Dietitians and Consumers: What do they need to know

Caitlin Reid
Dietitian/Exercise Physiologist/Yoga Teacher

Getting Our Message Across

- Relatable
- Easily understood
- Aspirational lifestyles
- Commonsense advice

- Clear, positive messages

Correct, Compelling & Confident Messages

The massive health benefits of giving up sugar and alcohol for just one month

Sugar is as dangerous as alcohol and tobacco, warn health experts

The average Briton consumes 183g of sugar a day, a coconuts disease could be reversed in 10 years as food companies cut sugar in products by 50 per cent, health experts claim as they launch a new health campaign.

Sweet poison: why sugar is ruining our health

Sugar is 'the new tobacco': Health chiefs tell food giants to slash levels by a third

- Doctors and academics say levels must be reduced by up to 30 per cent
- They found that even zero-fat yoghurts can contain five teaspoons of sugar
- Heinz tomato soup has four while a Mars bar has eight teaspoons of sugar
- Obesity and diabetes already cost the UK over £5 billion a year

The Death of The Expert

- Image of a book cover
- Image of a person
- Image of a person

Relatable
Easily understood
Aspirational lifestyles
Commonsense advice

Clear, positive messages
Food Versus Nutrients

- Talk about foods
- Make the topic of processed foods easier for consumers to understand.
- Eat foods that if you left on your kitchen bench they would go off in a couple of days.
- Minimise your intake of ready-to-eat food and drinks
- Justify message
  - Minimally processed foods give you more nutrition in every bite

What Consumers Need To Know

- Technical roles of sugar in food
  - Freezing point
  - Flavour enhancement
  - Preserving
  - Colour
  - Rising
  - Fermentation
  - Bulk and volume
  - Gelling
  - Mouthfeel
  - Softness

- Sugar is sugar
- Reduce preference for sugar

- Added sugar can be enjoyed when eaten in moderation AND mindfully.