



Organización Internacional del Café
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**Health Care Professions
Coffee Education Programme (HCP-CEP)
3 year report**

Background

1. Market research data concerning coffee and health, among both general and medical audiences, regularly highlight negative views that in turn limit consumption. These views persist because audience understanding is often based on outdated scientific literature and the lack of awareness of current, more authoritative, scientific findings.
2. The HCP-CEP project was created to inform medical and healthcare professionals about current scientific findings on the health effects of coffee consumption. The project has been running successfully in six countries since 2004.
3. The attached document summarizes the project report “Communicating the current consensus”, now available on CD and distributed to members with this paper.
4. This project complements activities already being undertaken by the Positively Coffee programme which was established in 2001. The objective of the Positively Coffee programme is to provide coffee sectors, globally, with ready to use resource materials, on key coffee and health topics, to help promote coffee consumption.

Action

PSCB members are requested to take note of this document and to distribute copies of the report accordingly.

communicating the current consensus

Report of the health care professions coffee education programme



the healthcare professions
coffee education programme

communicating the current consensus

Content of the Report

The full report on CD contains the following information:

- Section 1** ■ introduction
- Section 2** ■ scope of project
 - overall project strategy
 - public relations objectives
 - target audiences
 - budgeting and award of funding
 - project administration
 - learning outcomes
- Section 3** ■ case studies
 - Finland
 - France
 - Italy
 - Russia
 - The Netherlands
 - United Kingdom
- Section 4** ■ useful contacts
 - participating countries
 - other countries undertaking coffee and health activities
 - sources of sound scientific information about coffee and health

Market research data concerning coffee and health, among both general and medical audiences, regularly highlight negative views that in turn limit consumption. These views persist because audience understanding is based on outdated scientific literature and the lack of awareness of current, more authoritative, scientific findings.

So what has been done?

Recognising that such unwarranted health concerns limit coffee consumption, and that healthcare professionals are a key source of information for concerned consumers, it was clearly important for these professionals to be better informed on the current scientific findings on the health effects of coffee consumption. This has been the basis of the Health Care Professions Coffee Education Programme (HCP CEP) which has been running very successfully since 2004 in six countries, Finland, France, Italy, The Netherlands, Russia and the United Kingdom.

At the end of 2006 a comprehensive report, *communicating the current consensus*, was prepared including detailed case studies from each country, the impressive results achieved and some key learning outcomes. This Project report is now available on CD and would be of interest to all national coffee sectors facing a situation where coffee and health issues restrict market growth of coffee consumption, and are planning to address this issue with a targeted communications programme to medical and healthcare professions.

Results

A few highlights from the report, illustrating the impact of the HCP CEP programme in the six participating countries.

Finland

In 2003, only 26% of the doctors and nurses interviewed felt that they received enough scientific information about coffee. By 2006, this had risen to 47%, and 54% of the respondents felt that it had changed their opinion on coffee.

France

The booklet about coffee and health had a very positive impact on the perception of medical students. After reading the booklet negative impressions fell from 58% to 7% and positive increased from 37% to 88%.

Italy

When doctors were asked about the effects on a healthy adult of consuming 3-4 cups of coffee daily, the number citing positive effects increased from 36% in 2004 to 55% in 2006. When asked about specific beneficial roles of coffee, those highlighting antioxidants increased from 14% to 60%, benefiting digestion from 33% to 66%, and those identifying the beneficial role of coffee in stimulating metabolism increased from 50% to 73%.

Russia

Scientific and medical experts gave 30 talks and lectures and the total number of doctors attending these events exceeded 8,000 and the readership of two booklets "Coffee and Health", including the Internet version, exceeded 20,000 medical professionals. Positive coverage in the media grew from 58% to 93% during this period.

The Netherlands

During the 3 years the percentage of dietitians agreeing with the statement "Coffee is good for you" increased from 5% to 22% and those agreeing with the statement "Coffee is bad for you" dropped from 14% to 4%.

United Kingdom

The percentage of doctors interviewed who advised reduction in coffee intake decreased from 53% to 47%. This change was reflected in the opinions of dietitians, nurses and midwives, where changes were respectively 73% to 48%; 89% to 63% and 90% to 51%.

To learn more about the activities undertaken in each country and how they achieved these positive results, read *communicating the current consensus*