

HEALTH SIGNIFICANCE OF FAT QUALITY OF THE DIET

BARCELONA, FEBRUARY 1-2 2009, INTERNATIONAL EXPERT MEETING

United Kingdom

When: 2008 - 2009

Where: whole country

What: Ongoing 'Sat Fats' campaign

In cooperation with Food
Standard Agency



Experts spread the word



GP Dr Sarah Jarvis

- Present at IEM
- A passionate supporter of Sat Fats campaign
- Well-respected by media



Heart surgeon Shyam Kolvekar

- Powerful communicator
- Featured in wide range of print and broadcast interviews

Sat Fats discussion dinner for Media Medics

- Discussions highlighted health care professionals confusion about butter and margarine
- Opportunity to educate health care professionals about good fats, dispel misconceptions and recruit as strong Sat Fats campaign advocates

Consumer material (1)

'Know Your Sat Fats' booklet



Swapping tips

- Swap butter for vegetable oil based spreads
- Swap creamy or cheesy sauces for tomato or vegetable based sauces
- Swap a large whole milk coffee for a regular 'skinny' latte

The Goodness of Margarine

Margarine or spreads are made from vegetable or seed oils (e.g. sunflower oil), which contain good fats like monounsaturates and polyunsaturates. So compared to butter, which is basically made from cream (the fat of the milk), margarine naturally tends to have less saturated fat

This means that switching from butter to margarine can be an easy way to cut down on your saturated fats – without a big change to what you're eating

Did you know? You could make margarine yourself at home with the ingredients in your kitchen. See www.satfatnav.com for details

Fat Facts

- Margarine or spreads made from vegetable or seed oils can be a great source of 'good' monounsaturates and polyunsaturates (like Omega 3 and Omega 6), and a good source of fat-soluble vitamins A, D and E
- Some also contain up to 78% less saturated fat than butter
- Four slices of bread spread with margarine or spreads made from vegetable or seed oils could contain as much as 15% of your daily requirement of good fats (Omega 3 and Omega 6) and as little as 5% of your daily calorie intake
- Switching from butter to margarine as part of a healthy diet and lifestyle can also help manage your cholesterol level

Product	Amount of saturated fat per 100g (g)	Amount of saturated fat per 10g (2 teaspoons) portion (g)
Butter	54	5.4
Spreadable butter	37	3.7
Reduced fat spreadable butter	27	2.7
vegetable or seed oil spread	12	1.2
Olive oil spread (1% fat)	14	1.4
low fat vegetable or seed oil spread	9	0.9

Consumer material (2) - website

SATFATNAV
Your route to lower saturated fat

Fat Fact: 90% of kids, 88% of men & 83% of women eat too much saturated fat >>

Learn About Fats

Meal Tips

Shopping Tips

The Goodness of
Margarine

What the
Experts Say

Sat Fat Calculator

Sat Fat Britain



Sat Fat Debate

Is Britain Eating Itself
to Death?



Shopping Tips

Visit the supermarket



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SATFATNAV
Your route to lower saturated fat

Fat Fact: The Guideline Daily Amount (GDA) of sat fats for women is 20g per day >>

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Margarine

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Experts Say

Sat Fat Calculator

Sat Fat Britain

Home > Sat Fat Calculator

We currently have over 25,000 items in our saturated fat database, simply type in a food product to find the saturated fat content.

First, select your sex so we can calculate your guideline daily amount (GDA) of saturated fat.

Then simply type in the name of the food and we'll tell you how much saturated fat it contains.

Sat Fat Calculator

I am Male Female

This will allow us to calculate your GDA

Please enter in a food product below to search for the saturated fat value

SEARCH

Sat Fat Café

Tasty tips



Satfatnav.com

- Communication tool
- Consumer information source
- 119,000 visitors

Media coverage (1)

Coleen's health scare

Why the star's concerned about her diet...

After being fat, Coleen Nolan thought her health worries were behind her. But **ITV's** *Love Island* presenter's lead a dangerous health scare recently. I went for a health check and wrote a food diary, she tells us. I thought I was really healthy, but then they told me I was eating too much saturated fat, which could lead to heart disease. I was shocked! Now Coleen has swapped butter for low-fat spread and is determined to look after her heart.

The *Dancing on Ice* star is the slimmest she's ever been but admits she's feeling pressure to lose even more weight. "I'm a size 16 bottom and D1 top so I have such big boobs—36DD, she says. "But even now certain people will say to me, 'Oh, you're like brilliant when you're a size 4.' I say, 'I'm only just a size 16.' When is it ever going to be enough?"

For more information on how you can cut your saturated fat, check out eatforreal.com

Excessive heart disease is the biggest killer in the UK



you >>> diet >>> diet >>> diet >>> diet >>> diet >>> diet

A day in the diet of... Coleen Nolan

The *Dancing On Ice* star and TV presenter, 44, reveals her addiction to grapes and her love of low-fat food...

Coleen's food diary

Breakfast
I had Venetian with some skimmed milk, followed by a slice of wholemeal toast with marmalade. I added to that some wholemeal bread and a cup of tea. I also had a cup of low-fat soy drink. **11.5 calories**

Snacks
I had a handful of grapes in the morning. I had a banana or one of those in the afternoon. I had a banana, too. I have low-fat cream cheese and a slice of toast. **145 calories**

Lunch
I had a jacket potato with...

The expert's verdict
Nutrition consultant Jan Martin, *The Food Doctor*, says, "I'm glad that Coleen is aware with her saturated fat intake. However, all she's had so far is carbohydrates, which will leave her hungry in an hour or so. She could add a slice of salmon for protein, or the combination of fruit and carbs breaks down more slowly." **255 calories**

Jan says: "The danger with fruit, the more antioxidants it has, the better. Coleen and those grapes? Raspberries are great, but again Coleen's snacks are..."

Jan says: "This is a good combination of food groups with carbohydrates in the..."

1) Case study Coleen Nolan

- 21 interviews focused on sat fats
- Prime time BBC Breakfast interview
- Successful delivery of simple messages

BBC Breakfast

Echohealth

Her love of dancing has helped TV presenter Coleen Nolan drop five dress sizes.

'I'm the slimmest I've ever been'

Gabrielle

- ## 2) 1,000 Pints of Fat
- Usage of shock tactics to illustrate the problem
 - Well briefed persons in broadcast to carry messages



Our 1,000 fatty pints

BRITS guzzle more than 1,000 pints of saturated fat in their lifetime, scientists have revealed.

Eight in ten eat too much of the artery-clogging white fat, found in foods like dairy, meat, cakes and biscuits.

It is recommended men eat 30 grams a day and women 20 grams. Studies found 3,500 deaths a year could be avoided by sticking to the limit.

The Food Standards Agency today launches a drive to get people to eat less saturated fat. Dietician Jacqui Morrell said: "Swapping butter for a healthy spread can reduce intake by 8.4 grams."

Thousand pints of fat - each

GREEDY Britons consume more than 1,000 pints of saturated fats in their lives. More than four in five of us have too much fat, which clogs arteries and causes heart disease, new research shows. The Food Standards Agency today launches a drive to get people to eat less of the damaging fats. Heart surgeon Dr Shyam Kolvekar said there was ignorance about saturated fat. 'I'm seeing patients as young as 40 who do not realise the effect of fatty foods like butter until it is too late,' he added.



