

## ICO - PSCB Meeting March 16<sup>th</sup> 2009

### Update on Positively Coffee & Health Care Professions Coffee Education Programme



## Introduction

- Joanna Scott was appointed strategic communications consultant to ISIC (January 2009) to oversee implementation of Health Care Professions Coffee Education Programme (HCP CEP) and to manage Positively Coffee
- Biography:
  - BSc and MSc graduate in Biological and Nutrition sciences
  - Over 20 years professional experience working in corporate affairs and communications for leading UK trade bodies and multi-national food and beverage companies including; The Sugar Bureau, Food and Drink Federation, United Biscuits and Kraft Foods
  - Established *the food partnership* consultancy (July 2007) – specialising in strategic communications including; corporate and government relations, media management, stakeholder engagement, scientific relations and consumer communications
  - Extensive experience of coffee sector and scientific and communications around coffee in the UK and internationally
  - Member of professional bodies including the Nutrition Society and Chartered Institute of Public Relations

## Positively Coffee: Recap

- Positively Coffee is a programme run under the ICO umbrella and funded jointly by ISIC and ICO
- Established in 2002, following a pilot project in the UK
- Directed by the newly formed ISIC Coffee and Science Communications Steering Group, made up of ICO and ISIC members and external advisors and Chaired by Elke Gerhard (Nestle)
- Funded (£50,000 ISIC and \$50,000 ICO) per annum with funding secured to end of 2009

## Positively Coffee: Recap

The initial Objectives of Positively Coffee were:

- To generate interest among audiences globally of the beneficial effects of moderate coffee consumption through the development of centrally produced materials on specific topics
- To disseminate resources and materials to national coffee sectors for their use in their own communication programmes on the beneficial effects of coffee consumption
- To assist national coffee sectors as appropriate in dissemination of these messages

## Positively Coffee: Recap

Positively Coffee is currently delivered via the following communication channels:

- A website for members and external audiences, available in 4 languages
- Messages focused on "Positive" coffee and health topics, written in layman language and tone
- A newsletter published on the website
- Resources for members including guidance on managing the media and developing communication programmes for health professional audiences
- Organisation and participation in conferences in selected coffee markets

## Positively Coffee: Review

- The Programme has been running successfully for 6 years. However, it was agreed that it is timely to review the objectives and purpose of the programme in the wider context of provision of "central" information
- ISIC invited stakeholders to participate in an "Open Discussion Forum" (Amsterdam, January 09)
- Participants included:
  - HCP -CEP national operators
  - ISIC (coffee science communications working group)
  - ICO
  - CoSIC
  - Programme Manager

## Positively Coffee: Review

### Terms of Reference:

- To invite participants to take part in an **“open discussion”** to review how **central provision of information** (Positively Coffee and HCPCEP) best interacts with national communication activities on coffee and health. Note: Positively Coffee has operated since 2001 and HCPCEP since 2003 and it is **time for an evaluation**. A central information source has clear advantages (**no duplication of effort, consistency of messages, central scientific scrutiny**), but also **limitations. Contacts with media and opinion leaders remain very much national: different interests and sensitivities; language. Likewise, communications with healthcare professionals is very much driven by national structures. The challenge for a central activity is therefore to assist national communication activities. How to achieve this will be the topic for this open exchange of views. The outcome will form part of the recommendation to the ISIC Board to review and develop its support for communication on coffee and health in the future.**

## Positively Coffee: Review

### Discussion Highlights:

- Participants were largely representative of developed markets, where national scientific communication programmes, targeted at consumers and health care professions, are well established
- In these “developed” markets, most operators do not currently derive significant benefit from Positively Coffee because:
  - Scientific communication programmes including activities targeted to consumers and health care professions exist in many markets. These programmes have country specific website presence and most do not link to Positively Coffee
  - Markets operating HCP programmes are guided by a country specific scientific advisory panel/task force
  - Markets operating HCP programmes have developed positions on key coffee and health topics
  - Markets receive scientific updates direct from CoSIC

## Positively Coffee: Review

### Discussion Highlights (cont):

- Representatives of less developed markets strongly recognised the value of Positively Coffee, which provides a tool kit of established positions on key coffee and health topics
- Representatives of global companies operating in markets where coffee sector associations and sources of information are limited or not available, strongly value Positively Coffee as a resource
- ICO branding is critical to credibility
- The consensus view was that the Positively Coffee Programme in some form was valued and should continue
- The Coffee Science Communications Steering Group is convening a second meeting to take forward the conclusions of the “Open Discussion Forum” and develop recommendations for consideration by ISIC and ICO

## Positively Coffee: Update

### Positively Coffee Website Update – Why?

- Positions, QA’s (and other materials) do not reflect latest scientific evidence
- Tone and presentation of messaging is perceived as being “too positive” and does not provide balanced information
- Content and tone may attract criticism or (in some markets) regulatory challenge
- Risk to reputation of coffee sector and existing programmes



## Positively Coffee: Update

### Messages and Materials must be scientifically up to date

- Content has not been updated in recent times and messages do not reflect latest scientific research

### Tone and presentation of messaging “too positive” and not balanced

- The topics/messaging is based on “positive” messages alone and information on coffee and health is not presented in the wider scientific context and may lack credibility

### Messages do not reflect needs of different groups e.g. coffee and pregnancy

### Content and tone may attract criticism or (in some markets) regulatory challenge

- The scientific and policy environment increasingly questions food and beverage industry messages in the context of EU Claims Regulation
- UK Advertising Standards Authority (March 09) has reprimanded the British Coffee Association for “claims” made in relation to coffee and health

### Risk to reputation of coffee sector and existing programmes

- Public criticism and questions concerning the accuracy and balance of messages in any coffee market, has the potential to undermine the reputation of the coffee sector more widely

## Positively Coffee: Update

### Website update underway:

- Maintain current site format
- Simplify structure to ensure rapid update
- Update and launch English language section first
- Translate and launch additional 3 languages
- Make recommendations for future website



## Positively Coffee: Update

### Maintain current website format

- In the short term, continue existing website format
- No current recommendation to change name - pending review
- Continue to update "Positive" topics (develop additional topic on pregnancy)
- No short term changes to design

### Simplify structure to ensure rapid update

- In the short term, "shut down" the members section since revisions to content will also need to be updated to ensure consistency with public section
- Remove "newsletters" and "what's new" section as information is out of date

### Update English language section first and launch

- Review all 14 topics (statements/QA's) and update to ensure scientific accuracy - launch English section and in the short term remove other languages

### Translate and launch additional 3 languages

- As soon as possible

Review and make long term recommendations for website

## HCP CEP 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

## Finland 2009 Programme

### Overall Message

Role of Coffee in a healthy Balanced Diet

### Key audiences

Primary: GPs, nutritionists, medical journalists

Secondary: Occupational nurses, specialists & medical students

### Communication channels

Press Conference – "Wellbeing"

Newsletter

Lectures/events

Website – [www.kahvi.net/terveys](http://www.kahvi.net/terveys)

## Italy 2009 Programme

### Overall Message

Moderate Coffee can be part of a healthy balanced diet and may confer health benefits. Two sub topics:

Coffee and Cancer and Coffee and Sport

### Key audiences

Primary: GPs, nutritionists, medical students, specialists and scientific bodies

Secondary: Press and interested consumers

### Communication channels

Press Conference – Coffee/Caffeine and Cancer

New booklet planned – Coffee/Caffeine and Cancer

Lectures/events – focus on general medicine, nutrition and sport

Website – [www.caffemedicna.it](http://www.caffemedicna.it)

## Netherlands 2009 Programme

### Overall Message

Moderate Coffee can be part of a healthy balanced diet and may confer health benefits. Sub topics targeted to specific health professionals:

Coffee and Gastrointestinal tract, metabolic syndrome and cardiovascular

### Key audiences

Primary: GPs, nutritionists,

Secondary: specialist media, medical students, practice nurses, patient groups

### Communication channels

News letter

Liaison with specialist groups at conferences and via direct contact

Networking with scientific community

Website – [www.koffiegezondheid.nl](http://www.koffiegezondheid.nl)

## Russia 2009 Programme

### Overall Message

Moderate Coffee can be part of a healthy balanced diet and may confer health benefits. Sub topics targeted to specific health professionals:

- Coffee and Gastrointestinal tract, cancer and cardiovascular

### Key audiences

Primary: GPs, Medical institutes and consumers

### Communication channels

Attendance at medical and science conferences eg All Russia Medical Cardiology conference

Lectures for GPs

Coffee QA section of medical society website

Media outreach

## UK 2009 Programme

### Overall Message

Moderate Coffee can be part of a healthy balanced diet and may confer health benefits. Sub topics:

- Coffee messages for expectant mothers, fluid balance, exercise, heart health and Alzheimer's

### Key audiences

Primary: GPs, practice nurses, midwives, dieticians, specialist media

### Communication channels

Continued Professional Development learning tool – in association with Royal College of Physicians

Coffee Break Newsletter – 4 editions

Ask the Expert – advice from expert panel members

Media outreach

Website [www.coffee-break.org](http://www.coffee-break.org)

## Germany 2009 Programme

### Overall Message

Moderate Coffee can be part of a healthy balanced diet and may confer health benefits. Sub topics:

- Parkinson's, Diabetes, dementia and Alzheimer's, Liver function

### Key audiences

Primary: GPs, dieticians, medical students, specialist media

### Communication channels

Programme implemented by German Green Cross

Participation in two major medical Congresses in April and November

Proactive media outreach – press releases on hot topics

Newsletter published in June and launch of new scientific brochure

Website [www.kaffee-wirkungen.de](http://www.kaffee-wirkungen.de)

## Portugal 2009 Programme

### Overall Message

Two key messages:

- Coffee and Parkinson's disease
- Coffee as a facilitator in physical and mental activity

### Key audiences

Primary: GPs, dieticians, nurses and pharmacists

Secondary: Medical students and specialist media

### Communication channels

Participation in three major medical Congresses

General Practice – March

Gastroenterology – June

Neurology - November

Proactive media outreach

Newsletter and launch of new scientific brochure

Website [www.cafeesaude.com.pt](http://www.cafeesaude.com.pt)

## Spain 2009 Programme

### Overall Message

Moderate coffee consumption can be part of a balanced diet and may confer some health benefits. Specialist messages:

Coffee and neurological effects and coffee and diabetes

### Key audiences

Primary: GPs, specialist doctors (neurology and diabetes experts)

### Communication channels

Health care professionals survey

Updating medical data base

Newsletter edition 5 – March

Grants for post graduates/young doctor

Media briefing – coffee and Health conference – April

Website – to be launched