



“The Tension Between Simple and Complex Messaging and Consumer Expectation”

*Evidence and Policy:
Preventing Cancer and Chronic Disease*

Halifax, Nova Scotia Canada

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Danielle Schor, R.D.

International Food Information Council Foundation



IFIC Foundation

Mission:

To effectively communicate health, nutrition, and food safety for the public good.

Primarily supported by the broad-based food, beverage, and agricultural industries.

International Food Information Organization Network



Communicating via New Media

The screenshot displays a Windows Internet Explorer browser window. The address bar shows the URL <http://www.monkeysee.com/play/9808-microwave-cooking>. The page content includes the IFIC Foundation logo and navigation menu on the left, a search bar, and a video player for 'Microwave Cooking' featuring Sue Snider. The video player shows a woman standing next to a microwave. To the right of the video, there is an 'Expert: Sue Snider' section with her contact information and a bio. Below the video, there are links for 'Terms & Conditions', 'Share Video', and 'Viewing Problems?'. The bottom of the browser window shows the Windows taskbar with the start button and several open applications.

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microwavesee BETA
See how the experts do it.
[MonkeySee]

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Microwave Cooking

Expert: **Sue Snider**
<http://www.IFIC.org>
Email: snider@UDel.edu

Sue Snider, PhD, is a Professor in the department of Animal and Food Sciences and Food Safety and Nutrition Specialist with Cooperative Extension at the University of Delaware. Dr. Sue Snider's academic training is in home economics education and food science. Research for both her Masters and PhD involved microwave cooking of fish and beef. She has a deep concern and passion about food. [More >](#)

About This Video
This video series: 565 views
This video segment: 129 views

Tags: Microwave, Oven, Cooking, Safety, Popcorn, Dorm, Quick, Defrost, Thaw, Radiation, Microwaves, Microwave safe, Microwave-safe, Explosions

Comments: 0 (Read Comments) (Add)

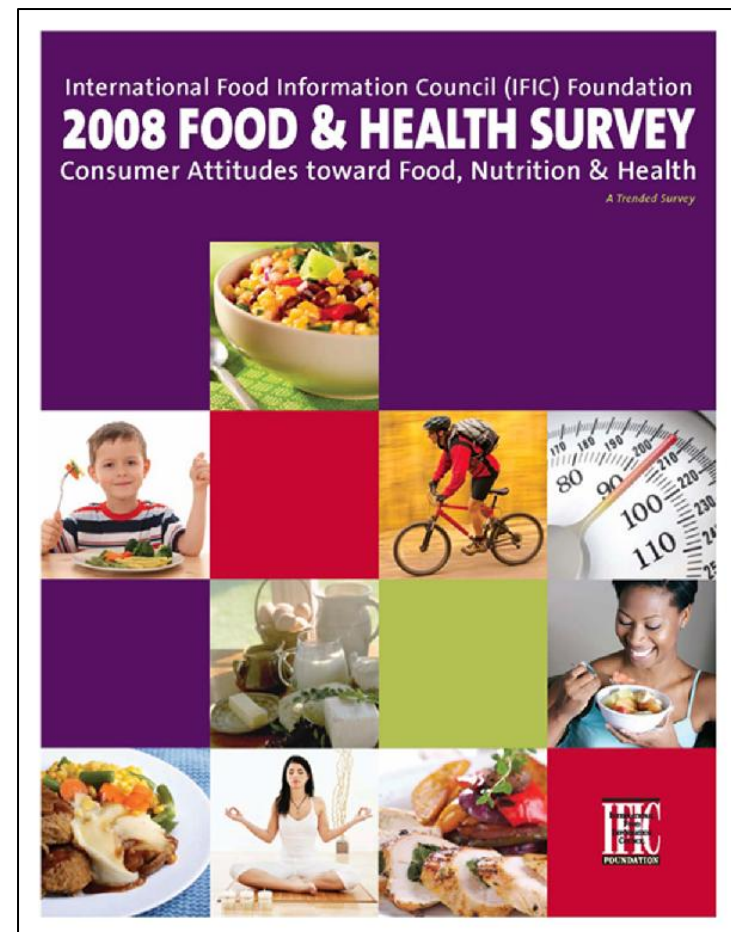
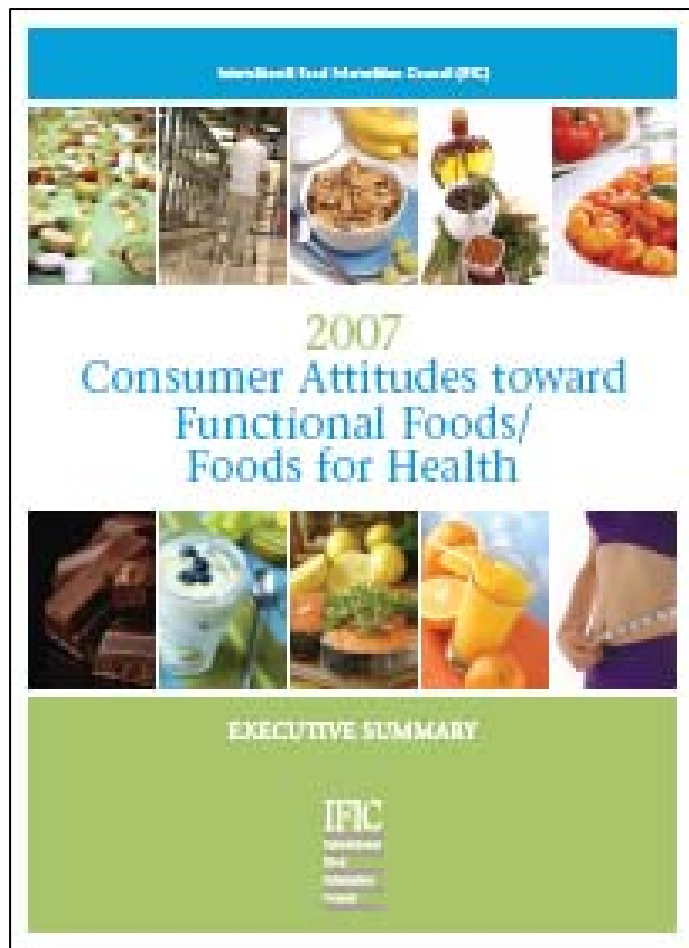
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monkey see monkey do show us what YOU can do

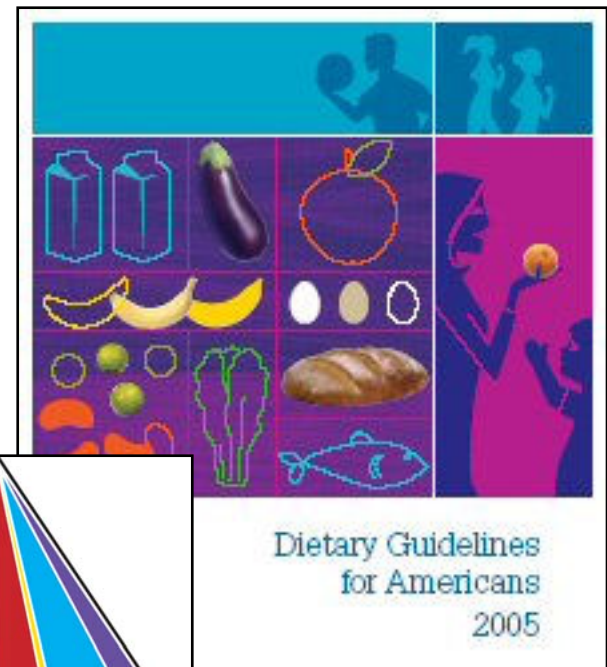
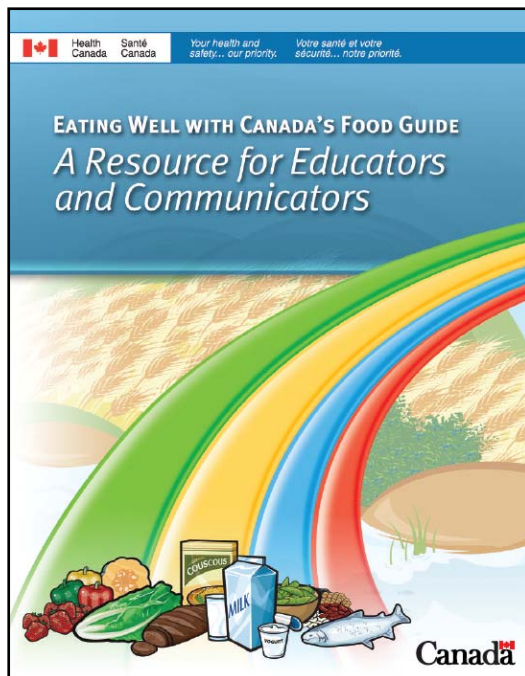
start | Inboxes - Microsoft Outlook | IFIC.org : IFIC Videos | Microsoft PowerPoint | 9:14 AM

IFIC Foundation Food & Health Survey Consumer Attitudes Towards Functional Foods



<http://ific.org>

Dietary Guidance

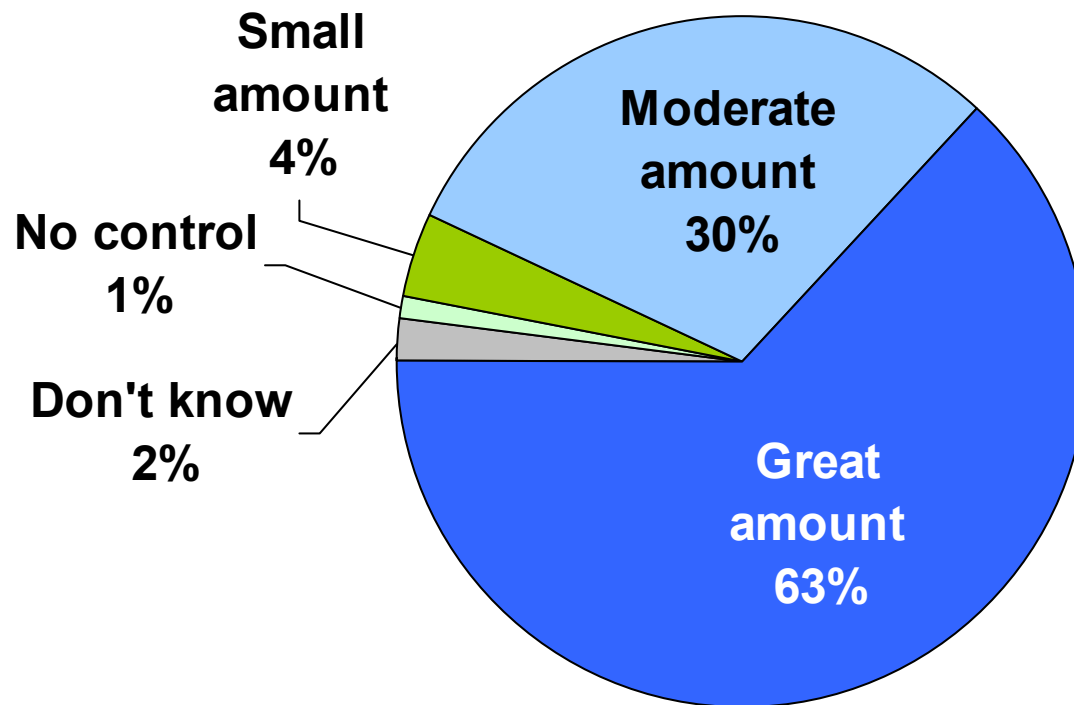




General Consumer Attitudes Toward Health



The Majority of Consumers Believe They Have Control Over Their Health



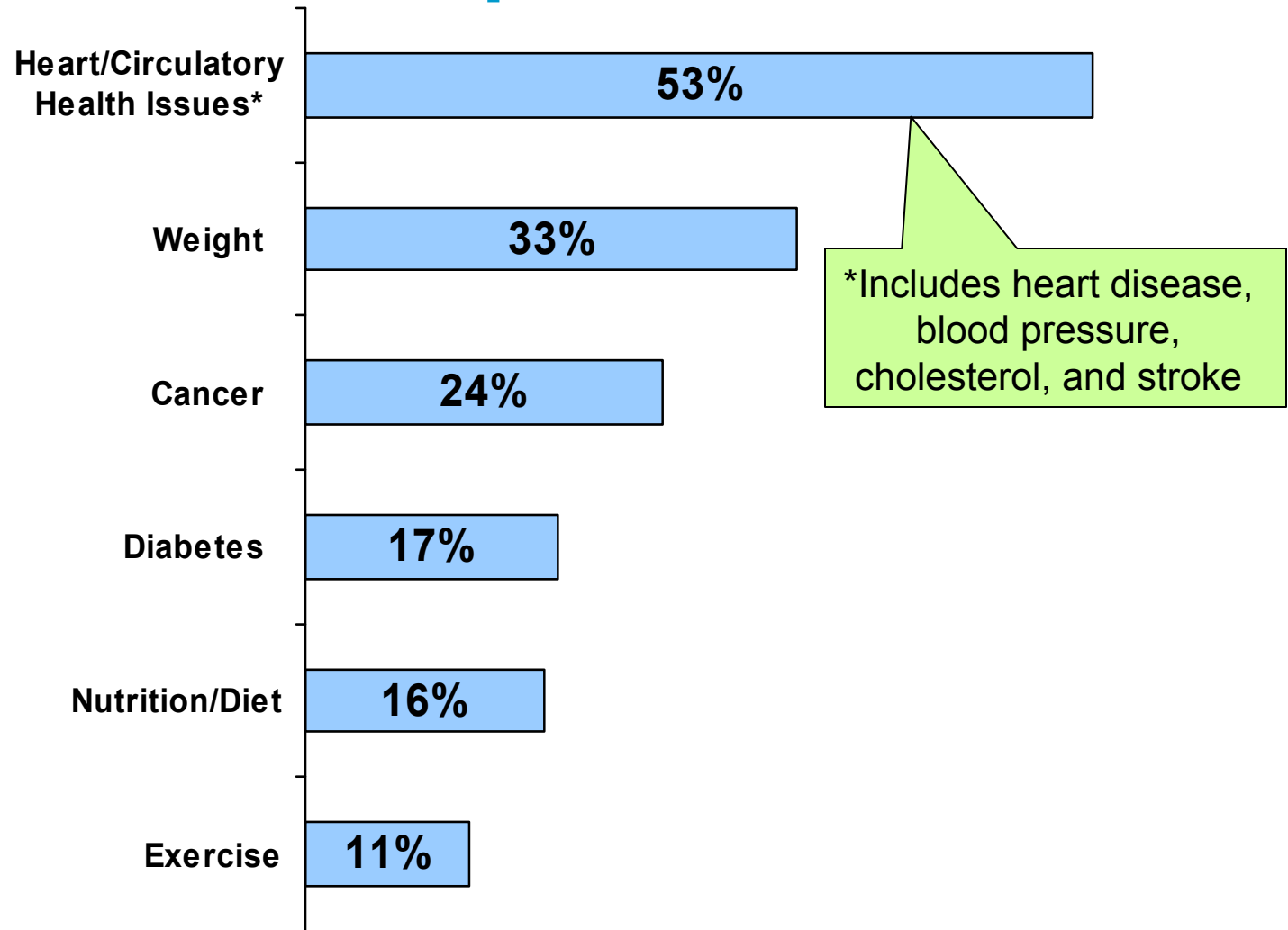
How much control would you say you have over your own health? (n=1000)

IFIC Consumer Attitudes Toward Functional Foods 2007



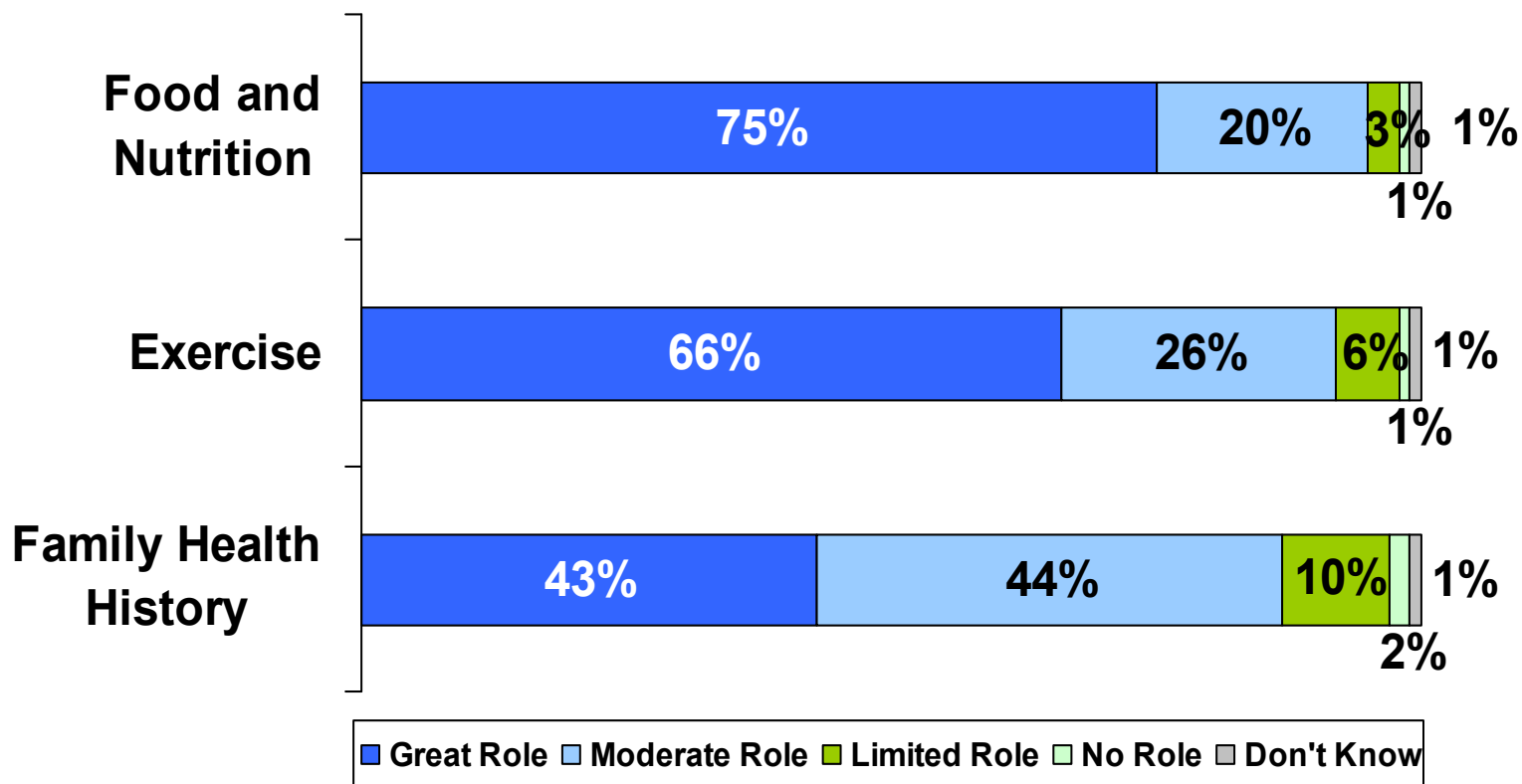


Americans' Top Health Concerns



*What are your top three health concerns, listed in order of importance to you?
(Unaided, Multiple Responses) (n=1000)*

Consumers Feel that Nutrition Plays the Greatest Role in Health



To what extent does each factor play a role in maintaining or improving overall health? (n=1000)



The majority of Americans have made changes to improve the healthfulness of their diet in the past six months



■ Yes ■ No

2008 (n=1000)

Over the past six months, have you made any changes in an effort to improve the healthfulness of your diet?

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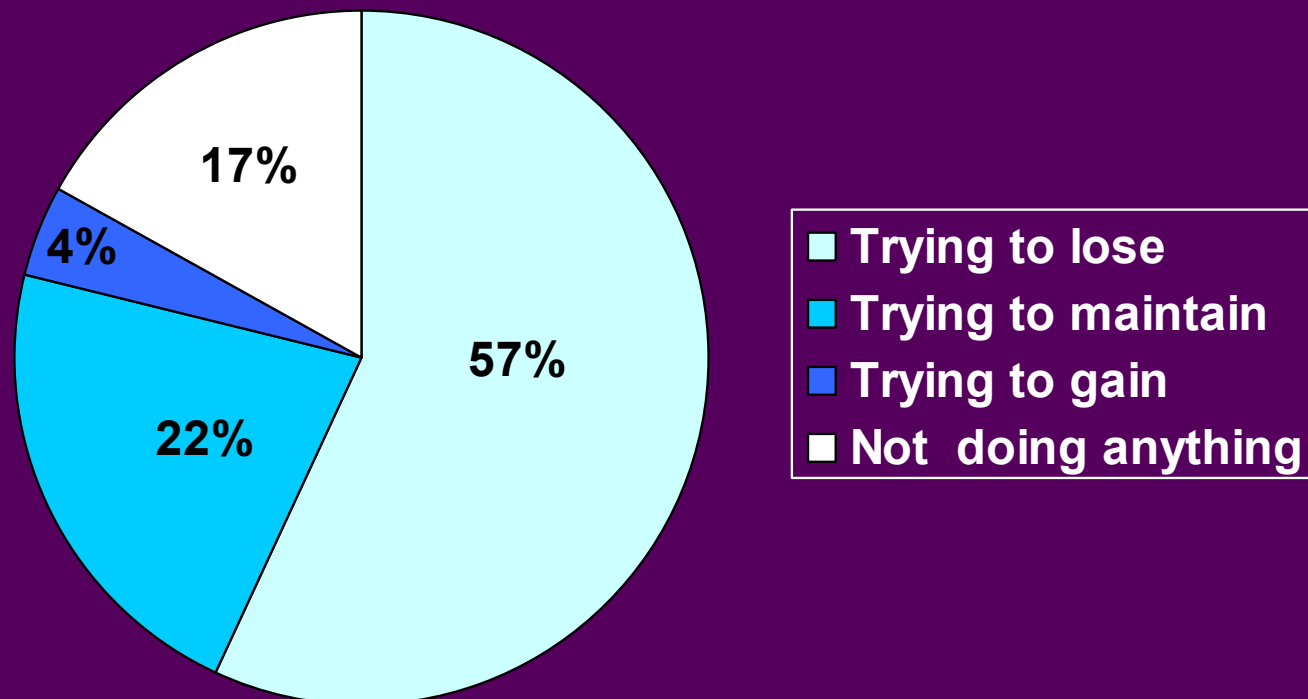
↑ Significant increase from year indicated
 ↓ Significant decrease from year indicated



Calories Count: But Consumers Don't



More than half of consumers are trying to lose weight



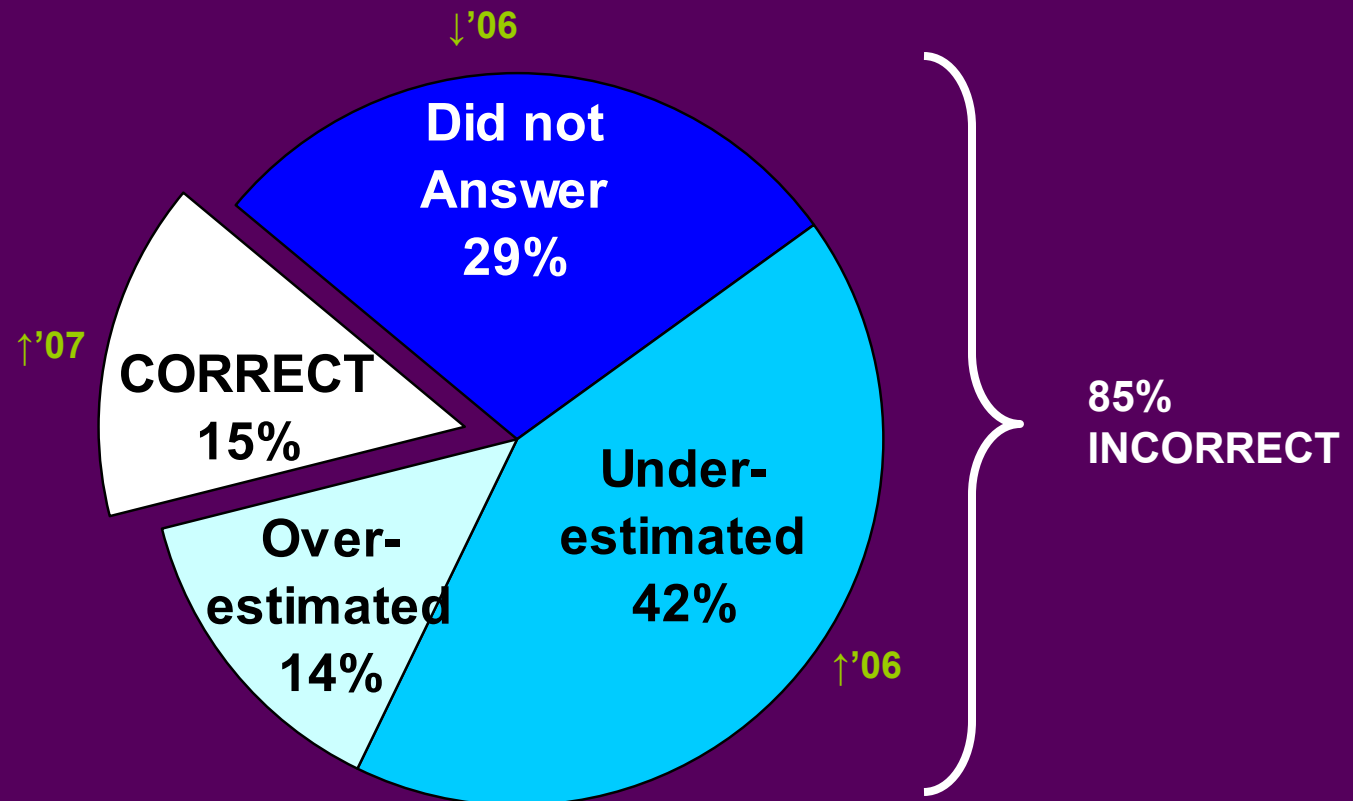
2008 (n=1000)

Which of the following best describes what you are currently doing regarding your weight?

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↑ Significant increase from year indicated
↓ Significant decrease from year indicated

Majority inaccurately estimate daily calorie needs



As far as you know, how many calories should a person of your age, weight, height, and physical activity consume per day? (n=1000)

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↑ Significant increase from year indicated
 ↓ Significant decrease from year indicated





Majority Believe Foods & Beverages Provide Benefits; Fewer Consuming

	<i>Percent Somewhat/Strongly Agree</i>	<i>Percent Currently Consuming</i>
1. Improve heart health	78%	40%
2. Improve energy or stamina	77%	38%
3. Improve digestive health	76%	37%
4. Improve mental performance	71%	29% ↑'07
5. Improve immune system function	71%	31%

To what extent do you agree or disagree that some specific foods or beverages can provide the following benefits?

I currently consume food or beverages for this specific benefit:

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2008 (n=1000)

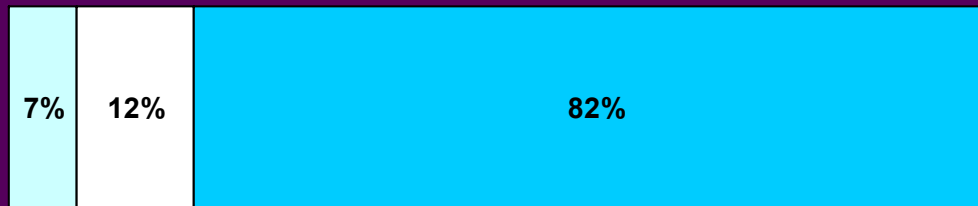


Food Safety: What Should I Be Doing?



The majority of consumers are confident they can safely prepare food.

To what extent, if at all, do you feel confident that you know how to safely prepare foods for yourself or your family?



■ Unconfident ■ Neither Confident Nor Unconfident ■ Confident

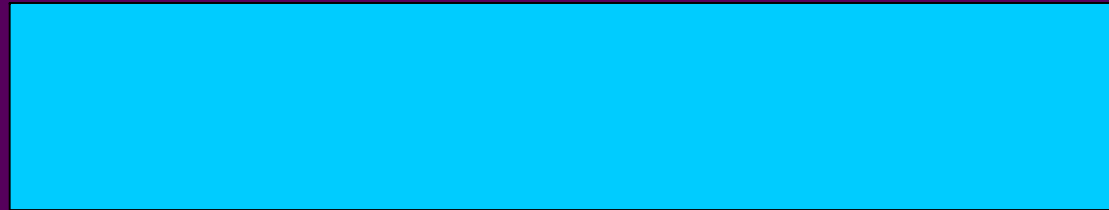
2008 (n=1000)

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Some consumer food safety practices do not match confidence.

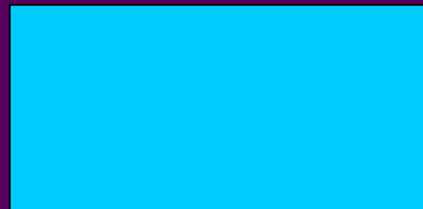


Cook to required temperature (such as 165 degrees F for poultry)



76%

Use a food thermometer to check the doneness of meat and poultry items



29%

2008 (n=1000)

Which of the following actions do you perform regularly when cooking, preparing, and consuming food products?

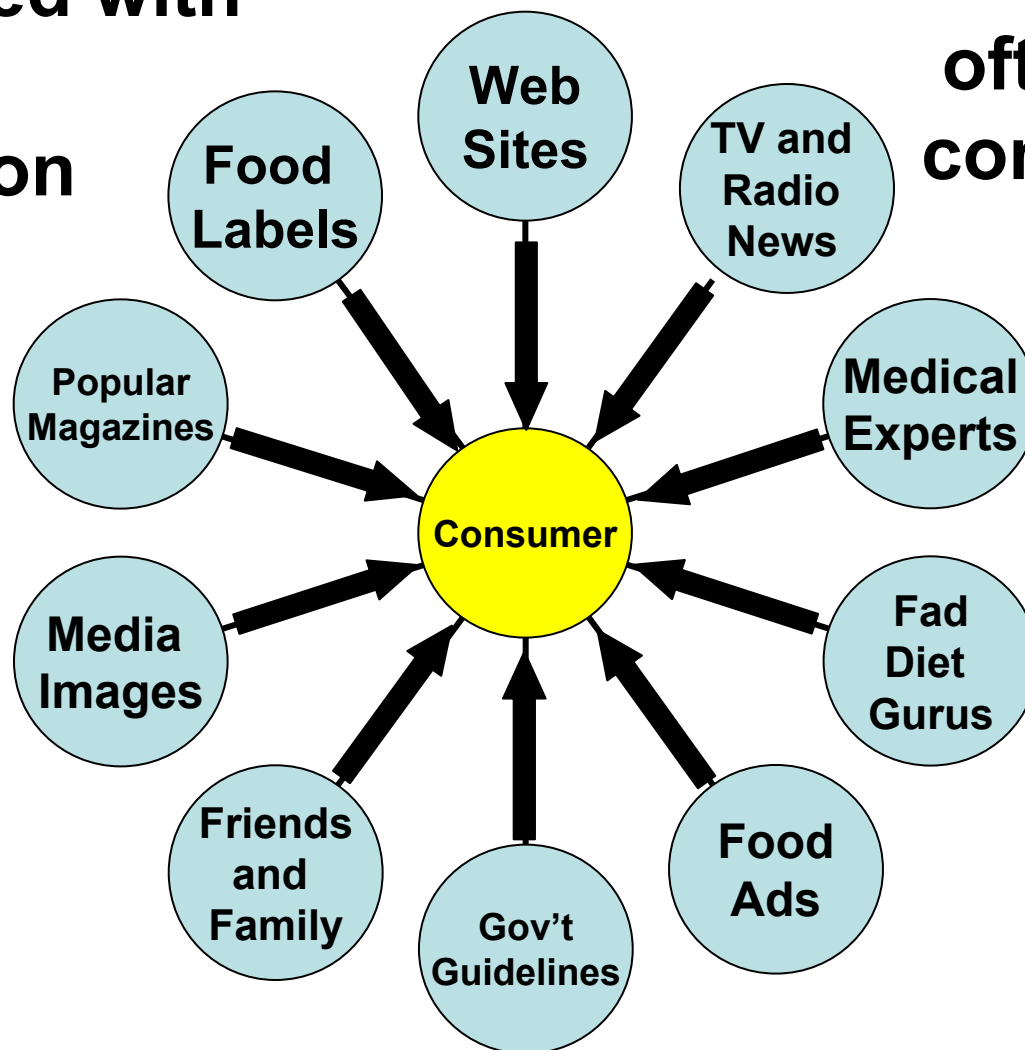
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Why Is Communicating Effectively About Food and Health so Important?



**Consumers are
bombarded with
nutrition
information
from
many
sources.**



**Nutrition
information is
often seen as
contradictory,
even from
equally
valid
sources.**

SOURCE: IFIC Foundation, 2004





"The American Heart Association endorses this product, but it has a warning label from the National Cancer Institute."

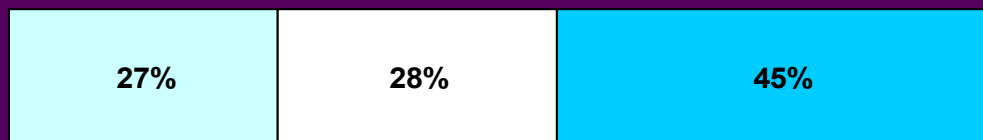


While the majority are interested in food and health information, nearly half feel it is confusing and conflicting.

Reading or hearing about the relationship between food and health is of interest to me



I feel that food and health information is confusing and conflicting



■ Disagree ■ Neither Disagree Nor Agree ■ Agree

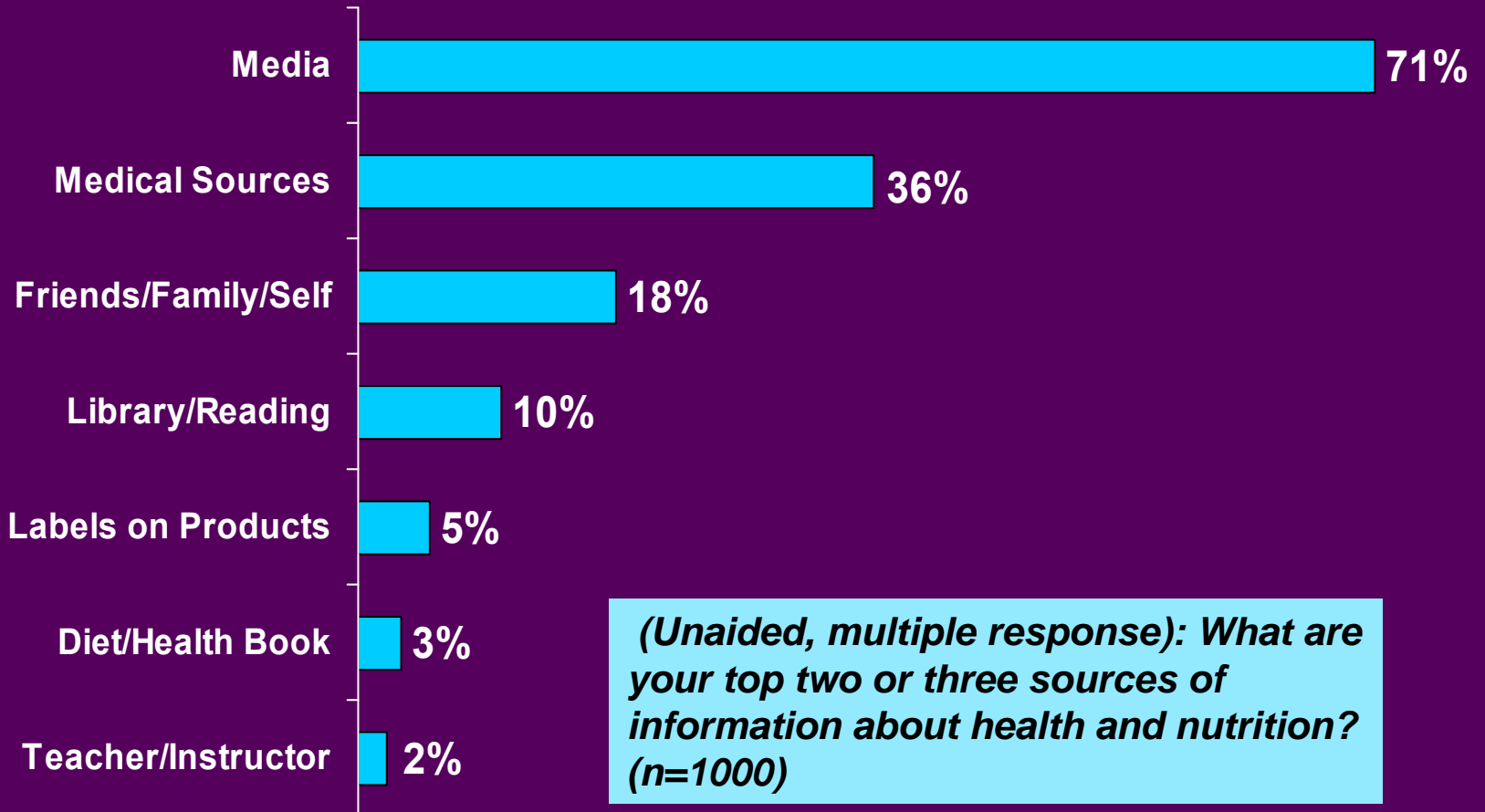
2008 (n=1000)

To what extent do you agree or disagree with the following statements regarding food and health information?

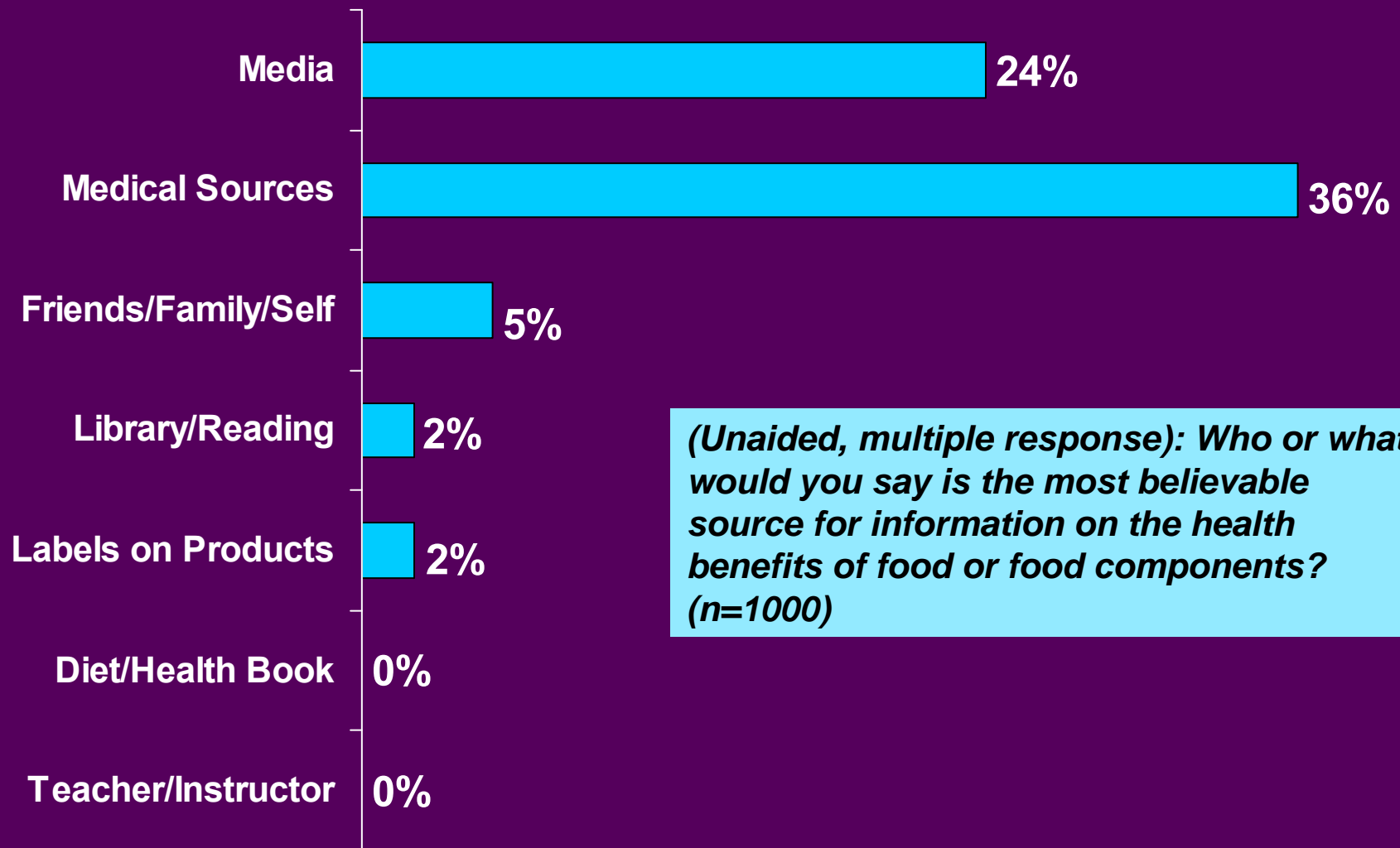
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★ Total does not add to 100 percent due to rounding

Top Sources of Health & Nutrition Information



Most Believable Sources of Health & Nutrition Information



(Unaided, multiple response): Who or what would you say is the most believable source for information on the health benefits of food or food components? (n=1000)

What are Consumers Striving For?

Where they ARE

Unhealthy

Healthy



Where they WANT to be

Barriers

- Results are not immediate
- Lack of energy
- Cost
- Stress
- No support system
- Lack of knowledge on how to change



Potential Motivators

- Appearance
- Improve overall health/future health issues
- Increased self-esteem
- Increased energy
- Stress relief
- Being a Role Model for Kids
- Tracking progress



Creating Nutrition and Health Messages with Impact

- Be positive!
- Tailor messages to the consumer's goals
- Talk about food, not nutrients
- Provide choices
- Consider barriers and try to work around them
- Personalize! No "one way" works for everyone
- Information DOES NOT bridge to action



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Thank You!

Questions?

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