



13-14 November 2025



THE INFLUENCE OF COMMUNICATION ON DIETARY BEHAVIORS ACROSS THE LIFESPAN

STEFAN DAVID LEAH, LORENA LUPEI, CORINA MIHAELA OGLINDOIU,
ANKA ROXANA PASCARIU, DIANA NICOLETA RABA
UNIVERSITY OF LIFE SCIENCES "KING MIHAI I" FROM TIMISOARA

Abstract: *Eating behavior means the way people decide what to eat, when to eat, how much, and in what situation. These behaviors are shaped by a mix of things like physical signals such as feeling hungry or full, personal preferences and emotions, family habits, how easy it is to get certain foods, cultural influences, and what people see in ads or on social media. This study aims to analyze the way in which dietary choices are influenced by communication across different age groups. Parental feeding practices serve as primary determinants in the development and formation of eating habits among children.*

• Introduction

Communication plays a critical role in shaping dietary behaviors from early childhood through adolescence. Multiple stakeholders, including parents, educators, media, and health specialists, influence children's eating patterns through various communication channels. Understanding these communication pathways is essential for developing effective interventions to promote healthy eating habits and prevent childhood obesity and related health issues.

Material and method

In this paper we used methods involve using questionnaires to assess communication habits and food consumption, and data analysis techniques like regression to find correlations between communication and dietary outcomes across different age groups.

Conclusions: Empirical evidence underscores the importance of comprehensive, consistent, and developmentally appropriate communication across familial, educational, media, and community settings in shaping and sustaining healthy dietary behaviors throughout lifespan. Isolated communication strategies are insufficient; instead, integrated and coordinated approaches that align messaging and actively engage children across multiple platforms demonstrate the greatest efficacy in fostering lifelong healthy eating habits.

• Results and discussions

Table 1. Factors Influencing Human Eating Behavior Across the Lifespan

No.	Key issues	Description
1.	Parental communication and feeding practices	Early family communication helps shape the eating habits that children carry with them as they grow. When parents use positive approaches, like being responsive during meals, avoiding pressure or strict rules, and setting a good example with healthy eating, they help their kids build a better relationship with food. The parents talk to their children about food often matters more than what's actually on the plate.
1.	Food literacy development in early years	Introducing food education early in life through age-appropriate communication helps children develop critical thinking skills about nutrition. When educators use interactive and engaging methods suited to children's cognitive development, they equip them to make thoughtful and informed food choices. These formative years are a key period for building food literacy that encourages lifelong healthy eating habits.
1.	Role of teachers and school communication	"Teachers play a key role in delivering nutrition education during children's formative years. Research shows that structured curricula paired with interactive methods, like discussions, demonstrations, and hands-on activities, improve learning and encourage behavior change. In contrast, passive approaches such as lectures alone are less effective than multi-modal strategies that actively engage students..
1.	Media influence and food marketing	Commercial media often contradicts health messages, confusing consumers and weakening healthy eating efforts. Children, with limited media literacy, are especially vulnerable to persuasive food marketing. Research supports measures like advertising restrictions and media literacy education to reduce this impact, while parents and educators play a key role in helping children critically assess food-related media.
1.	Workshops and practical activities	Experiential learning through hands-on engagement fosters meaningful interactions that support long-term behavioral change. Activities such as cooking workshops, gardening, food preparation, and taste-testing enable children to acquire practical skills and form positive associations with nutritious foods. Compared to didactic instruction, this participatory approach enhances sensory involvement and skill development, which may strengthen neural pathways and promote enduring healthy eating behaviors.
1.	Collaborative communication between school, family, and specialists	Effective multi-stakeholder collaboration in nutrition education necessitates coordinated communication strategies that acknowledge the distinct roles and capacities of each party. Alignment among families, schools, and health professionals fosters consistent messaging that reinforces healthy dietary behaviors across settings. Research highlights the importance of clear communication channels, shared objectives, and responsiveness to diverse family contexts. Successful initiatives prioritize supportive frameworks that enable meaningful family engagement while sustaining open, reciprocal dialogue among all stakeholders.