



Fat Consumer Campaign Changes Lives

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Agenda

- **Background**
- **Consumer Research Overview**
- **Results**
- **Conclusions**
- **Face the Fats Consumer Campaign**

Background

- Extensive focus on *trans* fat reduction and potential health benefits
- AHA recommends limiting saturated fat consumption to <7% of total daily calories and *trans* fat consumption to <1%.
- US Food and Drug Administration *trans* fat labeling requirement effective January 2006
- Significant voluntary and regulatory efforts to reduce *trans* fats in food supply
- News coverage of *trans* fats doubled between 2006 and 2007.

Consumer Research Overview

- **Two data collection phases:**
 - **Baseline (March 27-April 7, 2006)**
 - **1-year follow up (May 10-25, 2007), after the April 2007 launch of the AHA “Face the Fats” consumer campaign**
- **Web survey conducted by Cogent Research among sample of 1,000 Americans (18-65 years)**

*AHA *trans* fat initiative funded by a lawsuit settlement between BanTransFats.com and McDonald's

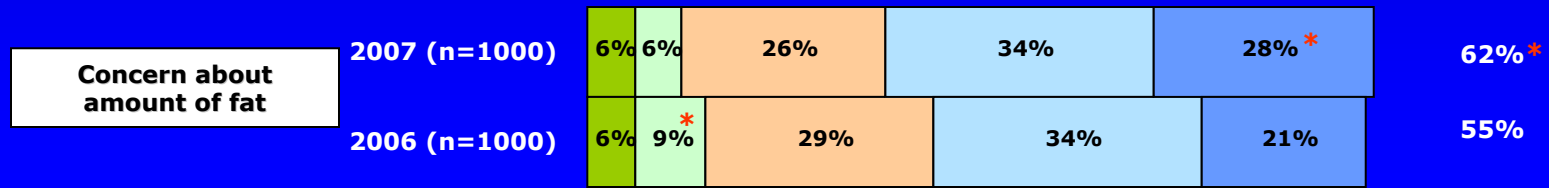
Consumer Research Results

Concern about Fats

- Majority (62%) concerned with both the amount and types of fat
- Concern increased significantly from 2006 to 2007

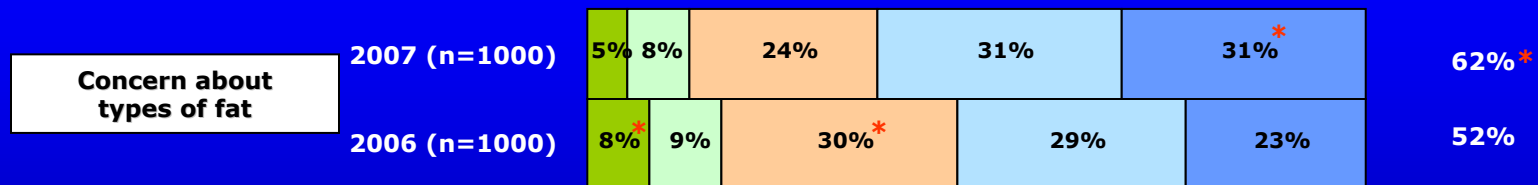
How concerned, if at all, are you with the amount of fat that you consume in foods?

Top 2 Box %



How concerned, if at all, are you with the types of fats that you consume in foods?

Top 2 Box %



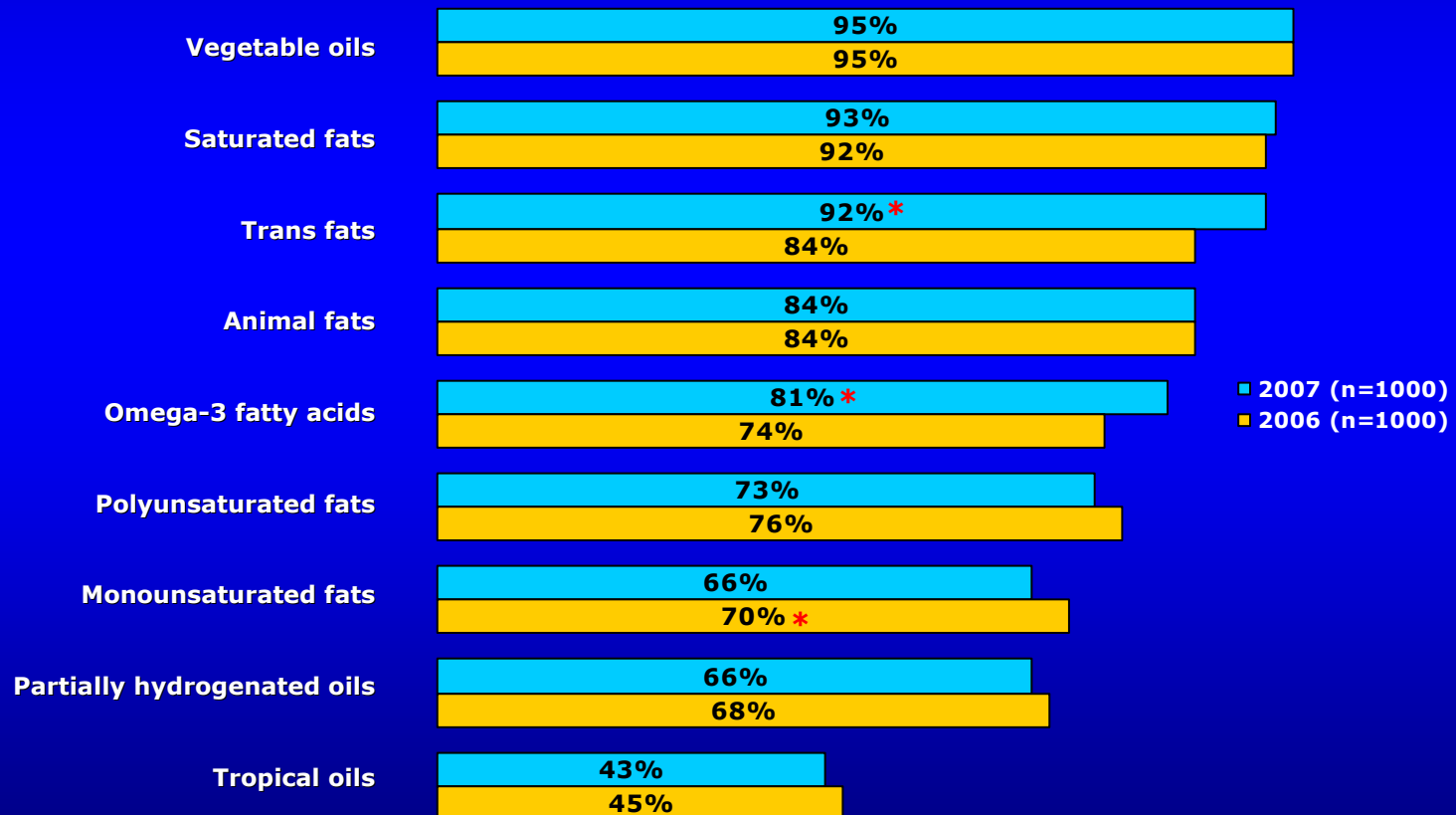
■ 1 - Not at all concerned ■ 2 ■ 3 ■ 4 ■ 5 - Extremely concerned

*Significant difference (P<0.05)

Awareness of Fats

- Awareness of trans fats increased; now on par with awareness of saturated fats
- Consumers not as familiar with partially hydrogenated oils
- Except for omega-3, awareness of mono- & polyunsaturated fats lagging and may be ↓

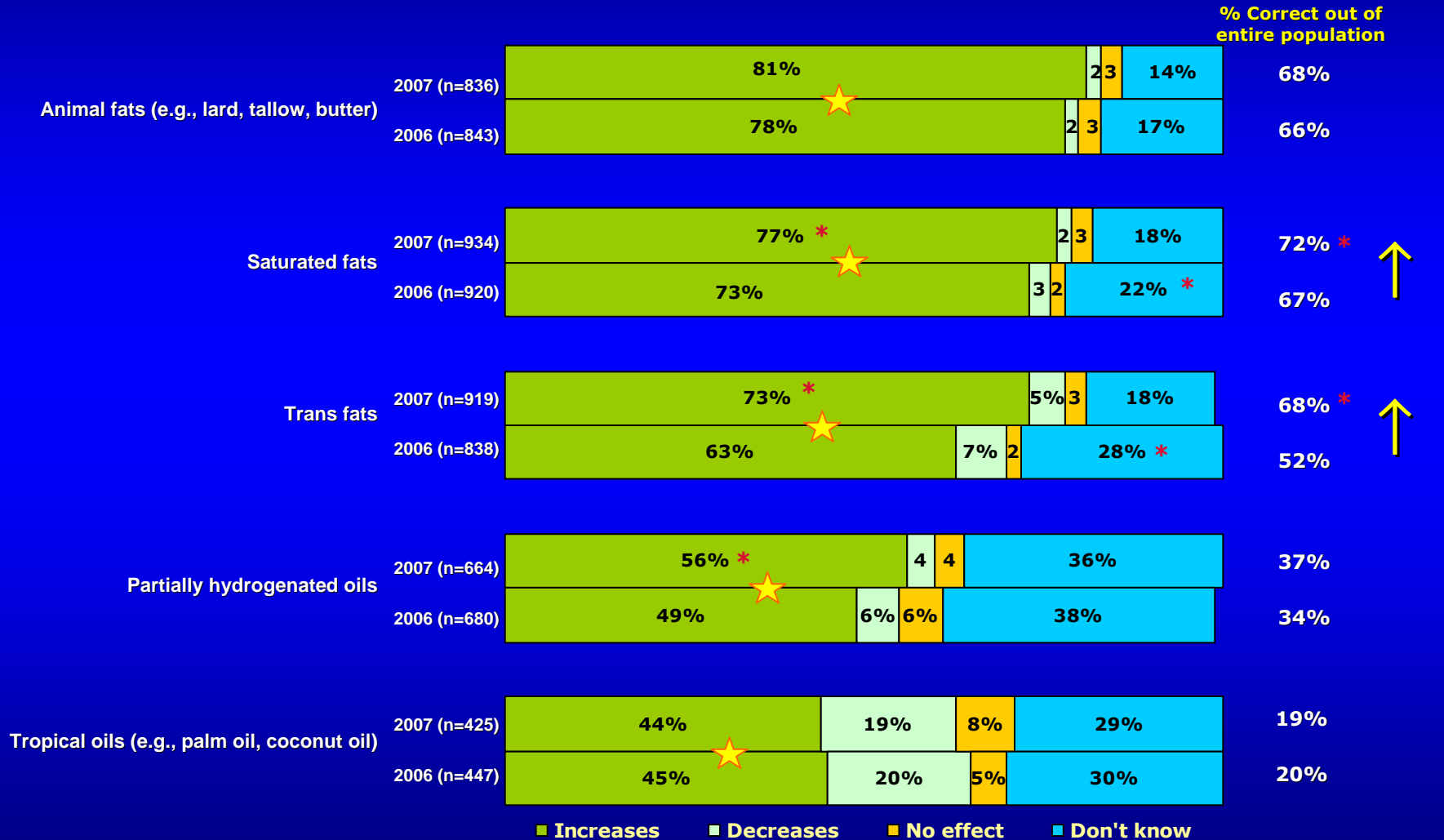
AIDED: ROTATE. Please check all of the types of fats and oils that you have ever heard of:



***Significant difference (P<0.05)**

Knowledge of Effects on Heart Disease (1)

[IF AWARE] To the best of your knowledge, what effect, if any, do each of the following have on your risk of heart disease?

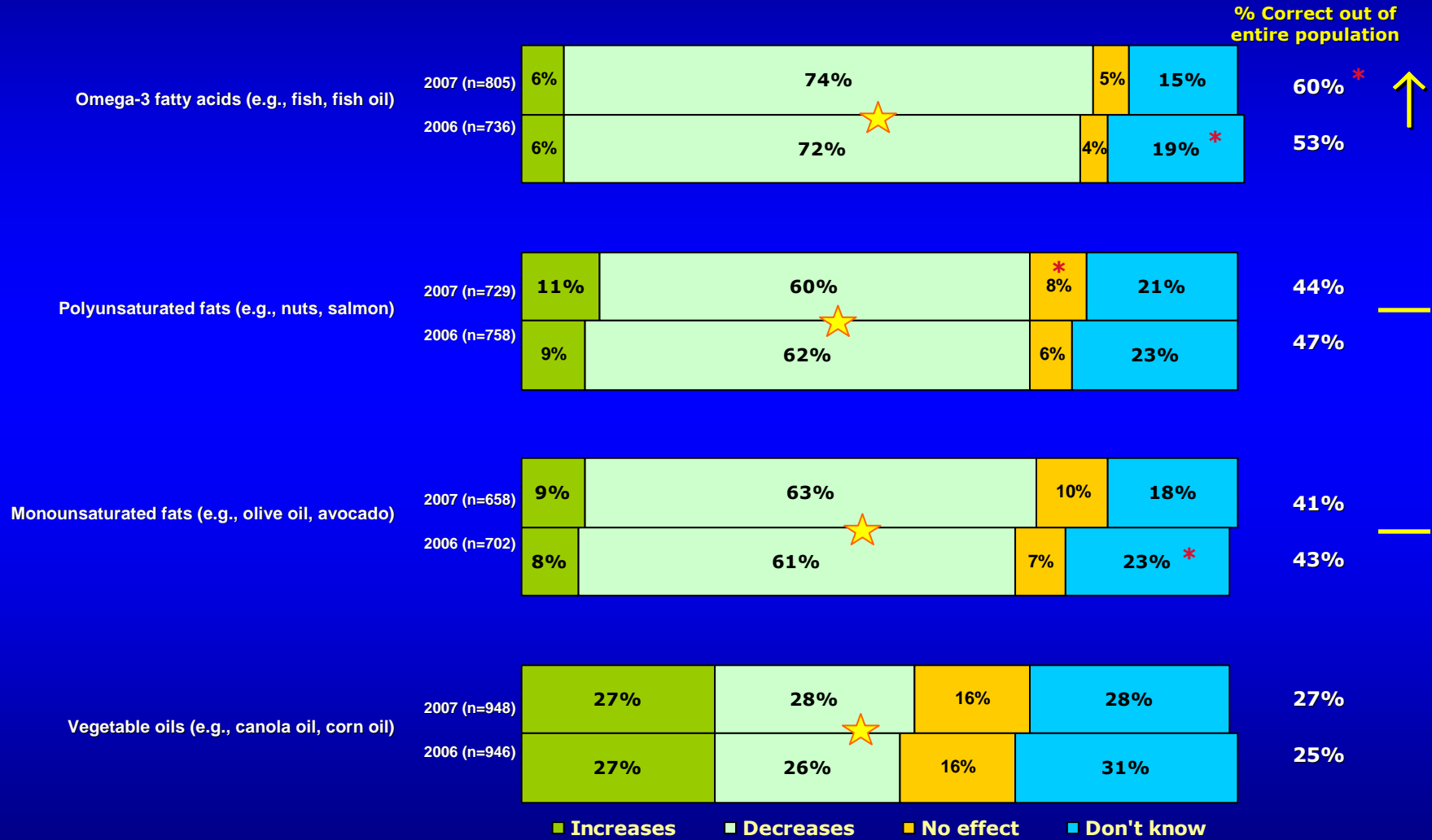


*Significant difference (P<0.05)

★ = CORRECT RESPONSE

Knowledge of Effects on Heart Disease (2)

[IF AWARE] To the best of your knowledge, what effect, if any, do each of the following have on your risk of heart disease?



*Significant difference (P<0.05)

★ = CORRECT RESPONSE

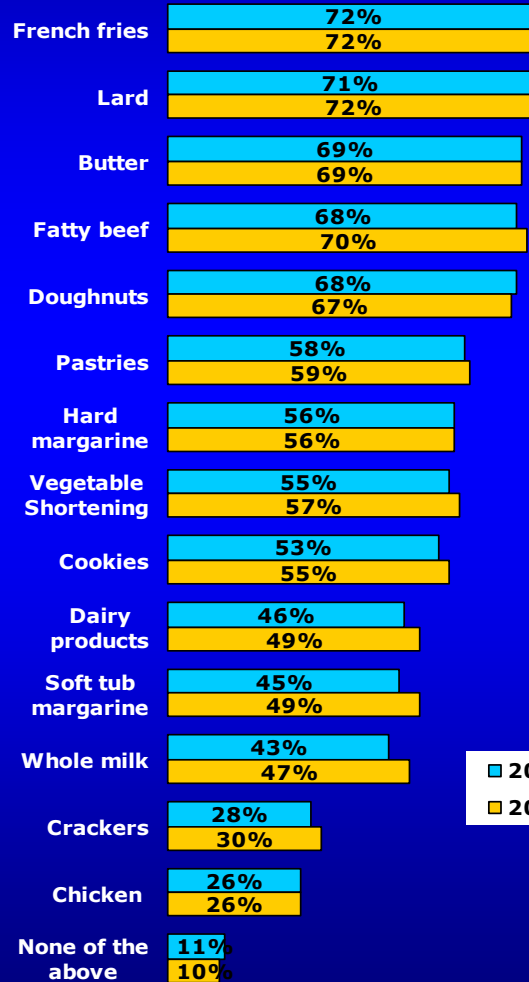
Sources of Saturated and *Trans* Fats

Which of these foods, if any, typically contain saturated fats?
Check all that apply. (AIDED)

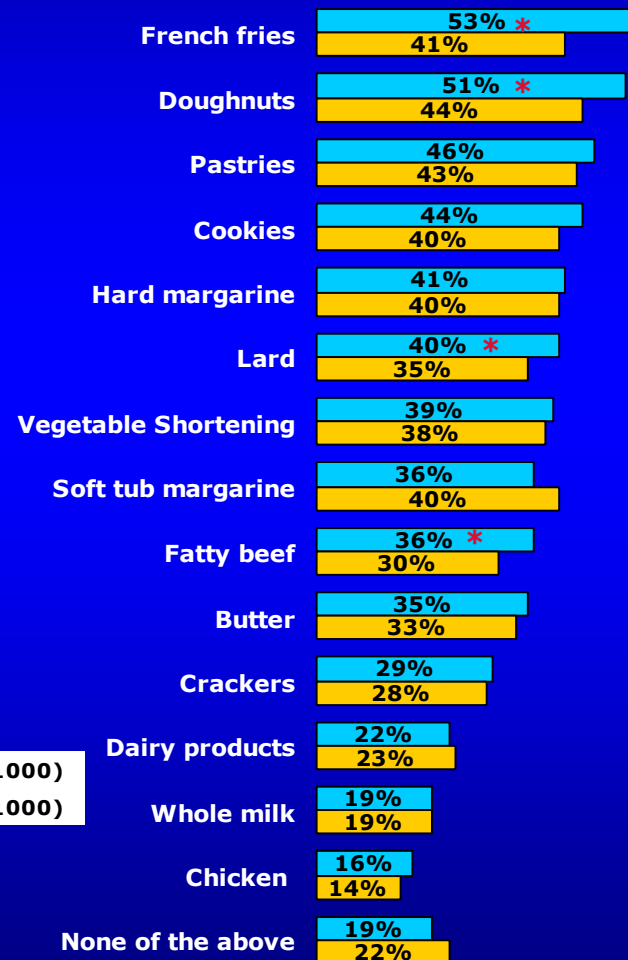
Which of these foods, if any, typically contain trans fats?
Check all that apply. (AIDED)

Better Knowledge

SATURATED FATS



TRANS FATS

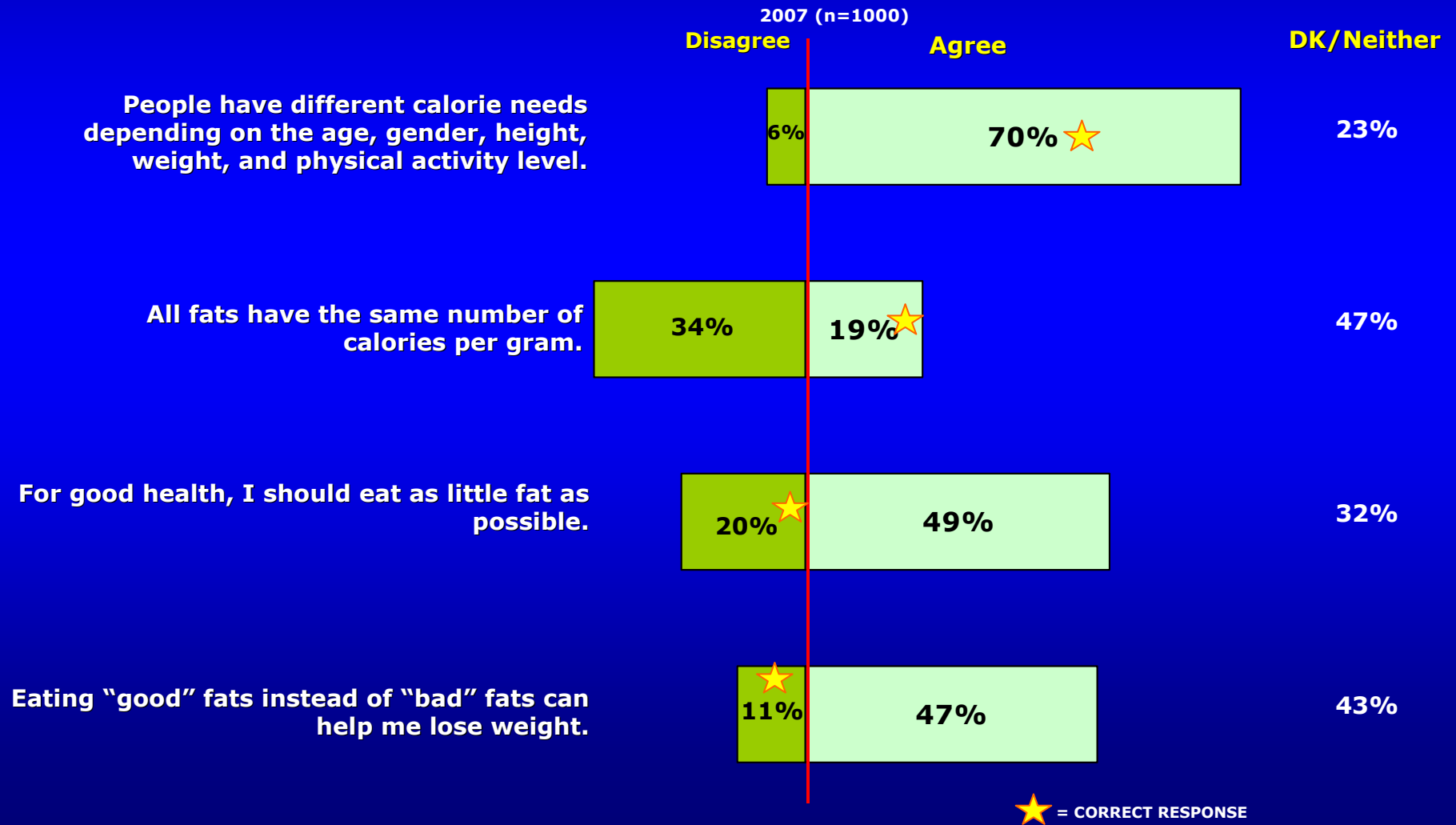


■ 2007 (n=1000)
■ 2006 (n=1000)

***Significant difference (P<0.05)**

Knowledge about of Fats and Calories

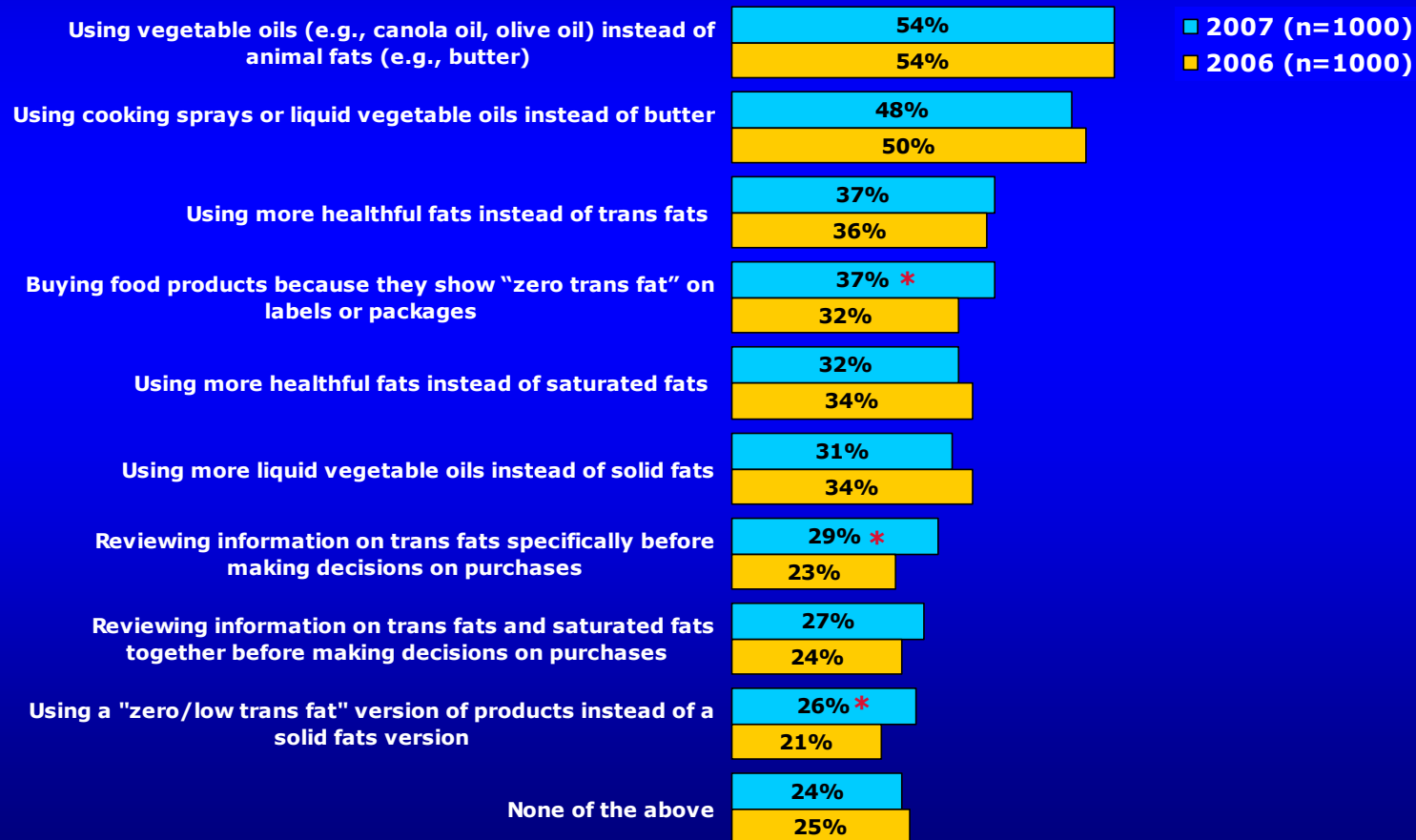
While most consumers know people have different caloric needs, there is misunderstanding about the general relationship between fats and calories.



Behaviors - Cooking

- *More than half reported using vegetable oils instead of animal fats.*
- *More reported behavioral changes related to trans fats.*

Which of the following, if any, are you doing on a regular basis? Check all that apply.

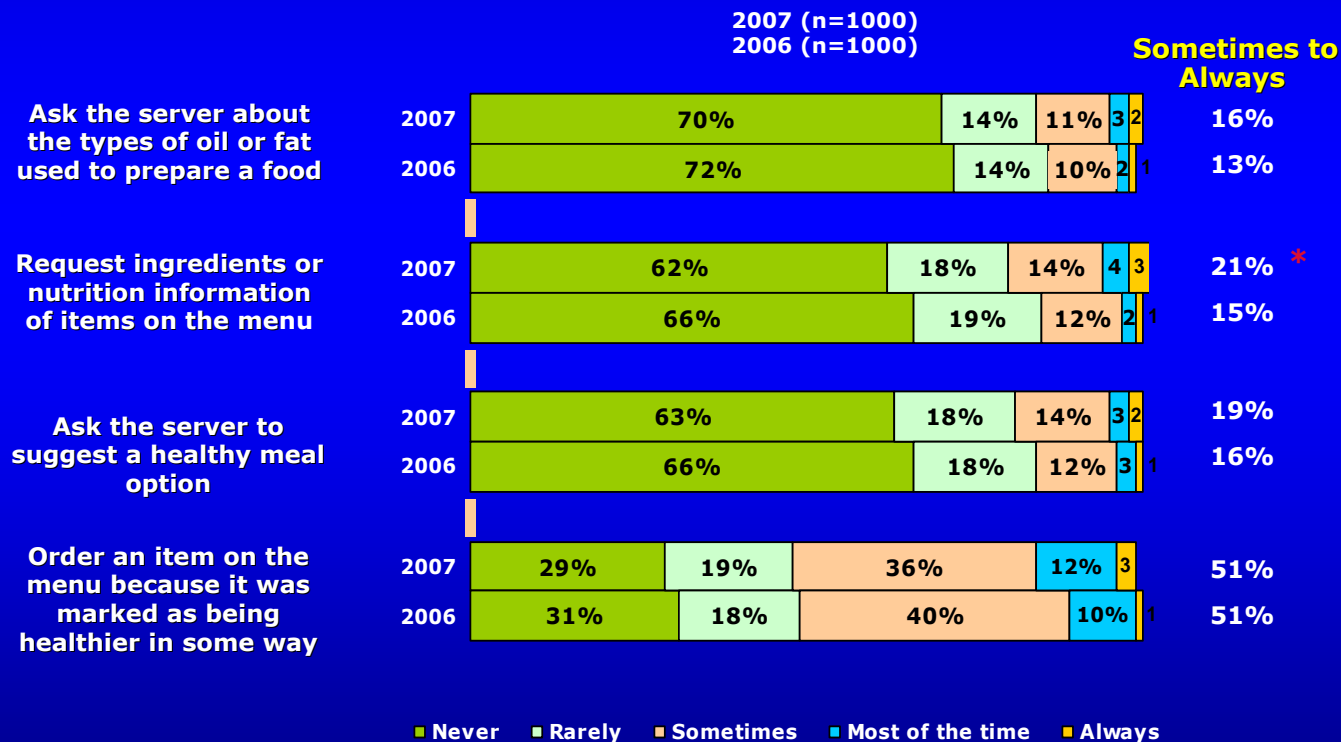


*Significant difference (P<0.05)

Behaviors - Restaurants

- *Most do not ask for nutrition information or healthy food options.*
- *A small but growing number request, at least some of the time, ingredients or nutrition information for menu items.*
- *About half indicate they ordered the “healthier” menu items at least some of the time.*

How often, if at all, do you do the following when you are at a restaurant?



*Significant difference (P<0.05)

Research Conclusions

- Awareness of *trans* fats and knowledge about effect on heart health have significantly ↑
-> on par with saturated fats
- Impacted behaviors in grocery stores and cooking at home but not much in eating out
- Knowledge of major food sources of saturated fats and *trans* fats remains insufficient.
- Not clear whether consumers paying attention to *trans* fats at the expense of other fats

Research Conclusions (continued)

- **Except for omega-3, awareness of mono- and polyunsaturated fats lagging -> more consumer confusion?**
- **Consumers not clear about the relationship between fats and calories**
- **Women who are primary household shoppers with college education+ are most knowledgeable**

Launched in April 2007 “Face the Fats”
national consumer education campaign



AmericanHeart.org/FaceTheFats

SEARCH [] DONATE HELP CONTACT SITE INDEX HOME

ADVANCED SEARCH

October 16, 2007

American Heart Association® 
Learn and Live™

Print Email

RELATED ITEMS

Links on This Site
[Take the Fats Quiz!](#)

Downloadable Documents
[Face the Fats Pocket Guide](#)

FACE THE fats LEARN HOW TO LIVE FAT-SENSIBLY



fats 101
Take our crash course on fats.

Do you know everything **you** need to know to make healthy fat choices? Do you know:

- Which fats you should limit or avoid?
- Which are better for you than others?
- Which foods contain which types of fat?
- How many calories – and how much fat – you should eat each day?
- If foods labeled "trans fat-free" are always healthy?

Don't worry if you don't know the answers. Most Americans are confused about fats. That's why the American Heart Association created this Web site – to



FACE THE fats
RESTAURANT RESOURCES

Main Menu

Healthy Lifestyle

Diet & Nutrition

Face the Fats

Fats 101

My Fats Translator

Live Fat-Sensibly

The Dish with Dr. Eckel

Take the Fats Quiz

Consumer FAQ

Dictionary of Fats

Restaurant

AmericanHeart.org/FaceTheFats

1.



FACE THE fats LEARN HOW TO LIVE FAT-SENSIBLY

fats101
Take our crash course on fats.

Fats 101

2.



FACE THE fats LEARN HOW TO LIVE FAT-SENSIBLY

MY fats TRANSLATOR
My Fats Translator calculates daily calorie and fats recommendations just for you.

My Fats Translator

Cinematic

3.

Face the Fats Quiz



Do you know your fats by heart? Ready to make informed choices about the foods you eat? Welcome to the Fats Quiz — now you can test just how knowledgeable you are about fats.

[Take Quiz Now!](#)

4.

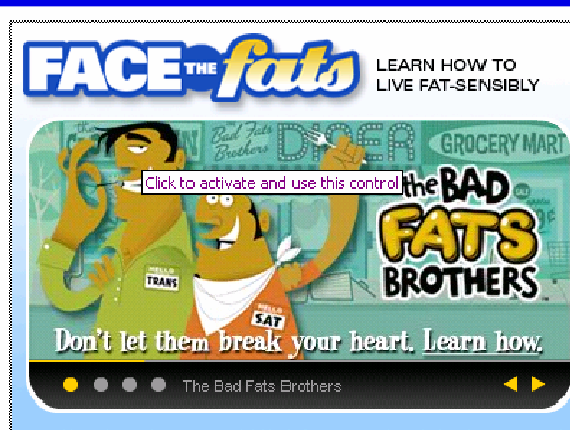


FACE THE fats LEARN HOW TO LIVE FAT-SENSIBLY

CHEF ALTON BROWN'S IDEAS
Celebrity Chef Alton Brown cooks for your heart.

Chef Alton Brown

5.



FACE THE fats LEARN HOW TO LIVE FAT-SENSIBLY

Click to activate and use this control

the BAD FATS BROTHERS

Don't let them break your heart. Learn how.

The Bad Fats Brothers

BadFatsBrothers.com

the **BAD**
FATS
BROTHERS™

return to
STREET

meet
SAT

meet
TRANS

their
MENU

down
LOADS

fats
FACTS

see the
WEBISODE

face the
FATS

see the Webisode

The Brothers do some of their best work in places like drive-thrus and diners. Watch our webisode now and see these heartbreakers in action.

There's plenty of Sat & Trans to spread around, so why not share this with a few friends?

➔ Just click here to
send the webisode



TURN MUSIC OFF

<http://facethefats.org/presenter.jhtml?identifier=3048007>

Campaign Reach

- 4/07 – 1/08, 322+ million media impressions
 - 209 million broadcast impressions
 - 91 million Internet impressions
 - 22 million print impressions
- 330,000+ unique visitors to “Face the Fats” site

The Washington Post

BusinessWeek

FOX
NEWS.com

CNN

Forbes
.com

USA
TODAY

Video - <http://www.americanheart.org/presenter.jhtml?identifier=3050107>

Coming May 2008
The Better Fats Sisters – Mon and Poly



Summary

- **2006 marketing research confirmed consumer confusion about fats.**
- **Face the Fats (2007) contributed to heightened consumer awareness of *trans* fats**
- **Face the Fats (2008) to focus on the “better” fats**
- **Continued tracking of campaign impact**



Thank you!
Questions?
Comments?

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