

Choose Healthy Fats

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Background

- Scientific evidence is accumulating that improving the dietary fat quality reduces the risk of developing chronic diseases like cardiovascular disease and possibly diabetes mellitus type 2
- In most countries, including The Netherlands, average intake levels of various fatty acids differ from recommended amounts

Mission

To improve the fatty acid intake in The Netherlands by promoting replacement of saturated by unsaturated fatty acids in the diet

How

Bringing together science and practice in a steering committee called "Choose Healthy Fats"

- science: nutritionists and communications experts
- practice: doctors, dieticians, nurse practitioners, nurses – all representing the various professional associations
- representatives of the Netherlands Nutrition Centre and the Netherlands Heart Foundation

Objective steering committee

Developing information material for health professionals to assist them in helping their clients to choose products that contain healthy fats.



Two focus groups

Adults – March 2009

Health professionals with clients with (a higher risk of) cardiovascular disease and/or diabetes mellitus type 2

Achievements and ideas focus group "Adults"

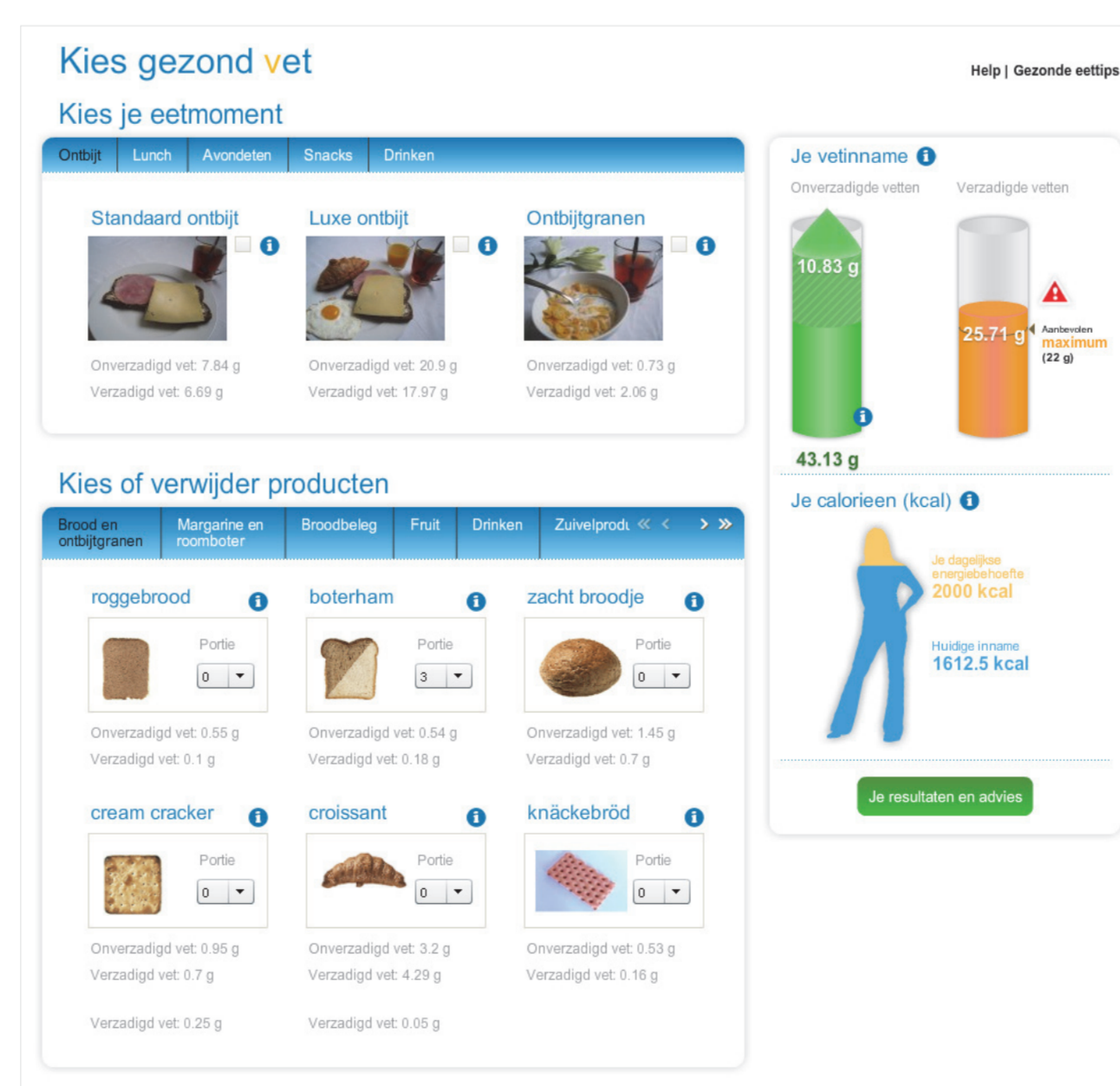
TURNING WHEEL

- to be used during the consultation as a trigger
- depicts some common replacement suggestions: alternative choices contain less saturated and more unsaturated / essential fatty acids



FAT CALCULATOR for more personal advice

- tool available on website www.kiesgezondvet.nl, that shows the intake of the common diet
 - ▶ energy
 - ▶ saturated fatty acids
 - ▶ unsaturated fatty acids
 - essential fatty acids:
 - alpha-linolenic acid
 - linoleic acid
- visualises the effect of choosing healthier alternatives



NEW DEVELOPMENTS in 2011/2012

- improving the turning wheel and fat calculator/website
- increasing the knowledge of health professionals on healthy fats by
 - ▶ e-learning module
 - ▶ publishing papers and fact sheets
 - ▶ giving presentations

Children – September 2010

Health professionals who inform parents-to-be and parents with young children (age up to 4 years)

Ideas focus group "Children"

PICTURE BOOK AND ATTRACTIVE POSTER FOR YOUNG CHILDREN (age up to 4 years)

To increase awareness of parents on the benefits of healthy fats for children's

- growth
- development
- energy intake
- vitamin D status

INFORMATION SHEET FOR HEALTH PROFESSIONALS

To increase their knowledge on the importance of healthy fats in the daily diet of infants and young children

Contact

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