

Project Overview

Health Care Professions
Coffee Education Programme



Project Goals

- To counter subliminal fear that drinking coffee represents a health risk by:
 - Promoting positive messages in relation to moderate coffee consumption
 - Challenging misconceptions
- To increase recommendations about health benefits of coffee consumption
- To create awareness of up to date authoritative scientific data



Health Care Professions Coffee Education Programme (HCP CEP)

Summary

- In 2008 the following countries are participating in the HCP CEP Project

Finland

Italy

Portugal*

Russia

Germany*

Netherlands

Spain*

United Kingdom

** Started programme in 2008*



How it Works

- Project supports national coffee associations in Greater Europe with appropriate resources to run national programmes on a 50:50 funding basis
- Run over a 3 year period with annual assessments
- Managed by the HCP CEP Steering Group
- Coordination centrally

Project Funding

50% funding contribution is from ISIC Board members
50% funding contribution is from coffee associations
of participating countries



Target Audiences

- Medical and associated healthcare professions:
 - General Practitioners, Hospital Doctors and Specialists
 - Medical Students, Pharmacists
 - Hospital and Community Nurses
 - Dietitians, Nutritionists
- Key TA's specific to each national situation
- Training establishments for all medical and healthcare professions

Other Audiences

- Specialist health media



Vetting Procedure

- National level Scientific Advisory Board
- Board must include the following:
 - Coffee Association representative
 - 2/3 Independent scientific experts
- Board is responsible for signing off all programme materials. These must be based on studies published in peer reviewed publications



"Communicating the current consensus"

HCP CEP Report



"Communicating the current consensus"

HCP CEP Report

Comprehensive report including:

- **Scope of Project**
 - Overall strategy, public relations objectives
 - Target audiences, budgeting and funding awards
 - Project administration, overall learning outcomes
- **Detailed case studies from each country including:**
 - Programme activities
 - Results achieved
 - Specific learning outcomes
- **Useful contacts**
 - Participating countries
 - Other countries undertaking coffee and health activities
 - Sources of sound information about coffee and health



Learning Outcomes

- Whilst all programmes following the agreed Project strategy, each country had its own specific issues. Different communications approaches were therefore required and each programme was tailored to address local audiences and priorities
- All professionals, including medical and healthcare audiences, are acutely sensitive to receiving information from outside their familiar and established sources. Not easy to become an accepted additional information channel. For this it is essential for the source, communicator and style be authoritative and credible



Learning Outcomes

There were many potential barriers to success that needed to be addressed:

- Attitude. It was clear from baseline questionnaires that there had been both a dearth of sound scientific information available and a low understanding about coffee and health among most of these medical and health care audiences, so understandably many were sceptical when first communications were made
- Logistical challenges. Medical and healthcare professionals are bombarded with information and have little free time. The success of each Programme depended on finding cost effective ways of gaining their attention
- Sensitivities. It was important to avoid media scare stories or to ensure that responses were efficient and effectively targeted. Previously many participants had little experience of gaining exposure in key publications for these audiences



Learning Outcomes

- The use of third party endorsement, from recognised national establishments or individuals, to support dissemination of key messages, was used in virtually all Programmes. Such an approach was fundamental to their success. The style of endorsement varied from country to country, but the principle remained the same.
- Perspective and balance was essential. Overstating the positive message generated its own negative consequences.
- The role of a central coordination was valuable in this Project. It helped ensure sound communication networks were established, greater consistency of messages being delivered throughout participating markets, and the overall smooth operating of the Project.



Learning Outcomes

- Using traditional events and familiar communication tools proved to be the most acceptable means to reach the various target audiences. Most programmes included a wide range of these activities.

	Finland	France	Italy	Netherlands	Russia	UK
● Advisory Board	✓	✓	✓	✓	✓	✓
● Surveys	✓	✓	✓	✓	✓	✓
● 3rd party endorsement	✓	✓	✓	✓	✓	✓
● Website	✓	✓	✓	✓	✓	✓
● Exhibition Stand	✓		✓	✓	✓	✓
● Workshops			✓	✓	✓	
● Seminars						
● - Doctors			✓		✓	
● - Students		✓	✓		✓	
● Newsletters	✓	✓	✓			✓
● Booklets/Leaflets	✓	✓	✓	✓	✓	✓
● Mailings	✓	✓	✓	✓	✓	✓
● Scholarship			✓			
● Media Briefings	✓		✓	✓	✓	✓



Survey Results 2008

Q. Why should coffee be part of a healthy diet?

	S	P	G
• Improves mental performance	62	39	33
• Promotes energy endurance	17	37	30
• Stimulates digestion	26	31	30
• Contains antioxidants	30	17	15
• Contains vitamins and minerals	4	7	10
• Plays no role in a balanced diet	18	26	50

Q. Agree with following statements

• Decreases sleep quality	67	87	54
• Causes stomach complaints	56	61	51
• Contributes to fluid balance	29	50	26
• Improves memory function	39	40	31
• Reduces risk for some types of cancer	7	10	21
• Reduces risk for Type 2 diabetes	7	8	9

Advise patients to stop or drink less coffee 48% -64%



Case Study Italy

2004 -2006

Key Activities

- 197,242 Emails sent to GP's and physicians
- 10,836 GP's and physicians visited new website
- 14,600 Booklets distributed
- 13,950 GP's and physicians directly involved in congresses
- 85 GP's attended workshops with medical education credits
- 500 Students attended lectures in Universities
- 600 Physicians/ journalists reached 7 times with specialist newsletter
- 7,848 GP's/physicians participated in three surveys
- 85 Specialist health journalists attended annual press conferences



Case Study Italy

2004-2006

Results

- Programme was well accepted among Health Care Professionals
- Positive effects of consuming 3-4 cups of coffee daily 36.4 --> 55%
- Other beneficial effects
 - Metabolic functions 58.2 --> 80%
 - Cardiovascular system 63.8 --> 73.6%
 - Nervous system 73.9 --> 82.5%
 - Gastrointestinal system 39.6 --> 69.3%
- Role in a balanced diet
 - Antioxidant content 14.3 --> 60.1%
 - Stimulates digestion 33.3 --> 66.5%
 - Stimulates metabolism 50.1 --> 73.6%
- When daily consumption is not recommended
 - When pregnant 21.9 --> 15.8%
 - For elderly people 17.2 --> 4.1 %
 - For athletes 13.4 --> 1%
 - For babies 22.2 --> 46.5 %



Health Care Professions Coffee Education Programme

