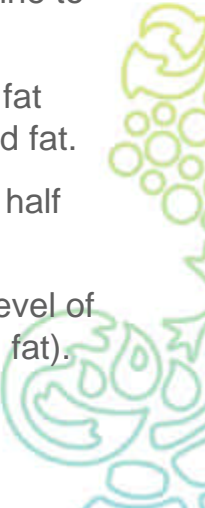


## Challenges and opportunities faced by a company such as Unilever, when implementing diet and public health in a European context

Anne Heughan  
Corporate Nutrition  
and Health Manager



## Product composition - story so far

- 1940s - Added vitamins A and D to margarine to provide equivalent levels to butter.
  - Late 1950s - Developed first low saturated fat margarines by replacing with polyunsaturated fat.
  - 1960s - Produced first low fat spreads with half the fat of margarine.
  - Early 1990s - Substantially reduced trans level of all our portfolio (without increasing saturated fat). Started to reduce fat levels in mayonnaise.
- 

## Product composition - story so far

- Mid 1990s - Increased levels of vitamin E in all fat spreads. Start of BEW salt reduction programme in all frozen food.
- Early 2000 - Introduced products with plant sterols (cholesterol lowering product).
- Early 2002 - Reduced level of salt in soups, sauces, ready meals and fat spreads.
- Early 2002 reduced level of saturated fat.

Unilever's mission is to add vitality to life. We meet everyday needs for nutrition, hygiene, and personal care with brands that help people feel good, look good and get more out of life.





## Food Industry has a role to play as outlined in the WHO Global Strategy on Diet, Physical Activity and Health

- Product composition.
- Consumer Information, including nutrition labelling and health claims.
- Marketing and Advertising of food.
- Develop effective health promotion strategies for employees in the workplace.
- Promote healthy diets and physical activity in conjunction with other recognised stakeholders.



## Product Composition - Way Forward

- Enhance the nutrition composition, where possible, of all our food and beverages by further reducing levels of trans fat, saturated fat, sugar and sodium.
- Introduce new products with nutrition and health benefits.
- Offer greater choice.



## Product Composition - Challenges

### Sodium

- No agreed European Dietary Guidelines on levels.
- May result in greater usage of additives especially for preservation. Not accepted by Germany or Nordic.
- May result in need to add more low salt alternatives - not accepted by consumers.
- Reduction may not be feasible from a taste perspective.
- May not be technologically feasible i.e. bacon, cheese, sausages.



## Product Composition - Challenges

### Sugar

- No agreed European Dietary Guidelines on levels.
- May result in need for low sugar alternatives. Not accepted by consumers e.g France, Belgium.
- May not be allowed or be possible to use low sugar alternatives in certain products.
- May not be technologically feasible for certain products.

## Product Composition - Challenges

### Fat and Saturated Fat

- Much work has been completed in this area from 1960s onwards.
- Limited opportunity in UK and Nordic to reduce fat maybe greater opportunities in other countries.
- When reducing fat may need to increase water content as a means of maintaining moisture in the final product.
- Greater opportunities to reduce levels of saturated fat.

## Consumer Information - What we provide today

- Nutrition labelling of at least 8 nutrients on approximately 90% of products. Other countries provide much less.
- Introducing Guideline Daily Amounts (GDAs) on our products. Currently about 40% of our products contain GDAs. Not used in other EU countries.
- Adding salt equivalent labelling to our products.
- Provide product composition to media, Government etc.
- Provide brand and product information via Careline and company website.
- Provide general nutrition information via Careline and company website.
- Provide extensive educational materials on diet and health funded by BEW or Flora.

## HELLMANN'S Extra Light Mayonnaise

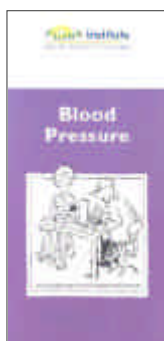
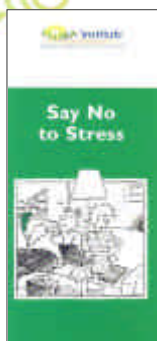


### Nutrition Information

| Typical Values     | Per 15g         | Per 100g           |
|--------------------|-----------------|--------------------|
| Energy             | 66kJ<br>16 kcal | 437 kJ<br>105 kcal |
| Protein            | 0.1 g           | 0.5 g              |
| Carbohydrate       | 1.7 g           | 11.3 g             |
| of which sugars    | 0.7 g           | 4.8 g              |
| Fat                | 1.0 g           | 6.4 g              |
| of which saturates | 0.1 g           | 0.6 g              |
| Fibre              | Trace           | 0.2 g              |
| Sodium             | 0.19g           | 1.26g              |

|             |                    | Guideline daily amount for average adults |      |
|-------------|--------------------|---|------|
|             | Per Serving – 15 g | Women                                     | Men  |
| Calories    | 16                 | 2000                                      | 2500 |
| Fat g       | 1.0                | 70  | 95   |
| Saturates g | 0.1                | 20  | 30   |
| Salt g      | 0.48               | 6   | 6    |

## Flora Education Programme



## Consumer Information on nutrition - What is needed?

- Unilever supports mandatory provision of nutrition information, especially nutrition labelling.
- Framework needs to be flexible to supply nutrition information through other means e.g. website/Careline.
- Supports the provision of big '8' as well as additional information such as salt and trans fat.
- Supports a simple consumer friendly European system based on science and consumer research.
- Supports the opportunity to provide further information e.g. at time of media scares (trans), explains about nutrient intake (GDAs).
- Backed up by a Government nutrition education campaign including nutrition labelling.

## Consumer Information - Nutrition Labelling Challenges

- Enforcement. Different approaches around Europe on tolerances and interpretation of law.
- Clear labels. Pressure to put more information on label but keep it legible e.g. sustainability/allergens, nutrition etc.
- Must ensure 'essential' information is provided as a minimum e.g. safety, cooking, keeping.
- Multi-lingual packs especially ice cream due to variation in climate throughout Europe.
- Small packs e.g. individual spreads.
- Harmonisation of fruit and vegetable portions.

## Nutrition and Health Claims - Challenges

- Need European Dietary Guidelines to set nutrition profiles.
- Need to approve science behind the new health and medical claims.
- Believe if science can be substantiated then claim should be allowed to be made especially weight reduction and psychological claims.
- Believe that claims should be allowed to make reference to doctors or other health professional bodies or their charities.
- Limited consideration of portion sizes in nutrition claims e.g. salt, fat.
- Need to maintain trademark with nutrition claims in their brand name e.g. Slimfast.

## Nutrition Profiles - Challenges

- Needs to be harmonised otherwise each company/country will develop their own model.
- Need EU Dietary Guidelines as a basis.
- Needs to be science based and to demonstrate that it helps consumers to choose a healthier diet.
- Need to take into account portion sizes and how a food is eaten.
- Need to ensure we don't limit what we can tell the consumer.
- Needs an extensive nutrition education programme to explain the scheme.

# Marketing and Advertising to Children

## UNILEVER FOOD & BEVERAGE MARKETING PRINCIPLES

How principles to guide us in helping people to enjoy food,  
enjoy health and enjoy life

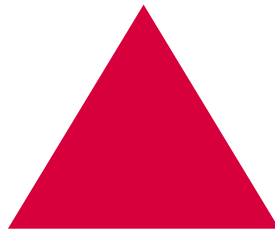


## Challenges and Opportunities - General

Engagement

Trust

Development/Action



## Effective workplace health promotion

- Ensuring healthy choices are easy choices for employees:
  - Through workplace food e.g canteens, lunches
  - Through providing access to physical activity
  - Through information/events/competitions
  - Through occupational health
- Evidence suggests engagement in workplace should be top down and bottom up.
- Through research.

## 2005 Vitality programme

| Month     | Theme  |
|-----------|--|
| January   | <b>MOT</b> – Seminar on healthy living, blood pressure and cholesterol testing (OH), BMI (link with Slimfast)  |
| February  | <b>Try something new</b> e.g. belly dancing, tai chi, use the stairs!  |
| March     | <b>Sports Month</b> – e.g. What's available on-site/in Crawley. Eating for the marathon (Flora, Knorr recipes) |
| April     | <b>Spring clean</b> – incl fluid balance (link with PG Tips)   |
| May       | <b>Work/life balance</b> - incl walk in the park, go home on time  |
| June      | <b>Pedometer Challenge</b>   |
| July      | <b>Holiday health</b> - incl vaccinations, safe travel   |
| August    | <b>Skin care</b> - sun screen, treating sunburn  |
| September | <b>Food 4 the family</b> e.g. kids lunch boxes, walk in the park   |
| October   | <b>Hobby month</b>   |
| November  | <b>Easy exercise</b> e.g. desk exercises   |
| December  | <b>Energisers</b> e.g. laughter workshop   |

On-going activities: Vitality Award (quarterly), Vitality cook schools, OH posters in toilets, Vitality consultancy for brand teams

# Occupational Health posters in the toilets

## How To Carry Out A Testicular Self-Examination

You should perform these easy steps regularly.

Examination may be easier after a warm bath or shower.

More than 90% of testicular cancers can be cured if caught at an early stage.



### Breast Awareness – Spot The Symptoms Early.

Early detection saves lives. Be 'breast aware' and follow the 5 point code....

1. Know what is normal for you
2. Look at and feel your breasts
3. Know what changes to look for
4. Report any changes without delay
5. Go for breast screening if you are 50 or over

Your breasts may feel different depending on the time of the month and stage of life. When you know how they normally look and feel, you will be able to spot any unusual changes. Check yourself in a way that's comfortable for you, perhaps in the bath or shower.

### What changes should I look for?

Most changes are not caused by cancer, but it is very important to report anything unusual to your doctor. Look for.....

- Changes in the size, shape or feel of your breasts
- A new lump or thickening in one breast or armpit
- Any puckering, dimpling or redness of the skin
- Changes in the position of the nipple, a rash or ripple discharge
- Pain or discomfort that is new to you and felt only on one side

The strongest risk factor for breast cancer is age. The older you are, the greater your chances of getting the disease.

| Risk Of Breast Cancer |            |
|-----------------------|------------|
| By Age 30             | 1 in 1,900 |
| 40                    | 1 in 200   |
| 50                    | 1 in 20    |
| 60                    | 1 in 23    |
| 70                    | 1 in 15    |
| Over 80               | 1 in 8     |

Although the number of cases is rising, fewer women are dying from breast cancer thanks to earlier detection and better treatments.



Most lumps found on the testicles are benign but changes in size, shape or weight should be checked by your GP.

Support the scrotum in the palm of your hand and feel familiar with the size and weight of each testicle.



2) Examine each testicle by rolling it between your fingers and thumb. Get a feel for lumps, swelling or changes in firmness.

Remember each testicle has an epididymis at the top which carries sperm to the testis. Don't panic if you feel it - it's normal.

For further information contact OH Dept, ex 8880

## COLDS AND FLU



The winter months see an increase in colds and the start of the flu season. A cold and the flu are alike in many ways, but a cold is generally milder, while the flu tends to be more severe. Both are caused by different viruses, which are spread via droplets in the air, or by touching infected surfaces.

Symptoms: FLU vs COLD

|                     | FLU                              | COLD                                       |
|---------------------|----------------------------------|--|
| Onset of illness    | Sudden                           | Slow                                       |
| Fever               | High Fever with sweating         | No (or mild) fever                         |
| General symptoms    | Yes                              | Sometimes                                  |
| Cough               | Dry Chesty Cough with runny nose | Productive Cough, sneezing and sore throat |
| Muscles             | Ache                             | Normal                                     |
| Appetite            | Decreased                        | Normal                                     |
| Headache            | Yes                              | Occasionally                               |
| Sore Throat         | Yes                              | Yes  |
| Duration of illness | Five Weeks                       | Usually less than 1 week                   |

### SELF HELP TIPS:

- Drink plenty of fluids like water, tea, soups and juice to prevent dehydration
- Stay at home and rest, especially with a fever
- Do not do strenuous exercise
- Stop smoking and avoid alcohol
- Use saline drops to relieve nasal congestion
- Eat a balanced diet with plenty of fruit and vegetables
- Some over the counter remedies can help relieve symptoms
- Steam inhalation or a humidifier helps loosen secretions
- Antibiotics treat bacterial infections but do not work on viruses

### SEE THE DOCTOR IF YOU HAVE:

- Severe vomiting or diarrhoea
- Earache
- Difficulty breathing, uncontrollable cough or chest pain
- Cough with thick yellow/green sputum
- Skin rash
- Extreme lethargy/drowsiness
- Prolonged fever of over 101°F

### OLD WIVES TALES – IN THE CONTEXT OF COLDS & FLU, WHICH ONE IS TRUE?

- Starve a fever, feed a cold
- You can't get one cold straight after another
- Colds are caused by sitting in a draught
- Time Cures All

Any questions please ask Occupational Health Ext: 8880



# Food 4 Summer - July 2004



## Objectives:

- To demonstrate that healthy, balanced meals are easy to prepare, tasty and fun.
- To provide people with practical examples of healthy meal solutions for everyday life.
- To engage staff with the Vitality concept.



## Key messages:

- Tasty, healthy meals are easy to prepare.
- Healthy balanced meals don't have to be boring.
- Good nutrition plays a key role in Vitality.



## Key factors needed to improve diet and public health in EU

- Partnership among all the stakeholders e.g Government, Industry, Health Service, Education, Local Authorities.
- Long term as well as short term solutions.
- Multiple strategies with integrated efforts of many sectors.
- Engagement with community including families.
- Share evidence base.

## Conclusion

- Food industry like Unilever has a role to play in engaging with society at all levels to improve diet and public health.
- We can provide clear nutrition information and education about our products.
- We can improve the nutrition composition for many of our products.
- We can engage people at work.
- But we need a constructive and co-operative framework to tackle all parts of the marketing mix

***“Health is everyone’s business”***