

**Opportunities and Challenges
for Communicating Nutrition and Health:**
*Guidelines for Communicating the Emerging
Science of Dietary Components for Health*

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International Food Information Council (IFIC) and IFIC Foundation

Mission:

To communicate science-based information on food safety and nutrition to health professionals, educators, government officials, journalists and others providing information to consumers.

Primarily supported by the food, beverage, and agricultural industries.

ODS Strategic Plan 2004-2005

“Goal 5. Expand and conduct outreach efforts that inform and educate the public, healthcare providers, and scientists about the benefits and risks of dietary supplements.”

Today's Presentation

- Consumer Attitudes
- Considerations for Communicating Emerging Science of Dietary Components
- Opportunities for Collaboration on Outreach Efforts

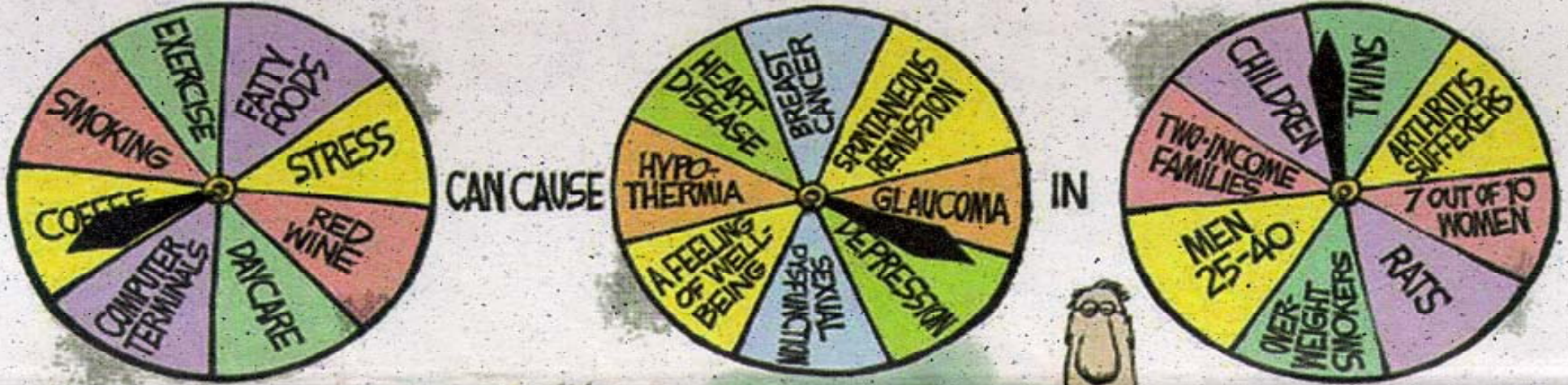
Consumer Confusion

60% of food shoppers say there is too much conflicting information about nutrition.

Today's Random Medical News

from the New England
Journal of
Panic-Inducing
Gobbledeygook

JIM BORGMAN



ACCORDING TO A
REPORT RELEASED
TODAY....

NEWS

Challenges of Communicating the Functions of Dietary Components to Consumers

- **No “magic bullets”**...dietary components should be part of healthful diet and lifestyle
- **Balance** increased consumption of beneficial components within proper caloric intake for healthful weight
- Communicate **who would benefit** from an increase or decrease of a given component

**Why is communicating
effectively about emerging
science so important?**

Americans Have Positive Attitudes About Nutrition, Health

93% believe certain foods have health benefits that may reduce the risk of disease or other health concern

Consumers Want to Learn More

85% of consumers are interested in learning more about the health benefits offered by functional foods

Addressing the Challenges and Opportunities

Communicate Food-Related Science
in Ways that Serve Both Public
Understanding and the Objectives of
the Communicators

Communicating the Emerging Science of Dietary Components for Health

GOALS:

1. Raise the bar on how health professionals, journalists, and other opinion leaders communicate the benefits of functional foods/dietary components.
2. Better describe the state of the science on any given food or nutrition issue.
3. Develop and document guidelines to be used as tools to help influencers interpret emerging science.

Building on Success...

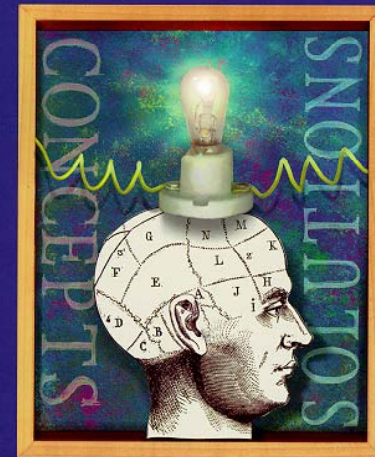
Harvard School of Public Health/ IFIC Foundation

- *Journal of the National Cancer Institute*,
February 4, 1998
- *Journal of the American Medical Association*,
February 11, 1998

IMPROVING PUBLIC UNDERSTANDING

GUIDELINES

FOR COMMUNICATING EMERGING SCIENCE
ON NUTRITION, FOOD SAFETY, AND HEALTH



FOR JOURNALISTS, SCIENTISTS, AND OTHER COMMUNICATORS

Based on an advisory group convened by
Harvard School of Public Health
and
International Food Information Council Foundation

Guidelines for Communicating the Emerging Science of Dietary Components for Health

Partners

IFIC Foundation

Institute of Food Technologists

University of Illinois, Urbana-Champaign

University of Missouri, Columbia

Purdue University

Advisory Committee

Agricultural Research Service, USDA

American Academy of Family Physicians

American Heart Association

Centre for Food and Health Studies

Federal Trade Commission

Food and Drug Administration

Foundation for American
Communications

Missouri School of Journalism, MU

National Cancer Institute, NIH

Office of Dietary Supplements, NIH

Purdue University

Robert Mondavi Institute, UC Davis

Rutgers University

St. Joseph's University

Tufts Health and Nutrition Letter

Tufts School of Medicine and Nutrition

University of Southern California

University of Massachusetts

University of Missouri, Columbia

University of Illinois, Urbana-

Champaign

Audience

Primary audiences:

- Journalists
- Health Professionals

Other Communicators:

- Science Writers
- Educators
- Research Scientists
- Food Industry
Marketers and
Scientists

Communicating the Emerging Science of Dietary Components for Health

1. Enhance the public understanding of foods, food components, and/or dietary supplements and their role in a healthful lifestyle.
Serve up plain talk about food and health.
2. Clearly convey the differences between emerging science and consensus science. ***Scientific research is evolutionary...NOT revolutionary.***
3. Communicate with accuracy and balance.
Carefully craft your communications.

Communicating the Emerging Science of Dietary Components for Health

4. Put new findings into context needed for an individual to make dietary decisions.

Make your messages meaningful.

5. Disclose all key details about a particular study.

Cite the study specifics.

6. Consider peer-review status.

Point out the peer-review process.

7. Assess the objectivity of research.

Consider the full facts.

***IFIC Foundation and IFT
Guidelines for Communicating
the Emerging Science of
Dietary Components for Health***

March 2005

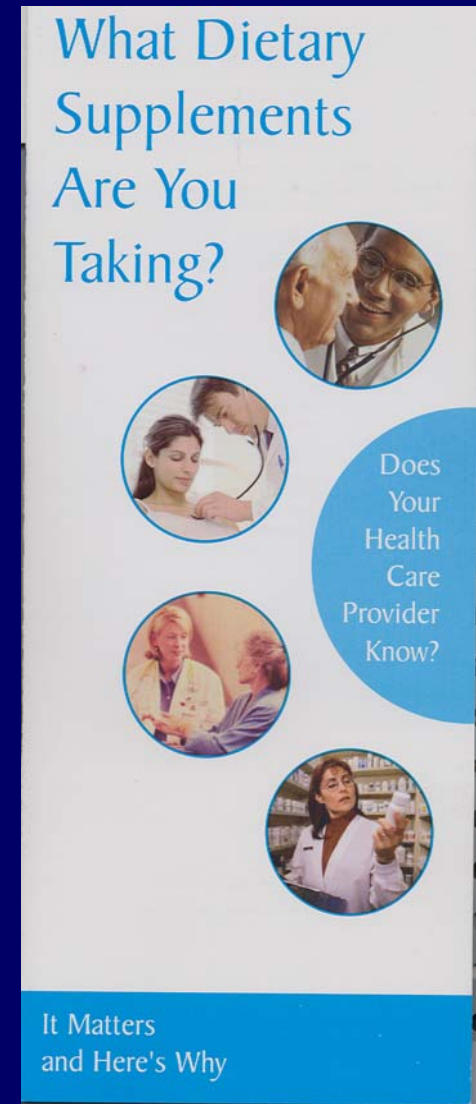
<http://ific.org/nutrition/functional/guidelines>

Collaboration on Consumer Communications

Supplement Savvy Partnership

“What Dietary Supplements Are You Taking?”

Partnership Among Several Federal Agencies and Other Non-Federal Organizations



For More Information, Contact:

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<http://ific.org>

Challenges of Communicating Emerging Science to the Public

- Convey **research as continuum**; not isolated studies
- Communicate the latest scientific findings with **balance**
- Provide **context**: how do new findings fit with existing evidence?
- Explain completely **new field of research**/ technology & complex **terminology**