

HCPCEP update

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Improving knowledge on coffee and Health

Delivering the message

Programmes generally rely on websites, newsletters, congress participation and such. Using the experience of the past years, additional ways to deliver the message are being used. Some examples:

United Kingdom:

- Development of Continuing Professional Development accreditation (CPD) module for Pharmacists
- Educational workshops for freelance dieticians and those specialising in the care of the elderly

Finland:

- Coffee Chemistry lectures to nutritionists
- 'Coffee and Health information week' for medical and nutrition students - quiz format

Delivering the message (2)

Italy:

- Publications (implemented and foreseen) in British Journal of Nutrition, Annals of Oncology
- Medical Education course for GPs and nutritionists

Spain:

- Five regional media briefings conducted at medical colleges on coffee and a healthy lifestyle
- Use of social media considered

Portugal:

- Meetings with key scientific societies - Cardiology, GPs, Diabetes and Pharmaceutical
- Briefing for specialised media; prize for journalism

Delivering the message (3)

Germany:

- Attendance at University medical faculty - distribution of coffee and leaflets to medical students. One to one conversations with over 60 students.

Denmark:

- Annual scientific seminar for media briefing
- Dialogue with two health related councils

It works!

Survey conducted amongst 100 GPs in Spain:

- 33% GPs believe 3-4 cups coffee is healthy (24% in 2009, 11% 2007)
- 89% GPs regard coffee as healthy (63% in 2009 and 61% in 2007)
- Improved knowledge about the reasons why coffee can be beneficial
- Fewer GPs recognising the effects of caffeine on performance