

Update Positively Coffee and HCPCEP

Roel Vaessen, Secretary ISIC
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Health Care Professions Coffee Education Programme (HCPCEP) - 1

Quick reminder:

- Co-funded by ISIC and national coffee sectors
- Aiming to bring balanced and up-to-date information on coffee and health to the health care professions (GP's, dieticians,), scientists and specialist media
- 8 countries: Finland, Germany, Italy, Netherlands, Portugal, Spain, UK, Russia
- As from mid-2010: 9 countries: add Denmark

Health Care Professions Coffee Education Programme (HCPCEP) - 2

After 8 years we see the tangible benefits:

- Improvements in health care professions' knowledge; more balanced advice to patients and clients
- Media reports have shifted from negative to neutral/positive
- Relationships built on country level among scientists, professional associations and key opinion formers
- Learning curve for country coffee associations how to address health care professions; addition to more traditional consumer communications
- Opportunity to be more proactive towards health care audiences and specialist media
- HCPCEP network promotes sharing of best practices

Health Care Professions Coffee Education Programme (HCPCEP) - 3

Biggest challenge: stick with the science! Two examples:

- Diabetes type 2
 - We can say that research has suggested that coffee drinking may be associated with a reduced risk of developing type 2 diabetes.
 - We cannot say 'coffee will protect you from type 2 diabetes'
- Cancer
 - We can say that current science indicates that coffee does not appear to be a causal factor in the development of cancer though some studies have suggested to the contrary
 - Whilst some studies have suggested a protective effect or a reduction in risk for some specific cancers, we cannot say 'coffee will prevent you from getting cancer'

Positively Coffee - 1

- Now fully funded by ISIC
- Changing environment:
 - ‘If it sounds too good to be true, it probably is’
 - EU Health Claims legislation
 - Very strict requirements for scientific substantiation
 - Prudent to stay away from what can be interpreted as commercial communication
- Therefore:
 - Balanced information to enhance credibility
 - Shift in target audience towards health care professions and specialised media and not consumers

Positively Coffee - 2

Between now and next spring: Positively Coffee ‘all new and improved’

- New brand identity, new website
- Website to be merged with CoSIC
- Aims to be the primary resource on coffee and health:
 - Support frontline practitioners (GP’s, dieticians)
 - Updates for science specialists
 - Feed European/global health media
 - Assist national coffee sectors
- ISIC - ICO collaboration to be revised, but to be continued
- Work in progress!