Update Positively Coffee and HCPCEP

Quick reminder:

• Co-funded by ISIC and national coffee sectors
• Aiming to bring balanced and up-to-date information on coffee and health to the health care professions (GP’s, dieticians, .....), scientists and specialist media
• 8 countries: Finland, Germany, Italy, Netherlands, Portugal, Spain, UK, Russia
• As from mid-2010: 9 countries: add Denmark
Health Care Professions Coffee Education Programme (HCPCEP) - 2

After 8 years we see the tangible benefits:
• Improvements in health care professions’ knowledge; more balanced advice to patients and clients
• Media reports have shifted from negative to neutral/positive
• Relationships built on country level among scientists, professional associations and key opinion formers
• Learning curve for country coffee associations how to address health care professions; addition to more traditional consumer communications
• Opportunity to be more proactive towards health care audiences and specialist media
• HCPCEP network promotes sharing of best practices

Health Care Professions Coffee Education Programme (HCPCEP) - 3

Biggest challenge: stick with the science! Two examples:
• Diabetes type 2
  – We can say that research has suggested that coffee drinking may be associated with a reduced risk of developing type 2 diabetes.
  – We cannot say ‘coffee will protect you from type 2 diabetes’
• Cancer
  – We can say that current science indicates that coffee does not appear to be a causal factor in the development of cancer though some studies have suggested to the contrary
  – Whilst some studies have suggested a protective effect or a reduction in risk for some specific cancers, we cannot say ‘coffee will prevent you from getting cancer’
Positively Coffee - 1

• Now fully funded by ISIC
• Changing environment:
  – ‘If it sounds too good to be true, it probably is’
  – EU Health Claims legislation
    • Very strict requirements for scientific substantiation
    • Prudent to stay away from what can be interpreted as commercial communication
• Therefore:
  – Balanced information to enhance credibility
  – Shift in target audience towards health care professions and specialised media and not consumers

Positively Coffee - 2

Between now and next spring: Positively Coffee ‘all new and improved’

• New brand identity, new website
• Website to be merged with CoSIC
• Aims to be the primary resource on coffee and health:
  – Support frontline practitioners (GP’s, dieticians)
  – Updates for science specialists
  – Feed European/global health media
  – Assist national coffee sectors
• ISIC - ICO collaboration to be revised, but to be continued
• Work in progress!