

## **Seven-point plan to improve nutrition communication / Van den Berghs & Jurgens Limited.**

### **Contributors**

Van den Berghs & Jurgens.

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Van den Berghs & Jurgens Limited

# NEWS

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## SEVEN-POINT PLAN TO IMPROVE NUTRITION COMMUNICATION

A "Nutrition Communication Group" report published today and sent to Mr. David Ennals, Secretary of State for Social Services, puts forward a seven-point plan to improve the nation's dietary habits by establishing a better nutrition communications network.

The result of a study by a group of professional food and nutrition communicators, the report calls for:

further research into the consequences of bad dietary habits in Britain and into the sectors of society where these are prevalent;

more research into the effectiveness of existing nutrition communications;

the establishment of a central nutrition information bureau to serve as a national reference point;

the appointment of a co-ordinating body to evaluate nutrition publications, programmes and materials, and to determine guidelines for future communications;

national distribution of a free booklet on fundamental nutrition;

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better use of press,radio and television for communicating  
nutrition information;

the development of more effective nutrition teaching methods.

Pointing to the fragmentary information which consumers at present  
receive from "widely disparate and sometimes conflicting sources",  
the report states that at the root of the weaknesses and failings in  
the current nutrition communication process lies a basic lack of  
co-ordination between Government, the food industry, nutrition  
"professionals" and teachers.

The Nutrition Communication Group sees the British Nutrition Foundation  
as the body which could undertake the required central "clearing house"  
function if it had the necessary resources.

The Group was brought together by Van den Berghs & Jurgens, the Unilever  
margarine and edible fats and oils company, as part of their non-  
commercial nutrition education programme. Chairman of the the Group is  
Mr. Peter Earl, immediate past president of the Institute of Public  
Relations and Director of Public Relations for Standard Telephones and  
Cables.

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