



Media Backgrounder: About the Study

A **new study** entitled “**Cost-of-illness analysis reveals potential healthcare savings with reductions in type 2 diabetes and cardiovascular disease following recommended intakes of dietary fibre in Canada**” examined the role that cereal fibre intake can play in alleviating healthcare costs in Canada, specifically those related to type 2 diabetes and cardiovascular disease.

Key Finding from the Study:

- If Canadian adults increased their intake of cereal fibre by just one gram per day, annual healthcare costs related to cardiovascular disease and type 2 diabetes could be reduced by up to \$143.2 million.¹

Published Methodology:

A three-step cost-of-illness analysis was conducted using current medical literature and healthcare cost estimates. Researchers examined the following:¹

1. Determination of the success rate, which represents the proportion of the Canadian population expected to consume fibre-rich diets
2. Independent analysis of the type 2 diabetes and cardiovascular disease reduction rates that would result from the consumption of dietary cereal fibre
3. Estimation of the healthcare cost savings associated with reductions in type 2 diabetes and cardiovascular disease rates

Cardiovascular Disease and Diabetes in Canada

- An estimated 1.6 million people in Canada are living with the effects of cardiovascular disease,² and 9 in 10 Canadians have at least one risk factor for heart disease or stroke²
- An estimated 3.4 million Canadians are currently living with diabetes and an estimated 5.7 million are living with pre-diabetes³
- Type 2 diabetes affects 90 per cent of those diagnosed with diabetes⁴
- Estimated costs associated with type 2 diabetes, both direct and indirect, were \$2.5 billion in 2014. The estimated cost of cardiovascular disease was \$13 billion in the same year¹

Fibre Consumption in Canada and its Benefits

- Actual dietary fibre consumption for Canadians is only about half of the recommended values; it sits at 19.1 grams of fibre per day for men and 15.6 grams per day for women⁵
- According to Health Canada, optimal fibre consumption is 38 grams and 25 grams per day, for men and women, respectively⁶
- As dietary fibre consumption increases, the risk of type 2 diabetes and cardiovascular disease drops. Based on previous research, the cost-of-illness analysis assumed that a one gram increase in cereal fibre intake could result in:
 - A 2.5 per cent reduction in the risk of type 2 diabetes¹
 - A 1.1 per cent decrease in risk of cardiovascular disease¹

References

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. ²The Heart and Stroke Foundation. Getting to the Heart of the Matter. February 2015. Available http://www.heartandstroke.com/att/cf/%7B99452d8b-e7f1-4bd6-a57d-b136ce6c95bf%7D/HSF-2015-HEART-MONTH-REPORT-V2.PDF?utm_campaign=15-HEART&utm_medium=social&utm_source=facebook&utm_content=photo_hm_1_hmrc_en. Accessed October 23, 2015. ³Canadian Diabetes Association. Diabetes Charter of Canada Backgrounder. May 2015. Available: <https://www.diabetes.ca/getmedia/513a0f6c-b1c9-4e56-a77c-6a492bf7350f/diabetes-charter-backgrounder-national-english.pdf.aspx>. Accessed October 19, 2015. ⁴Canadian Diabetes Association. Diabetes: Canada At The Tipping Point. Available: <https://www.diabetes.ca/CDA/media/documents/publications-and-newsletters/advocacy-reports/canada-at-the-tipping-point-english.pdf>. Accessed October 16, 2015. ⁵Health Canada. Statistics Canada. Canadian Community Health Survey, Cycle 2.2, Nutrition (2004). ⁶Health Canada. Do Canadian Adults Meet Their Nutrient Requirements Through Food Alone. 2012. ISBN. 978-1-100-20026-2.