



Health
Canada Santé
Canada

*Your health and
safety... our priority.*

*Votre santé et votre
sécurité... notre priorité.*

Healthy Eating Awareness and Education

Stakeholder Partnership and Collaboration

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Director General

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Canada 

Healthy Eating at Health Canada

- Improve Canadians' awareness and understanding of healthy eating, in a manner that motivates Canadians to make healthy food choices for themselves and their families.
- Increase Canadians' understanding of the principles of healthy eating, including following *Eating Well with Canada's Food Guide* and understanding nutrition labelling information.
- Increase Canadians quality of life by improving their overall health and decreasing their risk of obesity, hypertension and other chronic diseases through a healthy diet.
- Collaboratively work with our network of partners, such as the Provinces and Territories, Health Professional Associations, NGOs and Industry Associations to promote and support healthy eating.



Healthy Eating Awareness and Education Initiative

2011

2012

2013

2014

Healthy Eating with Canada's Food Guide

- Eat Well and Be Active Educational Toolkit for Intermediaries
- Health Canada and Healthy Canadians Web Content & Social Media
- Interactive Tools, Media & Retail Partnerships, Public Relations
- Cross promotion with PTs, Health Professional Associations and NGOs



Phase 1: Healthy Eating & Nutrition Labelling

- Nutrition Facts Education Campaign (NFEC) – focus on % Daily Value
- On-Pack messages, Print and Television Advertising, Social Media, Website
- Collaboration with Food & Consumer Products of Canada (FCPC)

Phase 2: Healthy Eating & Sodium Reduction

- Reducing sodium by following Canada's Food Guide, using the Nutrition Facts Table and eating the right amount of food
- National Sodium Reduction Messages and Tips
- Cross promotion with PTs, Health Professional Associations and NGOs

Phase 3: Healthy Eating & Healthy Weights

- Canada's Food Guide – Healthy weights, portion size, calories
- Cross promotion with PTs, Health Professional Associations, NGOs and PHAC (physical activity)

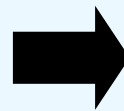


Marketing Strategy

To create awareness, engage the target audience and sustain the message through :

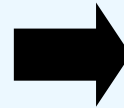
Delivered using:

1. Promotion of easy-to-understand healthy eating, nutrition labelling, sodium reduction and healthy weights messages directed to parents and caregivers.



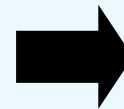
- Media partnership
- Retail partnership
- Campaign collaterals (Tool Box)

2. Engagement and leveraging the support of stakeholders who deal with the target audience (e.g. PTs, NGOs, health intermediaries, community leaders).



- Messages dissemination
- Educational tools (Fact sheets, etc.)
- Campaign collaterals (Tool Box)
- Public Relations

3. Sustain the messages through a consumer-friendly website and social media activities supported by a Public Relations Program.



- Interactive tools (quizzes, apps, etc.)
- Linking Strategy (button residing on stakeholders web sites)
- Facebook, blog, widget



Healthy Eating Platform and Outreach Channels

Healthy Eating Platform

- **Awareness & Educational messages** to cut through the clutter and to reach and motivate parents to take action: marketing messages such as surprising facts.
- **Campaign Look & Feel:** to hook our target audience, sustain engagement and implement a cohesive branding.
- **Campaign products:** ready-to-use materials such as fact sheets, Twitter and Facebook messages, interactive tools, quizzes, articles, etc. - for use by all partners.



Outreach Channels

Intermediaries
PTs
NGOs

Media
Partnerships

Retail
Partnerships

Public
Relations

Web & Digital
Engagement



Marketing Outreach Tactics

Intermediaries,
P/Ts, and NGOs

Media
Partnership

Retail
Partnerships

Public
Relations

Web & Digital
Engagement

Media partnership

- will include multiple non-exclusive media partners - broadcast, print and Web – Planned launch for Back to School (End of Aug./ Early Sept.).

Retail partnership

- will include multiple non-exclusive retail partners.

PR Strategy

- will leverage and cross-promote campaign activities (specifically the partnerships), will include proactive media on healthy eating issues including regional and national events.



Marketing Outreach Activities cont' d

Intermediaries,
P/Ts, and NGOs

Media
Partnerships

Retail
Partnerships

Public
Relations

Web & Digital
Engagement

Intermediaries Outreach

- will include working with health professionals, P/Ts, NGOs and industry (where appropriate) to develop and promote healthy eating in Canada through traditional and social media activities.

Web & Digital Engagement strategy:

- HealthyCanadians.gc.ca
- **Social media tactics**
- **Online Tool Box:** a central repository of ready-to-use healthy eating material (developed by Health Canada and P/T partners) for stakeholders to dissemination of consistent messages.



Healthy Eating Toolbox Content

- Consumer-oriented resources (newsletter articles, tips, fact sheets, etc.)
- Intermediaries-oriented resources (fact sheets, ready-to-use presentations, etc.)
- Educator-oriented resources (lesson plans, teaching resources, etc.)
- Media Relations resources (tips on "pitching" to the media, videos, etc.)
- Marketing resources (PSAs, Web promotional buttons, promotional products, etc.)
- Social Media resources (Twitter message/hashtags, Facebook messages, etc.)



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Phase 1 - Nutrition Facts Education Campaign

- The Nutrition Facts Education Campaign (NFEC) is a collaboration between Food & Consumer Products of Canada (FCPC) and Health Canada.
- Purpose of the campaign is to raise awareness and improve use of the Nutrition Facts table, in particular, the % Daily Value.
- Multi-faceted campaign is designed to bring messages directly to consumers on a range of food products and drive consumers to Health Canada's website.



NFEC Activities – Year 2

Campaign Activities



- Re-launch of the campaign with TV in mid- Jan. until the end of Feb. 2012
- Web banner ads – starting in early Feb. 2012 for 10 months
- Print ads – starting in April 2012
- On-pack creative
- Retail in store
- Google Adwords
- Engagement with NGOs and Health Professionals



NFEC Campaign Tactics



Using the Nutrition Facts Table: % Daily Value

How to CHOOSE

- LOOK at the amount of food** - Nutrition Facts tables give you information on calories and 13 core nutrients. Use the amount of food and the % Daily Value (% DV) to choose healthier food products. Follow these three steps:
- READ the % DV** - The % DV helps you see if a specific amount of food has a little or a lot of nutrient. 15% DV or more is a **LOT**. 5% DV or less is a **little**.
- CHOOSE** - Make a better choice for you. Here are some nutrients you may need:
 - More of: Fat, Saturated and Trans Fat, Sodium
 - Less of: Fiber, Calcium

Here is an example of how to choose: You are at the grocery store looking at a pack of 175 g of instant rice. One is a 100 g (3.5 oz) and a lot of less fat and more calcium as part of a healthy lifestyle.

Health Canada / Santé Canada

Health Canada

www.hc-sc.gc.ca

Home | Food & Nutrition | Food Labelling | Nutrition Labelling | Consumers | % Daily Value

Current Subject: **Food and Nutrition**

The % Daily Value

Learn about the % DAILY VALUE

Nutrition Facts / Valeur nutritive

Quick Links:

- Nutrition Facts table
- Amount of food interactive tool
- Canada's Food Guide
- Information for Educators

Proactive Disclosure: Eating well is an important part of a healthy lifestyle.

Amount of FOOD

Crackers | Canned Cream Soup

2 | 4 | 8 | 12 | 1 box

The nutrition information for this product is based on 4 crackers. Choose a different amount to see how it changes the quantity of calories and nutrients you get from this food.

Amount	% Daily Value
Calories	86
Fat	2 g 3%
Saturated	0.3 g 1%
Trans	0 g 0%
Cholesterol	0 mg 0%
Sodium	90 mg 4%
Carbohydrate	15 g 5%
Fibre	1 g 4%
Sugars	1 g 2%
Protein	2 g 4%
Vitamin A	0%
Vitamin C	0%
Calcium	2%
Iron	8%

Crackers

5% is a little | 15% is a lot

Amount	% Daily Value
Calories	170
Fat	4 g 6%
Saturated	0.6 g 3%
Trans	0 g 0%
Cholesterol	0 mg 0%
Sodium	180 mg 8%
Carbohydrate	30 g 10%
Fibre	2 g 8%
Sugars	2 g 4%
Protein	4 g 8%
Vitamin A	0%
Vitamin C	0%
Calcium	4%
Iron	15%

Crackers

Trying to Make More Informed Food Choices?

The % Daily Value in the Nutrition Facts table can help.

Amount	% Daily Value
Por 3/4 cup (175 g)	
Calories	160
Fat	2.5 g 4%
Saturated	1.5 g 8%
Trans	0 g 0%
Cholesterol	10 mg 2%
Sodium	75 mg 3%
Carbohydrate	28 g 8%
Fibre	0 g 0%
Sugars	24 g 4%
Protein	8 g 16%
Vitamin A	2% Vitamin C 0%
Calcium	17% Iron 0%



% DAILY VALUE Use the % Daily Value to compare food products. Choose a higher % Daily Value for the nutrients you want more of - like calcium or fibre. Choose a lower % Daily Value for the nutrients you want less of - like saturated and trans fats or sodium. Remember to compare similar amounts of food. Making informed food choices can benefit you and your family.

Learn how to use the % Daily Value at: healthcanada.gc.ca/dailyvalue

FCPC | PACC

A collaboration of Food & Consumer Products of Canada and Health Canada



DAILY VALUE / VALEUR QUOTIDIENNE

We all want to make informed food choices. Looking at the % Daily Value in the Nutrition Facts table is a great place to start. Use the % Daily Value to compare food products. Choose a higher % Daily Value for the nutrients you want more of - like calcium or fibre. Use a lower % Daily Value for the nutrients you want less of - like saturated and trans fats or sodium. Remember to compare similar amounts of food. Making informed food choices can benefit you and your family.

Remember to compare the % Daily Values for similar amounts of food. Compare over the course of a meal or over the course of a day. Use the % DV to make a better choice for you.

Learn how to use the % Daily Value at: healthcanada.gc.ca/dailyvalue / santecanada.gc.ca/valeurquotidienne



NFEC - Preliminary Results – Year 1

Advertising Campaign

- National & specialty channels Jan – March 2011 + PSAs starting in June 2011
- National print: 20 magazines and newspapers
- Web advertising: estimated 13-15 million impressions
- Google Adwords: 34,638 clicks (Nov 18 – Mar 3)
- Social media: Tweets, social bookmarking, newsfeed mentions on “healthycanadians” facebook page

On-Pack Impressions

- 300 million total impressions (Oct 2010 – March 2011)
- 31 categories carrying the campaign messages

Stakeholder engagement

- Over 60 partners

Pro-active media

- Over 10 million impressions since Oct 2010

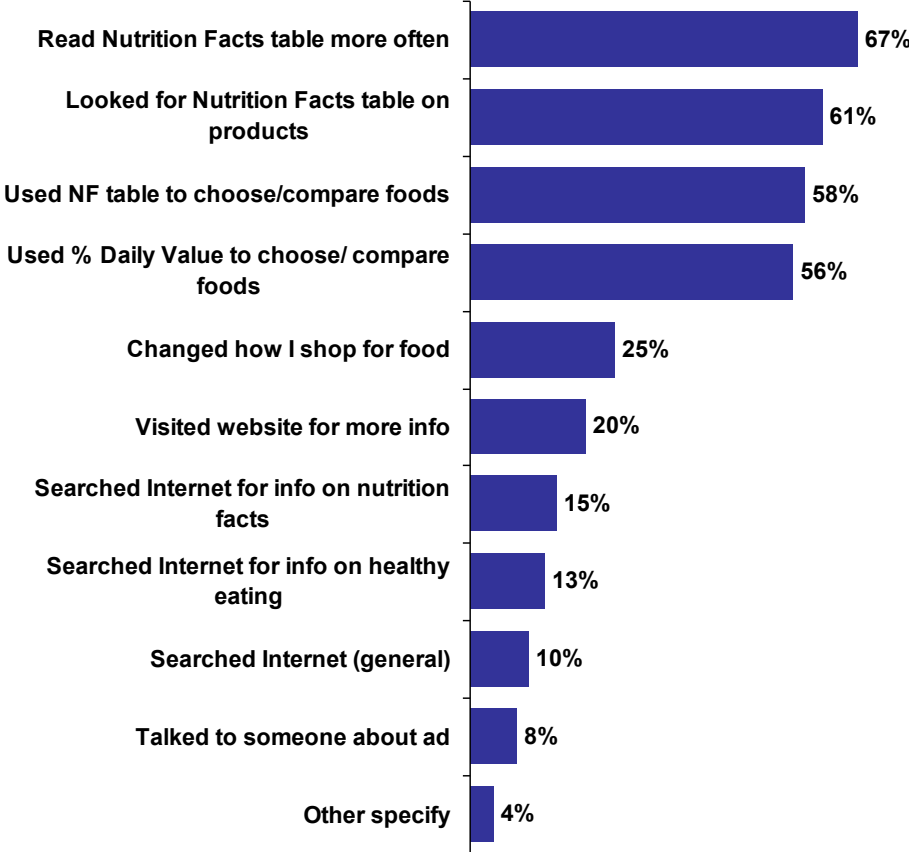
Fact Sheet

- To date over 150 000 fact sheets have been distributed



NFEC - Preliminary Results

Positive Behaviour changes after seeing the advertising:



Methodology:

Q5. Which of the following did you do as a result of seeing this advertising? Please select all that apply. Base: Respondents who followed up as a result of seeing the advertising, n=334



Phase 2 - Healthy Eating and Sodium Reduction



Healthy Eating and Sodium Reduction

The purpose of this phase is to:

- Increase Canadians quality of life by improving their overall health and decreasing their risk of hypertension, heart disease and other nutrition-related chronic diseases through a healthy diet.
- Improve awareness and understanding of healthy eating, including following *Eating Well with Canada's Food Guide* and understanding nutrition labelling information to make healthy food choices.
- To reduce consumers' intake of sodium in the context of healthy eating.

Primary Target Audience: Parents and caregivers of children aged 2-12, with a skew towards women (mothers) as primary decision makers regarding family eating habits.

Secondary Target Audience: Intermediaries such as health professionals, NGOs and educators



Healthy Eating and Sodium Reduction

National Sodium Reduction Messages and Tips

British Columbia's Ministry of Health, Dietitians of Canada, EatRight Ontario and Health Canada worked in collaboration to develop and test national sodium reduction messages with the public and health intermediaries.



Four Key Facts and supporting points:

- Sodium is found in salt.
- We eat too much sodium.
- Eating too much sodium can be harmful to our health.
- Most of the foods we eat contain too much sodium.
- Tips on choosing lower sodium foods at the grocery store, limiting sodium at home and eating less sodium when eating out have also been developed.

www.healthycanadians.gc.ca/sodium



Consumer Oriented Resources

Campaign tagline:
Eat well. Open your eyes before you open your mouth.

Eat Well SODIUM REDUCTION At the grocery store

CHOOSING FOODS WITH LESS SODIUM AT THE GROCERY STORE
EAT WELL. OPEN YOUR EYES BEFORE YOU OPEN YOUR MOUTH.

Check the back, get the facts.
Read the Nutritional Facts table on food labels to get the straight goods on sodium content.

- Compare food labels. Buy the products with the lowest amounts of sodium.
- Look for foods that contain less than 360 mg of sodium per serving.
- You can also use the % Daily Value (%DV) on the label to compare products and see if the food has a little or a lot of sodium.
- Check the food labels often because product ingredients may change.
- Look for products with a sodium content of less than 15% DV.

Buy unsalted and lower sodium foods whenever possible. Look for words such as "sodium-free", "low sodium", "reduced sodium," or "no added salt" on the package.

Let the Guide be your guide!
Take a bite out of your salty tooth using Canada's Food Guide.

VEGETABLES AND FRUIT
 Buy fresh or frozen vegetables whenever possible. Look for canned vegetables that are low in sodium. Buy low-sodium vegetable juice and tomato juice.

GRAIN PRODUCTS
 Choose breads, breakfast cereals and bakery products that are lowest in sodium. Enjoy a variety of grains such as barley, quinoa and rice which are naturally sodium-free.

MILK AND ALTERNATIVES
 Enjoy milk, fortified soy beverages and yogurt because they are low in sodium.

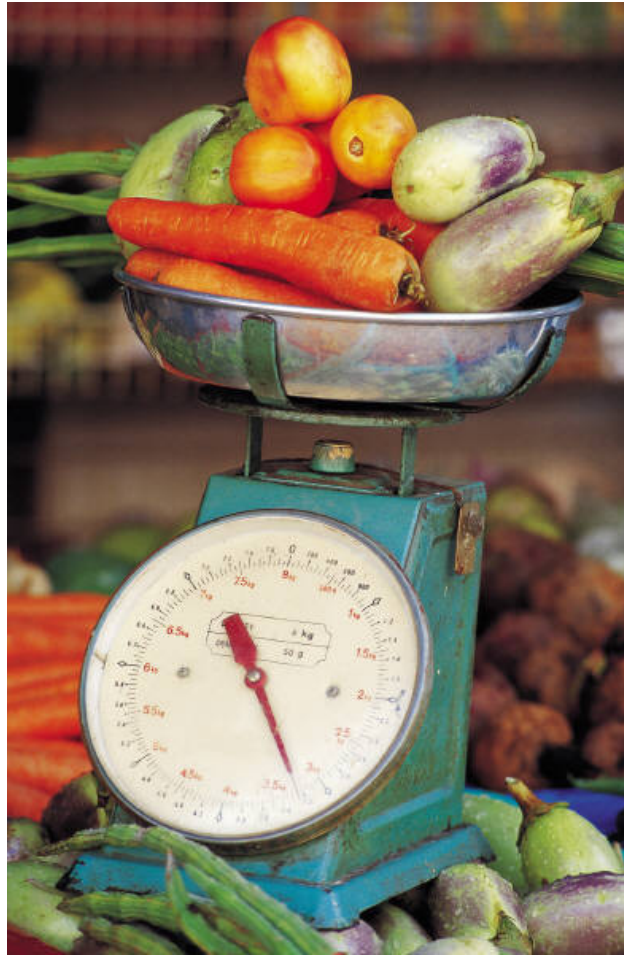
MEAT AND ALTERNATIVES
 Buy unseasoned meat, poultry, fish, seafood and tofu. Choose unsalted nuts. Buy low-sodium canned beans or try dried beans, peas and lentils.

Here is a good guide:
 5% DV or less is a little, 15% DV or more is a lot.

LEARN MORE AT:
healthycanadians.gc.ca/eatwell



Phase 3 – Healthy Eating and Healthy Weights



Healthy Weights

- Obesity evidence agenda being developed to support policy and education efforts, e.g. understanding portion size, calorie literacy, menu labelling, effect of food prices, home economics, and cooking and food preparation skills”
- Coordinating national food and nutrition surveillance system, including contributing to the development of indicators for the Curbing Childhood Obesity Framework
- Moving towards a focus on “Food Skills to support Healthy Eating and Healthy Weights



Next Steps and Timelines

- Nutrition facts Education Campaign underway, full evaluation to start this summer/fall
- Sodium Reduction Toolbox and new web resources to launch in June
- Healthy Weights phase to launch in Spring 2013 (TBC)
- Media Partnership call is out, expect decisions and launch of activities for “Back to School”
- Retail partnerships in development
- NGO and Health Professional Engagement underway
- Ongoing collaboration with Provinces and Territories



Thank you!

Contact information:

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For more on Sodium:

www.healthcanada.gc.ca/sodium

For more on Nutrition Labelling:

www.healthcanada.gc.ca/dailyvalue



Why?

- Maximize exposure and expertise
- Gain bargaining power = bang for buck
- Expand distribution

How?

Work with associations to ensure:

- Transparency
- Non-exclusivity
- No product endorsement



Securing the Collaboration

Get the right fit

- Parties must have a common goal
- Partnership must be mutually beneficial
- Value for money
- Investigate ethical risks

Contract

- Set clear deliverables
- Set clear milestones
- Define roles & responsibilities
- Outline the approval process



Implementing

Leverage the partnership

- Design together
- Tap into each others resources



Ensure adequate resources

- To lead, deliver, & manage, stakeholder expectations
- To ensure effective communication



Managing

The Contract

- Prepare management plans with evaluation metrics
- Identify communication methods
- Address conflict

The Relationship

- Identify ways to share information
- Leverage the partnership
- Know that relationship building takes time



Flexibility+ Nurturing+ Communication

= Successful Partnership

