

US Consumer Attitudes and Communicating the Benefits of Foods for Health

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College Park, MD

Today's Presentation

- **About IFIC**
- **Letting Consumers Have A Say**
 - IFIC Attitudinal Research:
Foods for Health or Functional Foods
- **Guidelines for Health Messages**

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.

IFIC Foundation Web Site:

ific.org

YOUR NUTRITION AND FOOD SAFETY RESOURCE

Journalists | Health/Nutrition/Agricultural Professionals | Government Officials | Educators | Consumers | Students

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LOOK IT UP:
Glossary of Food-Related Terms
FAST FACT
Caffeine is no more a diuretic than water.
[Read More](#) about this fact.

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In the Spotlight

Duis optimum sapien est fruit fincduff
Pesean entre et odio. Ut nec do et erat placerat ultricies. Nulla non nibner in laeo torto et ante. Posu mme at oido. Ut nec erat noon nuncit metus libero. Fusce molestia, dui uttarioe egesta la molest, metus libero sagittis ewart, id solatid. Dui interes egesta, metus libero sagittoso la.sitt.

Nutrition & Food Safety Information

Nutrition Information

- Adult Nutrition & Health
- Functional Foods
- Child & Adolescent Nutrition and Health
- Dietary Fats & Fat Replacers
- Sugars & Low Calorie Sweeteners**
- Food Ingredients
- Nutrition & Oral Health
- Obesity & Weight Management

FEATURED Sugars & Low Calorie Sweeteners

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Food Safety Information

- Agriculture & Food Products
- Food Allergies & Asthma
- Food Biotechnology**
- Food Safety & New Technology
- International Food Issues & Resources

FEATURED Food Biotechnology

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IFIC Foundation's *Food Insight*

- 45,000 circulation
- 7% international
- 6,000 media
- Also available electronically



**“Thy food shall be
thy remedy”**

Hippocrates, > 2,000 years ago

Functional Foods

WORKING DEFINITION

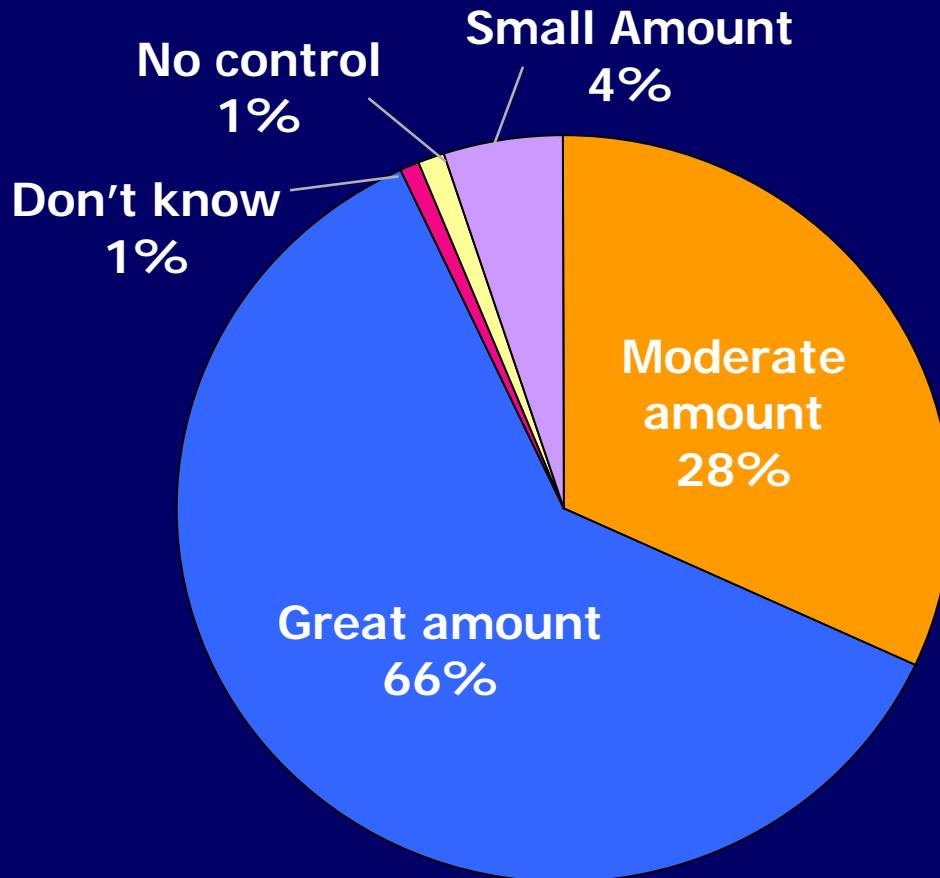
Foods That May Provide a Health Benefit
Beyond Basic Nutrition

IFIC 1998, 2000, 2002 and 2005*

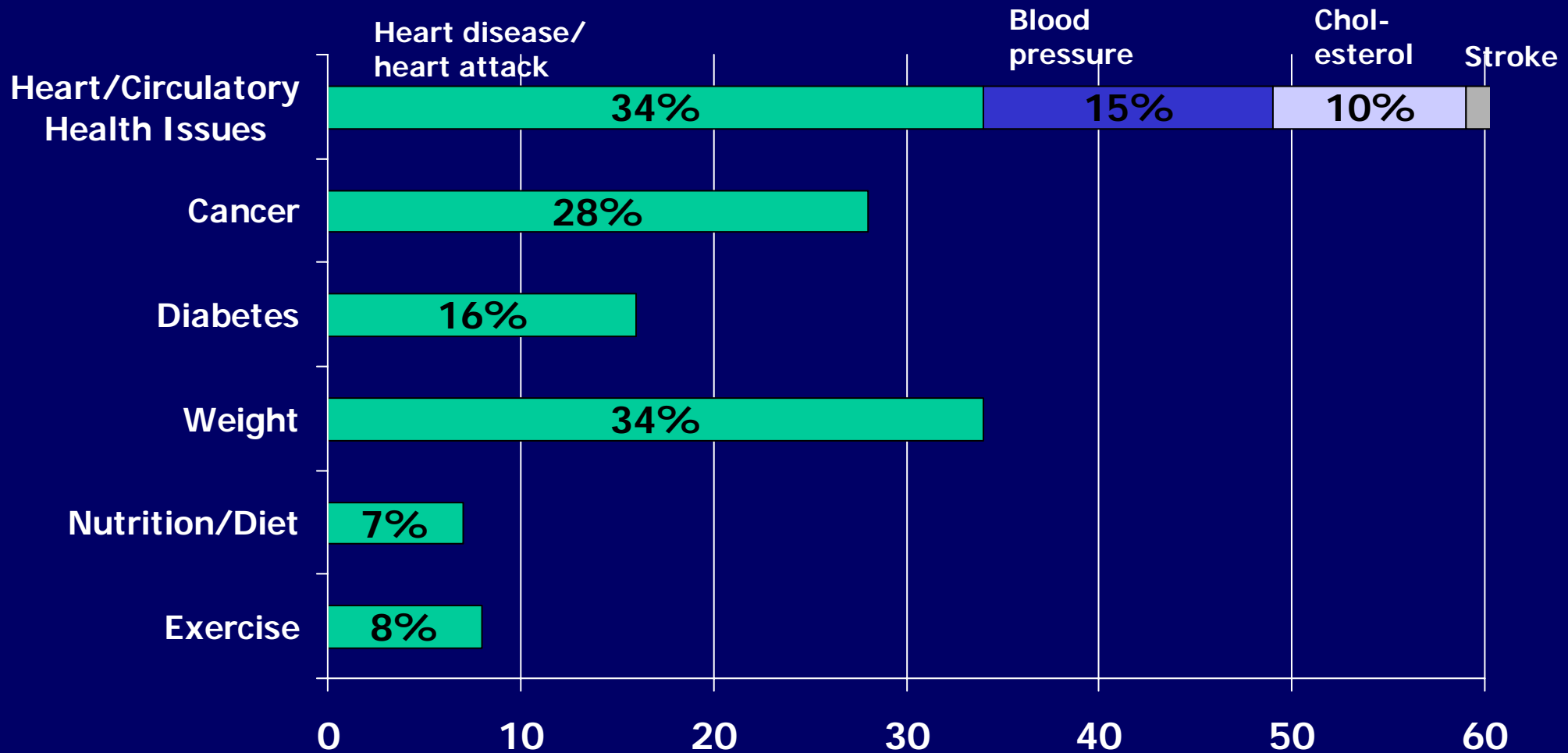
Quantitative Research

- Measure consumer interest in and awareness of functional foods and nutrigenomics
- *Methodology: Telephone survey by Cogent Research, Cambridge, MA (1998, 2000, 2002); Web-based survey (2005)
- Sample population: randomly selected U.S. Adults (18+)
- Completed interviews/sample size: 1,012 (2005)

How much control would you say you have over your own health?

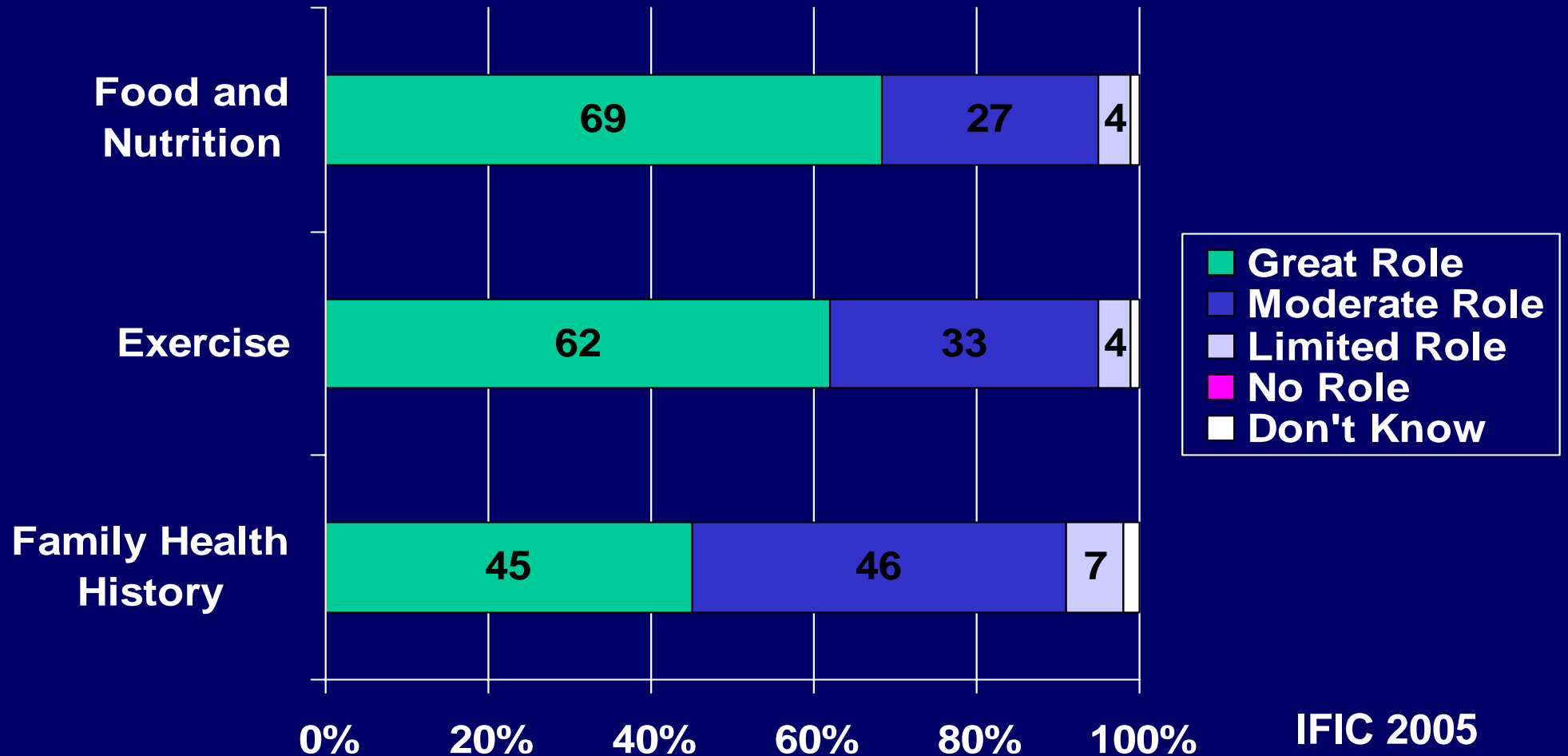


Top Health Concerns



Q. What are your top three health concerns, listed in order of importance to you? (MULTIPLE RESPONSES)

Nutrition Plays a Greater Role in Maintaining and Improving Health



IFIC 2005

Americans Have Positive Attitudes About Their Health, Nutrition and Exercise

88% believe certain foods have health benefits that may reduce the risk of disease or other health concern

Most Americans can name a functional food.

91% can name a functional food
and its associated benefit

Up from 84% in 2002, 82% in 2000,
and 77% in 1998

Consumer Awareness of Foods That May Reduce Risk of Disease

TOP TEN RESPONSES (unaided) :

1. Vegetables and Fruit (17%)
2. Milk (11%)
3. Fish, fish oil, seafood (11%)
4. Fiber (10%)
5. Broccoli (10%)
6. Tomatoes (9%)
7. Whole grain (8%)
8. Oats, oat bran, oatmeal (7%)
9. Garlic (7%)
10. Oranges, orange juice (7%)
11. Green Tea* (7%)

Top 10 Functional Food Components in the News

	<u>2003</u>	<u>2001</u>	<u>1999</u>
Omega-3 fatty acids	29%	10%	4%
Fiber in general	17%	23%	21%
Lycopene	9%	2%	5%
Vitamin C	7%	18%	15%
Beneficial fatty acids in general	5%	1%	11%
Plant Sterols in general	5%	<1%	3%
Prebiotics/Probiotics	4%	---	---
Plant estrogens in general	4%	7%	5%
Vitamin E	3%	11%	7%
Carotenoids	2%	8%	5%
Total Number of Stories	193	299	384

Food Components Thought to Benefit Certain Health Conditions (unaided)

High Cholesterol/Heart Disease

- Oats/oat bran 17%*
- Garlic 8%
- Fish/fish oil 7%
- Fiber 5%
- Whole grain 4%
- Olive oil 3%
- Red wine 2%
- Bran 2%

High Blood Pressure

- Garlic 7%
- Oats, oat bran 3%
- Red wine 3%
- Whole grain 2%
- Fish, fish oil 1%

Food Components Thought to Benefit Certain Health Conditions (unaided)

Weight Management/Maintaining a Healthy Weight

- Water 9%
- Low-fat foods 7%
- Milk 6%
- Green tea 5%
- Fiber 5%
- Whole grain 4%
- Fish, fish oil 3%
- Calcium; yogurt 3%

Food Components Thought to Benefit Certain Health Conditions (unaided)

Breast Cancer

- Soy 4%
- Broccoli 3%
- Green, leafy veg. 2%
- Antioxidants 2%
- Flax, flaxseed oil 1%

Prostate Cancer

- Tomatoes 10%*
- Saw palmetto 4%

Colon Cancer

- Fiber 21%
- **Whole grain 9%***
- Green, leafy veg. 6%
- Broccoli 5%
- Water 3%
- Bran 3%

Awareness of “functional food” /disease pairs is highest for long-held associations (aided)

Calcium for the promotion of bone health	(93%)
Fiber for maintaining a healthy digestive system	(92%)
Vitamin D for the promotion of bone health	(88%)
Whole grains for reduced risk of heart disease	(83%)
Fiber for reduced risk of cancer	(83%)

Awareness for Those “Gaining Ground”

Antioxidants for protection against free radical damage (79%)

Omega-3 fatty acids for reduced risk of heart disease (78%)

Monounsaturated fats for reduced risk of heart disease (73%)

Potassium for reduced risk of high blood pressure/stroke (70%)

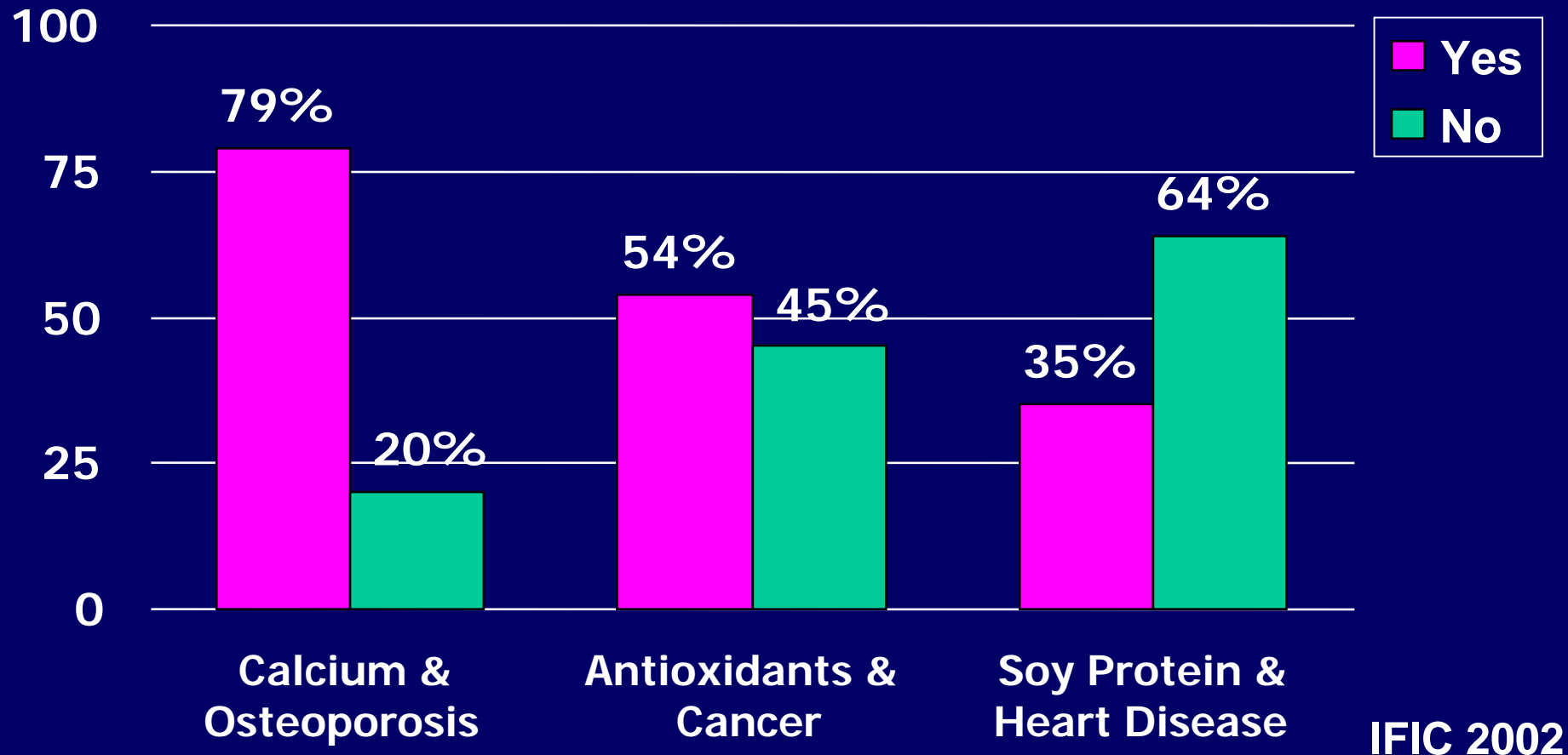
**Folate/folic acid for reduced risk of birth defects and
heart disease (63%; 61%)**

Lycopene for reduced risk of prostate cancer (57%)

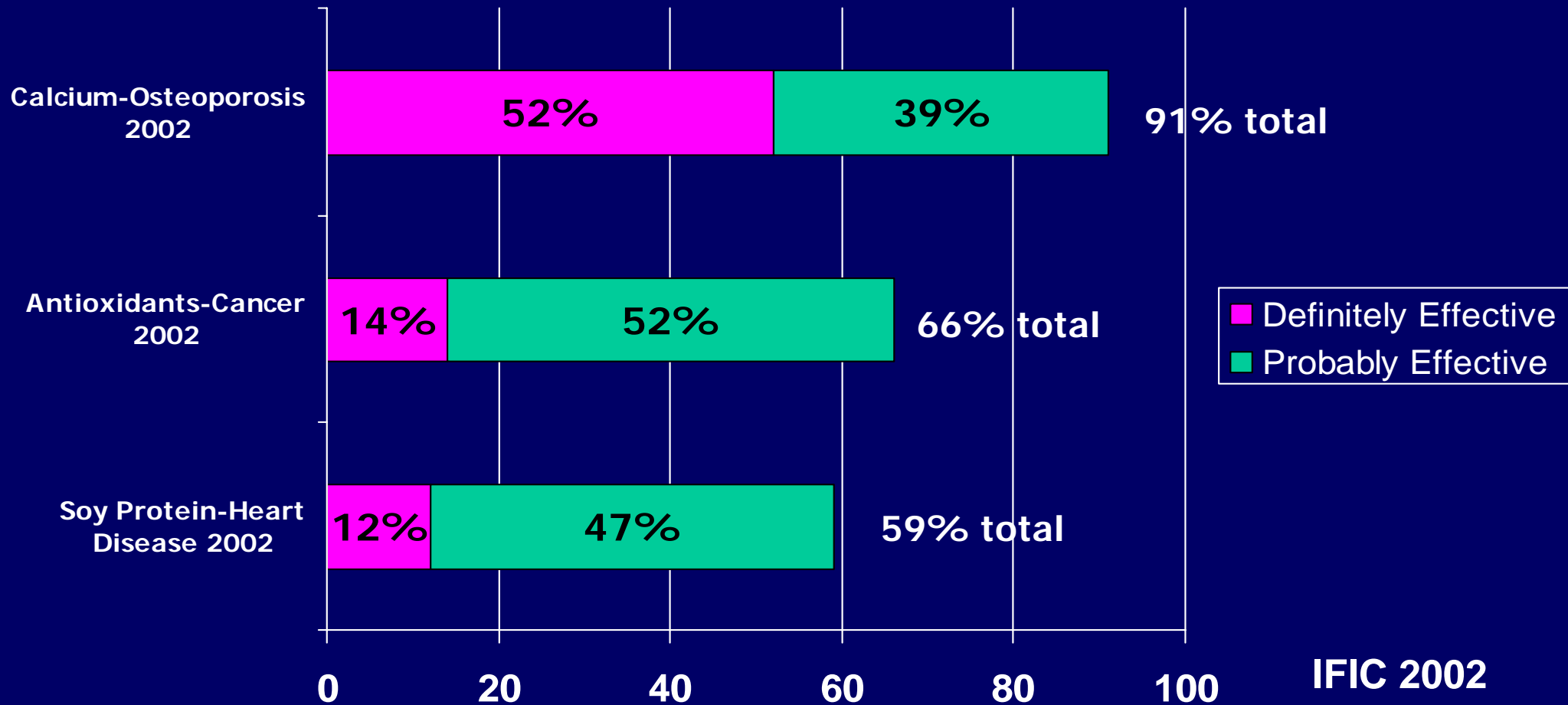
Awareness of lesser-known “functional food”/disease pairs (aided)

Probiotics or Prebiotic fiber for maintaining a healthy digestive system	(49%; 47%)
Probiotics for maintaining a healthy immune system	(46%)
Soy for reduced risk of heart disease and cancer	(41%; 54%)
Plant sterols for reduced risk of heart disease	(30%)

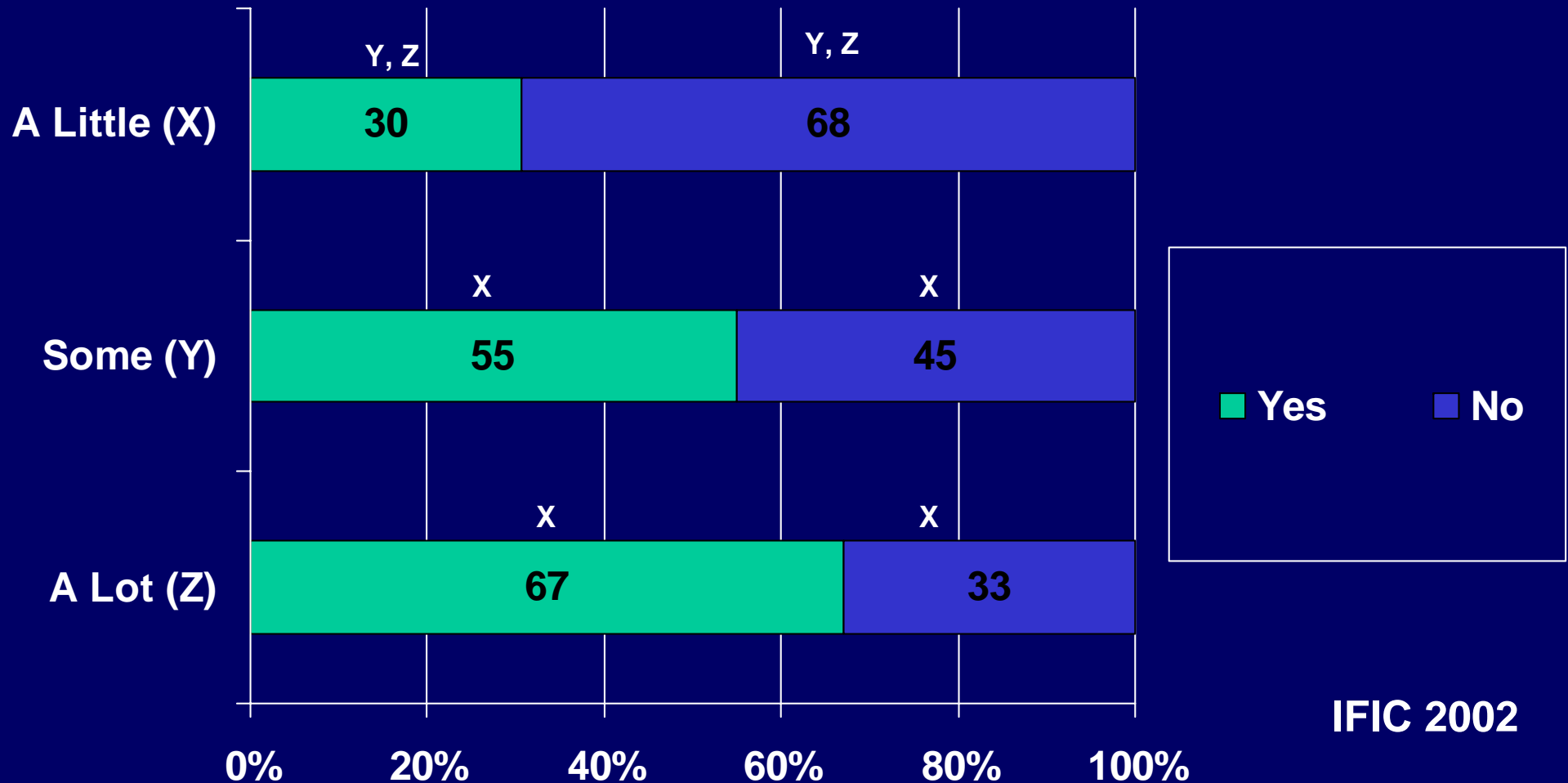
Are you aware of an association between:



Perceived Effectiveness of Food Component and Disease Link



Calcium/ Osteoporosis: Consumption by Level of Awareness



IFIC 2002

The Gender Gap



Mention weight as top health concern	40%	27%
Mention heart disease/attack as top concern	29%	40%
Adding healthy elements to diet	30%	20%
Interested in learning more	88%	78%
Dietitian advice impacts food decisions	77%	68%
Health association advice impacts decisions	68%	57%
Information in magazines impacts decisions	50%	39%
Information from TV news impacts decisions	41%	33%

“Changes for the Ages”

Americans 25-34 yrs

are more likely to:

- Say they have done nothing to improve their well-being (33%)
- Say they have made **NO** changes to their diet (35%); particularly men (50%) vs. women (28%)

Americans 45-54 yrs

are more likely to:

- Say they have changed their diet (40% over the past 5 years)
- Have removed less healthful elements/ ingredients from their diet (67%)

“Changes for the Ages”

Women 18-24 yrs are most likely to:

- Have added healthy elements/ingredients to their diet (48%)
- To have started eating more vegetables (35%) and fruit (27%) in an effort to improve or maintain their health

Consumers Want to Learn More

83% of consumers are interested in learning more about the health benefits offered by foods that have health benefits beyond basic nutrition

The New Food Label: Health Claims vs. Dietary Guidance

Health Claims Report Card



A	High Significant scientific agreement	1
B	Moderate Evidence is not conclusive	2
C	Low Evidence is limited and not conclusive	3
D	Extremely Low Little scientific evidence supporting this claim	4

Nuts / Heart Disease

Omega-3's / Heart Disease

Olive Oil / Heart Disease

DIETARY GUIDANCE

Fruits & Vegetables / Cancer, etc.

Vegetable Oils vs. Solid Fats / Heart Disease

Qualified Health Claims (QHC) Consumer Research Objectives

- 1) Measure consumer reaction to the FDA-proposed 4 levels of health claims on basis of:
 - Strength of scientific evidence
 - Overall healthfulness of the product
 - Perception of product quality
 - Perception of product safety
 - Purchase intent

QHC Consumer Research Objectives

- 2) Determine whether consumers differentiate between dietary guidance and health claims.**
- 3) Examine the impact of structure-function claims and alternative language versus qualified and unqualified health claims.**

QHC Consumer Research Highlights

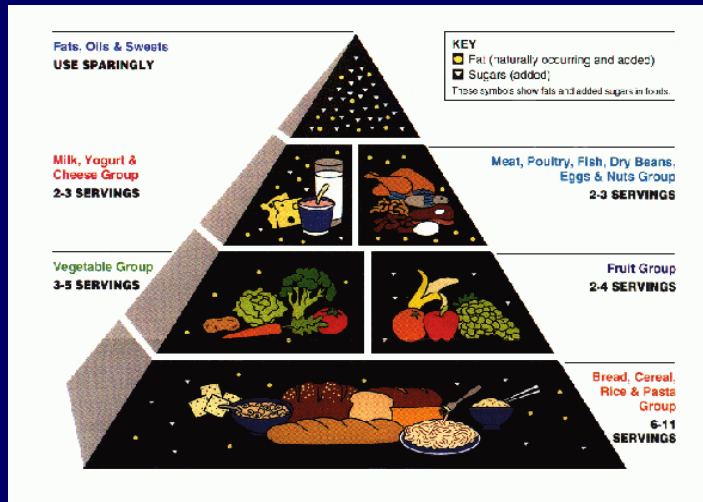
1. Claim type, claim level, and perceptions of a product and/or awareness of a nutrient collectively impact consumer perceptions.
2. Consumers have difficulty distinguishing among 4 levels of scientific evidence, especially with language-only claims.
3. Consumers can distinguish among 4 levels of science using report card graphic; but with negative consequences observed in consumer perception of product safety, quality, and healthfulness at lower level claims in some instances (report card graphic and text).
4. Consumers rate the scientific evidence and other attributes of a product containing an unqualified claim similar to that of products containing a structure-function claim or dietary guidance statement.

Factors in Health Message Effectiveness

- Knowledge of health concern
- Seriousness of concern
- Knowledge of component
- Multiple benefits of component
- Association of component with supplements
- Availability of component

Dietary Guidance: Then and Now

- Food Guide Pyramid



“One size fits all”

Vehicle to represent all dietary recommendations

- MyPyramid.gov



Simplified

Personalized

Interactive

Incorporates energy balance

Substantiation: Maintaining Credibility

- Cite need for credible scientific criteria
- Place new research findings into context
- Use “may reduce risk” vs. “will prevent”
- Don’t “bet the ranch” on health claims
- Ensure off-label communication is reasonable, responsible information

Top Source of Health and Nutrition Information

Americans aged 18-54 are more likely to name media as one of their top sources of information on health and nutrition (75%) than those aged 55 plus (66%)

Communicating the Emerging Science of Dietary Components for Health:

1. Raise the bar on how health professionals, journalists, and other opinion leaders communicate the benefits of functional foods.
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.

Guidelines for Communicating the Emerging Science of Dietary Components for Health

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Tufts School of Medicine and Nutrition

University of Southern California

University of Massachusetts

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University of Illinois, Urbana-
Champaign

Guidelines for Communicating the Emerging Science of Dietary Components for Health

1. Enhance 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. Advise consumers that dietary components are not magic bullets that work alone, but may promote good health when included as part of a healthful diet and lifestyle.
2. Clearly convey the differences between emerging and consensus science.
Scientific research is evolutionary, not revolutionary. Tell consumers where new findings fall on the research continuum and within the overall body of evidence.
3. Communicate with accuracy and balance.
Carefully craft your communications. Advise a healthy skepticism for potentially misleading headlines, such as “medical miracle” or “scientific breakthrough.” Suggest looking beyond dramatic language to get the full story. Explain that facts are facts, but experts may differ in opinion about how to interpret them. Present a complete picture of a study’s results, rather than select findings.

Guidelines for Communicating the Emerging Science of Dietary Components for Health

4. Put new findings into the context needed for an individual to make dietary decisions.
Make your messages meaningful. Translate the latest research into what is on the consumer's dinner plate. Spell out to whom new findings apply and what impact, if any, the findings should have on eating habits.
5. Disclose all key details about a particular study.
Cite the specifics. Discuss the study design (such as characteristics of participants and quantity of food component consumed) to help the public understand research results and their validity.
6. Consider peer review status.
Point out peer review as a key measure of a study's credibility, although it is not the only key. Peer review is not a guarantee of conclusive results—it is one piece of a larger puzzle made up by the overall body of evidence.
7. Assess the objectivity of research.
When assessing a study's objectivity, consider the full facts—including not only disclosure of funding sources, but also peer review, methodology, and conclusions.

Guidelines for Communicating the Emerging Science of Dietary Components for Health

- For more information, please visit:

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

Questions?

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THANK YOU!