

# 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](http://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 >>

Learn About Fats

Meal Tips

Shopping Tips

The Goodness of  
Margarine

What the  
Experts Say

Sat Fat Calculator

Sat Fat Britain

Sat Fat Café

Tasty tips



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

## 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...

**A**fter being fat, Coleen Nolan thought her health worries were behind her. But *Doctors* can exclusively reveal that the *Love Island* presenter's had 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.'



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 a few berries with loads of butter. But the centre got to get on much earlier so I had a cup of tea with a slice of toast. 200 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 been eating plenty of fruit and veg since I was 16. 200 calories

**Lunch**  
I had a jacket potato with...

**The expert's verdict**  
Nutrition consultant Les Marnett, *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 veg breaks down more slowly.' 200 calories

**Her story**  
'The doctor said that, the more antioxidants it has, the better. I have been eating grapes and low-fat spread. Because you graze, that again Coleen is snacks less.' 200 calories

**Her story**  
'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

## 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.

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



# Media coverage (2)



## The great butter mystery

It's natural... so why is it not good for you?

**PLAIN BUTTER** says it's not as bad as you think. It's not as high in calories as you think. It's not as bad as you think. It's not as high in calories as you think.

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## HOW TO TRIM DOWN THE SAT FAT

**How to make your own**

**'I loved fried breakfasts'**

**HOW CAN WE REDUCE OUR INTAKE?**

Item	Saturated fat (g)
Large fried breakfast	18.8
Medium fried breakfast	15.8
Small fried breakfast	12.8
Large fried breakfast with mushrooms	21.8
Medium fried breakfast with mushrooms	18.8
Small fried breakfast with mushrooms	15.8
Large fried breakfast with mushrooms and tomatoes	24.8
Medium fried breakfast with mushrooms and tomatoes	21.8
Small fried breakfast with mushrooms and tomatoes	18.8



## Dear Miriam

**STONEMAN AWARDS 2008 JOURNALIST OF THE YEAR**

**Slim down the bad fats ..but tuck in to taste**

**BLASH THAT SAT FAT**

**5 LIFE-SAVING REAL SWAPS**

SWAP	FOR	SAVE
1. Swap 100g of butter for 100g of margarine	1. Swap 100g of butter for 100g of margarine	1. Swap 100g of butter for 100g of margarine
2. Swap 100g of butter for 100g of olive oil	2. Swap 100g of butter for 100g of olive oil	2. Swap 100g of butter for 100g of olive oil
3. Swap 100g of butter for 100g of rapeseed oil	3. Swap 100g of butter for 100g of rapeseed oil	3. Swap 100g of butter for 100g of rapeseed oil
4. Swap 100g of butter for 100g of sunflower oil	4. Swap 100g of butter for 100g of sunflower oil	4. Swap 100g of butter for 100g of sunflower oil
5. Swap 100g of butter for 100g of avocado oil	5. Swap 100g of butter for 100g of avocado oil	5. Swap 100g of butter for 100g of avocado oil

