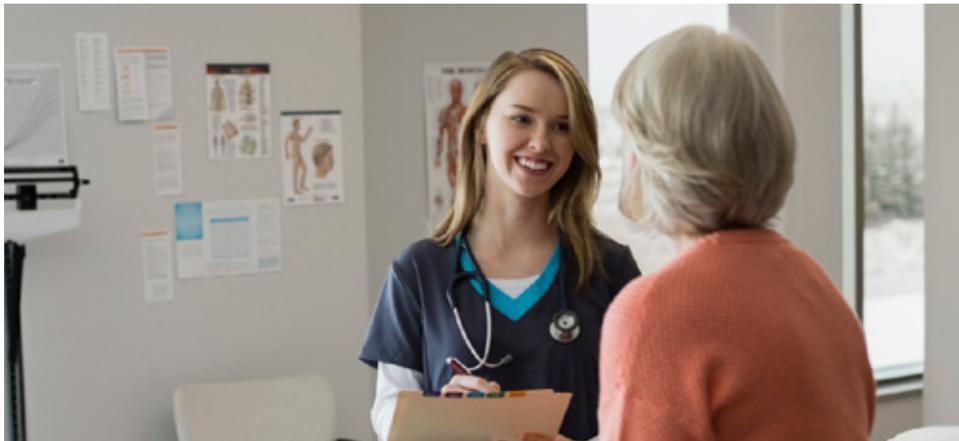


Sharing the Facts on Fibre Could Help Save Millions in Healthcare Costs



New research reveals that increasing fibre intake is a healthy investment. A study conducted by the Richardson Centre for Functional Foods and Nutraceuticals at the University of Manitoba shows that **if Canadian adults increased their intake of cereal fibre by just 1 gram per day, annual healthcare costs related to cardiovascular disease and type 2 diabetes could be reduced by up to \$143.2 million.**¹

"The results of this cost-of-illness analysis sheds light on the benefits of cereal fibre in the prevention and management of these chronic diseases," said Dr. Peter Jones, Canada Research Chair in Functional Foods and Nutrition at the University of Manitoba, and Director of the Richardson Centre for Functional Foods and Nutraceuticals, and lead researcher. "Given the health benefits of fibre and the vast potential savings for the healthcare system, it's imperative that Canadian healthcare providers include fibre recommendations when counselling their patients on nutrition and diet."

The health benefits of a high-fibre diet are already well-recognized. Dietary fibre has been associated with a lower prevalence of type 2 diabetes and cardiovascular disease,^{2,3,4} as well as a reduced risk of digestive disorders and obesity.^{5,6} Diets with higher levels of cereal fibre, which is found in cereal grains like oats and wheat, are associated with the lowest

risks of cardiovascular disease,^{7,8} and type 2 diabetes,^{9,10} as compared to fibre from vegetables or fruit. The protective effects of this "powerhouse" nutrient are related to its ability to lower cholesterol, improve blood sugar control, promote regularity and increase satiety to assist with weight management.¹¹

Despite the health benefits of fibre and the potential impact on Canada's healthcare costs, many Canadians do not get enough fibre.

Average fibre intakes are only about half of Health Canada's recommendations of 25 grams of fibre per day for women and 38 grams per day for men.^{12,13}

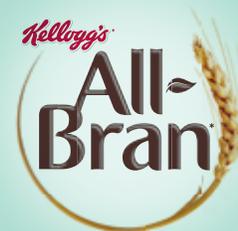
Nurses play a key role in educating their patients on the health benefits of a high-fibre diet and providing actionable strategies and tips to increase their daily fibre intake.

Talk to your patients about high-fibre foods like **Kellogg's* All Bran Buds*** that can be incorporated into everyday recipes.

For more information about the benefits of dietary fibre, the impact that fibre can have on healthcare system costs and for tools to support counselling with your patients, visit **startwithfibre.ca**.

Kellogg's* All-Bran Buds* cereal is one of the simplest and most effective ways to help your patients get more fibre. It provides 11 grams of fibre and 70 calories in just a 1/3 cup, and contains a unique combination of psyllium and wheat bran fibres. Psyllium fibre has been shown to lower cholesterol and improve blood sugar control, and wheat bran is the best fibre to promote regularity.¹⁴

Kellogg's* All-Bran Buds* cereal can be easily added to many everyday foods and dishes that your patients already eat. It's ideal for mixing with yogurt and other cereals, and is a great way to boost the fibre in a variety of different recipes. Please find delicious recipe ideas at **allbran.ca**.



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¹Abdullah MMH, et al. Cost-of-illness analysis reveals potential healthcare savings with reductions in type 2 diabetes and cardiovascular disease following recommended intakes of dietary fiber in Canada. *Front. Pharmacol.* 2015;6:167. doi: 10.3389/fphar.2015.00167 ²Merchant AT, et al. Dietary fiber reduces peripheral arterial disease risk in men. *J Nutr* 2003;133:3658-3663. ³Kendall C, et al. The link between dietary fibre and human health. *Food Hydrocoll.* 2010;24:42-48. doi: 10.1016/j.foodhyd.2009.08.002. ⁴Chen GC, et al. Dietary fiber intake and stroke risk: a meta-analysis of prospective cohort studies. *Eur J Clin Nutr* 2013;67:96-100. doi: 10.1038/ejcn.2012.158. ⁵Petruzzello L, et al. Review article: uncomplicated diverticular disease of the colon. *Aliment Pharmacol Ther* 2006;23:1379-1391. doi:10.1111/j.1365-2036.2006.02896.x. ⁶Liu S, et al. Relation between changes in intakes of dietary fiber and grain products and changes in weight and development of obesity among middle-aged women. *Am J Clin Nutr* 2003;78:920-927. ⁷Mozaffarian D, et al. Cereal, fruit, and vegetable fiber intake and the risk of cardiovascular disease in elderly individuals. *JAMA* 2003;289:1659-1666. doi:10.1001/jama.289.13.1659. ⁸Threapleton DE, et al. Dietary fibre and risk of cardiovascular disease: systematic review and meta-analysis. *BMJ* 2013;347:f6879. doi:10.1136/bmj.f6879. ⁹Cho SS, et al. Consumption of cereal fiber, mixtures of whole grains and bran, and whole grains and risk reduction in type 2 diabetes, obesity and cardiovascular disease. *Am J Clin Nutr* 2013;98:594-619. doi: 10394/ajcn.113.067629. ¹⁰InterAct Consortium. Dietary fiber and incidence of type 2 diabetes in eight European countries: the EPIC-InterAct Study and a meta-analysis of prospective studies. *Diabetologia* 2015; 58:1394-1408. doi: 10.1007/s00125-015-3585-9. ¹¹Howlett JF, et al. The definition of dietary fiber — discussions at the Ninth Vahoury Fiber Symposium: building scientific agreement. *Food Nutr Res* 2010;54:5750. ¹²Health Canada, Statistics Canada. Canadian Community Health Survey, Cycle 2.2, Nutrition (2004). ¹³Health Canada. Do Canadian Adults Meet Their Nutrient Requirements Through Food Alone. 2012. ISBN: 978-1-100-20026-2. ¹⁴Institute of Medicine of the National Academies of Sciences. Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fatty Acids, Cholesterol, Protein and Amino Acids. *The National Academies Press* Washington, DC, 2002/2005.