

The Eatwell Guide Time for a shake up?

22 September 2022 7–9pm BST

Designed for Health Professionals only



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Moderator: Tanya Haffner

CEO, Registered Dietitian, MyNutriWeb



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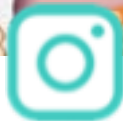
Chair: Helen Bond

Registered Dietitian



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Amy Culliford

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Writer focused on sustainable diets and food systems



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Research Project Communicating the EWG

Amy Culliford

Freelance Public Health Nutrition Consultant



Research aims

Co-authors

Dr Jane Bradbury – Edge Hill University

Elphee Medici & Tanya Haffner – Nutrilicious

Research aims

- Review of current literature on the topic of communicating dietary guidelines
- Identify lessons learned from other countries' communication strategies
- Suggest recommendations for how EWG communications could be improved

Methods

Rapid review of English language publications in SCOPUS database 2012-2022

Keywords: communication and/or implementation of dietary guidelines

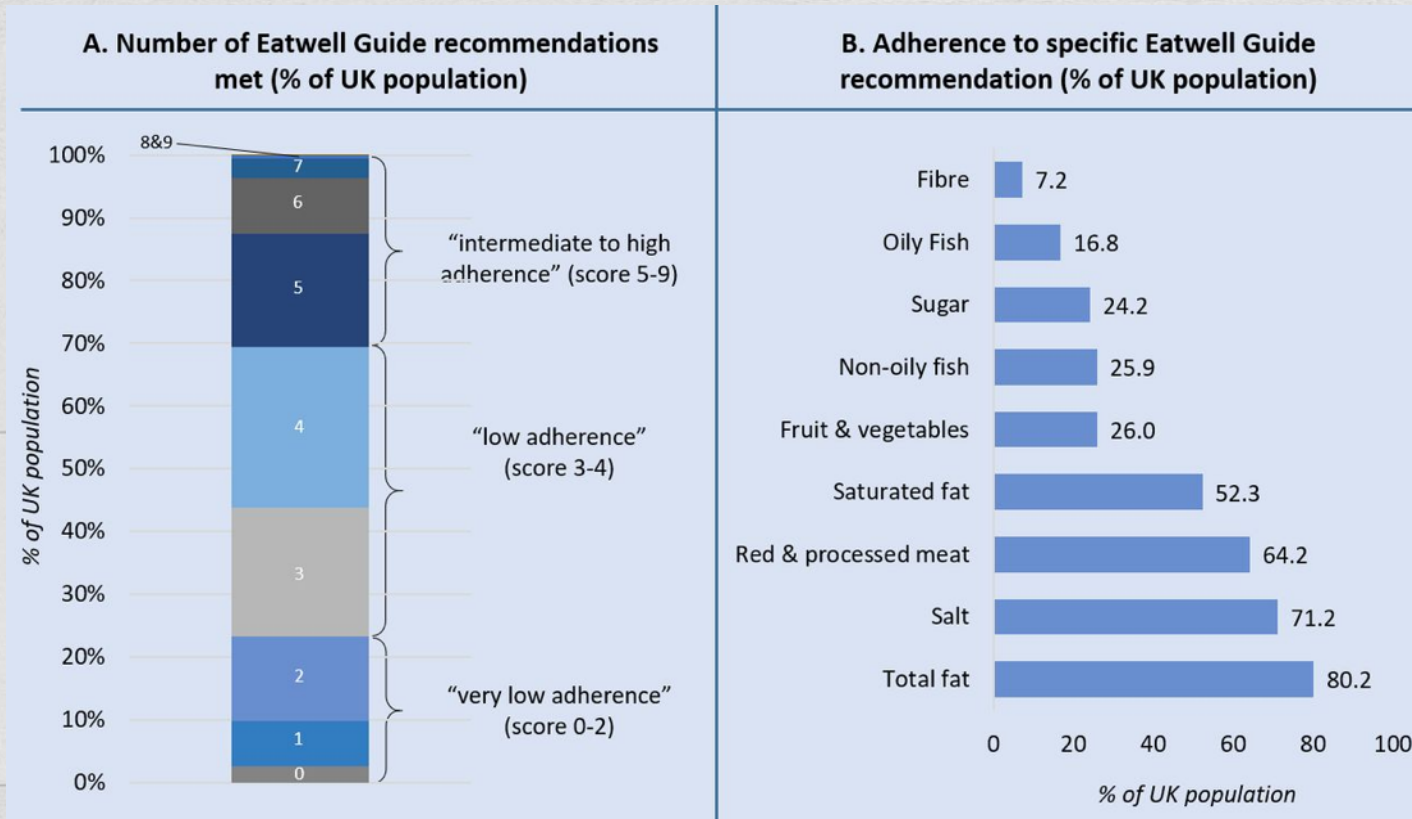


Why we need to improve adherence to the EWG

Based on 3 large UK datasets, compared to those who meet 0-2, those who meet 5+ have:

- 30% lower dietary GHGE
- 7% decreased risk of all-cause mortality

"A fast-tracked nationwide shift towards adherence to the EWG will provide an essential step towards sustainable and healthy diets in the UK"



1. Scheelbeek P, Green R, Papier K, et al. Health impacts and environmental footprints of diets that meet the Eatwell Guide recommendations: analyses of multiple UK studies BMJ Open 2020;10:e037554. doi: 10.1136/bmjopen-2020-037554

Communication of dietary guidelines

- Consumers in high-income countries have some awareness of dietary guidelines (2,3)
- However appear to lack specific knowledge and practical understanding (3)
- Nutrition communication shapes knowledge, attitudes and dietary behaviours (4)
- Effective communication should empower consumers with both the knowledge and skills they need to make healthier choices (5)

“The process by which nutrition knowledge is converted into dietary change”

Rayner, M. J. Nutrition communication from theory to practice: some future perspectives. *Forum Nutr.* **2003**, 56, 129-131.

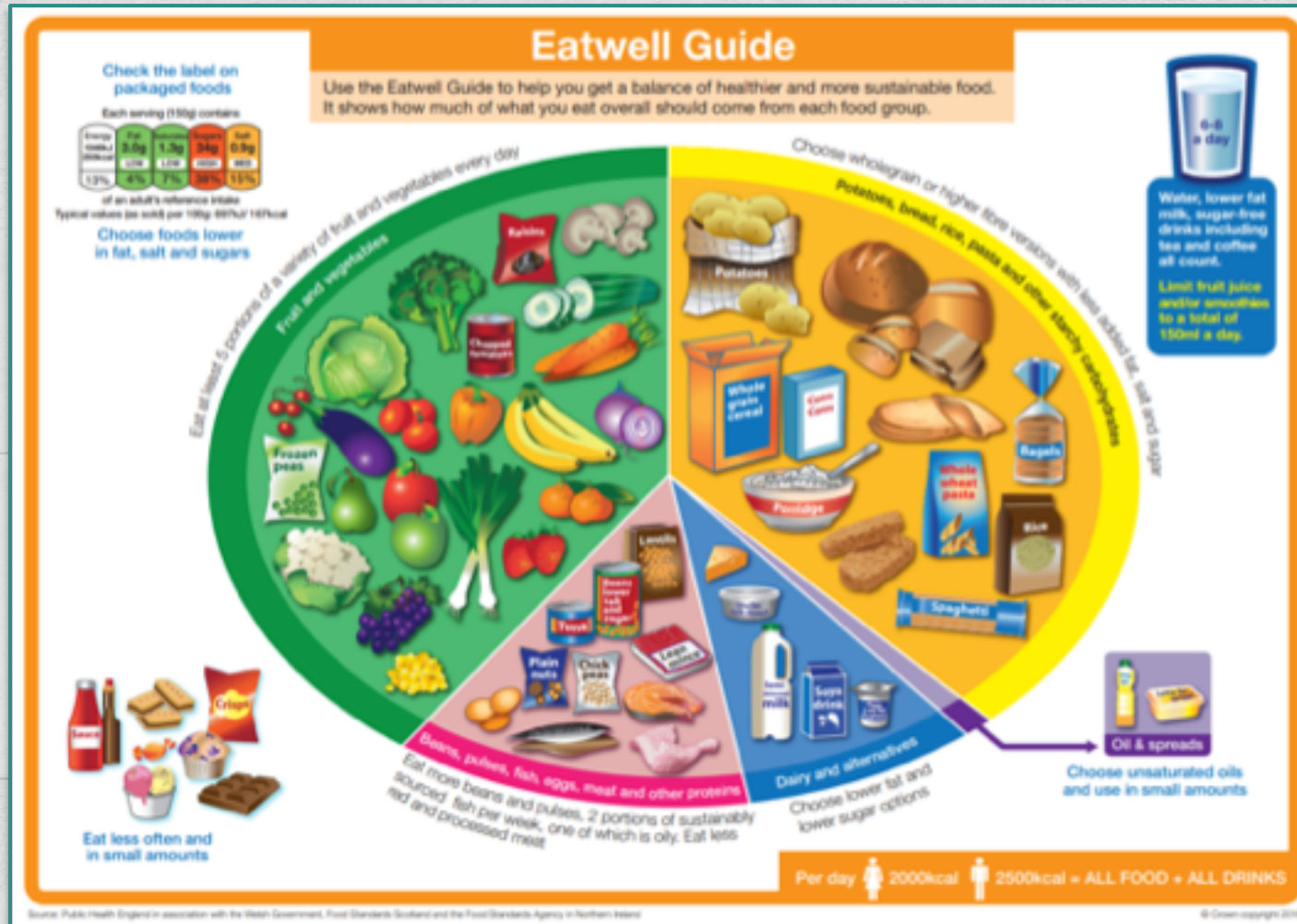
**NUTRITION
COMMUNICATION**



Current EWG communications

Supporting resources include:

- Additional info for each food group
- 12 page quick guide booklet
- 8 tips for eating well
- Government dietary recommendations – energy and nutrients for adults and children
- Portion size guidance for fruit and vegetables
- Recommendations for special groups



Current EWG communications

Additional advice available online:

- National Health Service
- Food Standards Agency
- British Heart Foundation
- British Nutrition Foundation

[BNF Beans, pulses, fish, eggs, meat and other proteins resource](#)

[BNF Dairy and alternatives resource](#)

[BNF Foods high in fat, salt and sugars resource](#)

[BNF Fruit and vegetables resource](#)

[BNF Oils and spreads resource](#)

[BNF Potatoes, bread, rice, pasta and other starchy carbohydrates resource](#)

[Eating a balanced diet](#)

[The vegan diet](#)

[The vegetarian diet](#)

[Eating processed foods](#)

[How to eat less saturated fat](#)

[Tips for a lower salt diet](#)

[How to cut down on sugar in your diet](#)

[8 tips for healthy eating](#)

> Recipes

> Delicious meals instead of a diet dish

> Top tips for portion control

> 5 top tips for making your meals more Mediterranean

> Healthy eating

> Eating healthy on a tight budget: 6 top tips

> Eat your way to a healthy heart

> Enjoy eating healthily

> Small changes add up to a healthy diet

> Subscribe to Heart Matters

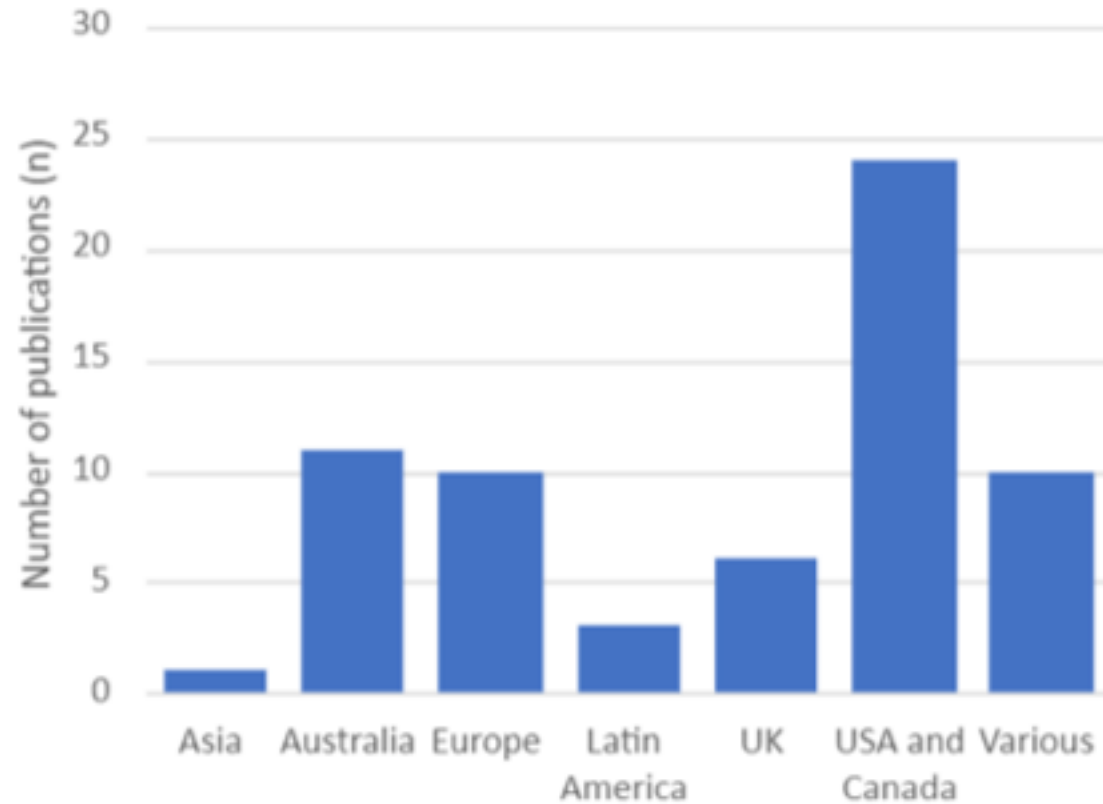
Eatwell Guide Resources

We have a range of resources available to help everyone understand and learn about the Eatwell Guide.

- Eatwell Guide booklet – An A4 booklet with a detailed summary of each food group of the Eatwell Guide and tips on how to achieve these recommendations.
- 8 Top Tips for Eating Well – An A5 leaflet with 8 top tips for eating well.
- Eatwell Guide A2 Poster
- Eatwell Guide Z Card – A4 size Eatwell Guide which is folded to pocket size and also contains 8 top tips for eating well.
- FSA Little Book of Green Light Recipes – An A5 booklet made up of 20 recipes that have green traffic light labelling, and contains some money saving ideas.
- Eatwell Bingo - A reusable, educational game designed for everyone to learn about good nutrition using the Eatwell Guide, through interaction and fun.
- Traffic light labelling card – A credit card sized guide that explains traffic light labelling.



Literature review results



Keyword search = 296

Relevant titles = 158

Relevant abstracts = 79

Limiting to publication year 2012 onwards = 52

Additional publications identified from reference lists = 13

Total = 65



Literature review key findings

Language and
tone

Empowering

Nutrition literacy

Empathetic

Clear and consistent

Personalisation

Practical tools

Educational resources –
videos, infographic,
posters

Portion size guidance

Shopping/
meal planning tips

Supermarket tours

Visual
representation

Plate/pyramid

Colour coding

Clear food groups



Literature review key findings

Barriers
and motivators

Address key barriers

Highlight benefits

Identify motivating factors
– taste, convenience, cost

Comms channels/
Multi-level

Leverage social media

Collaboration –
government, health care
industry

Clear and consistent

Trust and credibility



Recommendations for improving EWG communications

- 1. Review of language and tone of nutrition recommendations**
- 2. Tailoring of recommendations / communications to target groups**
- 3. Addressing motivating factors and barriers**
- 4. Provide practical tools and educational resources**
- 5. Enlist policy support and collaboration – government, industry, health care**



Examples of FBDG communications: USA MyPlate

- Extensive resources online – educational videos, infographics, recipes, quizzes
- Interactive quiz for personalised recommendations
- Shopping tool for budget friendly food shopping
- Interactive behaviour change app with tracking, tips, recipes, badges (gamification)



Tools

Get your personalized MyPlate Plan or test your knowledge with our quizzes.

[See tools](#)



Resources

Learn all about MyPlate with our collection of tip sheets, videos, and infographics.

[See resources](#)



Recipes

Visit MyPlate Kitchen for recipes, cookbooks, videos, and more.

[See recipes](#)



Examples of FBDG communications: Canada

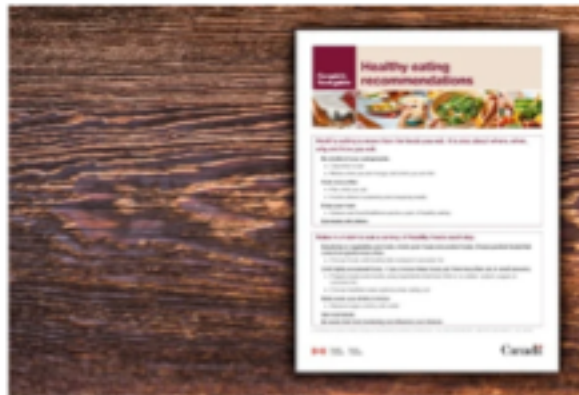
- Guidance on holistic food habits – how, what, when, with who
- Healthy recipe database and tailored meal plan examples
- Information about navigating food labelling, shopping and food marketing awareness

For consumers

Food guide snapshot, recipes, publications



Food guide kitchen



Healthy eating recommendations



Food guide snapshot



Examples of FBDG communications: Ireland

- Downloadable fact sheets, info graphics, top tips, how to guides, school meal standards
- Healthy and budget friendly meal ideas and example meal plans for avatars
- Food serving sizes and frequency for different population groups

What is 1 serving?



1 glass (200ml) milk



1 carton (125g) yogurt



2 thumbs (25g) of hard or semi-hard cheese such as cheddar or edam



2 thumbs (25g) soft cheese such as brie or camembert



1 bottle (200ml) yogurt drink



Examples of FBDG communications: Australia

- Downloadable posters and educator guide for health professionals
- Serving size and frequency guidance based on household measures
- Information booklets for specific groups – children, adults, pregnancy, indigenous populations



Healthy eating for adults

EAT FOR HEALTH AND WELLBEING

WHAT ARE THE DIETARY GUIDELINES?

The *Australian Dietary Guidelines* provide up-to-date advice about the amount and kinds of foods that we need to eat for health and wellbeing. They are based on scientific evidence and research.

The *Australian Dietary Guidelines* of most relevance to adults are included below:

GUIDELINE 1:

To achieve and maintain a healthy weight, be physically active and choose amounts of nutritious food and drinks to meet your energy needs.

- Older people should eat nutritious foods and keep

GUIDELINE 3:

Limit intake of foods containing saturated fat, added salt, added sugars and alcohol.

a. Limit intake of foods high in saturated fat such as many biscuits, cakes, pastries, pies, processed meats, commercial burgers, pizza, fried foods, potato chips, crisps and other savoury snacks.

- Replace high fat foods which contain predominately saturated fats such as butter, cream, cooking margarine, coconut and palm oil with foods which contain predominately polyunsaturated and monounsaturated fats such as oils, spreads, nut butters/pastes and avocado.



Next steps!

Complete research and submit for publication in Sustainability Journal Special Issue on "Sustainable Diets, Food, and Nutrition"

References

1. Scheelbeek P, Green R, Papier K, et al. Health impacts and environmental footprints of diets that meet the Eatwell Guide recommendations: analyses of multiple UK studies BMJ Open 2020;10:e037554. doi: 10.1136/bmjopen-2020-037554
2. Brown, K. A.; Timotijevic, L.; Barnett, J.; Shepherd, R.; Lähteenmäki, L.; Raats, M. M. A Review of Consumer Awareness, Understanding and Use of Food-Based Dietary Guidelines. *British Journal of Nutrition* **2011**, 106 (1), 15–26.
3. Mötteli, S.; Keller, C.; Siegrist, M.; Barbey, J.; Bucher, T. Consumers' practical understanding of healthy food choices: a fake food experiment. *The British journal of nutrition*, **2016**, 116(3), 559–566. <https://doi.org/10.1017/S0007114516002130>
4. Verbeke, W. Impact of Communication on Consumers' Food Choices: Plenary Lecture. *Proceedings of the Nutrition Society* **2008**, 67 (3), 281–288.
5. Goldberg, J.; Sliwa, S. Communicating actionable nutrition messages: Challenges and opportunities. *The Proceedings of the Nutrition Society*. **2011**, 70, 26-37. 10.1017/S0029665110004714.





Elphee Medici

Guest Nutrition Expert, Nutrilicious



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Blog



Eatwell guide: How can we better communicate it for better adherence?



Health professionals' perspective
Results from the BDA & MNW survey
27th July – 24th August

Who completed the survey & how many use the EWG

- **2,357** HPs partially or fully completed the survey
 - Half the survey entries were fully completed – all 15 questions answered
- The majority (**69%**) of survey participants were dietitians & nutritionists
 - A wide range of professionals took part with the survey including media writers, nurses, doctors, personal trainers and editors
- **60%** of survey responders work in the NHS: primary care, hospital, community
 - Wide range (24): academia, freelance, retail, food services, government, journalist, fitness, media, pharma, NGOs
- **89%** (**2,089/2,357**) of responders provide healthy eating advice
 - 74% of respondents provided 1 to 1 advice
 - 44% respondents provided advice to groups
- **1,835/2,089** (89%) use EWG when providing healthy eating advice

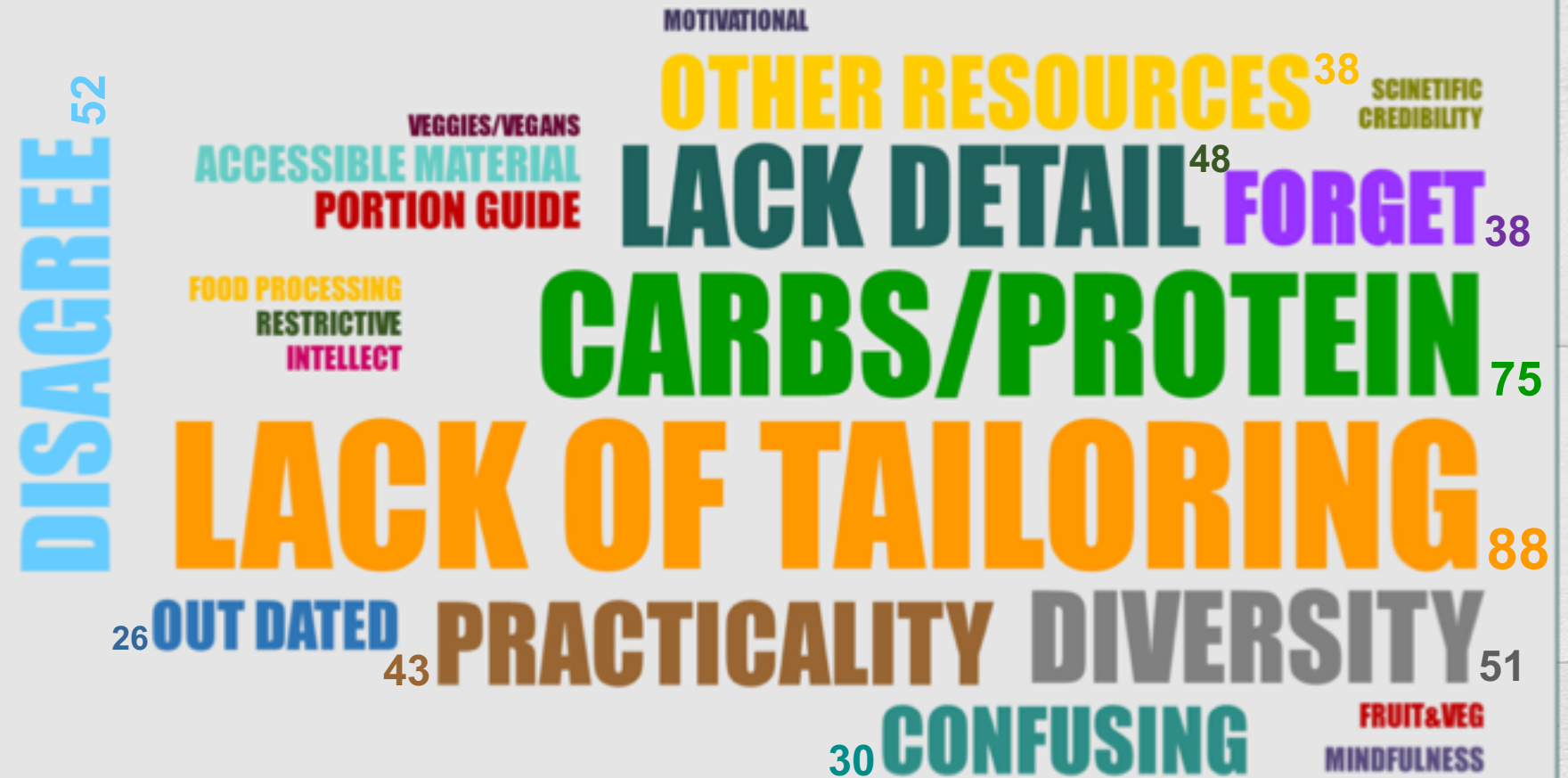


Why did 834 HPs never or only sometimes use the EWG

808 gave 1-2 reasons why they only sometimes or never used the EWG.

31% (248/808) HPs also advised patients/in settings where healthy eating was not appropriate relevant e.g. clinical settings

When EWG could have been used to advise...they reason it was not...

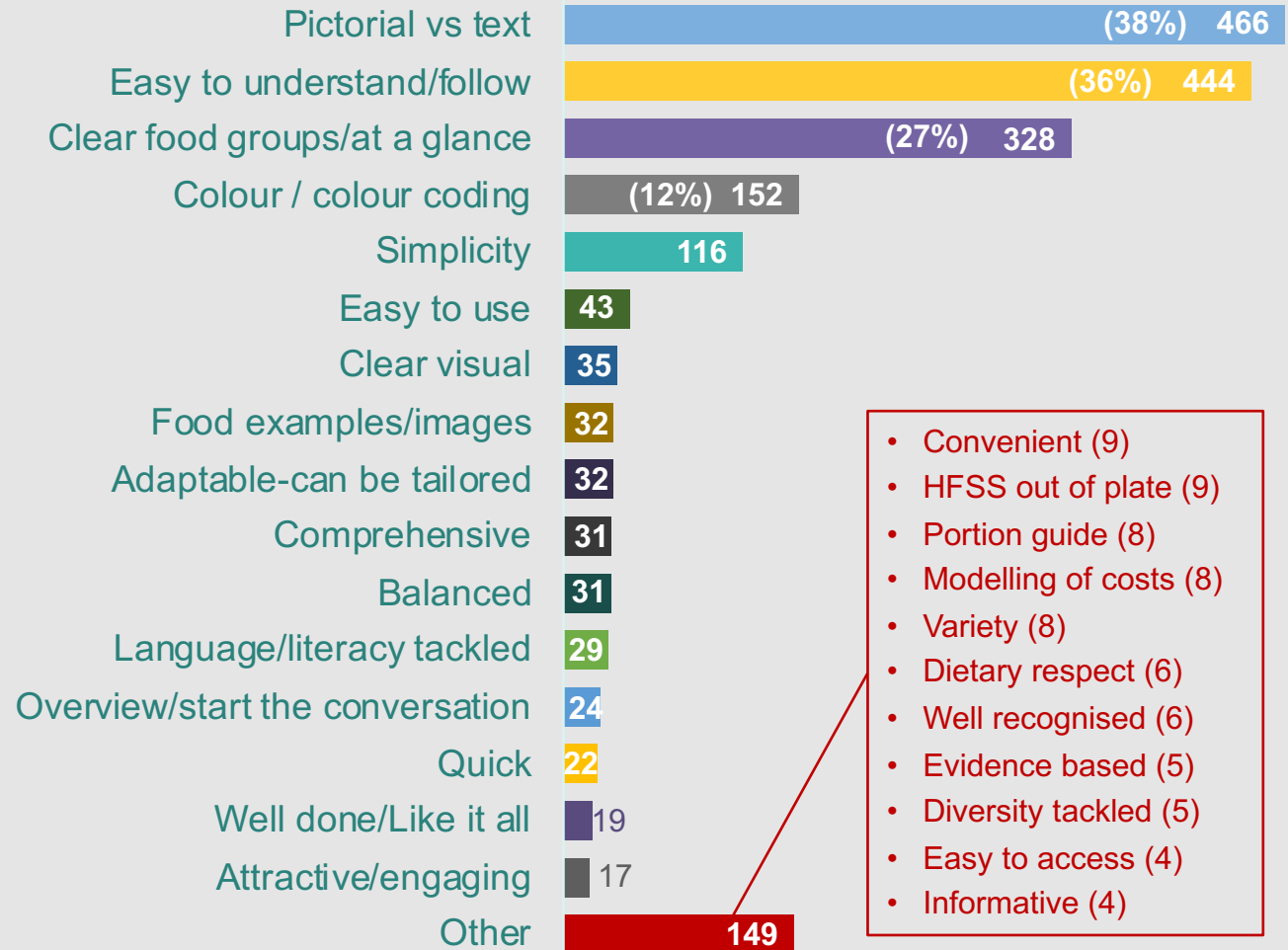


1,233 HPs liked using the EWG because of it's pictorial and simplistic style

What do you like about the Eatwell guide?

Open question

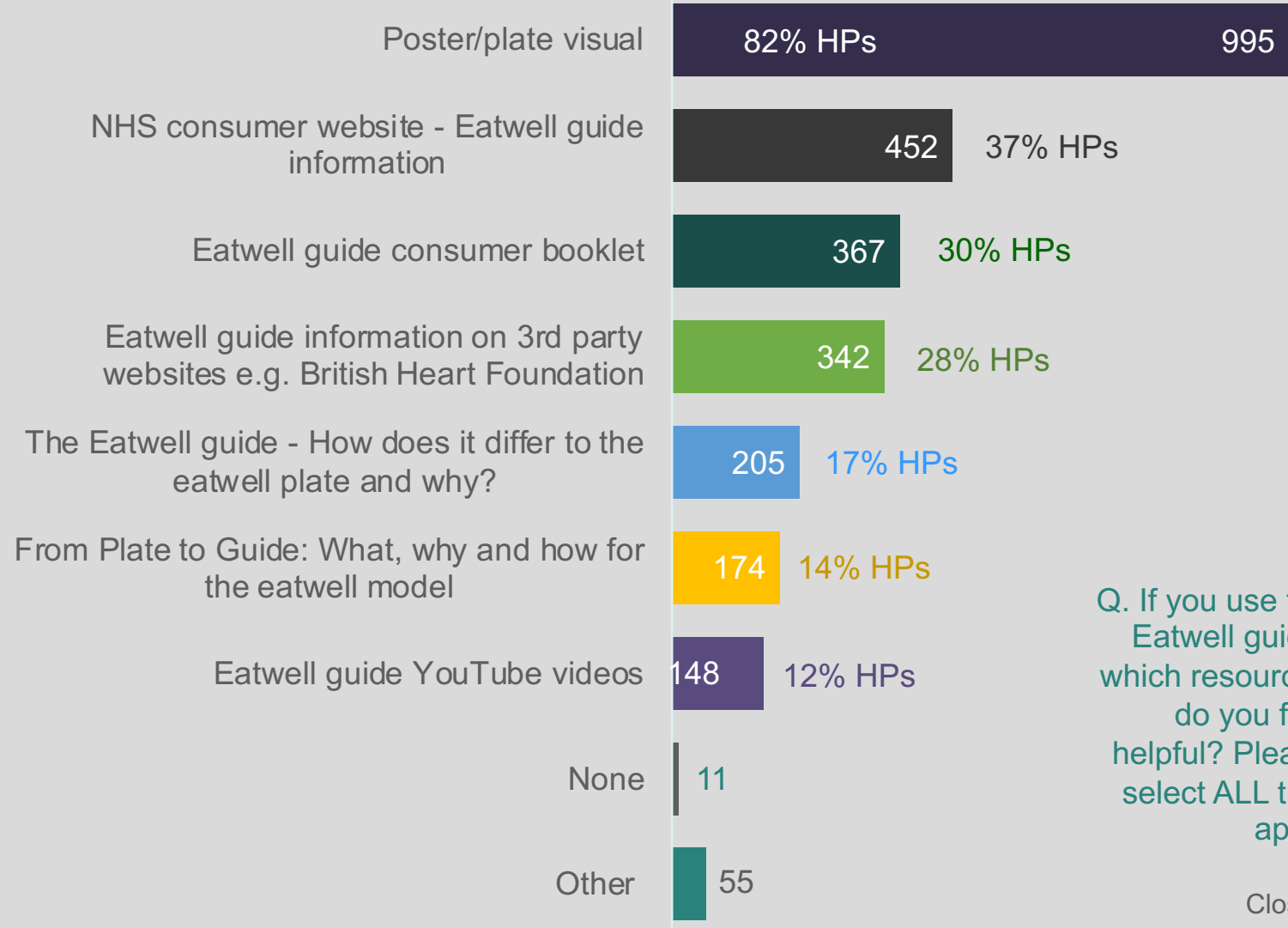
1,233/1,251 who use the EWG when advising on healthy eating responded



The EWG poster is the most popular EWG resource for HPs, followed by the consumer booklet and the NHS website

1,213 (97%) of those who use the EWG

- The majority (66%) of HPs use 2 resources or more
- Over a third (36%) selected 3 or more resources

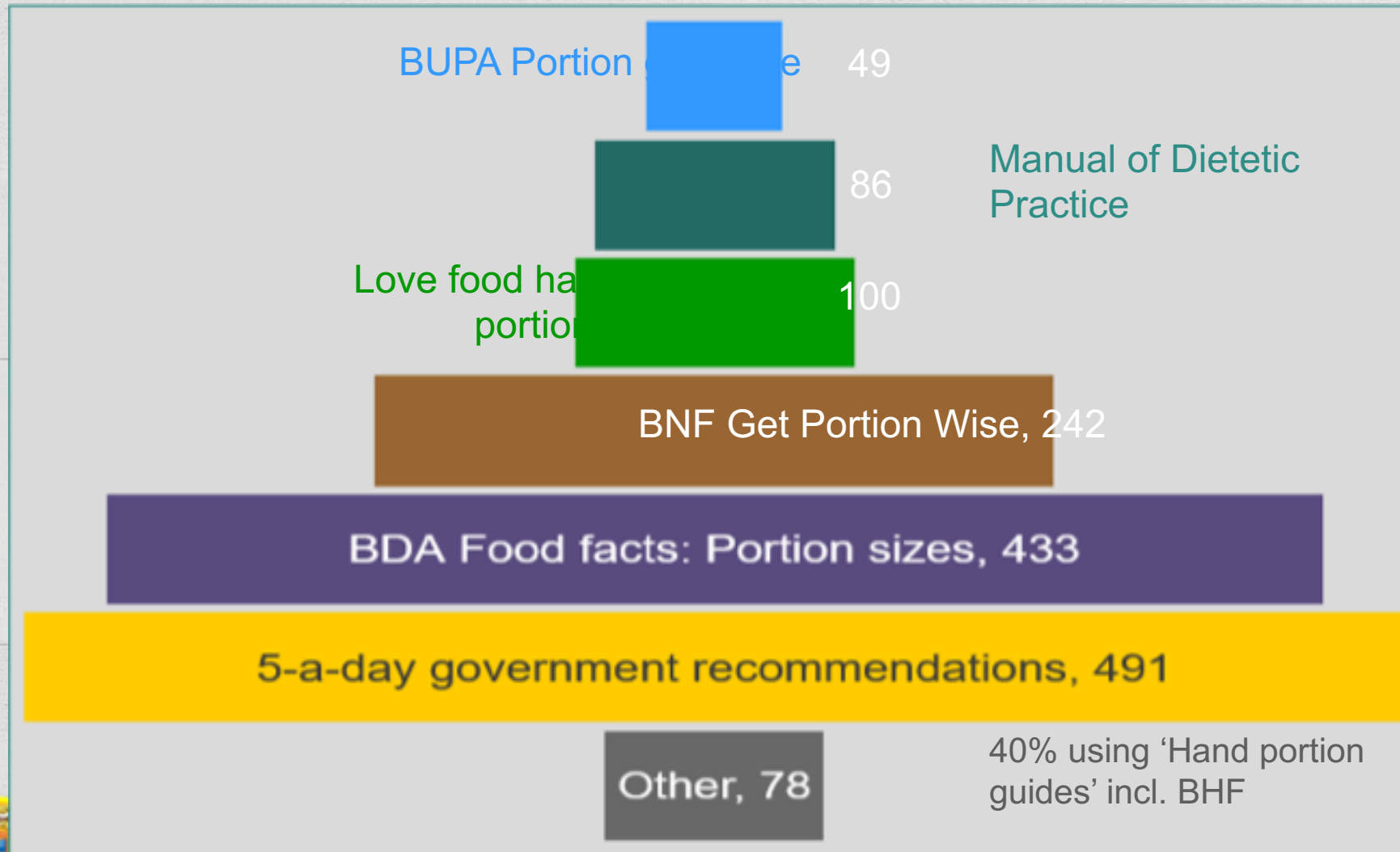


Q. If you use the Eatwell guide, which resources do you find helpful? Please select ALL that apply

Closed



89% of HPs who use EWG provide portion guidance using household measure including hand guides



BNF Get Portion Wise

Each day, aim for:



	At least 5 portions of fruit and vegetables	5+
	3-4 portions of starchy foods	3-4
	2-3 portions of protein foods	2-3
	2-3 portions of dairy/alternatives	2-3
	Small amounts of unsaturated oils and spreads	SMALL AMOUNTS

Food	Portion size (g)	Calories	How to measure
*Bacon (2 slices) – grilled	50g	144 kcal	Ready portioned
Baked beans	200g	162 kcal	Half a standard 400g can
Canned tuna	120g	131 kcal	A whole medium-sized can (about 160g net weight)
Chicken – roasted	100g	153 kcal	About 2 and a half slices (calories given for white meat)
Chicken breast – raw	160g	–	About the size of your whole hand
Chicken breast – grilled	120g	178 kcal	About the size of your whole hand
Cod loin – raw	140-195g	–	About the size of your palm
Cod loin – grilled	100-140g	106-148 kcal	About the size of your palm
Dried lentils	50g	149 kcal	About 2 handfuls
2 eggs	120g	172 kcal	Ready portioned
3 fish fingers	90g	164 kcal	Ready portioned
Fresh tuna steak – raw	125-175g	–	About the size of your palm
Fresh tuna steak – baked	100-140g	136-190 kcal	About the size of your palm

Hand measures



A palm



Half a hand lengthways



A fist



Finger and thumb
(A fist the size of a £1 coin)



Two thumbs

<https://www.nutrition.org.uk/putting-it-into-practice/balancing-the-diet/get-portion-wise/>



British Heart Foundation – Food Portions

Recommended daily portions

(based on 1500 kcal for women, 1800 kcal for men)

Food group: Fruit and vegetables

- Women: 5+ portions
- Men: 5+ portions

Food group: Potatoes, bread, rice, pasta, and other starchy carbohydrates

- Women: 7 portions
- Men: 8 portions

Food group: Beans, pulses, fish, eggs, meat and other proteins

- Women: 2 portions
- Men: 3 portions

Food group: Dairy and alternatives

- Women: 3 portions
- Men: 3 portions

Food group: Oil and spreads

- Women: 1 portion
- Men: 2 portions

Portion guide: Vegetables

Getting your five-a-day is really important for your health. They give your body the vitamins, minerals and fibre it needs to work at its best, as well as being relatively low in calories.

Almost all fruit and vegetables count towards your 5-a-day as it is easier than you think to include them in your diet.

Scroll down to view portions of fresh vegetables, or you can download a PDF of our [fruit and vegetables portion guide](#).

How much is one portion of fresh vegetables?

- Eight broccoli florets.



- 14 butter mushrooms.

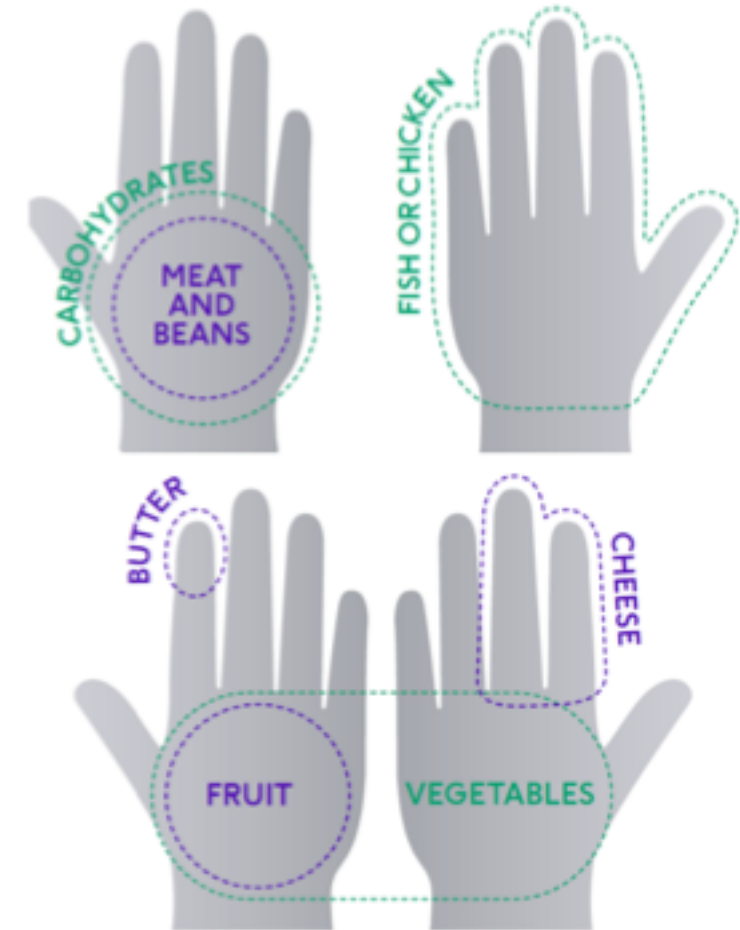


- Three heaped tablespoons of root vegetables.



How to get portion sizes right

Using your hands is an easy way to measure food portions.

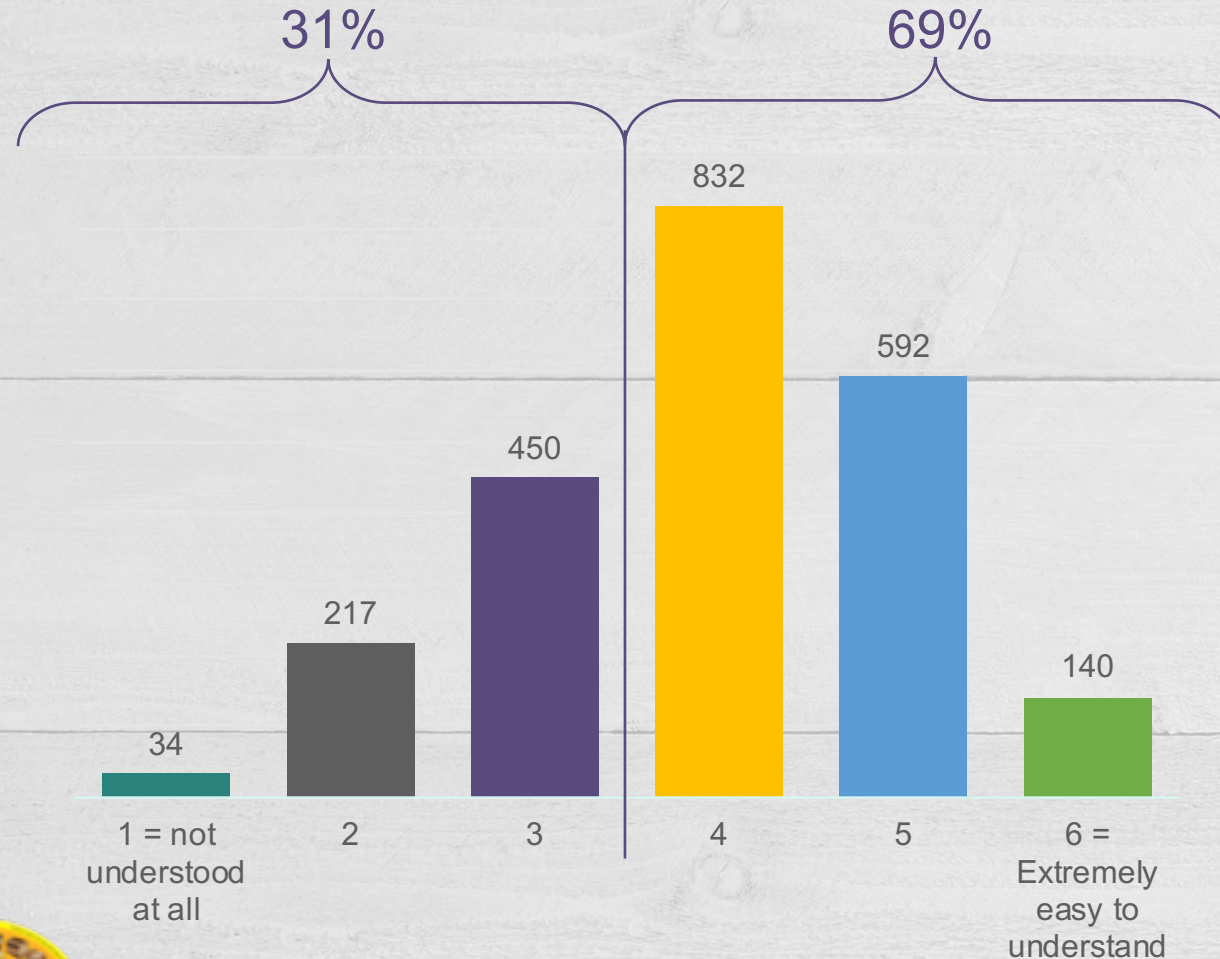


<https://www.bhf.org.uk/information-support/support/healthy-living/healthy-eating/healthy-eating-toolkit/food-portions>



69% HPs feel the EWG is easy to understand

Q. Do you think the Eatwell guide is easily understood by the public? Consider any supporting communication material e.g. the booklet, plate visual, etc.



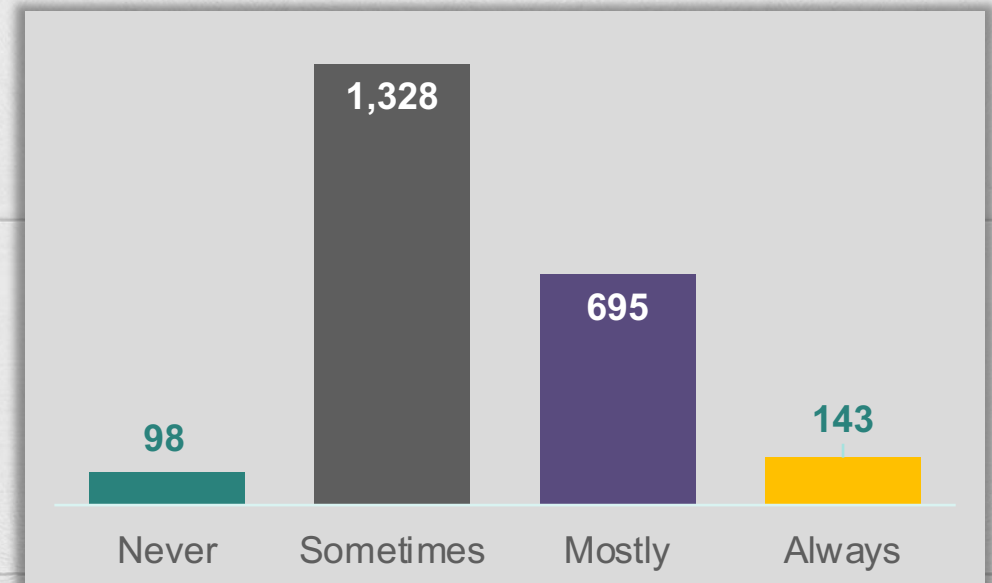
- **2,265** (96%) participants answered
- Majority **69%** felt the EWG is easy to very easy to understand - select 4 or above
 - A third (32%) felt it was very easy to understand scoring 5 & 6



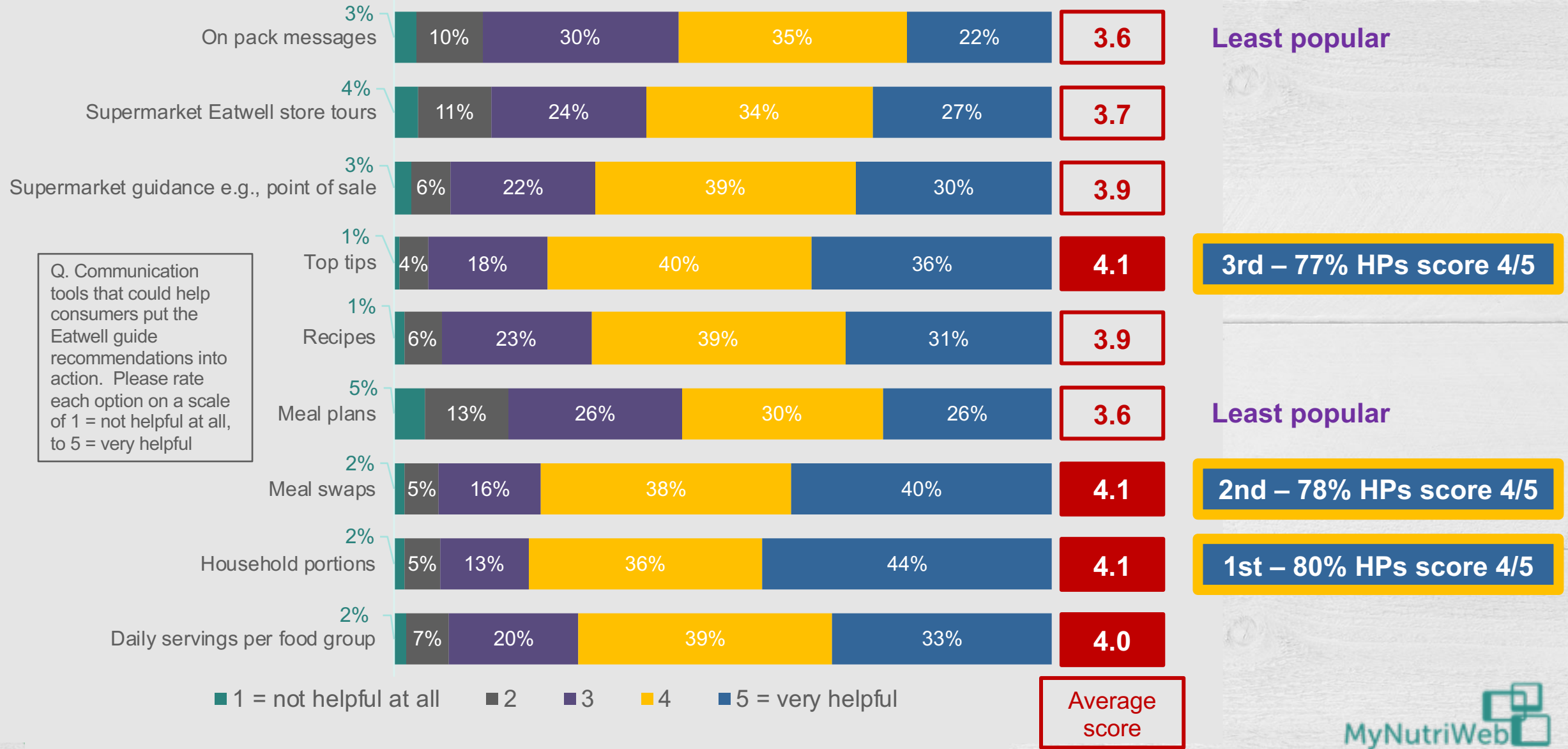
Understanding the EWG, sometimes but not always results in changing consumer dietary behaviour

- **2,264** (96%) participants answered
- The majority (**59%**), felt that awareness of the EWG only sometimes lead to improved dietary habits
- Only **4%** felt awareness had no impact on changing dietary behaviour
- **38%** HPs felt that communicating and being aware of the EWG mostly or always resulted in some improvements in dietary behaviour

Q. Does awareness/communication of the Eatwell guide lead to improved diet in your consumers?



Portion guidance, meals swaps & top tips resources popular with professionals to help them better communicate EWG



HPs would like more resources accommodating different cultural needs and feel the use of Apps & videos would better communicated the EWG

★ Channels for resources
n=140 (34%)



- Media (3)
- Benefit of EWG (3)
- Dispelling myths (3)
- Ready meal advice (3)
- Age group specific (2)
- Paediatric version (2)
- GIFS / Infographics (2)
- Address barriers (2)
- Interactive (2)
- Easy read / large font (2)
- In store promotions/stands (2)
- Billboards (2)
- EWG messaging to be adopted by food manufacturers (2)
- Shopping tips (2)
- Other (59 with n=1)

414 other suggestions

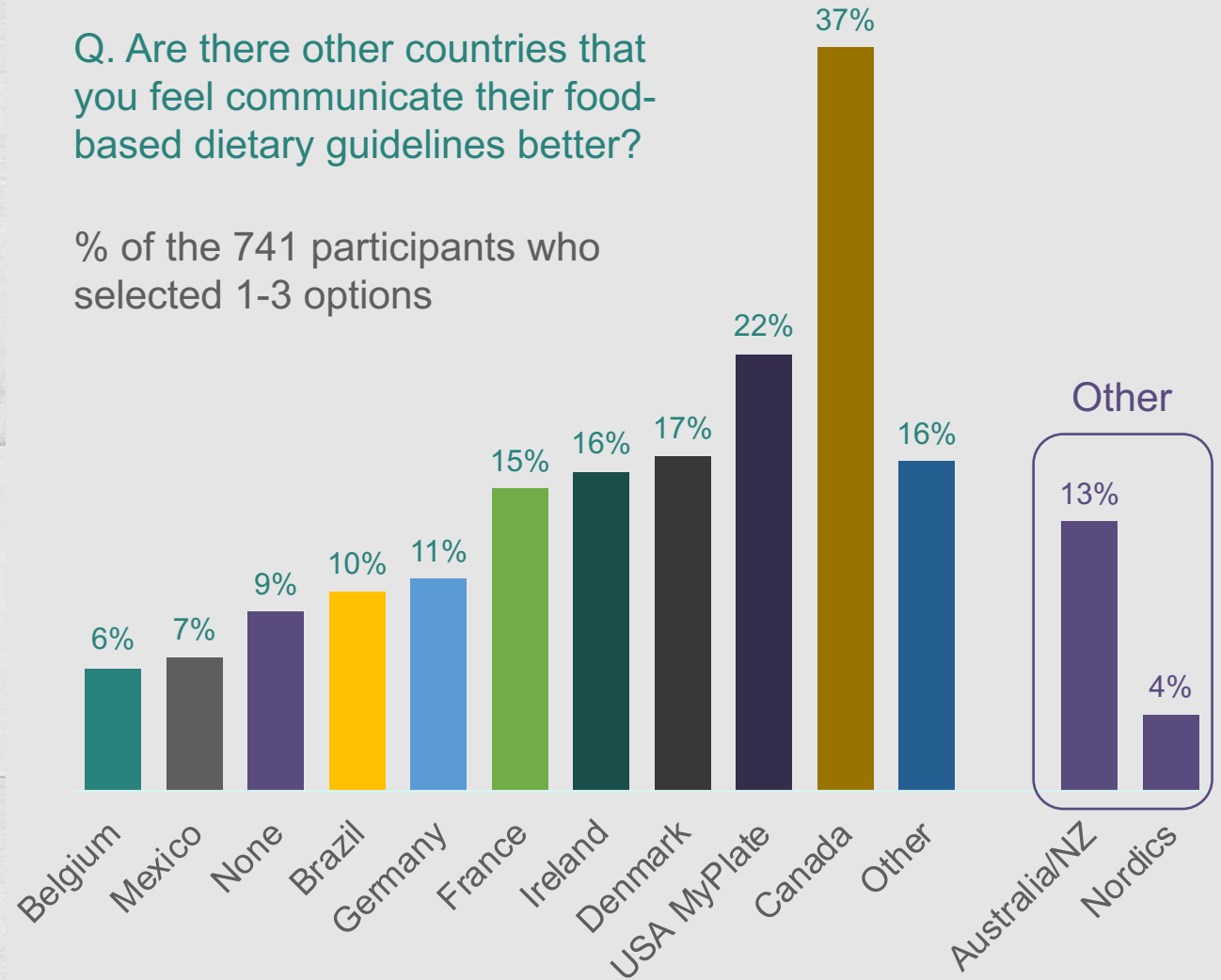


Canadian FBDG communications popular with our HPs

- **2,003**/2,089 answered, the majority (84%) providing just one answer
- The majority said they did not know (63% of the respondents)
- 741 selected one of the country options and/or provided an 'other' country
- The Canadian FBDG communications was the most popular by far
 - <https://food-guide.canada.ca/en/>

Q. Are there other countries that you feel communicate their food-based dietary guidelines better?

% of the 741 participants who selected 1-3 options



Canadian FBDG



30 different languages!

On this page

- [Whole grain foods are good for you](#)
- [Choosing and enjoying healthy whole grain foods](#)
- [Snack ideas](#)
- [How to include whole grain foods](#)

Whole grain foods are good for you

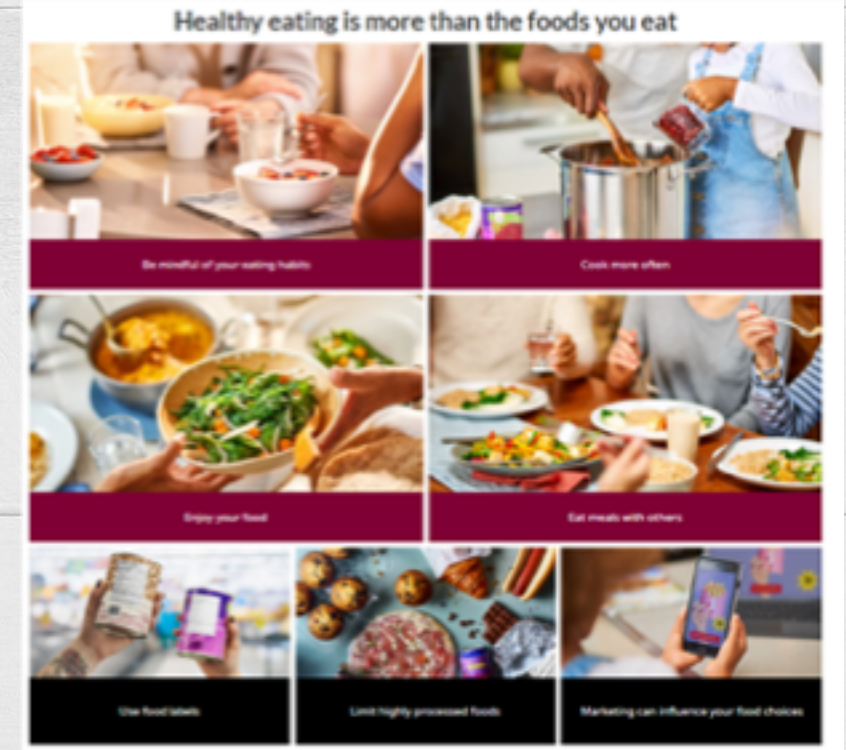
Whole grain foods have important nutrients such as:

- fibre
- vitamins
- minerals

Whole grain foods are a healthier choice than refined grains because whole grain foods include all parts of the grain. Refined grains have some parts of the grain removed during processing.

Whole grain foods have more fibre than refined grains. Eating foods higher in fibre can help lower your risk of:

- stroke
- colon cancer
- heart disease
- type 2 diabetes



<https://food-guide.canada.ca/en/food-guide-snapshot/>



Australian/NZ guide



Age specific
Children – teens - adults

TIPS FOR EATING WELL

[READ MORE](#)

HEALTHY EATING THROUGHOUT ALL OF LIFE

[READ MORE](#)

HOW TO UNDERSTAND FOOD LABELS

[READ MORE](#)

HEALTHY RECIPES

[READ MORE](#)

FOOD SAFETY

[READ MORE](#)

THE FIVE FOOD GROUPS

[READ MORE](#)

HOW MUCH DO WE NEED EACH DAY?

[READ MORE](#)

FAT, SALT, SUGAR, ALCOHOL

[READ MORE](#)

DISCRETIONARY FOOD AND DRINK CHOICES

[READ MORE](#)

FREQUENTLY ASKED QUESTIONS

[READ MORE](#)

SERVE SIZES

IN THIS SECTION

The Five Food Groups

How much do we need each day

Putting it all together

Recommended number of serves for adults

Recommended number of serves for children, adolescents and toddlers

Sample meal plan for men

Sample meal plan for women

Serve sizes

What is a serve?

Fat, salt, sugars and alcohol

Discretionary food and drink choices

Frequently Asked Questions

WHAT IS A SERVE OF VEGETABLES?

What is a serve of vegetables*?

A standard serve is about 75g (100–350kJ) or:

- ½ cup cooked green or orange vegetables (for example, broccoli, spinach, carrots or pumpkin)
- ½ cup cooked dried or canned beans, peas or lentils
- 1 cup green leafy or raw salad vegetables
- ½ cup sweet corn
- ½ medium potato or other starchy vegetables (sweet potato, taro or cassava)
- 1 medium tomato



*With canned varieties, choose those with no added salt

A standard serve is about 75g (100–350kJ) or:

- ½ cup cooked green or orange vegetables (for example, broccoli, spinach, carrots or pumpkin)
- ½ cup cooked dried or canned beans, peas or lentils (preferably with no added salt)
- 1 cup green leafy or raw salad vegetables
- ½ cup sweet corn
- ½ medium potato or other starchy vegetables (sweet potato, taro or cassava)
- 1 medium tomato

In summary...we need to step up the practical communications

- Most HPs providing healthy eating advice on a 1-2-1 or group sessions use the EWG
- EWG is a great overview and way to start the conversation
 - Colourful and clearly demonstrating the 5 food groups and that a diet is made up of a variety of different foods
- Majority use the EWG poster visual, but some also the NHS EWG website
- Although easy to understand, it does not necessarily help with changing behaviour
- Lack of resources to help HPs translate the top line EWG advice into tailored / personalised information is a major issue
- Most provide portions guidance with the EWG but often from other resources
 - BNF and BHF hand portion guides popular
 - 5-a-day



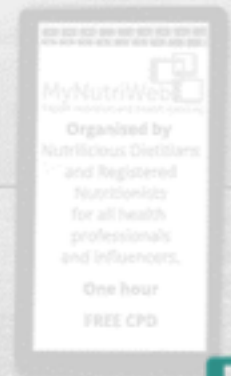
In summary con't...

- Other resources that could help better communicate the EWG into practice
 - Meal swaps
 - Top tips
 - Supermarket store tours / point of sale info
 - Providing more diversity & eating on a budget advice
- Any resources need to get to the masses, and EWG needs to use Apps and Videos and social media
- Canadian FBDG communications were by far the most popular. Others included:
 - US MyPlate
 - Denmark
 - Ireland
 - France
 - Australia/NZ

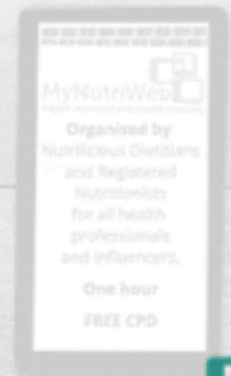


Thank you for your attention

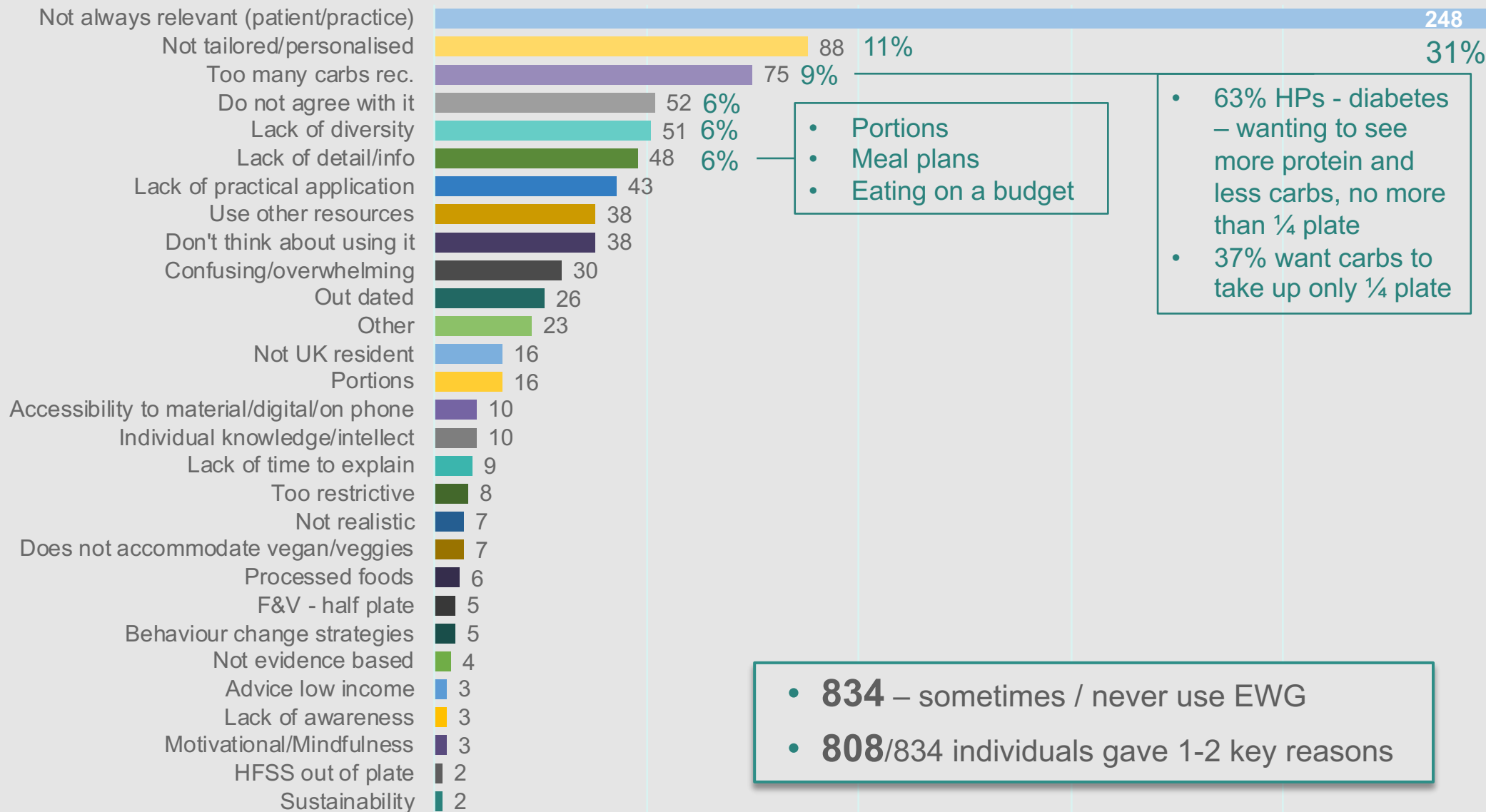
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Appendix



Key reasons for NOT always using the EWG, lack of tailoring, too many carbs recommended, lack of diversity...



DISAGREE

VEGGIES/VEGANS
ACCESSIBLE MATERIAL
PORTION GUIDE

FOOD PROCESSING
RESTRICTIVE
INTELLECT

LACK OF TAILORING

OUT DATED

PRACTICALITY DIVERSITY

CONFUSING

FRUIT&VEG
MINDFULNESS

MOTIVATIONAL

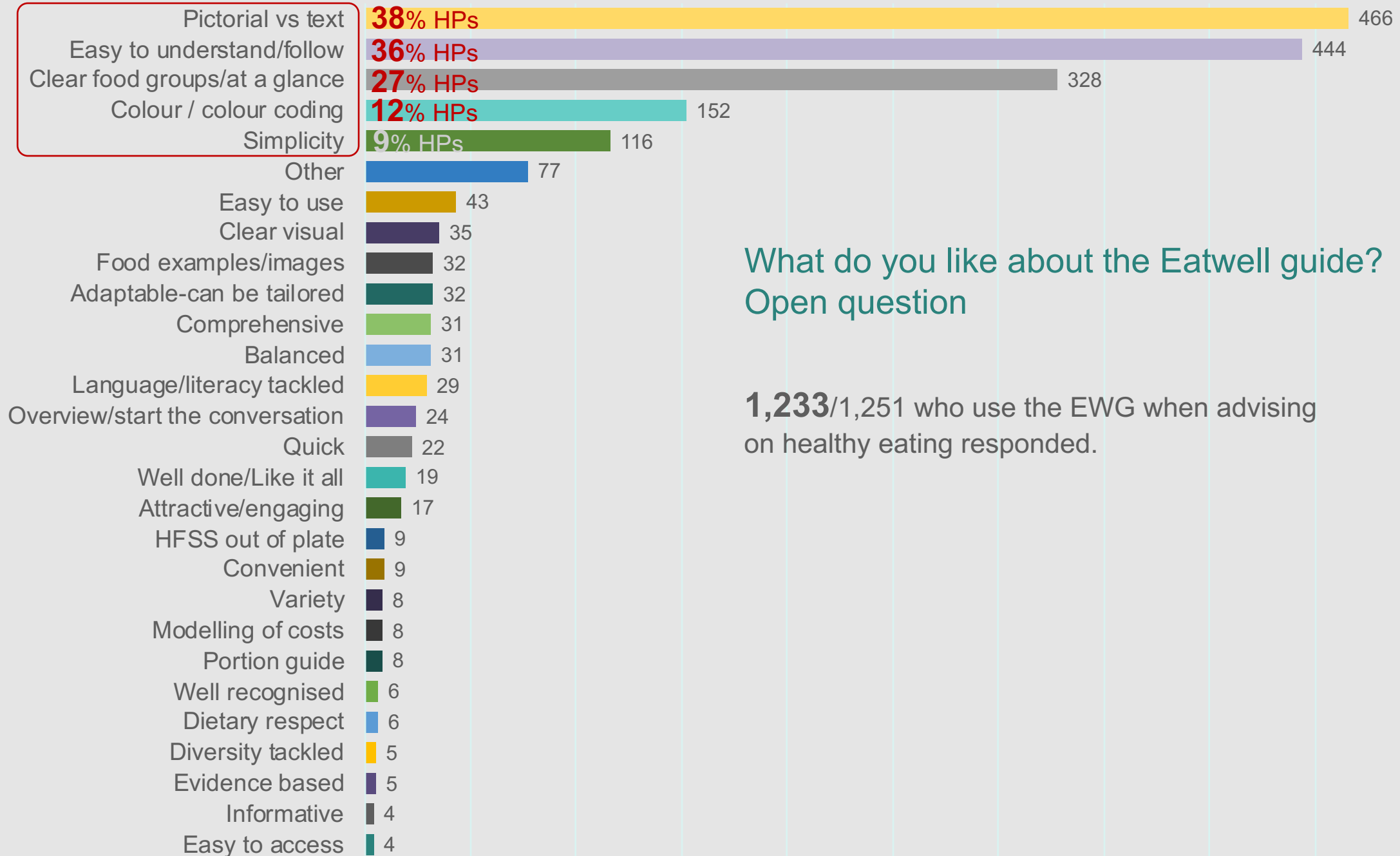
OTHER RESOURCES

SCIENTIFIC
CREDIBILITY

LACK DETAIL FORGET

CARBS/PROTEIN





What do you like about the Eatwell guide? Open question

1,233/1,251 who use the EWG when advising
on healthy eating responded.



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Thank you for joining

Did you benefit from this webinar?
please share your thoughts on social media

Share your thoughts in our survey

Designed for Health Professionals only



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