Promoting the use of Food Composition Data through New Media

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Background

- In-house: Food Information & Nutrient Database (FIND) system
- Contains information of more than 6000 foods/dishes
- Food and nutrient data need to benefit the general public
- Go beyond printed materials – leverage on New Media
Database

Internet

Mobile applications

e-Educational tools
HPB Online

Energy & Nutrient Composition of Foods

- Enables users to find out the calorie and nutrient content of foods commonly eaten when dining out
- 1 in 2 Singaporeans eat out at least 6 times/week
Recipe Analysis

- Allows users to analyze the nutritional content of recipes, based on the type of ingredients, portion sizes and method of cooking chosen.
Recipe analysis

Step 4: Select the portion size, quantity and cooking method for each selected raw ingredient. For example, for 3 whole chicken drumsticks, under 'Portion' select 'Whole', under 'Enter Quantity' type '3'.

When using the 'Gram' option under 'Portion', please enter only the weight of the edible portion. For example, the weight of 3 whole chicken drumsticks is 429g, while the weight of the meat alone is 205g. Under 'Portion' select 'Gram', under 'Enter Quantity' type '205'.

Click [here] for more information on weights and measures.

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HPB Online

Food Intake Assessment

- Enables users to analyze their diet for up to 7 days (maximum of 6 meals a day)
- Compares nutrient intakes from diet against estimated nutritional requirements
- Nutrition messages are shown to provide additional information and ways to improve user's diet
HPB Online

- Users need to provide information (age, gender, weight and activity levels) for the estimation of energy requirements.
- Requirements for nutrients are generated based on info entered and energy needs e.g. protein (g per kg BW) and fat (30% of calorie requirement).
Online Indirect Analysis/NIP Generator

- For food manufacturers to analyze the nutritional content of their products and generate a Nutrition Information Panel (NIP)
Mobile applications

Diet Tracker

- Provides nutritional information on-the-go
- Database currently consists of 300 items identified to be among the most commonly eaten foods in Singapore
- Items grouped into various food categories to facilitate search (e.g. rice-based dishes, local snacks and desserts)
Mobile applications

- Allows users to track their calorie and fat intakes for up to 7 days, and compares the values against their estimated requirements
- Users may log on to the Diet Tracker website to view nutrition messages based on their assessment results
- Users can also be notified of any updates made to the application via SMS
Diet Tracker

My Diet Summary

- Is your energy intake more than 100% of your requirements?
- You are consuming more calories than you require. Frequently eating above your calorie needs will lead to weight gain if the calories are not being expended through physical activity.

- Where do calories come from?
- Carbohydrates, protein, fat supply calories in food. Fat provides more than twice the number of calories for an equal amount of carbohydrate or protein. Regardless of the source, the body stores most excess calories you consume as body fat.

- Some tips to reduce your calorie intake: Eat less of foods that are high in fat and sugar, as they are other concentrated sources of calories. Or occasion when you do consume these foods, try to balance it with foods that are lower in calories at other times of the day. Cutting back on the portion sizes of food you eat also helps lower calorie intake.

- When to gain weight?
- Is your fat intake more than 10% of your allowance?
- Is your energy intake less than 1000 kilojoules?
- Is your fat intake more than 10% of your allowance?
- Is your energy and fat intake within the recommendations?
• Energy & Nutrient Composition of Foods
• Recipe Analysis
• Food Intake Assessment
• OIA/NIP Generator

• Diet Tracker
~10,000 registered users to date

Combined page views: ~370,000 (Aug 09)

e-Educational tools

Portion-sizing tool
• Provides visual guide on suitable portion sizes of food to consume
• Downloadable programme; developed as an aid for dietary counselling
• Utilizes food data on calories, fat and carbohydrates (for diabetes)
e-Educational tools

• Specific amount of calories/CHO allocated for each meal
• System determines and displays appropriate portion sizes that the user should consume, based on their food selections
• Healthier options shown for items with high fat content
• Timing and regularity of meals taken into consideration for people with diabetes
Revamp of FIND system

• Work to upgrade current database system will begin soon
• Direct interface between in-house database and online applications

Some proposed enhancements…
• Recipe disaggregation of dishes
  - Allows for update to nutrient profile through changes made to ingredients
Revamp of FIND system

• Simulation of dietary survey data
  - Multiple food items/ingredients (or their nutrient content) can be altered to test outcome
• Development of portable devices for use in dietary surveys

Thank you!

www.hpb.gov.sg
www.hpb.gov.sg/foodforhealth