause) although we’re like that (pause) people within our, our generation and and following on, aren’t quite (pause) the same way as we are. So it’s a worse situation and then, if it was just a generation away if you like two generations away, but I do, as we both said, think education is (pause) uh- f-for me, for at every level, um. yeah. Is- is the solution. Heading that direction anyway. (inaudible) yes. Um.

DI201: Yeah (pause) I mean it’s uh.

DI202: Mm

DI201: You know like, y’know goods foods and bad foods it’s. you know. (pause) I don’t. I’ve never really thought of food as good food and bad food. You have a few of it. You know I (weak video call connection) fatty food is- is bad for ya. All these sweet food is not necessarily good for ya um, but y-you have a view of that um, you know fruit is good for ya. Vegetables are good for ya. And the good and bad foods, the good ways of cookin’ and bad ways of cookin’ you know sort of, you know grill food rather than, fry it in fat! Um (pause) I think, thry’re quite simple things, that you can over to people. (pause) Um that almost points ‘em in the, in the direction of, help them manage things. Um (pause) and most fat food comes into the cate- fast food comes into the category of, you know, it can be overly fat um (pause) it can be overly sweet uh and so on. (pause) Um, so there’re simple things to manage (pause) some aspects of food. Um (pause) a-and then there’s the concept of eatin’ too much. You know this thing about, feeling full. Y-y’know, why do you need, uh to eat until you’re almost bursting? Um

DI202: We’ve gone off, I don’t know what that was, gone off that now aren’t we?

DI201: What?

DI202: We’ve said about that (laughs)

DI201: yeah, oh yeha

DI202: Is it okay? (laughs) that’s it?

(weak video call connection)

Moderator: So um (pause) previously in the questionnaire –

(weak video call connection)

DI201: sorry? Yeah?

Moderator: There was a bit of lag so I couldn’t hear what you were saying

DI201: Yeah I think that this is something else which I always find quite funny. Um (pause) when I say funny, I mean odd. (pause) The- the concept of (pause) normality. (pause) Is also something that, you know something intrigues me to a degree. (pause) Because (pause) you know th- when we were younger, and I- y’know I’ll speak for myself cause [participant name] probably isn’t as um, as direct as I-I-I tend to be. (pause) Everybody, where I lived, where I went out and played (pause), we were (pause) probably skinny. (pause) Because (pause) y’know because (pause) you know (pause) of the- about lifestyle! The way you ate, the way you always were out. Running around and so on. So actually, it was (pause) not normal (pause) to be, overweight. (pause) And that’s another thing I always think, y’know, when I try to look back and think (pause) I can’t really picture (pause) y’know most of the (pause) th-the people in my area who I played with and so on, as being people who’re overweight or for any reason. But if you were, that wasn’t, that was, not normal. Um (pause) and that was the concept of normality which is almost benched? (pause) is that, it’s-it’s, you know you see sort of images on the television of people who are clearly over-ob- overweight. But that’s the perception now that this is normal, it’s accepted as almost as being normal. Um and although there’re issues concerning health and weight (pause) um I wonder how many people who are overweight, consider it as somebody else’s problem that they don’t see themselves as overweight! Whereas I would look at them and think (pause), you’re overweight! And um, (pause) but (pause) so I also think the concept of normality is, is now (pause) is disappearing!

DI202: Well (pause) I think normal is overweight. If you look at a group of people anywhere, majority are overweight. And even within families, if (pause) maybe, because they are together, maybe they are (pause) what’s normal for them, is normal. So they wouldn’t consider anyone overweight unless one of them was, super double size, the others in the family perhaps. But, but I think, I think we see, now (pause) obviously having talked about this thing, about obesity and so on (pause) um, gla-glancing at any group (pause) normal, is overweight. Majority I should say, are overweight I think. So, maybe normal. Normal it is. Yeah

DI201: and that’s (pause) you know that’s (pause) I mean I find that, and only mentioned that cause I do see this

DI202: Same for me

DI201: Sort of things, that (pause) they’re talking about eating and things. And (weak video call connection) which talked about, sort of obesity where th (weak video call connection) what y-you forget is (pause) what people now consider to be normal. (pause) That whether (pause) in their eyes they are overweight. They have an issue with food. So there’s some people will clearly think, I am overweight I eat too much I drink, you know, too much. Too many sugary drinks (inaudible) I am overweight. But I think, now there’s a lot of people who, don’t even (weak video call connection) that category. Because normal to them is like normal. I look like all my friends. Um. and when I see people, if we were walking to [A town in Englad’s West Midlands], and you see um (pause) you know sort of girls who are clearly overweight and they are drinking, cans of coke, bottles of coke (weak video call connection) you know, constantly drinking things! (pause) and I, and I almost think, they can’t relate to, they-they can’t relate (pause) one thing to another! Because clearly they don’t relate it! I’m drinking all these, I’m and I am quite normal! I just think, if you’d just stop drinking that, because you’re not normal! (pause) you know

Moderator: (laughs)  
DI201: Anyway, I’ll stop that now.

DI202: (Laughs)  
Moderator: No thank you for sharing. Uh, what do you think about scare tactics (pause) such- uh, that’s placed on such as cigarette packs? If we place it on food? So

DI202: Oh is that (pause) I can’t quite see

DI201: Yeah

Moderator: Um (pause) like you don’t have to read, the read exact words, but just like, you know things like –

DI202: Are the ones, that teeth? Um

Moderator: One is like a fat stomach? And a –

DI201: Yeah

DI202: Okay. Yeah

Moderator: Diabetic foot? And also uh (pause) heart failure? Do you think that, if we place such, plain packaging that was placed on cigarettes, on uh such as sweet foods, do you think it will work?

DI201: No

DI202: Uh

DI201: I don’t. I thi- the on the biggest impact to me (pause) is the teeth

DI202: Yeah cause I can understand teeth, I don’t know what the other things it-it personally inside me, I know what my teeth look like but I don’t know those other things. So that doesn’t’ make anything like you’re- you’re saying, um

DI201: And that’s what I think as well. You know, show somebody a picture of a bad heart. They would ne- (In overlap) I think they won’t relate that to themselves, cause can’t see their hearts

DI202: (In overlap) I don’t (pause) I don’t know what my heart looks like! No! yeah

DI201: And the other one

Moderator: Diabetic foot?

DI201: On that side, they can’t see either so they won’t relate it to the point it suddenly sticks out. That’s this concept of normality! I think there are people now, who look at that and think well that’s normal! Cause I look like that, all my friends look like that anyway.

DI202: Yeah

DI201: So, that’s normal. But to me I look at that and say th-that’s not normal. (pause) But teeth I see that as a clear visual impact because that’s right in the front of your face.

DI202: Yeah

DI201: And, that’s one of the reasons I always think, of sugar and (pause) why I don’t like about it its impact on people’s teeth. And seeing people (weak video call connection) teeth like that. and if-if it’s the first thing you engage with when you see people. It’s the it’s their faces. Um (pause) and I think that’s shocking really

DI202: Um (pause) the tee- yeah the teeth one definitely (pause) better than the others. But one thing I-I this was one of the other things you mentioned or asked us, and it was about sugar cubes? Well, sugars and cubes. And I was saying, unless is a visual thing? Yes, exactly. Because when we and I think I said at the time at our dentist there’s a thing that (pause) you know (sigh)

Moderator: The video?

DI202: A video, that goes over as you, as you sitting there if you choose to look at it. And it is quite surprising how mu-, how many sugar cubes, which, I-I-I assume everyone knows what a sugar cube is but you know that much sugar (pause) th-that is something everyone can understand? A bit like the teeth (pause) um (pause) it is it is quite shocking

DI201: Yeah

DI202: If you then put with it, that, they don’t even know that it’s in there.

Moderator: Mm (pause) but let’s say um (weak video call connection)

DI201: I think the picture with teeth would, would certainly with respect to sugary drinks and sugary food

Moderator: Mm

DI201: That would, (pause) to me would (weak video call connection) to a degree. Because if they thought (pause) they can see (pause) that right away. So that I think that may have an impact. The other ones I don’t think

Moderator: Mm

DI201: Would at all. Cause, they will not relate to themselves. (pause) And sugar cubes as well, down the sugar cubes. (pause) I think the information gives you a scale, but that’s all it does. Um, it’s-it’s says you know you have that, you have a high content sugar, you have that, you have a low content. So what? (pause) It-It won’t mean anything, really. Because I still think (pause) the thing that makes change is educatin’ people, who have a lifestyle (pause) that controls, all of these. Um. (pause) I-I see the sugar cubes thing as information. It’s information (pause) but it won’t stop anything. (pause) Only a behaviour, will stop something. Um your behaviour I think will change by (pause) help, you know, educating them

DI202: Yeah

DI201: Um

DI202: I-I think the thing with the picture of the teeth (pause) o-on as we said that was th- of those four, that was the one that, the thing is you couldn’t (pause) for a number of reasons, couldn’t put that on (pause) sugary things. Cause it’s just, so horrible. And no one would agree to do that I think. Um I-I just don’t think that would work for that reason.

DI201: You could put it on!

DI202: Well, I don’t think –

DI201: And it would be horrible and people would be put off!

DI202: Well

DI201: And that’s (pause) an effect you want! Um

DI202: Um, yeah the only thing I-I would say about that is if it’s a sugary drink, and you-you drink the sugary drink, and then you rinse your mouth out with water, cause you have a, it’s not on your teeth. So, although that, that (pause) ultimately is the case a-and probably those people (pause) cause some of them just constantly are drinking even little babies you see with (pause) if they’re sucking something that looks like a sugary drink! So, even when they got little teeth, it-it’s there. (pause) so I don’t, I don’t know how that would work. As effectively as educating people. (pause) I think it (pause) (in overlap) and I do think it’s shocking

DI201: (In overlap) well, I would say (pause) you- it’s not a replacement to education! But that’s something I think, would that would have a- an impact! (pause) Education is a, slow process. That thing there (pause) that image, I think (pause) there are people will really be put off. (pause) By seeing that, on the thing they’re about to, drink, and relate that directly to themselves. And the image that, that’s the first thing somebody sees of me, I have teeth that look like that

DI202: Yeah (pause) I don’t

DI201: And (pause) although you can. You can. Also, somebody could. You could have it, and then have water and rinse your mouth out. (pause) The fact that you drink it then there’s a secondary effect is one thing which is it’s decaying your teeth (pause) but even if you’ve swallowed it, it’s now (pause) making you overweight! Um

DI202: Yeah, so it’s not just your teeth is it? Now, no, I don’t know. bout that. I can’t. yeah.

DI201: So all the other images I just think are information, people won’t necessarily relate it to themselves. But that picture of te- of teeth (pause) I still find (pause) shocking. Um (pause) yeah.

DI202: Mm

DI201: And it will (pause) that would put people off. It would put me off! I wouldn’t choose anything that had an image like that on it. (Pause) I wouldn’t at all. Um

DI202: Well I-I the sugar cubes would (pause) convince me that that takeaway had far too much sugar in it. (pause) (in overlap) I think

DI201: (In overlap) But how do you judge what’s far too much?  
DI202: Any. (pause) any. To be honest. One cube, you know, if it’s got wh- if we don’t eat, for me it would be, (pause) you shouldn’t really have any in it!

DI201: (In overlap) It’s just sweet, it’s just (weak video call connection) from the amount!

DI202: Yeah you shouldn’t have any. So (pause) if it’s got ten on it and one’s got one on it, or some’s got none on it, then that’s that’s how I’ll choose

DI201: Yeah well that, that gives you a choice. That gives you an option, doesn’t stop you wanting any, just it’s alright I’ll choose that one with the least on

DI202: Mm

DI201: As opposed to the most

DI202: Yeah

DI201: That’s positive. But it doesn’t stop somebody choosin the sugary drink!

DI202: Well (pause) no but I- if I- (pause) I might I do the same thing, not that I drink sugary drinks, but if I did, I’d probably have the one with the least sugar cubes on it! (In overlap) Then the teeth

DI201: (In overlap) but education could go and to just stop being (pause) you choose sugary drinks!

DI202: Oh, yeah. (pause) no! I think education is the thing!

DI201: This is where we disagree you see. (In overlap) Yeah, I –

DI202: (In overlap) Well that’s just (pause) it’s just, how you would, you know how you would show that isn’t it we just disagree on that?

DI201: Yeah that’s –

DI202: Neither of us are affected by (pause) it. The choices, but (pause) yeah. Okay, that’s that one. (laughs0

Moderator: Are you aware of (pause) hidden sugar, in things, in savoury food such as ketchup sauce and things like that.

DI202: Yeah. I’m aware there is hidden sugar, yeah.

DI201: Yeah

Moderator: (In overlap) Do you think –

DI202: (In overlap) we rarely eat any of those I, we rarely eat any of those either (laughs) but yeah

Moderator: Do you think pe- people around you are (pause) aware of (pause) hidden sugar?

DI202: No

DI201: No, I don’t think so either. Um (pause) you know I’m only aware (pause) that’s only through something I’ve, I’ve read in the past or it may have been on the television or

DI202: Mm

DI201: Or it maybe been on the television or something. You know that, that ketchup has sugar in it. Um, but again, because (pause) is only tomato ketchup I (pause) I- I don’t really eat tomato ketchup, cause I (pause) to be quite honest I used to always find it too sweet. So I-I never really, never really ate it! I like tomatoes (pause) um (pause) but tomato ketchup it would never be my first choice. (pause) Um, but we- we don’t (pause) eat ketchup, um so

DI202: We have eaten it! (laughs) you know, we have had it, a-and had it on a beef burger, or (pause) with chips I guess or

DI201: Yeah

DI202: Do you have it with fish and chips? I don’t know (in overlap) I don’t know

DI201: (In overlap) And if it’s – but in other foods, I mean, un-unless it’s very obvious relate that to, a higher sugar content ,(pause) um if it doesn’t tell you you wouldn’t be aware

DI202: But, no.

DI201: But it’s not, again, it comes back to it’s not something we’ve, we would think a lot about, um

DI202: Simply because we’re not making choices. Do we want that with, do we want the ketchup with least sugar in, cause we don’t have things like that so I would buy, meat and veg and whatever, and then make something and sugar isn’t (pause) there!

DI201: Yeah

DI202: At all. Although, in fact, even sugar it’s, even now, I don’t have a bag of sugar, well I’ve got one bag of sugar because if people come sometimes they have sugar (pause) and I think I sprinkle it on the top of them in some pies I make. But we don’t ever put sugar in anything or buy things that are not (pause) just thing you can see, you know. um

DI201: Yeah

DI202: (laugh) Uh well, like a vegetable or meat or fruit or

DI201: Yeah

DI202: Cereal, yeah that is cereal. I-I think, the cereal we get at some point I’ll have, we’ll have looked at that it’s not cereal with sugar in is it? It’s

DI201: No

DI202: So it’s not sugary cereal at some point we’d have looked at that and thought right that’s (pause) we’ll like that and it’s not whatever it is so.

DI201: Yeah

DI202: But they won’t be sweet tasting certainly not sweet tasting.

DI201: No

DI202: No

DI201: (In overlap) we don’t read, the labels on everything we buy to check (pause) sugar content or anything like that um

DI202: (In overlap) cause we don’t really constantly (pause) buy things that we’ve not bought before, constant-

DI201: (In overlap) so we don’t make choices in, in reading labels

DI202: No

DI201: We-we tend to just,buy the things we want to buy, but that tends to be quite, repetitive and such. Um (pause) and um, really that’s, that’s what we do!

DI202: (In overlap) yeah the only thing that I-

DI201: (In overlap) and we don’t worry about. If are there any hidden things in any of the food we buy (pause) (in overlap) because we don’t (inaudible)

DI202: Cause there isn’t hidden in broccoli, or anything. No it’s only the only thing that might have sugar in it is, one of the breakfast cereals that might have some amount of sugar in everything else is just, um, you know

DI201: Yeah

DI202: Eggs or (laughs) whatever

DI201: Yeah (pause) Yes? We wait for the next question (laughs)

Moderator: (laughs) Sorry uh, um so going back to the topic of sugar tax, so what happens is that since twenty eighteen the UK government taxed um, manufacturers that um, drinks containing eight grams of sugar per hundred ml? they have to pay twenty for pence. And um, five to eight grams of sugar per hundred ml? they will have to pay eighteen pence. So, all these things actually (pause) made manufacturers lower the sugar (pause) content in their drinks? So that they don’t have to pay that much tax. Do you think (pause) the government should increase the tax (pause) so that, drinks’ sugar contents are even lower even more? (pause) I that the way to go? From? The regulation.

DI201: I don’t- (weak video call connection) but (weak video call connection) th-the thing (weak video call connection) when we did the questionnaire, I mean, I thought a bit about tax, that’s why I’ve- I’ve spoke about it previous.

Moderator: Mm

DI201: Because (pause) you can still buy Coca-Cola original (pause) which I assume is the original coca cola recipe, probably with the original sugar content! So although they bring out you know diet coke and zero calorie coke and these, y’know the, the original one is still there. (pause) Therefore (pause) how is it (pause) how is it really help it gives people a choice but if they want to choose to buy the high sugar one

Moderator: Mm

DI201: They will just buy the high sugar one.

Moderator: Mm

DI201: Um if you really wanted an impact (pause), you get

Moderator: (In overlap) just remove

DI201: (In overlap) rid of the origi- (weak) pardon?

Moderator: Sorry, so do you mean that we should actually just have pe- the manufacturers remove all the original ones and just have (pause) the lower ones?

DI201: Yes

Moderator: Oh

DI201: Yeah! If (pause) th-that’s! I can only see that, that’s the only way you’d have an effect it’s. (weak video call connection) Is if the intention is to lower the sugar in your drink, (pause) you make a drink with low sugar and remove (pause) the higher sugar content drink. (pause) And now you have an effect if people want to buy that drink, their sugar intake will have reduced, cause of no al-alternative. Um

DI202: As, as long as there is no alternative. Cause they might then choose another drink!

Moderator: Mm

DI202: Because the key is, is-is-is, as [participant name] says, if you remove the original one, the option’s gone. If it’s still there (pause) they still have the how do I make the choice? What is going to affect the choice I make? A-and even, when if you remove the original one unless you do it (pause) brand-wide (pause), I-I don’t know that’s (pause) going to work? Or  
DI201: By taxin’! Th-they impact everyone who makes the sugary drink! So, they’re sayin (pause) I will tax you for your sugar content o- of your drink. I’d assume by default, every drink manufacturer (pause) has the same tax. (pause) Therefore, they are all trying to reduce their sugar content

Moderator: Mm

DI201: Um (pause) and if they don’t, and they’re payin’ more tax, then they are at a cost dis-disadvantage. (pause) Therefore (pause) you can see the intention (pause), um (pause) but unless you’re removing the higher content drink (pause) you’re not gettin’ the effect you want!

Moderator: Mm

DI201: And I think the same thing happened I think it was Irn-Bru brew, in Scotland. You know as soon as Irn-Bru brew (pause) had to reduce the sugar content and bring out (pause) a lower sugar content Irn-Bru brew (pause), it was (pause) everybody drank Irn-Bru brew (pause) in Scotland. And it’s beyond Scotland. But they were up in arms! Because it affected the original recipe. And then so Irn-Bru brew tried to develop the taste of Irn-Bru brew with lower sugar (pause), so it tasted just like the original Irn-Bru brew (pause) but then there were huge debates about whether it really did taste like it or not. Um (pause) but I bet the original Irn-Bru brew is still on the market and the reduced sugar Irn-Bru brew will be still in the market. And the stallers will still buy (pause) the higher sugar content Irn-Bru brew!

DI202: And, well what- what I’ve been thinking about, when you’ve said that, is um (pause) if-if you can, if you can educate people, not to drink it at all (pause) or to reduce it or to have one can instead of two cans (pause) then it wouldn’t really matter that it’s being redu- the content of the sugar content being reduced. (pause) so I think education, as to not drinking these drinks, or reducing the amount (pause) would have a greater effect

Moderator: Mm

DI202: I-I don’t know? but I’m I’m I think it would.

DI201: Yeah (pause) well

DI202: I think

Moderator: Do you think that we should actually ask people replace sugar (pause) with sweetener, as a method?

DI202: We missed those words, just the last- the start of that sentence

DI201: The connection sort of cut you off

DI202: Yes

DI201: A bit yeah

Moderator: Do you think that as a method to reduce sugar consumption we should, ask people to replace it with sweetener?

DI201: Um (clicks tongue) (pause) well (pause) I think in, when I replied (pause) again the questionnaire, it was the sweetener (pause) if the sweeter-sweetener if there’s no detrimental (pause) effect (pause) of the sweetener (pause) and the sweet- the effect of the sweetener on people was more positive than sugar, then I would say yes (pause) um (pause) I think (pause) again (pause) sweetener in, in my world and I’ll guess [participant name]’s, the only one I could remember was saccharin and just because you were aware of people who constantly had saccharin tablets, who (pause) were trying to cut down their sugar content and use those lil’ sacharrin tablet. (pause) and I always considered sacharrin as is that an artificial sweetener? Then the world artificial (pause) I always think is (pause) that’s a chemical it’s a man-made product therefore it’s not a natural product. (pause) So I would naturally turn away from non-natural products. Um (pause) so (pause) I suppose my view therefore is, if the sweetener added was an artificial sweetener, and a made-made chemical (pause), I would continue with sugar as a natural product. (pause) If the sweetener is, a more natur- a natural product (pause) and has no other adverse, adverse effects on health. So all these stuff has to be managed.

Moderator: Mm

DI201: Um (pause) then I think, it’s positive. If its effect is less than sugar

DI202: Are there such a, is there a, such a thing as a natural sweetener?

Moderator: Mm. (pause) So actually there are (pause) sweeteners that are made, artificially made but are made instead of from the chem- synthetic chemicals like what [participant names] mentioned, they are made from plant extracts for example or fruits?

DI202: Oh

Moderator: So things like

DI202: Oh it’s a it’s a

Moderator: Hello?  
DI201: Yeah

DI202: Hello!

DI201: The connection just keeps cuttin’ your words off!

DI202: Yes

Moderator: Sorry um

DI202: Sorry

Moderator: There are actually –

DI202: There are –

Moderator: Sweeteners that are artificially made but made from such as plant extract? Or from fruit extracts. So things like Stevia? (pause) it’s made from plant extract. So even though it’s artificial sweetener, it’s made from natural sources.

DI201: Yeah

DI202: Okay (pause) yeah

Moderator: Mm

DI201: And I would say, if they were (pause) artificial sweeteners but natural products, and their effect is less than sugar, (pause) um (pause) then they would be good replacements. Um (pause) unless there’s something about them that becomes addictive and causes a problem as well! (pause) um

DI202: Yeah! I- I don’t know well why would that not be happening already then, why don’t people just do that already? Is it very expensive to do that? Compared to sugar?

Moderator: I think a lot of people just keep thinking that oh it’s just artificial sweeteners so, some people m- (pause) th-th-there are just opposing views on sweeteners at the moment because people think that oh it’s just chemicals? And so they might not want their kids to, to use sweeteners?  
DI202: Yeah, yeah

Moderator: But at the same time (pause) we know that sugar has its own set of problems as well. Which is also why I wanted to, have this study? To find out what are pe-people thinking about su-sugar and sweeteners because (pause) if we can get people to replace it with sweeteners? (pause) But they keep thinking that oh sweeteners are bad for you then that is not an alternative. Because the government is trying actually trying to get people to replace sugar with (pause) sweeteners. (pause) But uh

(General agreement, yeah; nodding)

Moderator: If they negative (pause) thoughts towards sweeteners then (pause) it’s difficult

DI202: Well, from my point of – I think from my point of view like [participant name] said, y-yo-you naturally first think of sweeteners as something chemical.

Moderator: Mm

DI202: If it was shown that it wasn’t

Moderator: Mm

DI202: Because I don’t know if that’s a general view, if people then realise that (pause) y-you could do it naturally, then maybe that will be acceptable because I-I-I wasn’t aware that I mean I know you did mention it before, but I wasn’t aware that was the case! (pause) So

DI201: No! I- wh- what you’ve just described there is (pause) and I suppose if it was going back to what I just said it’s exactly wh-what you said! That would have been my view. You know, at the word artificial sweetener (pause) makes me think of a man-made chemical product, therefore (pause) I wouldn’t use it

DI202: Mm  
Moderator: Mm

DI201: Um, but an artificial sweetener, if it’s shown to be a natural product, and was more (pause) well, was better for you than sugar, then (pause) then I think that’s a good replacement

DI202: Mm

DI201: Um (pause) so again (pause) it’s it’s almost education isn’t it? It’s

DI202: Mm

DI201: it’s the um (pause) it’s breaking down those barriers (pause) and our generation, I’m sure we’re no different than anybody in our generation. That’s why I think the word artificial sweetener are sweeter, the minute I hear that I think of saccharin. And I don’t truly know what saccharin is whether it was artificial (pause) in the sense of a chemical or not. I just associate it with, non-natural. Therefore (pause) I would never use saccharin. (pause) Um. (pause) (in overlap) but–

DI202: Yeah (pause) (in overlap) if you (pause) yeah.

DI201: But I th-think that’s it. It’s (pause) if you have a product which is a replacement of sugar that is a natural product and is beneficial, then I think that’s a good replacement and should the government then say you will replace your sugar with this I think they should go and do that

DI202: (In overlap) Yeah. That’s., yeah (pause) (in overlap) I agree with that, if that’s the case

DI201: (In overlap) and (pause) they should then say, to companies, that if you keep original sugary product (pause) on the market, and (pause) we will tax you on your original sugary product (pause) because I think ultimately, um (pause) y’know you don’t really want dictatorship and to live in a dictatorship. (pause) But there’s a point when, you know do you need (pause) some enforcement. (pause) Some strong, movement, to make a change. (pause) Um (pause) and that’s what needs to be done! You know, education is (pause) the long-term way, to do it. (pause) But it- if you want to make an impact now (pause) that’s and that’s a change you could make you should take it! (pause) (clicks tongue) There we go!

DI202: (laughs)

Moderator: And, anoth- um (pause) health organisations and the government also have another set of thinking that, if we (pause) reduce sweetness (pause) as a whole in the diet so not just sugar, it can help to reduce (pause) um (pause) sugar consumption because people will start to get used to, things being less sweet. So in that case, you shouldn’t replace sweeteners, you shouldn’t replace sugar with sweeteners as well. (pause) so there’s kind of like uh (pause) two, opposing views at the moment?

DI202: (sigh) yeah

Moderator: Do you- uh, do you have any thoughts about this?

DI201: (weak video call connection) see because, the point of it is (weak video call connection)

Moderator: Sorry I completely missed what you said after I asked my question. It- it lagged!

DI201: I think this is where you can actually get into- get into like, almost like a single loop thinking, without thinking outside it. And wh-what is done, is think that’s exactly what happened. That by saying, you know it’s about sugar and can you replace it with sweetener you think that’s the argument and you find a solution. Either (pause) replace sugar with a product (pause) that is natural (pause) is has less effect. That’s a (weak video call connection) thing. And therefore that’s the solution. And you’re caught that loop (pause) and then your next question is the one that gives you a slap on the head a bit and says actually (pause) maybe the issue is sweetness. Um, therefore just by replacing sugar with a natural (pause) product, that has less effect (pause), just keeps (pause) the concept of sweetness in people’s heads so they just keep having it (pause) so how do you make them (pause) have a less (pause) reliance on sweet (pause) sweet things? So there’s two things to do will ya. Reduce the sugar content (pause) and (weak video call connection) and make people (pause) want sweet things less.

Moderator: Mm

DI201: Um (clicks tongue)

DI202: Yeah I’m not quite sure how you, do that. But, w-without (pause) um I think people change best (pause) if they have choices and they’ve made their own choices so I do think it comes (pause) back to education a-and I think it comes, it’s a bit like that drink thing we said before (pause) rather than just (pause) reducing the um (pause) sugar content in, in every drink, you just, somehow educate them to drink one instead of five. Or one instead of two. And it doesn’t matter if it’s reduced. Because actually you started (pause) t-to reduce it. Or they’ve started to reduce it, by replacing it with water! Or, something that hasn’t got sugar in! And maybe as you, as you start to do that, your body (pause) starts to need it less, those people who think they need it. I- I.

DI201: I-I suggest wh-what is what has the greatest impact is (pause) if you (pause) if there are two things to do which is one is (pause) reduce the sugar (pause) intake (pause) and you can do that by replace it with an artificial sweetener that is a natural product (pause) then I think that’s a good thing cause it reduces the sugar intake and replaces it with something else, that has less impact.

Moderator: Mm

DI201: What you haven’t done is reduce (pause) the issue of sweetness. So you’ve maintained that (pause) so now the next stage is to reduce (pause) your desire for sweetness (pause) so (pause) if you’re not, careful you walkin’ up two fronts and therefore you’re bad at both (pause) by trying to solve two things at once. So you just solve the one that gives you the biggest gain, which, is, if I read it correctly, that’s (pause) get people off sugar, onto a, a sweetness product, that is natural that has less impact. (pause) Do that, and then (pause) attack the issue of sweetness then try to manage people’s (weak video call connection) um

DI202: I- I- except what I- I suppose what I think is that, starting from now, which has started, to actually just, change the whole, th-the way people think eat drink eat sweet. The education side of it, that’s certainly need to be happening? I-I-if it’s a, adding you know, natural sweeteners instead of sugar happens as well, but I think if the other stuff isn’t happening, in a big way, it’s pointless the other thing because (pause) i-i-it

DI201: But then, a time scale isn’t it? (In overlap) That’s why you try to do

DI202: (In overlap) I don’t know what the time scale

DI201: if you started education now and said (pause) let’s say (pause) it took (pause) two generations from us to get to where we are (pause) and that’s the demise of (pause) the lifestyle of education. And let’s say it took two generations to re-educate people so they could manage their lifestyle (pause) but you could make an impact in half a generation by just sayin’, change from sugar (pause) to an artificial sweetener that’s a natural product but is less detrimental. So you’ve made a, a huge gain in a short period of time. (pause) But you’ve started your education program. So that’s movin’ but you’ve had that impact in a short period of time. (pause) And at the same time, you start to manage (pause) people’s concept of sweetness (pause) so that’s another maybe longer-scale one but you’ve took a big gain in a short period of time (pause) you then maybe reduce people’s sweetness (pause) reliance so that’s another gain you makin’, in a slow period of time but it’s (pause) better than, the education (pause) and then, by the time you’ve, done your education and everybody’s, changed their lifestyle, you’ve got every gain! Um (pause) see what I mean?

DI202: Yeah I see what you mean! Yeah I-I don’t yeah and I don’t- I agree that that is a good idea. I-I just don’t and I but I have no understanding of cost and timings and (pause) what input into education how much it would cost people who make stuff to replace it and stuff. But that sounds like a good option you have one thing which takes longer, going. But instantly you maybe can do that?

Moderator: Mm

DI202: So (pause) and overall people will (pause) prefer, it and even prefer less sweet things (pause) perhaps

Moderator: Mm

DI201: I think it’s. you know, (pause) you do need (pause) I’m sure it’s it’s, I think it’s Norway? And the issue of plastic. (pause) And it’s it’s the concept of

Moderator: Sorry the issue of what?

DI202: Making people do things. It’s it’s the government refuse it isn’t it

DI201: (In overlap) the thing about (pause) if you (pause) if governments really aren’t strong in what they say (pause) then (pause) I think by nature, industries (pause) take as long, as the pressure is (pause) well as the pressure allows them (pause) to bring in whatever change the government wants. (pause) and I think if you look at things like plastics in this country where clearly there’s a problem with plastics and recyclin’ and that (pause) and the government I couldn’t actually tell you what their clear policy is in this country now (pause) with respect to the people who make plastics. (pause) Um (pause) but I think in Norway, I think the government more or less said, to the manufacturers (pause) if you don’t change, we will charge you, (pause) for recycling plastic. (pause) So you’ve got, this amount of time if you don’t make changes by then, the bill will be coming to you. Um (pause) and in Norway they’ve had a fasted(?) change (pause) it’s that businesses (pause) see that it’s having an impact on them so they’ve changed their plastics and made recyc- like recyclin’ easier. Um (pause) so that’s it for me. I-i-in Norway, I think, y’know, they’re-they’re a society that, that is, very lifestyle conscious society in the sense that they tend to be quite healthy people they tend to be quite well educated people they tend to be people who work together very well. But the government realises unless we’re strong here (pause) things will take ages. Um, and the UK, to me, (pause) hasn’t really taken an approach the government doesn’t put a strong emphasis on it. They say the words but the actions, don’t necessarily follow up. Um, and then it’s slow. (pause) And I think, with respect to, you know, sugary things, obesity, (pause) the government (pause) really sho- needs to be stronger. So things that they can change in a short period of time that would be positive, they should make it clear that change will happen. So if that meant saying to companies you will reduce your sugar content (pause) you know, now and replace it by this sweetener they need to be strong in doing that. and at the same time, they should be a education (pause) system. Or process set up (pause) to start to change people lifestyle. And whether that’s through (pause) you know schools (pause) and then-the-the generations coming through now (pause) and then how they’re educated to understand more about food, (pause) to improve the activity levels that children have now in school. Um, to improve (inaudible – food they’ve got?) skill. Um (pause) that should also start now as well. Um (pause) so.

DI202: oh I’ve th-that has started hasn’t it now I said it’s to (inaudible)

DI201: The governments have to be strong. They have a part to play, um. but I-I don’t think it’s (pause) it’s tax. (pause) as such

DI202: Mm

DI201: Because I don’t think that would achieve anything (weak video call connection) t me, and that’s probably something (pause) w-we we aren’t really aware of, cause we don’t really think about sugar and sweeteners anything (pause) at all cause it doesn’t really affect us (pause) but having been introduced and thought about it and thought well we don’t really have a view (pause) then actually when you start to talk, you think (pause) yeah you probably do have a view! (pause) And then when you think (pause) it all seems a bit impossible. What you really (inaudible) Th-that there are actually solutions there (pause) um (pause) so why aren’t they just done?

(weak video call connection)

Moderator: I have uh finished my questions f-for you (laughs)

DI201: Aright

Moderator: Thank you very much for your input

DI202: Okay (laughs)

Moderator: it was it was very very insightful. If uh, do you have any other (pause) thoughts or opinions about um sweet food (pause) sweetness or sugar or sweeteners, that have not been mentioned yet?

DI201: Um

DI202: For me, I don’t think I have. Um. (pause) Except to say (weak video call connection) you know if you have any further questions and any other point, further down the line, do get in touch again I-I don’t have anymore questions or anything. Do you have any?  
DI201: No no. I’ve thought so much about sugar and sweet things now

DI202: (Laughs) I need a chocolate biscuit (laughs)

DI201: I just uh. I mean. I-I’m never gonna touch it again. I’m actually sick of it!

DI202: (Laughs)  
Moderator: I’m sorry (laughs)

DI201: It’s the way to stop people having sugar and sweetness is to just

Moderator: (In overlap) Talk about it

DI202: (In overlap) Talk to them (laughs)

DI201: (In overlap) Talk about it!

DI202: (laughs) In fact, enforce them to eat it! And drink it! And everything! (laughs) and then talk about it and be sick and eat it! (laughs) okay well. Yeah well we. We do hope that it has been helpful

Moderator: Yeah!