

Health Check™ Dietitian Survey Ontario

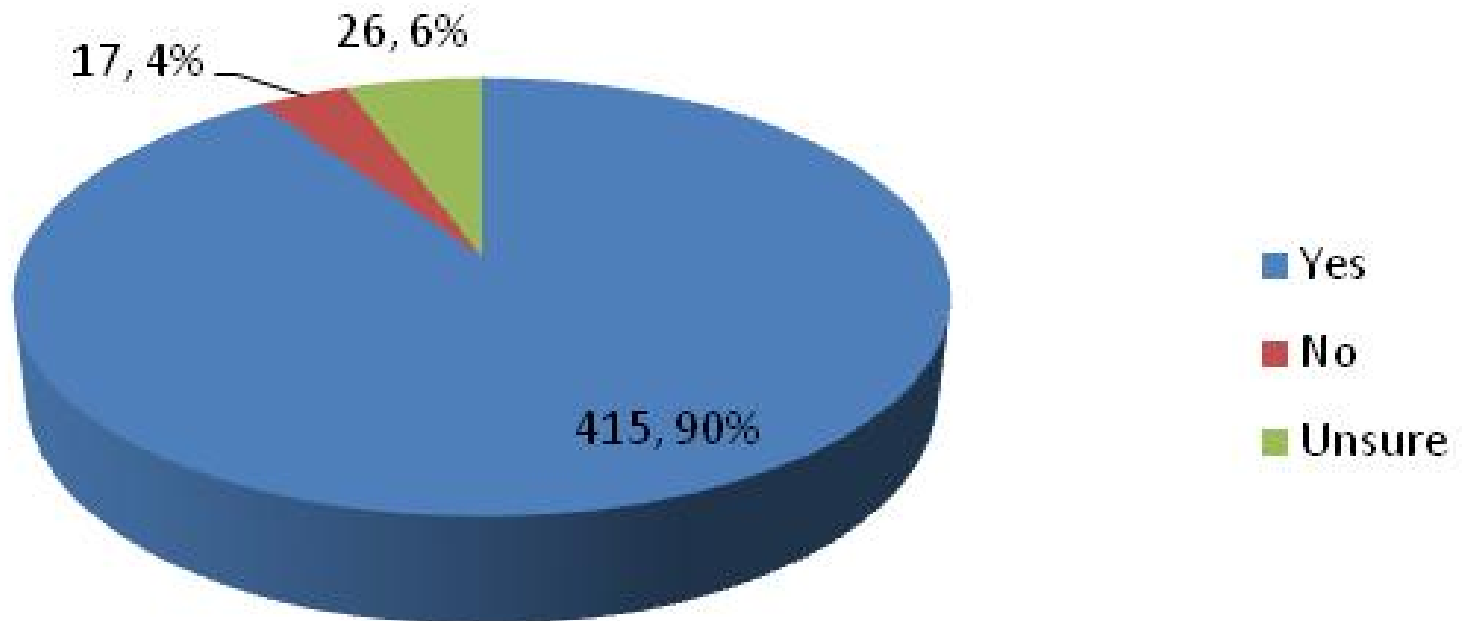


December, 2010

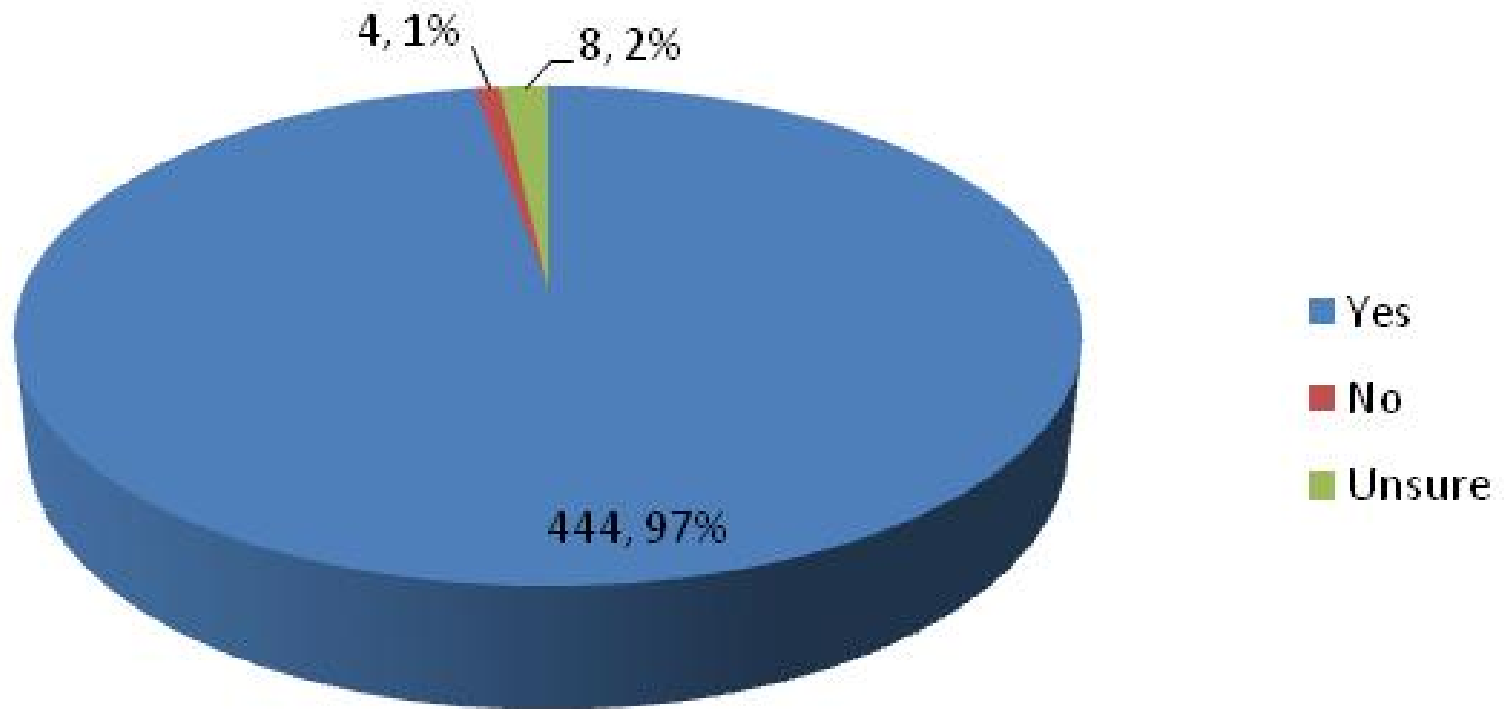
Executive Summary

- Dietitians in Ontario were asked to participate in an online Health Check survey (Dec 1 – Dec 17).
- Requests for participation were sent out through Dietitians of Canada ON membership list and contact-nrc
- 458 dietitians responded; 439 (95%) completed the survey
- The survey objective was to gauge Ontario dietitians' views on :
 - Consumers' trend toward healthy eating
 - Consumers' need for assistance in making healthy choices when dining out
 - Whether nutrient information should be presented on menus
 - The amount of nutrient information that should be presented on menus
 - Specific nutrient (or other) information that should be presented on menus
 - Whether the Health Check restaurant program would be helpful to consumers interested in making healthy choices
- The survey also asked about:
 - Dietitians' interest in learning more about Health Check
 - Preferred means of receiving updates on Health Check
 - Dietitians' areas of specialization.

**Q1: Do you believe that consumer interest in healthy eating at restaurants is on the rise?
(N=458)**



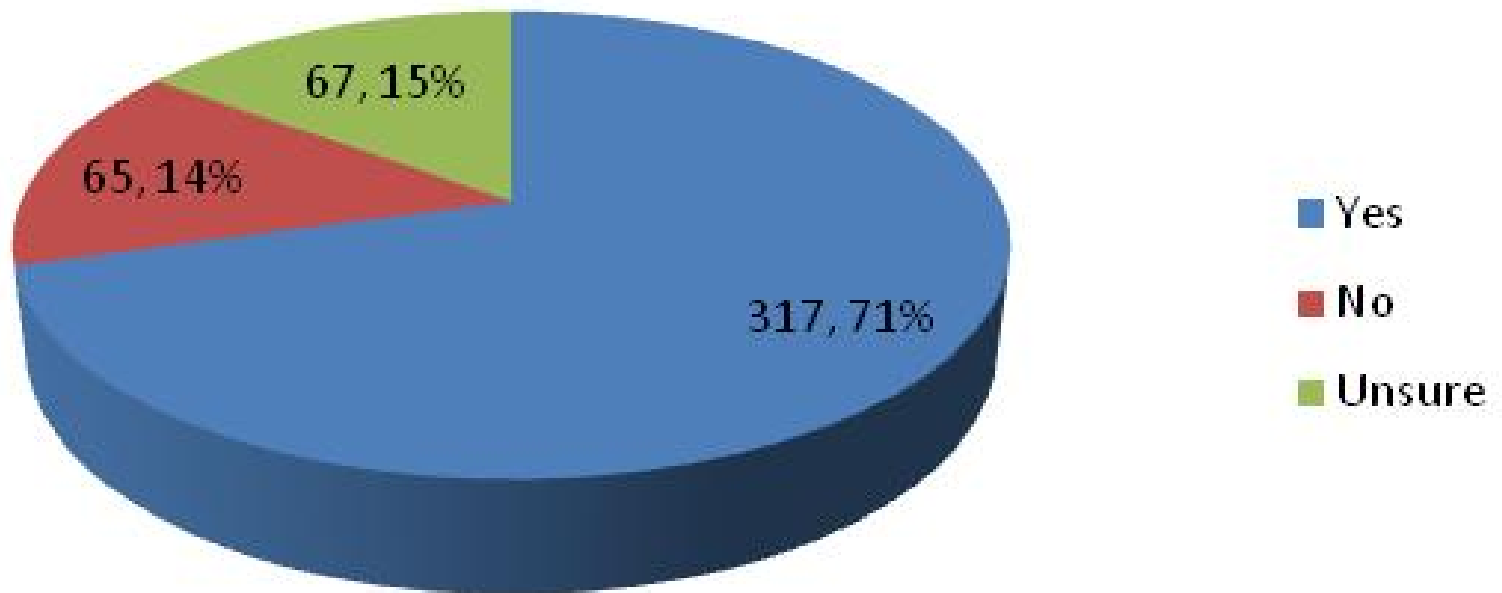
Q2: Do you believe consumers need assistance in making healthy choices when dining out? (N=456)



Check for Health Check™



Q3: Do you think nutrient information should appear beside each menu item to help consumers make healthy choices when dining out? (N=449)

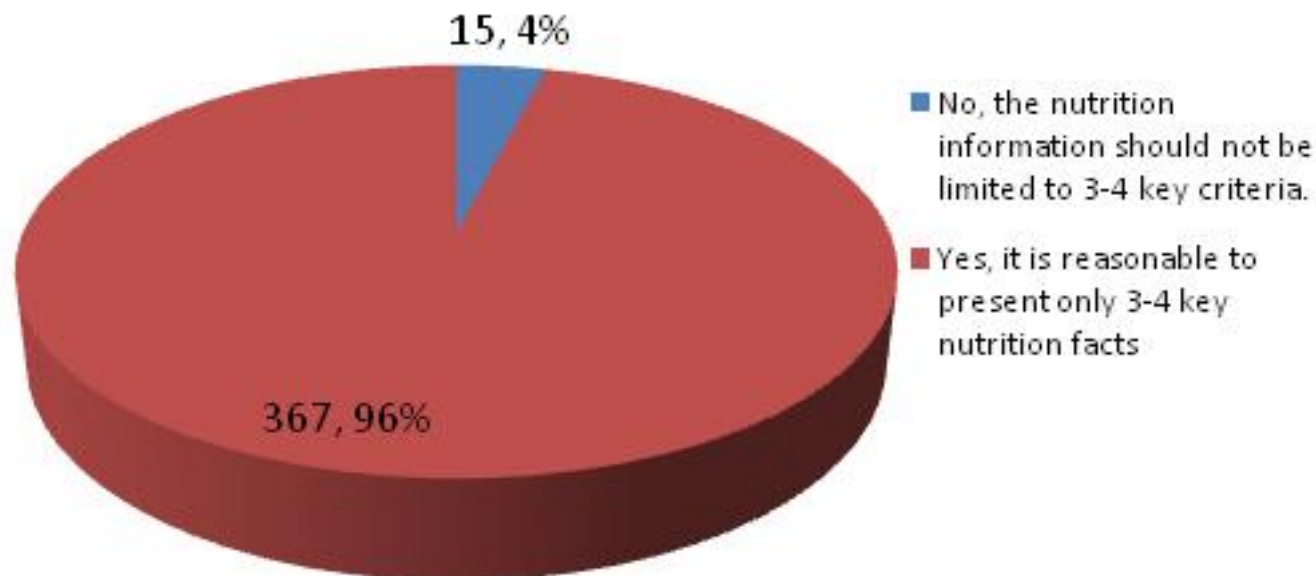


Q3: Answer “NO”: Reasons (N=63**)

REASONS FOR “NO” RESPONSE	Number of Mentions	% of Mentions
Interpretation & motivation difficulties with complex, large volume of information	57	52%
Back-of-menu placement or Off-menu availability is better	19	17%
Effectiveness is not certain - research required	5	5%
Unsuited to consumer interests in that setting	5	5%
Small restaurants unable to participate (cost, capability, training)	4	4%
Trust mark is superior to nutrient info	4	4%
Daily intake guidelines not in place	3	3%
Restaurant type dependent: Fine dining restaurants -NO; All other types YES	3	3%
Mandatory program necessary but not acceptable	2	2%
Accuracy & cost	1	1%
Broad categorization missing (e.g. “source of.”)	1	1%
Effectiveness - ineffective for changing behaviour	1	1%
Effectiveness - only good for minority of committed consumers	1	1%
Mandatory program necessary for program to work	1	1%
Nutrition density should be shown	1	1%
Scratch cooking indication is more important	1	1%
Stop light system as indicator is needed in addition to facts	1	1%
TOTAL	110	100%

**Note: Discrepancy between total number of mentions (110) and N (N=63) is due to multiple comments by individual respondents

Q4*: Is it reasonable to limit the amount of nutrition information presented on-menu to 3-4 key criteria? (N=381)



*Actual Question: To make healthy choices when ordering from a menu, consumers need guidance in the form of nutrition information. However, recent consumer research by the Heart and Stroke Foundation suggests that most consumers will find it overwhelming to deal with the full array of nutrition information as it appears on the nutrition facts panel. The research suggests that consumers seem able to cope with 3-4 nutrition facts when attempting to make healthy choices. In addition, restaurateurs have expressed concern about limited menu space available to present the full array of nutrition information as it appears on the nutrition facts panel. Given the concerns noted above, in your view is it reasonable to limit the amount of nutrition information presented on-menu to 3-4 key criteria?

Q5*: What information is most essential for helping consumers make healthy choices in restaurants? (N=363)

Answer Options	Essential	Important	Of Interest	Can Be Ommitted	Rating Average	Response Count	% Of times selected
Sodium	314	37	4	4	1.16	359	8.3%
Calories	305	34	14	3	1.20	356	8.2%
Saturated Fat & Trans Fat	211	111	22	5	1.49	349	8.1%
Total Fat	191	118	17	16	1.58	342	7.9%
Fibre	130	143	59	9	1.84	341	7.9%
Carbohydrates	131	129	53	25	1.92	338	7.8%
Trust Marks (e.g.Health	71	100	103	52	2.42	326	7.5%
Protein	20	121	126	56	2.67	323	7.5%
Sugars	45	118	101	57	2.53	321	7.4%
Cholesterol	14	64	123	119	3.08	320	7.4%
Calcium	2	54	135	128	3.22	319	7.4%
Vitamin C	0	12	58	248	3.74	318	7.4%
Vitamin A	0	10	58	245	3.75	313	7.2%
					TOTAL	4325	100.0%
Please enter other suggestions that you believe are "Essential" to guiding consumers toward						95	

*Actual Question :Recent research by the Heart and Stroke Foundation suggests that consumers have difficulty using large amounts of nutrition information in making healthy choices when dining in restaurants. Accordingly, it might be helpful to provide only the most essential nutrition facts on menus, rather than the complete list of nutrition information as it appears on the nutrition facts panel. The research also indicates that consumers prefer to see "trust marks" (i.e. symbols of assurance from trusted authorities. such as Health Check) because they simplify and accelerate the determination of which meals are healthy choices. With this in mind, by rating the items listed below, please indicate the facts and other information that would be essential in guiding consumers towards making healthy choices in restaurants. (PLEASE LIMIT THE NUMBER OF "ESSENTIAL" ITEMS TO 4)

Check for Health Check™



Q5: "Other" (N=95**)

Q5: "Other" Recommendations*

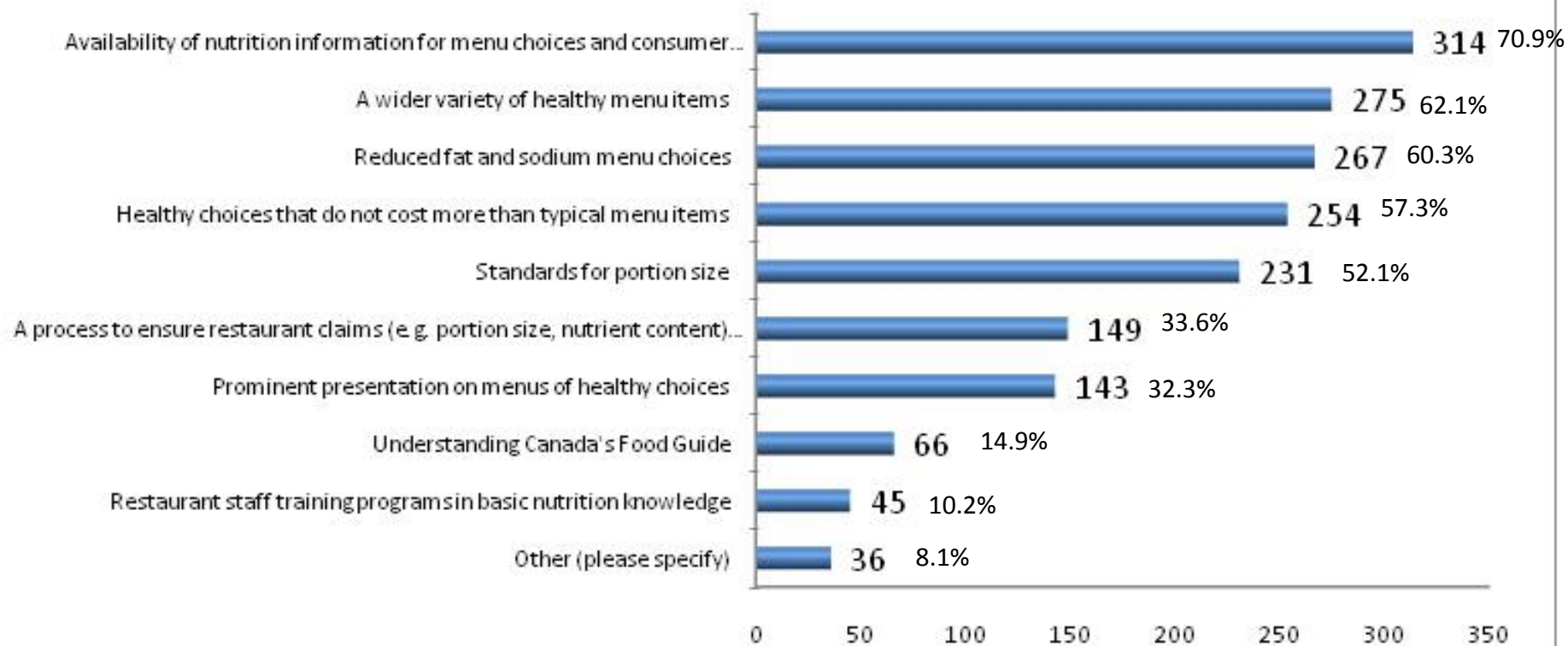
	Number of Mentions
RDA	12
Serving size	11
Carbohydrates	6
Fat breakdown	6
Calories	5
Healthier Options - not necessarily HC	5
Allergy information	4
Sugar breakdown	4
Trustmark with stringent criteria	4
HC symbol	3
Ingredients list	3
Legend/key for each essential nutrient	3
Food group categorization	2
Iron	2
Potassium and Phosphorous	2
Scratch cooking symbol/indicator	2
4 essentials at point of purchase	1
Calcium	1
Criteria relative to food product	1
Diabetic appropriate	1
Disease focus - CVD and Diabetes	1

Exclude transfat	1
Exclude Fat	1
Extras - nutrition info	1
Fibre	1
Folic Acid	1
Good vs. Bad explained	1
Insoluble fibre	1
Macronutrients only	1
Menu space dedicated to healthy dishes	1
No Calories	1
Nutrient Claims	1
Nutrition facts based on total meal, not individual parts	1
Nutrition facts where criteria are based on food type	1
Portion size options for customers	1
Research & Education	1
Sodium	1
Soluble fibre	1
Taste meter - indicate flavourfulness	1
Vegan choices	1
Vitamin D	1
Whole grains	1
TOTAL	100**

*Highlighted recommendations are different from the list provided in the question

**Note: Discrepancy between number of mentions (100) and N (N=95) is due to multiple comments by individual respondents

Q6: Please indicate THE TOP 4 SUGGESTIONS that you feel would help consumers be successful in making healthier choices when dining in restaurants. (N=443)



Q6: “Other” (N=36**)

OTHER RECOMMENDATIONS*

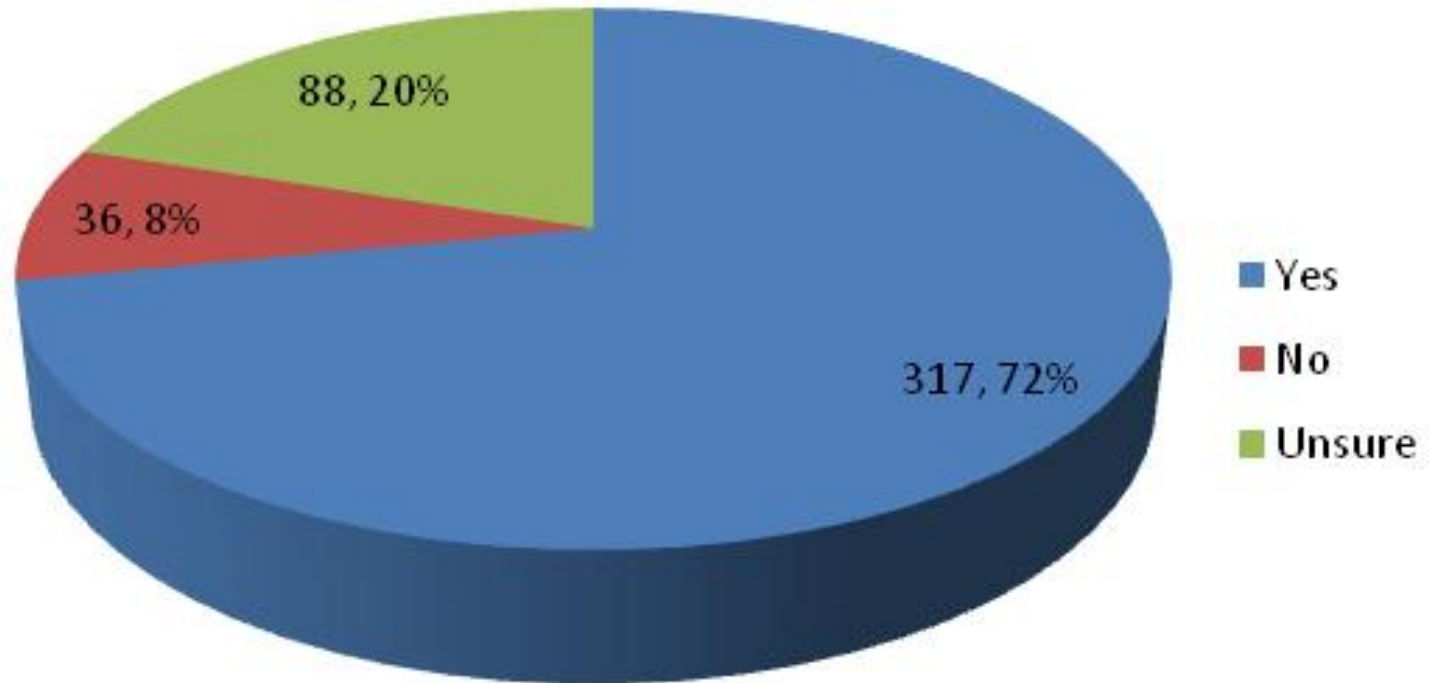
Number of
Mentions

Portion size (lower calorie meal choices)	10
Trust marks	4
Carbohydrates	3
Training restaurant staff	3
Calorie recommendations based on gender & age	2
Consumer education	2
Fats	2
Lower cost healthy choices	2
Research to determine most important factors	2
All of the factors listed above	1
Flavourful healthy choices	1
Focus on environment change; less on education and training	1
HC only useful for those already committed to healthy eating	1
Healthy eating tips	1
High fat choices identified	1
Media campaign to explain menu changes	1
Unprocessed foods	1
TOTAL	38 **

* Highlighted recommendations are different from the list of options provided in the question

**Note: Discrepancy between total number of mentions (38) and N (N=36) is due to multiple comments by individual respondents

Q7*: Do you agree that the Health Check restaurant program can be helpful to consumers who wish to make healthy choices when dining out?



*Actual Question: The Heart and Stroke Foundation's Health Check program has been available in select restaurants since 2006. Key elements of the program are: 1) Health Check program criteria for restaurant meals are based on recommendations in Canada's Food Guide as well as other scientific evidence; 2) For menu items that qualify for the Health Check logo, the program ensures standards are met through: a) training of kitchen staff, b) ongoing compliance audits of menu items, and c) ongoing operational audits; 3) Nutrition information on Health Check menu items is provided for consumer reference; and 4) The Health Check logo appears beside qualified menu items. Do you agree that this program can be helpful to consumers who wish to make healthy choices when dining out?

Check for Health Check™



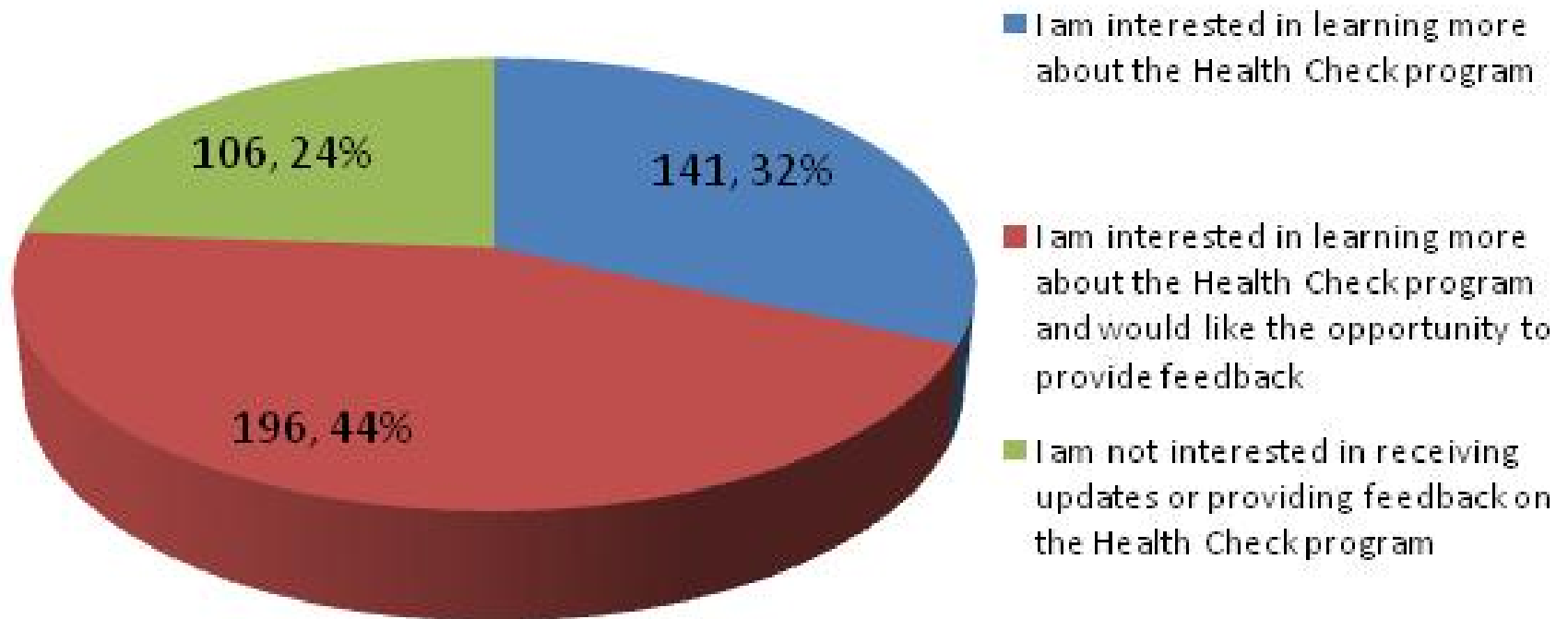
Q7 – “NO” Respondents: Reasons for Response (N=36**)

ANSWER "UNCERTAIN" : REASONS

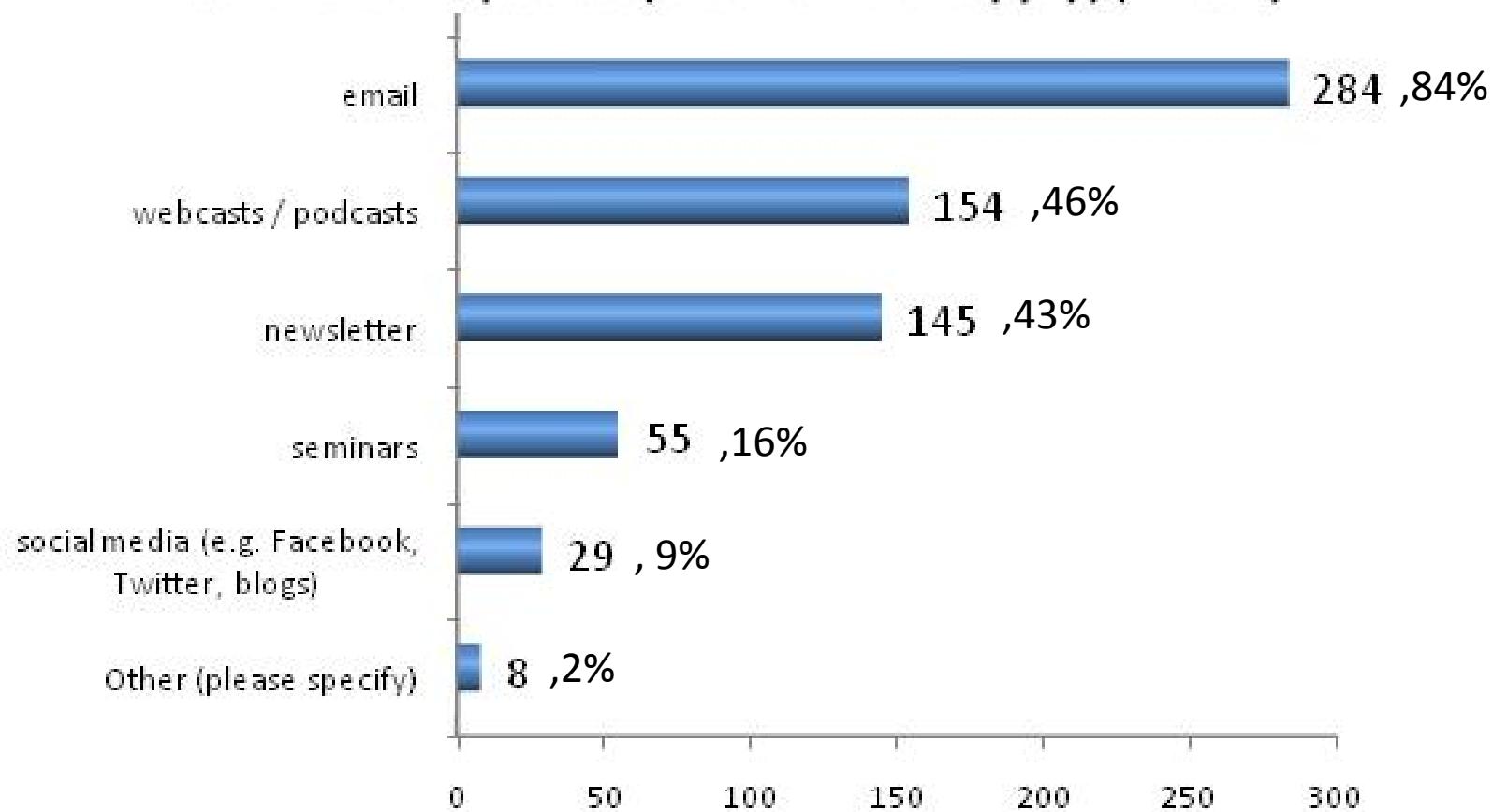
Criteria	Number of Mentions	% of comments
Criteria	24	38%
Criteria - missing critical nutrient info (e.g. sugars)	1	
Criteria - not balanced: reduce focus on "other foods"	2	
Criteria - not stringent enough (general- 4, sodium -6)	10	
Criteria - standards not understood	11	
Widespread adoption and large selection necessary, but not in place	13	21%
Education not in place for consumers on HC and how to make healthy choices	10	16%
Evidence of HC's effectiveness not established	4	6%
Disease States - not supported	2	3%
Regulation to ensure compliance not in place	2	3%
"Healthy" - not defined	1	2%
Entire menu not evaluated - need to use legend/symbols to evaluate on each nutrient based on recognized guidelines	1	2%
Nutrient Density preferred to HC criteria	1	2%
Over-reach - one symbol can't represent all needs	1	2%
Population differences not accounted for by HC (e.g. culture)	1	2%
Processed vs Scratch - HC doesn't recognize importance of using non-processed foods	1	2%
Regulations, to ensure compliance, not in place	1	2%
Unsavory foods created to qualify - makes HC less useful (e.g. salad no dressing)	1	2%
TOTAL	63	100.00%
NO COMMENT TOTAL	25	

**Note: Discrepancy between total number of mentions (35) and N (N=36) is due to elimination of unqualified comment.

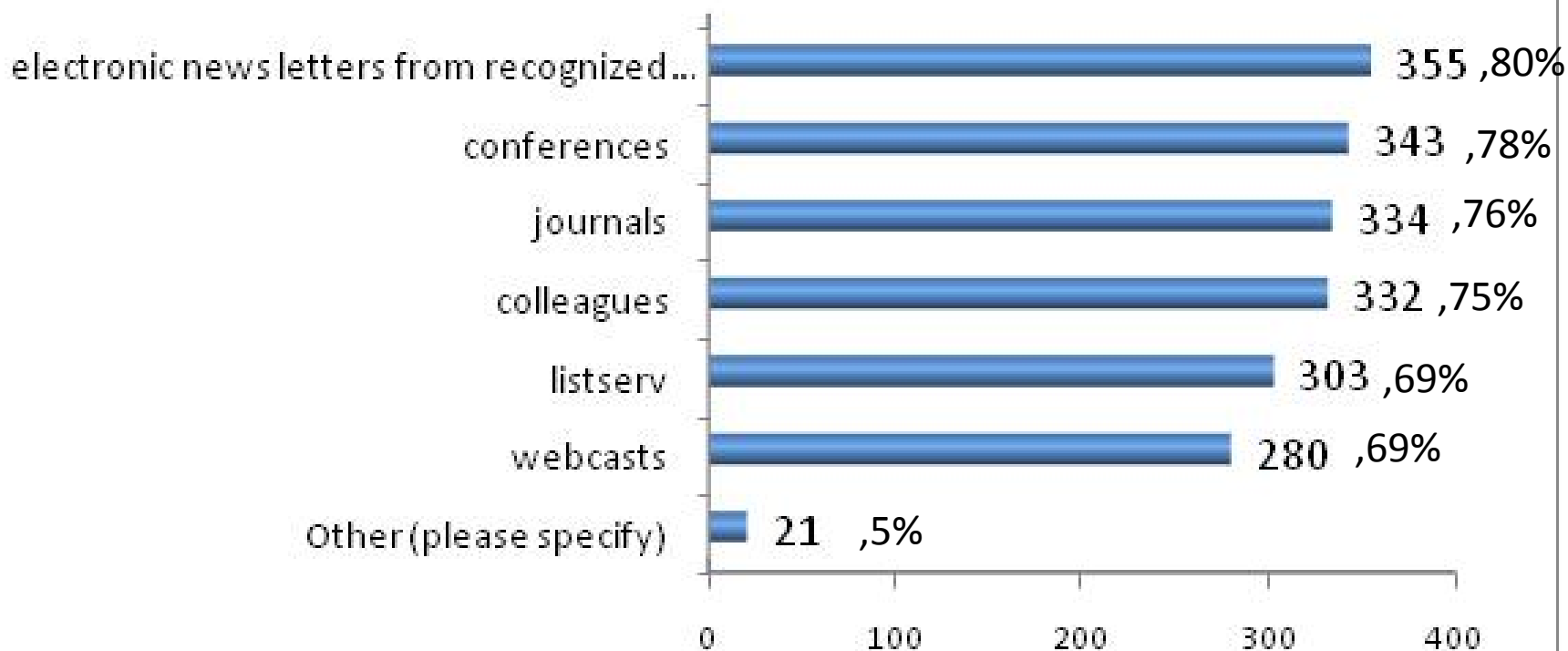
Q8: Are you interested in learning more about the Health Check program, receiving updates and having the opportunity to provide feedback? (N=443)



Q9: Please indicate how you would prefer to receive Health Check updates (check all that apply) (N=337)



Q10: What sources of information do you use regularly to stay current on professional matters? (Check all that apply.) (N=442)



Q11: Please tell us your areas of specialization:

