

Case Study on Practical Solutions and Collaborations

THE ALBERTA DIET

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University of Alberta

The Food for Health Connection: Building a New Collaboration, Guelph, June 2011

Outline

- What we are trying to do
- Why
- How
- With Who
- When and Where

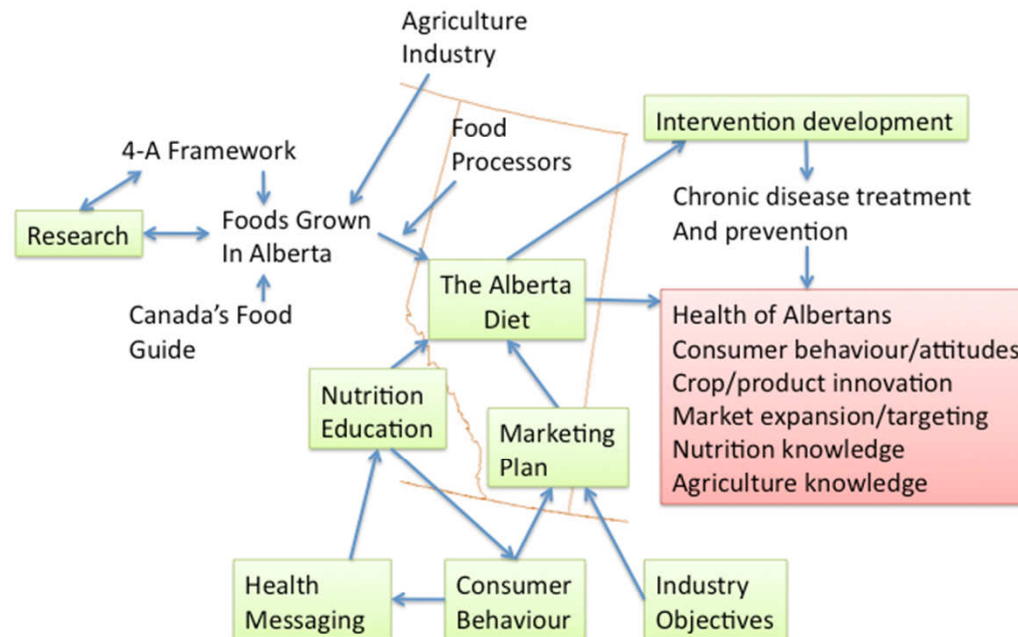
What we are trying to do

- The PANDA Project
 - Physical Activity and Nutrition for Diabetes in Alberta
- Facilitating Behaviour Change
 - Chaos Theory
 - Tipping Points
 - The External Environment



What we are trying to do

PANDA Project – Phase II – The Alberta Diet



Why

- 37% overweight, 24% obese in Canada
- Diabetes affects 164,000 Albertans
- Nutrition and physical activity interventions are recommended but adherence is low
- **Diabetes patients want healthy choices to be the norm, and to be accessible.** (PANDA Consensus Conference, May 2011)

How

- Change the external environment to bring people closer to a tipping point
- “Make the right choice the easy choice.”
- The 4-A Framework
 - Nutritionally Adequate
 - Culturally Acceptable
 - Available in stores
 - Financially Accessible

With Whom



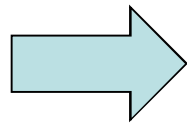
Scientific team



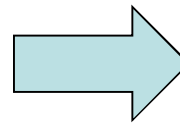
Government

*Agriculture

*Health



Food Producers



Food Processors



Brain-Food.org

Food Retailers

People with T2D



Agriculture Industry Partners

- Alberta Pulse Growers Commission
- Alberta Canola Producers Commission
- Alberta Meat and Livestock Association

Who else will we need?

- Food Processing Industry
 - Ready-to-Eat Meals
- Restaurant Industry
- Food retailers
- Health care system

When and Where



- 2008-2011
 - Engaged stakeholders
 - Annual symposium
 - Consensus Conference
 - Nutrition & plant science research
 - Environmental research
 - Barriers to change
 - Toolbox development
- 2011-2014
 - Toolbox development cont'd
 - Intervention development
 - Consumer behaviour research
 - Pilot The Alberta Diet

Acknowledgements



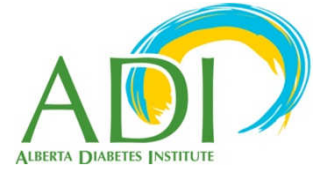
- The PANDA team
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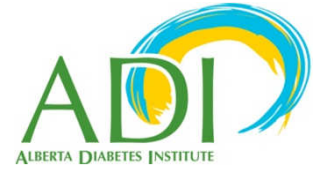
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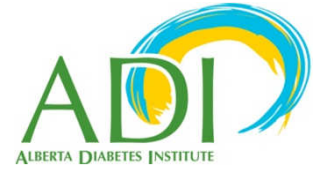
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 - Alberta Pulse Growers Commission
 - NSERC
 - NRC
 - Alberta Innovates Health Solutions