

GROUP - I

Discussion Theme - *Strategies to promote healthy consumption of fats*

Moderators - Dr. B.R. Lokesh, CFTRI, Mysore
Dr. G.N.V. Brahman, Dy. Director, NIN

Rapporteur - Mr. Anil K Dube, Communicationist, NIN

Strategies to promote healthy consumption of fats

Who is to be reached

- **Supply side:**

- Producers
- Processors
- Marketing
 - Organized
 - Unorganized

- **Demand side:**

- Consumer (Rural and Urban)

- **Regulatory agencies, policy makers and researchers**

Media Strategy to reach the consumers:

- Logo for Healthy Oil/Oils (similar to smiling sun seen for iodised salt)
 - On advertisements
- Person to person
- Local folk arts
- Champions & Celebrities
- TV
- Internet
- Radio
- Print media
- Posters etc
- Appropriate strategies
- Counter false claims by the industry
- Intensified campaigns
- Festivals and cultural practices
- Remove misconceptions
- Media advocacy to ensure appropriate and regular coverage

What should be the content?

- Remove misconceptions
- Messages on right type, quantity and quality of oils and fats to be used
- Appropriate combination of oils at household level
- Limit consumption of saturated fats
- Limit the consumption of food prepared in hydrogenated oils
- Promote consumption of fish/nuts
- Avoid consumption of foods prepared by repeated heating of oils
- Promote purchase of oils in sachets

Media strategy to reach the agricultural producers

- Provide information on
 - the market for healthy food
 - what are the oil-seeds they can consider for planting
 - Pricing / marketing
 - Drought resistant high yielding varieties
- Promote cultivation of oil-seeds (depending on the region)
- Promote less familiar oil-seeds like Perilla
- Biotechnological approaches

Media strategies to reach the Industry

- Create awareness in the industry
- Encourage industry to blend oil
- Encourage technological upgradation
- Govt to encourage industry to increase yield/produce more
- Discourage food processing industry from use of unhealthy oils
- Promote packaging of oils in sachets of smaller quantities
- Develop recipes containing healthy oils
- Appropriate labeling on products

Information to be provided to various stakeholders

- Create awareness in the industry
- Encourage industry to blend oil
- Technological upgradation
- Government to encourage industry to increase yield/produce more
- Discourage food processing industry from use of unhealthy oils

- Promote packaging of oils in sachets of smaller quantities
- Develop recipes containing healthy oils
- Appropriate labeling on products

In addition, the group also suggested that various change agents like schoolchildren, students from home science colleges and policy makers need to be approached for ensuring holistic approach for communicating ideal fat intake and healthy diets.