



THE KELLOGG NUTRITION SYMPOSIUM

Brought to you by the team of Registered Dietitians at Kellogg's

Highlights from the 2009 Kellogg Nutrition Symposium

Presented in conjunction with the Dietitians of Canada Annual Conference in Charlottetown, Prince Edward Island, Friday June 5th, 2009.

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WELCOME AND OPENING REMARKS

Johanne Trudeau, RD

Director, Nutrition Marketing, Kellogg Canada Inc.

As health professionals we have a responsibility to address current health issues and shape healthy eating and healthy living for the future. For over 30 years, the Kellogg Nutrition Symposium has exemplified our commitment to exploring new ways to make a positive impact on the health of Canadians together.

At Kellogg we take our responsibility to health seriously. As such, we have made a commitment to increase the fibre in many of our ready-to-eat cereals, starting with some of our most popular children's cereals. By the end of 2010, about 74% of Kellogg Canada's ready-to-eat cereals will be at least a source to a very high source of fibre.

Kellogg introduced its first fibre cereals in the early 1990s, and today has more ready-to-eat cereals that are at least a source of fibre than any other food company. In keeping with our nutrition heritage, we are also embarking on a fibre awareness education campaign. Please visit www.kelloggsnutrition.ca for our fibre tracker tool and other resources to help you educate Canadians about the importance of fibre.

The 2009 Kellogg Nutrition Symposium explored the characteristics and health of one of the largest segments of the Canadian population: The Boomers. Our esteemed speakers helped us learn how registered dietitians can best engage and support this important trend setting group in healthy aging.

ZOOMING IN ON BOOMERS

Laurel Kennedy

President, Age Lessons, LLC and Author



Zoomers - Boomers with Zip

Baby boomers, born between 1946 and 1964, represent the largest and wealthiest demographic ever. Making up one third of the population, they total 9.8 million and control 45% of the wealth in Canada. Even their name has changed from "boomers" to "zoomers",

because they're busy redefining everything from encore careers to wellness ideas. And as they age, they're looking for health information in droves. Understanding zoomers can help us reach them more effectively with our health messages.

Zoomer Psychology 101

Zoomers are "take charge" kind of people, characterized by dynamism and momentum. They're incredibly ambitious and optimistic and have always managed to change the world to fit their perception. While they have plenty of "things", what they crave are experiences. And although they may be pushing 60, they still feel young. So in order to reach them, the key is to talk about health in ways that resonate with the wellness, vitality and vigour they want to experience.

Their Health Reality

As the best educated generation ever, zoomers are generally "health aware" and have a good grasp of health issues. They know what they "should do" to look after their health, *but* they don't always do it. Faced with the multiple responsibilities of looking after aging parents as well as their kids, often on top of full time jobs, they may find themselves exhausted and in need of help. They are realizing that they do really need to take care of themselves. This represents an opportunity for health care professionals, like dietitians, who can help them feel better.

Approach to Wellness

When it comes to health, zoomers are interested in holistic approaches to wellness and wellbeing. They believe that how they look says a lot about how they feel. Their primary goal in terms of feeling well is energy. Zoomers view food as serving multiple purposes, including fuel and medicine, as well as for prevention and restoration.

Survival Strategies

Zoomers are connecting with communities and people in new ways and even redefining the whole concept of retirement living. They are nurturing their bodies and are open to solutions framed in the context of vitality. They want to leave the world a better place as part of their legacy, exploring spirituality, safeguarding the environment and

volunteering. They are driven to excel, continually reinventing themselves, and constantly searching for ways to stay relevant and engaged. As such, zoomers are embracing new technologies, giving us great ways to reach them with health messages.

ENGAGING THE BOOMER IN THE WORLD OF DIGITAL MEDIA

Alexandra Panousis,

SVP, Group Media Director, Starcom Worldwide



Embracing the Internet

Boomers today are one of the most active groups on the internet. With 6.7 million boomers online, they are the fastest growing group of users. The internet has given these consumers more access, more information and has enabled a proactive approach to managing their personal wellness.

Understanding their behaviour online, their choices and how they process the information they find, can help us better communicate with them.

The New Face of Fifty

Boomers have changed our attitudes and approach to age and aging. Fifty is the new Fabulous! With a new focus on "being better," boomers have helped to drive the movement towards healthier living. The internet helps support their sense of self. It allows them to discover, to voice, and to engage in ways that support their ideal of better living.

Why Boomers go Online

There are more boomers online than any other demographic. Most boomers (92%) claim to use the internet daily. They use it for e-mail, to look for and read information, to buy and bank, to communicate and play. Online habits vary by sex: Women use the internet as a replacement for other forms of entertainment (shopping, playing games) and are the gatekeepers of health information. Men use the internet to seek and discover. News and sports are as important as their favourite hobby or interest. Both demographics, like their younger counterparts use three top sites more than anything else: Google, Facebook and You Tube.

Health is a Destination

Health is an important online destination for boomers. In fact, health and wellness ranks number three as far as information that boomers are looking for on the internet. Women of all ages seem to be seeking out online health and wellness information whereas men's interest tends to grow as they get older. Top sites for health information include Google, WebMD, MSN, Everyday HEALTH, About.com and You Tube.

Media Today is Complex

Virtually all boomers (99%) use a search function, with Google, You Tube and Yahoo as the top three search engines. Google is the first place boomers go for information on food. Searches tend to be driven by mass media, the news they see or hear on television, radio and newspapers. With so much information available, the choices and possibilities are literally endless; however, there is potential for confusion with misinformation online.

Social Networking Online

Facebook is the most popular social network site among boomers (reaching 68%), followed by You Tube (55%) and Twitter (9%), which is just beginning to catch on. Boomers tend to use these social networking sites as a resource because they trust personal recommendations and word of mouth is among the most influential contacts. Understanding boomers' digital behaviour gives us insight into their wants and needs and ultimately can improve the effectiveness of our interactions with them in the ever changing fast paced world of digital media.

STAYING GOLDEN: TARGETING NUTRITION AND HEALTH TIPS FOR BOOMERS

Jennifer Sygo, MSc, RD

Director of Nutrition, Cleveland Clinic Canada and Nutrition Columnist, National Post



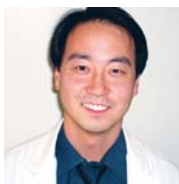
Nutrition for Successful Aging

Zoomers are pushing wellness and prevention to the forefront. Successful aging can dramatically impact quality of life and wellbeing. Dietary habits, specific nutrients, and in some cases, supplements, can play a critical role in successful aging. Dietitians are in a unique position to support boomers in their quest to age well.

The table on the following page provides insight as to how diet can help address examples of various physiological conditions that often develop as people age. A holistic approach to supporting boomers with all the health issues they face offers the best chance to help them age successfully through the years.

Dr. Paul Oh, MD, MSc, FRCPC, FACP

Medical Director, Cardiac Rehabilitation and Secondary Prevention Program, Toronto Rehabilitation Institute and President, Canadian Association of Cardiac Rehabilitation



TOP FOODS FOR ZOOMERS

- Fruits and vegetables (brightly-coloured)
- Oily fish (salmon, sardines, anchovies)
- Olive oil, avocados, nuts, seeds
- Wheat bran, whole grains
- Oat bran, psyllium fibre
- Beans, legumes
- Yogurt, lower fat dairy foods

Musculoskeletal Health

Osteoporosis affects 1 in 4 women and 1 in 8 men over the age of 50 in Canada. Osteoporosis increases the risk of falls as people age, but can be prevented. Current clinical practice guidelines recommend a calcium intake of 1500 mg/day for adults with osteopenia or osteoporosis. A vitamin D intake of 800 IU/day is also recommended and may also be important for muscles for fall prevention. A protein intake of 1.0 g/ kg body weight may help prevent sarcopenia in older adults and consuming 25 to 30 g of high quality protein at each meal may help sustain muscle mass during aging.¹ Adequate intakes of magnesium, potassium, vitamin K and vitamin A are also important. Sodium, caffeine (including cola beverages)² and alcohol should be limited.

- Dairy
- Nuts, seeds, legumes
- Lean meats, fish with bones
- Fruit and vegetables
- Vitamin D (minimum 800 IU)

Digestive Health

Diverticulosis affects about 50% of 60-80 year-olds; but is usually asymptomatic. Age-related changes in the lower gastrointestinal tract may contribute to delayed transit time, decreased stool water content and constipation.³ A diet rich in fibre (14g/1000 kcal) helps to prevent constipation and manage diverticular disease.⁴ Soluble fibre softens stools and insoluble fibre increases fecal bulk. Emerging research indicates that probiotics may also benefit digestive health. Certain probiotic yogurts may help improve digestive health by speeding colonic transit time.⁵

- Insoluble fibre: Wheat bran, vegetables
- Soluble fibre: Psyllium fibre, oat bran, fruits, beans, legumes, ground flaxseed

Endocrine Health

Menopause: Women often experience unwanted weight gain, especially around the abdomen, associated with hormonal changes as they go through menopause. This can lead to a host of increased risk factors for cardiovascular disease and type 2 diabetes. An energy-reduced diet and exercise program can help women manage their weight.⁶ Another reason to help women manage their weight is that hot flashes may also be related to abdominal weight.

- Soy isoflavones (especially genistein) may help hot flashes.^{7,8}

Metabolic Syndrome: Weight control can help reverse many of the risk factors associated with the metabolic syndrome. A Mediterranean diet emphasizing monounsaturated fats, whole grains, vegetables and fruit and a decrease in saturated fats can help, as can fibre.^{9,10} Soluble fibre helps control blood sugar by slowing carbohydrate absorption and insoluble fibre can help improve insulin sensitivity by altering gut bacteria over time.¹⁰

- Monosaturated fats
- Fibre and whole grains
- Vegetables and fruits
- Insoluble and soluble fibre

Cancer Prevention

Colorectal: Among the factors that may increase risk are overweight, high intakes of red meats, particularly processed meats, high temperature cooking and alcohol.¹¹ Both low and high levels of folic acid may increase risk.

- Colorectal: Higher fruit and vegetable intakes,¹² calcium intake (1000 mg/day), and Vitamin D may be protective.¹³

Breast: Factors that may increase risk include weight, inactivity, and alcohol intake. Excess folic acid could also be a risk factor.^{14,15}

- Breast: Very low fat diets, vitamin D and soy (particularly in pre-menopausal women) may be protective.^{16,17}

Prostate: Possible risk factors include high intakes of calcium (more than 1500 mg/day), processed meats, milk and dairy products.¹¹ Dietary intake of antioxidants such as vitamin E, selenium, lycopene and flavonoids may be protective; however, supplementation may not be effective and may increase risk of other conditions, so caution is warranted.¹⁸

- Prostate: Foods rich in antioxidants such as vitamin E, selenium, lycopene and flavonoids may be protective.

Cardiovascular Health

Diets high in fruits, vegetables and fibre, and low in saturated and trans fat, sodium and refined carbohydrates are recommended. Diets such as the DASH, OmniHeart and Mediterranean diets have all proven effective. Psyllium fibre reduces total and LDL cholesterol. Vitamin D status is also inversely associated with hypertension, diabetes, metabolic syndrome, stroke, and coronary heart failure, though it is not yet known if the relationship is causal.¹⁹ However, caution is warranted with high dose supplements, especially vitamin E and folic acid.

- Fish and/or fish oil supplements
- MUFA-rich foods: olive oil, avocados, nuts
- Fruits, vegetables
- Whole grains, wheat bran
- Psyllium fibre (cereals, supplements), oats, and other soluble fibres

Neurological and Vascular Health

The research on specific nutrients and cognitive decline is generally not conclusive. Some observational studies demonstrate improvements in cognitive decline, dementia and Alzheimer's disease with omega-3 or fish intake, but the results are inconsistent.^{20,21} The research to date does not generally support the use of B vitamin supplements for preventing cognitive decline in otherwise healthy individuals.²² Animal studies suggest foods rich in flavonoids may be protective.²³ Limited evidence also suggests poor vitamin D status may be related to cognitive decline.²⁴ Other vascular issues include erectile dysfunction which may be a marker for cardiovascular disease and can be treated with weight loss and a heart healthy diet.^{25,26}

- Fatty fish, maybe fish oil supplements
- Fruits (especially berries)
- Vegetables (especially dark green and orange)

†Foods listed in the chart were highlighted in the presentation and this is not a comprehensive list of all foods applicable to each physiological state.



Words of Wisdom from our Speakers



Our famed “**Kellogg Nutrition Symposium Canadian Idol**” dietitians joined us again to facilitate a lively question and answer exchange.

Representing Symposium participants, dietitians **H el ene Charlebois, Gina Sunderland and Lynn Roblin**, posed questions from the audience.

Here are some of the words of wisdom from our esteemed speakers.

Q How do we help guide people to credible health information on the internet?

A It's very important to be aware of the information that's out there, so you can manage the dialogue with your clients. You can start to address misinformation by saying something like “You may have read...” Taking a proactive approach can help you establish yourself as the voice of reason and the expert as a dietitian.

- *Alexandra Panousis*

Q How do we help motivate boomers to make healthy lifestyle changes?

A It's all about shaping healthy lifestyle changes in the context of life experience and vitality. For example, if you want to help motivate a grandmother get more active, you may want to say to her “here are some things you can do with your grandkids,” and give her some ideas for fun ways she can be more active with her grandchildren.

- *Laurel Kennedy*

Q How do you decide whether to use pharmacotherapy or lifestyle and diet?

A Whether you choose drug treatment or lifestyle modification depends on a person's cardiovascular risk. In secondary prevention, we usually use a combined approach, including pharmacotherapy, plus as much lifestyle intervention as possible. For primary prevention, we can often focus on lifestyle and dietary approaches.

- *Dr. Paul Oh*

Q How much vitamin D can we safely recommend based on current research?

A That's a million dollar question. At the moment, I feel comfortable recommending as much as the Upper Level of 2000 IU. Having said that, emerging research suggests higher intakes may promote optimal health and that there is no short term risk of toxicity at much higher intake levels. We really need more long term research.

- *Jennifer Sygo*

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