



Status Report: Health Care Professions - Coffee Education Programme & Positively Coffee

Presentation to ICO PSCB

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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

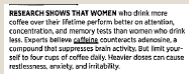
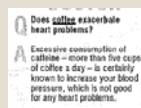
Websites dedicated to coffee and health (for professionals and consumers) now exist in all countries

- Finland www.kahvi.net/terveys
- Netherlands www.koffieengezondheid.nl
- UK www.coffee-break.org
- Portugal www.cafeesaude.com.pt
- Italy www.caffemedicina.it (professionals)
www.decoffea.it (general audience)
- Germany www.kaffee-wirkungen.de



Key Results 2009 Programme

Media Coverage Generated by UK CoffeeBREAK January- June 2009



Start drinking coffee and cut your risk of Alzheimer's

FOUR cups of coffee a day could keep Alzheimer's at bay. Drinking three to five coffees daily in middle age cuts the risk of developing the disease in old age by two-thirds, a study found.



THE TIMES
may still experience a mid-afternoon energy dip. This is when to unleash your chemical weapon... a cup of tea or coffee. The caffeine will give you a little lift to help you through by stimulating your central nervous system and boosting concentration and energy.



THE SUN
Coffee is Alz boost

COFFEE addicts have a dramatically lower risk of developing Alzheimer's, medical experts have discovered. Swedish and Finnish experts studied 5,000 adults and found three to five cups a day cuts the risk of the brain disease by up to 70 per cent.

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 interviewee'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/>

