

BRITISH NUTRITION FOUNDATION - HEALTH CLAIMS UNPACKED

I am writing to let you know about a project that the British Nutrition Foundation is currently working on that I believe will be of interest to your u3a group members.

The Health Claims Unpacked project aims to help consumers understand health claims on foods and drinks in order to make healthy choices.

Researchers are looking for people to complete a series of short, enjoyable interactive activities, which explore the health claims we see on food and drinks. Activities include testing nutrition knowledge and the opportunity to design a health claim on pack.

The activities take about 15 minutes to complete and as well as informing users about health claims, the results will be used by researchers at the University of Reading to make recommendations to the food industry and regulators on making health claims clearer for consumers. So, this is the opportunity for your members to contribute to scientific research and have their say on the information you see on products!

The Health Claims Unpacked project team is encouraging as many people as possible to get involved in the research to get more peoples' views and get a clearer picture of how health claims can best be communicated. The interactive activities can be accessed via the website: <https://www.unpackinghealthclaims.eu/>

We would be grateful if you could circulate the above information to your group members, so that they can have the opportunity to take part in this interesting and worthwhile research project.

Please note that the website is currently being updated and there will be even more activities available from 11 November 2020.

More information about the project can be found here:
<https://www.youtube.com/watch?v=uAr2CTdvzQU>

Please do get in touch if you have any questions.

Many thanks, Frances

This activity has received funding from EIT Food, the innovation community on Food of the European Institute of Innovation and Technology (EIT), a body of the EU, under the Horizon 2020, the EU Framework Programme for Research and Innovation.

Frances Meek BA (Hons) QTS
Senior Education Officer

British Nutrition Foundation
New Derwent House
69-73 Theobalds Road
London
WC1X 8TA
Tel: 020 7557 7930

www.nutrition.org.uk

Twitter: @BNFEvents

www.foodafactoflife.org.uk

Twitter: @foodafactoflife

Nutrition Bulletin: www.nutrition.org.uk/publications/bulletin.html

British Nutrition Foundation – Translating evidence-based nutrition science in engaging and actionable ways.

The British Nutrition Foundation (BNF), a registered charity, delivers impartial, authoritative and evidence-based information on food and nutrition. Its core purpose is to make nutrition science accessible to all, working with an extensive network of contacts across academia, education and the food chain, and through BNF work programmes focussing on education in schools and nutrition science communication. The key role of BNF's Council and Trustees is to ensure that the Foundation delivers its charitable aims, is impartial, transparent and acts with integrity. BNF's Articles of Association require a majority of Council's members to be leading academics from the nutrition science community, supported by leaders in education, communication and the food chain. BNF's funding comes from a variety of sources including EU projects; contracts with national government departments and agencies; conferences, publications and training; membership subscriptions; donations and project grants from food producers and manufacturers, retailers and food service companies; funding from grant providing bodies, trusts and other charities. BNF is not a lobbying organisation nor does it endorse any products or engage in food advertising campaigns. More details about BNF's work, funding and governance can be found at www.nutrition.org.uk/aboutbnf.