

Keeping In Touch



Spring 2012

Reflections on a year of commemorations and celebrations

By Cathy Paroschy Harris, RD, President, Canadian Foundation for Dietetic Research



In June 2012 CFDR wraps up a year of celebrations commemorating our 20th anniversary – and what a year it has been!

The year's celebration began, fittingly, at the Dietitians of Canada national conference in June 2012. Dietitians of Canada created

the Foundation and has certainly been a solid champion of our vision and mandate throughout the past two decades. We were delighted to have some time on the podium at the DC AGM to kick off our 20th year. As well, we piloted a "\$20 for 20" fundraising campaign for the three days at the conference, and raised \$1800. Thanks to DC members and to Dietitians of Canada for starting off our year on such a positive note.

Three main communications efforts helped us to tell the story of our first 20 years:

1. Each of the last three issues of *Keeping in Touch* has featured a CFDR pioneer sharing the story of CFDR's beginnings and successes through the past two decades. **Marsha Sharp**, CEO of DC, kicked off the series in the Spring 2011 issue with the story of how CFDR was

started; **Jack MacDonald**, Chairman of Compass Group Canada, explained the establishment of the first CFDR corporate fundraising committee in the Summer 2011 issue; and **Rhona Hanning**, Associate Professor, School of Public Health and Health Systems, University of Waterloo shared highlights of CFDR's research impact in the Fall 2012 issue. All were involved in the very beginning with CFDR and are certainly the Foundation's pioneer leaders. If you missed their stories, see www.cfdr.ca/Publications/Newsletters.aspx.

2. A new **video** brings the CFDR story to life. It's a fast-paced five-minute video that talks about the work we do and the impact we make. See it at www.cfdr.ca.

3. Our **2011 Annual Report** features a timeline highlighting the impressive milestone achievements of the past two decades: from our first multi-site research project, to the first large-scale collaborative project, and more. See the annual report here: www.cfdr.ca/Publications/AnnualReports.aspx

All good celebrations include delicious food and wine, and our 20th anniversary is no exception. Our year's celebrations will culminate on June 15, 2012 at Go Gourmet, CFDR's first fun foodie fundraising event. Four of Canada's hottest celebrity chefs bring their culinary talents to cook up a fabulous meal. See more about the event in this newsletter.

To all those who celebrated with us this past year, thank you. We have made a huge impact in our first 20 years. Just wait until you see what we've got planned for the next 20!



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Research Showcase: presentations from Research Breakfast

Guests at CFDR's May 3, 2012 Research Breakfast heard presentations by three researchers:

Do maternal dietary intakes affect metabolic abnormalities during pregnancy and subsequently human milk hormones?

This is the research question investigated by **Sylvia Ley, RD, MSc, PhD (Cand)** and researchers at the University of Toronto with a grant from CFDR under the New Researcher annual grants category.

Sylvia's research objective was to investigate the association of maternal macronutrient intakes with glucose metabolism during pregnancy and its subsequent impact on metabolic hormones – specifically insulin and adiponectin - in human milk. She studied the diets of women in the second trimester of pregnancy and assessed their metabolic status later in pregnancy. Insulin and adiponectin concentrations of these women were then studied in early milk (upon delivery) and mature milk after three months.

The researchers found that the distribution of macronutrient intakes during pregnancy was associated with risk for abnormal glucose metabolism later in pregnancy. In addition, maternal prenatal metabolic abnormalities were associated with high insulin concentrations in mature milk. These findings support the need for continued work to determine optimal prenatal nutritional strategies to prevent GDM and subsequently to improve infant nutrition. Improved understanding of maternal metabolic abnormalities in pregnancy on early infant nutrition and development may assist health professionals and policy makers to develop effective prevention strategies.

See Sylvia's research presentation here:
<http://www.cfdr.ca/sharing/presentations.aspx>

Consumer perceptions of health claims: does disease status play a role?

Christina Wong, MSc, University of Toronto, shared some preliminary results from her PhD research. Under the supervision of Dr. Mary L'Abbé, she is currently examining consumers' attitudes towards health claims and investigating if these attitudes are affected by their disease status. In this presentation, she shared some newly obtained data on perceptions towards sodium related claims of Canadian consumers with and without hypertension.

A health claim is any statement that states, suggests or implies that a relationship exists between a food or a constituent of that food and health. If health claims are effectively communicated, they can be a potential credible source of nutrition information for consumers and may help facilitate healthier food choices.

In her presentation, Christina reviewed existing work on health claims and their use and understanding in Canada and abroad. It is evident that there is a lack of data on attitudes and perceptions towards Canadian approved health claims.

In an online survey that Christina designed and administered to a national consumer panel, she measured Canadian consumers' perceived clarity of the wording and the healthiness perception of food products carrying different types of claims related to sodium. Since it has been suggested that claims resonate better in people with a personal connection to the claimed health effect, she also examined the effect of having high blood pressure on these perceptions. Online panellists (n=856) were exposed, in random order, to four identical mock canned soup labels carrying the same Nutrition Facts table, differing only by the claim on the label: 1) nutrient content, 2) function claim, 3) a disease risk reduction claim, and 4) a 'tastes great' claim acting as a control. Her preliminary findings demonstrated that clarity of the tested claims was rated similarly irrespective of blood pressure status, where the nutrient content claim was rated the most clear and the function claim was rated the least clear. In contrast, healthiness perception was affected by blood pressure status. Those with high blood pressure perceived the product carrying the disease risk reduction claim as being healthier than products carrying the nutrient content or the function

Nutrition Labeling project:
Application deadline extended
to July 31, 2012



A \$50,000 grant is available, focusing on:
Nutrition information on food labels and at point-of-purchase: consumer perceptions, use and potential needs.

For information and full guidelines visit www.cfdr.ca

claim, whereas those with normal blood pressure did not discriminate between the sodium claims in terms of healthiness perception. The data suggests that perceptions of health claims are affected by disease status.

Christina's next step is to analyze the data on consumer understanding of the tested claims from her surveys. Watch for the full details of the results to be published in the coming months.

Glossary:

Nutrient content claims: statements or expressions which describe, directly or indirectly, the level of a nutrient in a food or a group of foods. They do not mention health and are not considered health claims.

Function claims: a category of health claims that state a specific beneficial effect that the consumption of a food or a constituent of a food has on normal functions or biological activities of the body.

Disease risk reduction claims: a category of health claims that link the consumption of foods or constituents of a food to a reduced risk of disease.

Nutrition Facts Education Campaign: helping Canadians make informed packaged foods choices

Phyllis Tanaka, MSc, RD, Vice President, Scientific and Regulatory Affairs for Food Policy, Food and Consumer Products of Canada (FCPC) shared information on the Nutrition Facts Education Campaign:

Phyllis explained that the Nutrition Facts Education Campaign was a groundbreaking collaboration between Food & Consumer Products of Canada and Health Canada. The campaign was designed to support Canadians in making informed packaged food choices by giving them knowledge and tools they can use.

The campaign was aimed at Canadian mothers aged 19 to 54 with children aged 2 to 12, who use the Nutrition Facts table (NfT) when making food choices for their families. It focused on the percent daily values (%DV) on the NfT, and the message was simple: use the NfT to determine whether a product has a little or a lot of a specific nutrient or compound. Simply put, less than 5% is a little and more than 15% is a lot. Those wishing to have less of a certain item should choose products with a lower %DV of the item, and choose those with a higher %DV of the nutrients or compounds which they'd like to increase.

Ads encouraging people to use the %DV on the NfT were created and the messaging was used on packaging, supported by more than 30 companies in the packaged goods industry. The campaign was very successful at getting the word out with:

- messaging on products in 31 product categories
- messaging in 20 national magazines and newspapers
- 8 million media impressions during campaign launch
- 3.5 million media impressions through mat stories and interviews

In addition, the %DV messaging appeared in-store in Loblaws, Walmart, independent retailers and McDonald's restaurants, and in both the Dietitians of Canada cookbook and website.

With the tremendous reach of the campaign, organizers are satisfied with the results to date. They are confident that they have reached their target audience and that the messaging resonates well with Canadians.

More work is planned for the future.

Group donates funds to support research



CFDR was the lucky recipient of \$400 in donations from members of the Primary Health Care Action Group (PHCAG). On May 2, the group held its first Research Day, "Take a Bite out of Research: Capturing our Work in Primary Care" and, in lieu of registration fees, organizers asked attendees to make a donation to CFDR.

Presentations provided in-depth information for primary care dietitians wanting to do research on such topics as "The Nuts and Bolts of Conducting Research", "How to get funding" and "Getting Your Work Published."

The PHCAG advocates for the profession in primary care reform, develops resources, participates in research and generates research ideas, publishes and shares information on the many aspects of primary health care.

CFDR thanks the members of PHCAG for their donations and their commitment to dietetic practice research.

Go elegant. Go Wild. Go local. Go all out. Go for a good cause. Go with friends. Go enjoy yourself. **GO GOURMET**

We've invited some of Canada's hottest chefs to cook up an exclusive gourmet evening for you. From elegant appetizers to delicious desserts, our chefs will use their craftsmanship and talent to bring you new takes on Canadian classics.

Cocktail reception with appetizers
3-course tasting menu with wine pairings
MC Recipes to Riches' Dana McCauley
Presentations by chefs
Special silent auction and book signing

JUNE 15, 2012
6:30 - 10:30 PM

at the
STEAM WHISTLE BREWERY
 Downtown Toronto

\$125 per person
(only 100 tickets left)

PARTICIPATING CHEFS

Platinum Presenting sponsor: **CHOBANI**
nothing but good. CHOBANI GREEK YOGURT



ANNA OLSON is a well-known host of cooking shows on the Food Network as well as author of six bestselling cookbooks. Her current projects include a new app, *The Olson Recipe Generator* and a new cookbook, *Back to Baking*.

RICARDO has been hosting his daily television show, *Ricardo* and cooked for the camera on *Ricardo and Friends*, aired on the Food Network. His most recent book, *Meals for Every Occasion*, won a Gold award at the Canadian Culinary Book Awards.



MICHAEL POTTERS has been linked with some of Toronto's finest restaurants for more than two decades. In 2003, Michael opened the *Milford Bistro* in Prince Edward County. Now at Hockley Valley Resort, Michael is the Chef de Cuisine at *cabin*.

DALE MACKAY, winner of Top Chef Canada, worked kitchen front lines for the likes of Gordon Ramsay and Daniel Boulud. In May 2011, he opened his own restaurant, *ensemble*, and followed up with *ensemble Tap*, opened in December 2011.



Creative design donated by kbs+p montreal.

Gold Plate sponsor:



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Crystal Glass sponsors:

kbs+p canada
 Canadian Sugar Institute
 Sodexo Canada
 Mushrooms Canada

All profits from this unique event will go to the Canadian Foundation for Dietetic Research which means you'll be raising funds as you eat!

Reserve now at **519 267 0755** or at gogourmet@cfdr.ca

Tickets are on sale now! Don't miss this fabulous fun foodie event. To order, email gogourmet@cfdr.ca.

Coming up ...

Lace up your sneakers ...

...for CFDR's 8th annual Fun Run/Walk, June 16, 2012, 6:30 am. The 5 km route starts at Nathan Phillips Square in downtown Toronto.



Join these Fun Run/Walk sponsors for a fantastic morning of exercise, fresh air, and fun:

Gold sponsor: Dairy Farmers of Canada

Silver Sponsors: Egg Farmers of Canada, Pepsico Canada

Bronze sponsors: The Centrum Foundation, Kellogg Canada, Unilever Canada.

To register contact isla.horvath@cfdr.ca

Practice your swing ...

... for CFDR's 11th Annual Corporate Golf Challenge, Piper's Heath Golf Course, Milton, ON, September 10th. Join corporate teams for a day of golf, topped off with a fabulous banquet.

Thanks to meal sponsors **Dairy Farmers of Canada** and **Campbell Company of Canada**. Other sponsorships are available. Contact isla.horvath@cfdr.ca.

Comments? Questions?

We're committed to establishing strong relationships with those who support the Foundation's work. If you have comments or questions about material in this newsletter, or about CFDR, we want to hear from you. Send an email to Isla Horvath, CFDR's Executive Director, at isla.horvath@cfdr.ca, or call 519 267 0755.