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# Toolbox in 5 chapters

**Chapter 1: ORGANIZATION**

**Chapter 2: EVIDENCE**

**Chapter 3: DOCUMENTATION**

**Chapter 4: COMMUNICATION**

**Chapter 5: AVAILABILITY**



# Chapter 1- Organization

AIM: Establishing, management, and sustaining public-private partnerships

One-pagers:

- Why partnerships - A brief introduction to public-private partnerships
- What is a whole grain partnership and the partnership objectives?
- Management and maintaining a partnership
- Step-by-step guide



Steps	Organization	Documentation & Evidence base	Communication	Availability
1	Map potential partners for a future WG partnership and perform a stakeholder analysis. Set up a task force to drive the processes forward towards the formal formation of a WG partnership.	Update the evidence base for WG health benefits.	Identify and describe the different target groups among the <ul style="list-style-type: none"> <li>- Public (primary)</li> <li>- Professional, key people (secondary)</li> <li>- Partners existing and potential</li> </ul>	Identify main sources and potential sources of WG Identify food businesses willing to engage in reformulation and development of new products
2	Develop a model for financing a WG partnership. Define and describe the different partner roles. Describe a code of conduct.	Find existing data sources on: <ul style="list-style-type: none"> <li>- Dietary habits, focus on WG intake.</li> <li>- Number of WG products and their sales.</li> <li>- Consumer knowledge, attitudes, buying behavior.</li> </ul>	Map the channels for consumer communication <ul style="list-style-type: none"> <li>- commonly owned</li> <li>- Individual partners</li> <li>- Other</li> </ul> Develop partnership owned media platforms; website, recipes database, different SoMe platforms (FB, IG, LinkedIn aso)	Identify incentives and barriers for reformulation and development of new WG products among food businesses Identify incentives for adding WG in small amount to existing products
3	Outline a partnership agreement, and ask the potential partners to sign it Describe a model for organizing the work and rules of procedures for the different bodies; board, work groups and partnership meetings	When lack of data sources of: <ul style="list-style-type: none"> <li>- WG intake.</li> <li>- Consumer knowledge.</li> <li>- Buying behavior, or</li> <li>- WG supply of good quality, develop methods for data collection</li> </ul>	Make a communication and media plan, including PR and PA strategy Select medias paid and owned; public campaign, SoMe, education material, meetings and conferences	Develop criteria for WG product for the different categories Develop a front of pack labelling or a WG branding Develop a peas pledges scheme for producers, retail and food service sectors
4	Establish a secretariat to coordinate the WG activities, execution of decisions and managerial support	Set objectives and Monitor on a regular basis	Develop and execute communication activities	Food businesses develop WG products, ensure quality and test them among consumers before marketing them They should be aware of pricing and presentation
5	Develop a long-term strategy and yearly action plans and execute them Map external stakeholders (not members of the WG partnership), that can assist fulfilling WG partnership goals by integrating WG in their activities	Follow-up on targets, celebrate successes and set new targets for WG intake, knowledge and supply	Evaluate impact of activities Use the experience to develop the next communication activities and continuously find new ways of communicating WG messages to the public that ensures the demand for WG products	Evaluate <ul style="list-style-type: none"> <li>- product quality and</li> <li>- performance among consumers</li> <li>- number of WG products and the WG content</li> </ul> Identify further incentives for reformulation and new products that ensures the supply of tasting WG products

# Chapter 2 - Evidence base



AIM: Common evidence-base for WG recommendation

## One-pagers:

- An overall introduction to whole grain
- Definition(s) of whole grain
- Updated Evidence-base for the recommendation and health effects and sustainability aspects of WG \*

\*when finished in April 2021

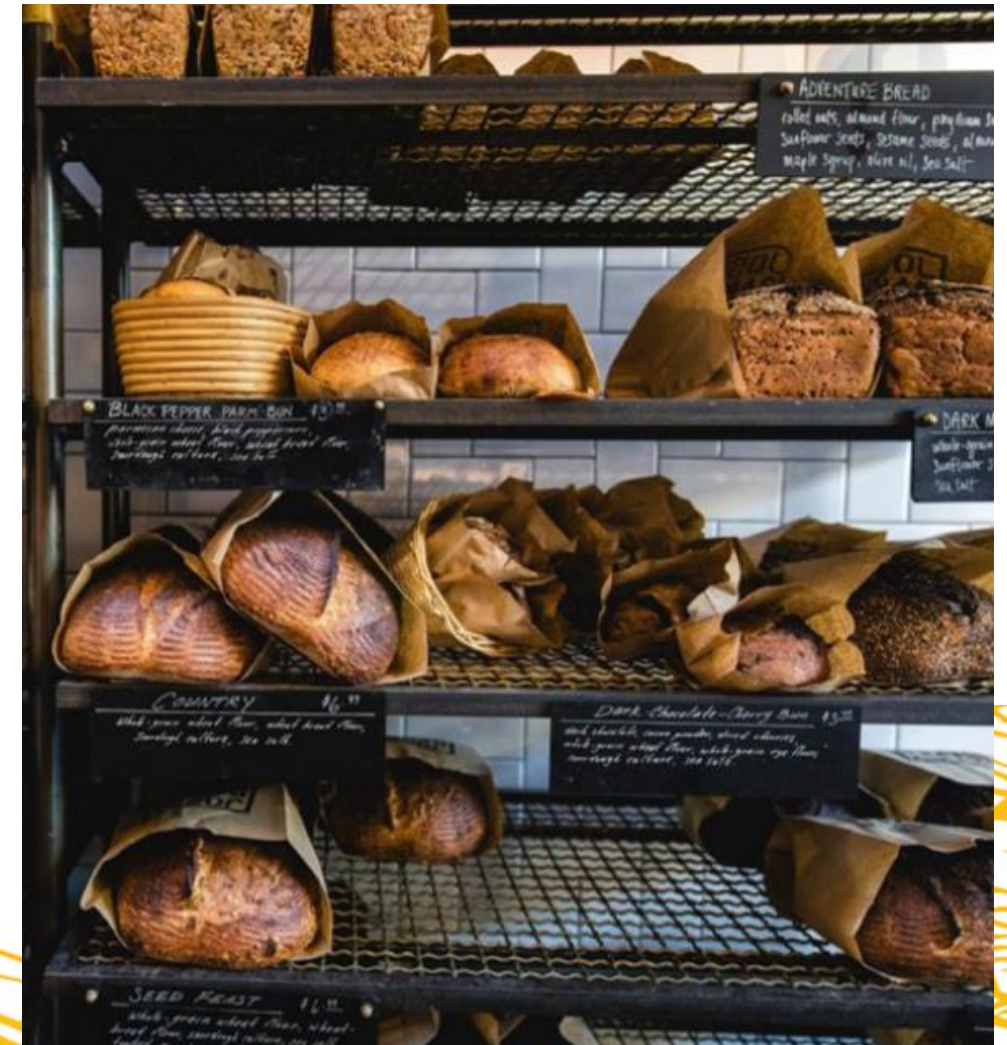
# Chapter 3 - Documentation



AIM: How to monitoring consumer behavior, markets and document progress

## One-pagers:

- Introduction to monitoring national whole grain intake
- Introduction to an anthropological study. A tool for mapping needs, norms and food culture.
- Market research – why is it important and how do we manage?
- Whole grain sources: How to identify the most important whole grain sources and products
- Introduction to a food database, where you will find information about nutrient content of various foods, including whole grain products and different whole grain sources



# Chapter 4 - Communication



AIM: Learn about consumer communication, campaigns, FOP labelling and legislation.

## One-pagers:

- Development of the whole grain logo
- EU regulations on labelling and claims
- Examples of whole grain campaigns, from NGO and authorities
- Development of education material for nutrition professionals, retailers and vocational and elementary schools

# Chapter 5 - Availability

AIM: How to increase availability by product development, reformulation and quality.

## One-pagers:

- Incentives for reformulation
- A case story: How a bread manufacturer in Denmark introduced a larger fraction of whole grain in their products
- A case story: How a retailer in Denmark markets whole grain products
- Recipes illustrating how to incorporate more whole grain in traditionally dishes with more refined foods

**Get inspired**

How to incorporate more whole grain in dishes







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Thank you for your attention!  
Contact: [glh@cancer.dk](mailto:glh@cancer.dk)

**More about the project:**

<https://www.gzs.si/wholeugrain>

