Background

- Red meat consumption (RMC) is carcinogenic
- Also linked to cardiovascular diseases, type II diabetes, and obesity
- EU citizens consume twice as much meat as recommended
  
  45,000 premature deaths/year as a result

- Significant drop in consumption is not expected

Research questions

- What is the relationship between conscious constructs, unconscious attitudes and behavior?
- Do unconscious attitudes have a direct effect on red meat consumption or an indirect effect via conscious constructs?

Method (Single-Category IAT)

- Longitudinal online study with baseline, follow-up after 1 and 3 months (N ~ 500)
- Dutch population

Predictors of a reduced red meat intake

- Positive conscious attitude towards reducing RMC
- High number of vegetarian friends
- Strong intention to reduce RMC
- Negative unconscious attitude towards red meat

Method

- SC-IAT
- Conscious constructs
  - Perceived pros, perceived cons, social norms, social modeling, self-efficacy, intention, red meat consumption

Take home message

- Red meat consumption is an under-researched topic and needs more scientific attention
- Understanding how conscious and unconscious constructs jointly influence (reduced) red meat intake can improve interventions; e.g. by changing conscious constructs and steering unconscious attitudes into the right direction
- If you unconsciously like red meat: reduce your red meat intake very consciously to no more than 70g/day

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