

Keeping In Touch



Summer 2010

Legacy Leaders display their new CFDR plaques

This spring, CFDR announced a new program for corporate partners: our Legacy Leader program recognizes the corporate supporters who have made long-term commitments to the Canadian Foundation for Dietetic Research. The program was launched in a tangible way with the presentation of Legacy Leader plaques, presented to all long-term partners at the DC conference. The plaques were designed for use in tradeshow booths to enable partners to highlight their commitment to dietetic and nutrition research through CFDR. Spot the plaques in the booths of McCain Foods, Nestlé Nutrition and Canola Council of Canada (below). Visit our website to see all 19 CFDR Legacy Leaders, at cfdrr.ca.



CFDR awards six research grants

The 2010 CFDR Research grants awarded in June will address the following research questions:

- Can food-related policies and land use planning practices be aligned in order to advance the nutritional health of the population? **Jessica Wegener**, PhD (Cand), MSc, RD, University of Waterloo
- How can workers in long term care homes be supported to provide person-centered mealtime care for long term care residents with dementia? **Holly Reimer**, MSc, RD, University of Guelph
- What are the changes in nutritional, inflammatory and fatty acid status in gastrointestinal cancer patients

receiving chemotherapy? **Denise Gabrielson**, RD, St. Michael's Hospital, Toronto

- What are the effects on the thoughts and behaviours about food and eating among restrained women? **Véronique Provencher**, RD, PhD, Université Laval, Quebec
- Can a web based tool improve learning in dietetic education? **Mary Keith**, PhD, RD, St. Michael's Hospital
- Can a preterm growth chart developed and validated at Canadian sites be generalized to other countries? **Tanis Fenton**, PhD, RD, Alberta Health Services, Foothills Medical Centre, Alberta

See full descriptions at www.cfdrr.ca/newsreleases.html.



CANADIAN FOUNDATION FOR DIETETIC RESEARCH • 480 University Avenue, Suite 604, Toronto, ON M5G 1V2

Phone: (416) 596-1294 Fax: (416) 596-0603 Email: cfdrr@dietitians.ca Web: <http://www.cfdrr.ca>

Charitable Registration No. 89270 2150 RR0001

Focus on functional foods



This spring, CFDR surveyed its constituents – corporate partners and members of Dietitians of Canada – to determine the topic for our new “Nutrition Research in Focus”

program. The topic selected for this inaugural year of the program is *Functional foods and their impact on health*. An experts’ advisory group was established to discuss the topic, define the research question and outline the scope of the project. Several proposals were received in response to a Canada-wide Request for Proposals and are currently being reviewed by a special Review Committee. The successful applicant will be announced before the end of August 2010 and the \$50,000 research project will begin in September.

To pique the interest of CFDR constituents, our May Research Breakfast featured two research projects in the area of functional foods, previously funded by CFDR:

Evaluation of the Adherence to Nutraceutical, Functional Food and Whole Food Strategies to Increase Omega-3 Fatty Acid Intakes in Men and Women at Risk for Cardiovascular Disease – Ken Stark, PhD, and Rhona Hanning, RD, PhD, University of Waterloo.

Rhona Hanning began the discussion with a definition of the term “functional foods”: something which resembles or is a conventional food and which has a physiological benefit in chronic disease prevention beyond the basic nutritional function of conventional food. She then explained what a nutraceutical is: a compound which is isolated or purified from foods, is made in a medicinal form and provides physiological benefit and/or chronic disease prevention. She explained that the omega-3 fatty acids eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) are functional compounds which have health benefits, particularly for those at risk for cardiovascular disease and added that most Canadians’ intakes are below the levels needed for optimum health.

Ashley Patterson, a graduate student working with Ken and Rhona, then outlined the team’s research project which looked at which strategy resulted in greatest adherence and greatest EPA and DHA intakes:

nutraceuticals (capsules), whole foods (fish) or functional food (omega-3 enriched foods). Study participants were followed for a year to receive dietary counselling and have their levels of EPA and DHA monitored.

In terms of enriched functional foods, the team learned that eggs were the most consumed foods, followed by margarine and breads. Study participants were asked to suggest which other types of foods should be fortified with omega 3; their top three suggestions were cold cereal, oatmeal and brick cheese.

After following the study participants for a year, the research team determined the following:

1. Nutraceuticals, functional foods and seafood can be useful to increase EPA+DHA intakes to recommended levels in healthy middle aged adults.
2. Long-term adherence to dietary advice to increase EPA+DHA intake is greatest for strategies involving the least dietary change (ie: Nutraceuticals).

To view the complete presentation slides, visit www.cfdrr.ca/presentations.html

Attitudes of Canadian Dietitians about Nutraceuticals and Functional Foods – Judy Sheeshka, RD, PhD, University of Guelph

Judy Sheeshka’s research project examined the following questions: How do Canadian dietitians (RDs) feel about nutraceuticals & functional foods? Should these products carry health claims? What roles do RDs play in recommending these products? Are there concerns about these products? Do RDs recommend them to clients? Through their survey of 151 dietitians from across Canada, the research team learned that 60% felt that health claims should be permitted with adequate scientific evidence and government regulation and that 81% felt that dietitians are the best professionals to recommend functional foods. However, dietitians were less clear about nutraceuticals, suggesting that pharmacists may be in a better position to recommend nutraceuticals. The team further learned that dietitians are cautiously optimistic about the potential benefits of functional foods and nutraceuticals, both for specific clinical groups and for the general public.

The study also showed that dietitians need to work in partnerships with government, industry and other

health professionals to ensure that consumers get consistent messaging about functional foods and nutraceuticals. This recommendation was acted on in April 2010 when 60 people (dietitians, industry professionals, pharmacists and academics) attended a forum at the University of Waterloo entitled *Functional Foods & Nutraceuticals: A Collaborative Forum Linking Practitioners & Researchers*. Presentations by family health teams were particularly forward-thinking; 2 pairs of dietitians and pharmacists spoke about their experiences working as a team and providing advice on functional foods and nutraceuticals.

Much remains to be learned about this evolving area of nutrition and health. There is no question that it is an important area for dietitians and one which will benefit from more research.

To see the full presentation slides, please visit our website at <http://www.cfdr.ca/presentations.html>

CFDR is proud to add to the knowledge base about functional foods with our *Nutrition Research in Focus* research project. Watch for more information on this project in the months to come.

Morgan Awards recipients announced at DC conference

Award recipients in CFDR's Morgan Medal Awards Program were announced on May 27th at the DC annual conference in Montreal.

The Morgan Medal was established in honour and in memory of Susan Morgan, long-time member of Dietitians of Canada and former manager of CFDR. Susan's commitment to research and to fostering students was well known. The awards program recognizes dietetic students and interns for their research projects. One award is available in each of the regions of Dietitians of Canada and one student from among the regional recipients is awarded the Morgan Medal. This national award recipient receives all expenses to attend the DC conference and present a research poster in the CFDR Poster Presentation session.

The students were recognized for demonstrating the qualities that were most admired in Susan Morgan: a passion for research, the ability to rise to challenges and

enthusiasm for new ideas.

Recipients of the 2010 Morgan Awards are:

Kira Schan,
(Pictured at right with CFDR



President **Mary Sue Waisman**). Northern Ontario Dietetic Internship Program *Recipient of the 2010 national Morgan Medal, and a Regional Award: Manitoba, Saskatchewan and Northern Ontario Region*. Kira's research project focused on the development of a survey tool to identify barriers and facilitators of recruitment and retention of Registered Dietitians in Northern Ontario. Through her project, Kira developed an understanding of the impact of dietitians in rural and remote communities. She says, "The Vision 2020 document by Dietitians of Canada visualizes a trend where, 'A high demand for, and short supply of health professionals remains a challenge. Inter-professional teamwork and superior communications skills and technology enable all communities to access services to meet health needs.' If the Dietetic profession is to move towards Vision 2020 we need to be able to promote our profession. This project is part of a growing body of work that is needed to fill a knowledge gap to be able to develop strategies which will allow vacancies in the profession to be filled."

Winnie Hung, Langara College Gerontology Nutrition Society Dietetic Internship, Vancouver, B.C. *Regional award: British Columbia Region*. Winnie's project focused on menu planning in long term care facilities.

Stephanie Schwindt, University of Alberta Integrated Dietetic Internship, Edmonton, AB. *Regional Award: Alberta and the Territories Region*. In her research project, Stephanie worked on an evaluation of bone health in individuals undergoing islet transplantation.

Ellen Moffatt, Master of Health Science/combined internship program, University of Toronto, and Alberta Health Services. *Regional Award: Central and Southern Ontario Region*. In her research project, Ellen studied food insecurity in youth populations.

See the announcement at www.cfdr.ca/newsreleases.html

Guided poster tours provide a powerful educational experience

For the first time, CFDR offered a series of guided poster tours to delegates at the Dietitians of Canada annual conference and reviews were positive. Conference delegates and poster presenters alike appreciated the group tours program and strongly supported this program for future conferences.



Nathalie Savoie, centre, presents a poster on “Consumer Perceptions Regarding the Vitamin D Content of Milk Products”

Delegates gathered to pick up their boxed lunches (generously sponsored by SunRype Products Limited) and enjoyed a healthy lunch while they visited 5 posters. Each presenter gave a short description of their poster then answered a few questions. After 5 minutes, it was on to the next poster for a new learning experience.

Here’s what delegates said about the event:

“...guided poster tour was excellent for myself to meet with poster presenters. I will definitely do this again.”

“...what a great idea -- an opportunity to review what will be published by our dietitian colleagues.”

“The guided poster tour was a good opportunity to see the research being done in our field.”

“It generated a lot more discussion and interaction at the posters. Great topics - something for everyone!”

Posters were presented on many diverse topics, such as:

- Mindful eating: a new counselling strategy knowledge pathway in PEN
- A train-the-trainer approach to preceptor education

- The Health Check™ program prompts sodium reduction in Canadian food products
- Knowledge, attitudes, and behaviours of Canadian consumers toward dietary sugars

To see full abstracts of all poster and oral presentations, visit <http://www.cfdp.ca/abstracts.html>.

The research presentations at the DC conference – both orals and posters – represent CFDR’s commitment to promoting research knowledge transfer. All abstracts will be published on the fall on-line version of *The Canadian Journal of Dietetic Practice and Research*.

RFP for 2011 Grants Competition distributed

CFDR is accepting Letters of Intent to submit a proposal for its 2011 research grants competition, and announced the following program changes:

- the maximum grant amount is increased to \$20,000
- a “Dissemination” line is added to the project budget, to help researchers to get their research published

CFDR funds projects in these areas:

- outcomes of intervention
- new roles for dietitians and issues related to dietetic education and professional practice
- vulnerable groups and their nutritional needs
- determinants of food choice

Descriptions of the above areas, grant guidelines and further information are available on the CFDR website at www.cfdp.ca/grants.html.

New Master’s Award in nutrition and dietetic research

CFDR is partnering with the Canadian Institutes of Health Research to offer a Master’s Award. Applications must be submitted to CIHR; see the Priority Announcement under “Nutrition and Dietetic Research” on the CIHR [website](#).

The Canada Graduate Scholarships Master’s Awards administered by CIHR are intended to provide special recognition and support to students who are pursuing a Master’s degree in a health related field in Canada. These candidates are expected to have an exceptionally high potential for future research achievement and productivity. CFDR is proud to partner with CIHR on this initiative.

Sodium webcast provides a pinch of understanding

More than 1500 people have viewed the webcast on sodium intake produced by CFDR and the Canadian Council of Food and Nutrition (CCFN), aired live on April 28th. During the webcast, four presentations provided insight into this important nutrition topic:

Dr. Hasan Hutchinson, Chair of Health Canada's Sodium Working Group, provided an update on the Group's progress. The Sodium Working Group (SWG) was formed in 2007 to develop and oversee the implementation of a strategy to reduce sodium intake. The Group is taking a three-pronged approach: awareness/education, guided voluntary reduction of sodium levels in processed food products and foods sold in food service establishments, and research. The report of the SWG will be released in mid-2010.

Dr. Susan Barr, University of British Columbia, spoke about the health issues associated with excess sodium consumption. She cited statistics on how common hypertension is in Canada and how reducing sodium intake reduces blood pressure. She also described other adverse effects of excess sodium and concluded her presentation with an illustration of the population health benefits of sodium reduction.

Francy Pillo-Blocka, President and CEO of CCFN, presented some information from her organization's *Tracking Nutrition Trends* 20 year report. The publication is intended to provide insight into Canadians' knowledge and perspectives on the impact of nutrition on food choices and dietary habits; and to supply consumer data to inform communications. Included were some key trends in factors affecting food choices, as well as some statistics related to the rise in interest in reducing sodium intake.

Dr. Anna Farmer and **Dr. Diana Mager**, University of Alberta, presented information on their study, "Project Sodium", a collaborative research project of CFDR and the British Columbia Ministry of Healthy Living and Sport. The purpose of Project Sodium is to provide an understanding of perceptions and motivations to reduce dietary sodium across different contexts through an ecological lens. The researchers presented findings from their project around Canadians' knowledge of sodium, their sodium reduction strategies and their

understanding of information concerning sodium on food labels. The research project is finished and publishing plans are underway.

The 90-minute webcast is archived at www.cfdr.ca until April 28, 2011 and can be viewed at no cost. Power point slides of all presentations can be downloaded.

Canadians buy brands that support good causes

The following excerpt appears here with permission from the author, Brent Barootes, at [Partnership Group – Sponsorship Specialists](#):

"Recently I came across a study that reviewed 2009 sponsorship trends: the Edelman Good Purpose Survey. This study looked at the relationship of causes (charities) to brands. Three key outcomes jumped out at me:

1. 64% of Canadians will recommend a brand they have tried or heard about to friends and family when it is for a good cause they believe in. This is up from 52% in the previous year study
2. 67% of Canadians said they would switch brands that are comparable in quality and price if the brand supports a cause they believe to be worthy
3. 71% of Canadians said brands should spend less money on "advertising" and more on causes. This number is up by 10% over the previous year's study

Sponsorship with causes is significant in Canada. ... most studies show sponsorship is not regarded as a form of advertising by consumers but instead as a sign of support. Sponsorship clearly allows brands to invest in causes."

CFDR's corporate partners and event sponsors know the value of supporting the Foundation. By providing donations and sponsorships to CFDR, corporations and organizations demonstrate to a key audience – Canadian dietitians – their commitment to advancing nutrition and dietetic research in Canada. And, based on the survey mentioned above, this is important to Canadians.

Thanks to all CFDR partners and event sponsors.

DC members follow the path to advance nutrition research

Dietitians at the DC conference walked or ran along a beautiful path through Mont-Royal Parc to raise funds for dietetic and nutrition research. The CFDR Fun Run/Walk was held on May 28 at the DC Annual Conference in Montreal and netted more than \$21,000.

The course was a beautiful but challenging one, through the gorgeous trails in Mont-Royal Parc. 10 km runners in particular faced a demanding climb up a flight of steps to a scenic look-out point – twice! The event also included a 5 km run and a 5 km walk.

CFDR is indebted to the exceptional planning skills of our Montreal-based volunteer committee: **Suzana Bubic, Assunta Alfonso** and **Monique Lauzon**.

Prizes were awarded to the following participants:

Top Fundraiser:	Maureen Elhatton (\$500)
2 nd Fundraiser:	Catherine Bergeron (\$305)
1 st 5K runner:	Karling Zaporzan
Fastest runner:	Jessalyn O'Donnell
1 st 10K runner:	Dawna Royall
1 st walker:	Leanne Bahuaud

Plans are underway for the 2011 Fun Run/Walk to be held in June in Edmonton.

Thanks to Fun Run/Walk 2010 Sponsors:

Platinum: Nestlé Healthcare Nutrition

Gold: Dairy Farmers of Canada

Silver: Egg Farmers of Canada and PepsiCo Canada

Bronze: The Centrum Foundation and Unilever Canada.



Crossing the finish line: Dawna Royall (second from left) finished the 10K first; and Maureen Elhatton (second from right) raised the most money in the 2010 Fun Run/Walk.

Coming up at CFDR:

September 13, 2010 - Corporate Golf Challenge

Piper's Heath Golf Course, Hornby, ON.

Thanks to our main event sponsor **Nestlé Healthcare Nutrition**, dinner sponsor **Dairy Farmers of Canada**, lunch sponsor **Campbell Company of Canada** and all donors and registrants.

November 23, 2010 - Annual General Meeting and Research Breakfast, Toronto.

Comments? Questions?

We're committed to establishing stronger relationships with those who support the Foundation's work.

If you have any comments or questions about material in this newsletter, or about CFDR, we want to hear from you. See page 1 for our contact information or send an Email to Isla Horvath, CFDR's Executive Director, at ihorvath_cfdr@dietitians.ca.