Status Report:
Health Care Professions -
Coffee Education Programme &
Positively Coffee
Presentation to ICO PSCB
September 21st 2009
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Health Care Professions
Programme - 2009

Programme Summary
• In 2009 the following countries are participating in the HCP CEP programme
  – Finland
  – Italy
  – The Netherlands
  – Russia
  – UK
  – Spain
  – Portugal
  – Germany
• Existing central project management via Coffee Science Communications Steering Group continues
• Day to day central oversight by Programme Manager
2009 Programme Overview

Overall Message:
Role of Coffee in a healthy Balanced Diet

Topics:
Cardiovascular disease, cancer, hydration, sport, Alzheimer’s

Key audiences
Primary: GPs, nutritionists, medical journalists
Secondary: Occupational nurses, specialists & medical students

Communication channels
Seminars
Newsletters
Lectures/events
Websites
Professional training tools
Media

Key Results 2009 Programme

Leaflets and brochures for key health professional groups and consumers /patient information.

Informing many thousands of individuals across Europe:

- Two issues of UK newsletter have been distributed via GP, Dietetics Today, British Journal of Midwifery and Practice Nurse. (112,270 copies)
- Publication and distribution of Medicina Clinica Monography distributed to medical, scientific and health professionals across Spain (10,000 copies)
Key Results 2009 Programme

Websites dedicated to coffee and health (for professionals and consumers) now exist in all countries

- Finland [www.kahvi.net/terveys](http://www.kahvi.net/terveys)
- Netherlands [www.koffieengezondheid.nl](http://www.koffieengezondheid.nl)
- UK [www.coffee-break.org](http://www.coffee-break.org)
- Italy [www.caffemedicina.it](http://www.caffemedicina.it) (professionals)
  [www.decoffea.it](http://www.decoffea.it) (general audience)
- Germany [www.kaffee-wirkungen.de](http://www.kaffee-wirkungen.de)

Key Results 2009 Programme

Media Coverage Generated by UK CoffeeBREAK January- June 2009

Country Programmes use the media as a key communication channel:

- In the Netherlands additional science media have been added to data base (150 contacts) and over 20 positive articles year to date
- In Germany – press release issued in May generated 30 positive media articles
- In Spain a media seminar resulted in 51 articles and broadcast interviews
Key Results 2009 Programme

Evaluation - Attitudes and Knowledge:

HCP-CEP programmes are evaluated to ensure that the work being undertaken in country is helping improve knowledge which leads to changes in attitude and behaviour.

Highlights from Spain

- Important changes:
  - Moderate is now considered as 3 to 4 cups instead of 1 to 2
  - 60% of interviewees considered a 3 to 4 coffee intake harmful in 2007 vs. 31% in 2009
  - General improvement in the perception that coffee may be part of a healthy diet
  - Larger knowledge on coffee components other than caffeine.
  - GPs basically recommend patients to lower their coffee intake IF they suffer from a specific pathology.

The interviewer’s profile: 15 min interview: RANDOM SELECTION OF 100 GPS spread out across the peninsula, 70% male and 55% between 45 and 55 yrs.

Key Results 2009 Programme

Website re launched
In July 2009 in English language first

Translations completed by ICO September 18th

New & updated positions
Available on website in ALL languages by 30th September

http://www.positivelycoffee.org/