



SABRİ ÜLKER
FOOD RESEARCH
FOUNDATION

2015

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FOUNDATION

ANNUAL REPORT



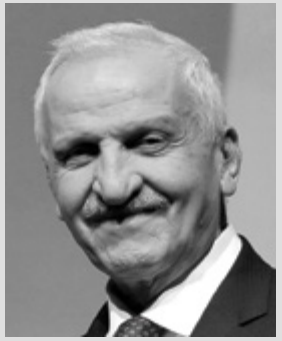
2015

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FROM OUR CHAIRMAN

M. Oltan SUNGURLU

Sabri Ülker Food Research Foundation Chairman

Our Foundation was established in 2009 named after Sabri Ülker, the leading entrepreneur in the Turkish food industry. Our mission is to contribute to raising public social awareness about food, nutrition, and healthy living as an independent, scientific, and non-profit organization.

The Sabri Ülker Food Research Foundation continues to work by expanding and strengthening its fields of activity in line with this purpose in its sixth year.

The Sabri Ülker Science Award, the first of which was organized in 2014, was open to international candidates in 2015. Thus, we expanded our mission of “supporting research and education programmes” more globally. This fits very well within our road map. In addition to the Science Award, the “3rd Nutrition and Healthy Lifestyle Summit” provided an excellent platform for disseminating the latest science on nutrition and health to multiple stakeholders.

The winner of this year's Sabri Ülker Science Award was Cesarettin Alaşalvar, M.D., Associate Professor and his teammates with the project of “Instant Tea, Decaffeinated Instant Tea and Functional Instant Tea”. Dr. Alaşalvar received his award from the Health Minister Dr. Mehmet Müezzinoğlu at The 3rd Nutrition and Healthy Lifestyle Summit organized in Istanbul in May.

The Balanced Nutrition Education Project, which was started together with the Ministry of National Education 5 years ago, still continues in pilot schools in 10 provinces. This project has so far reached over one million students and parents. Animation films prepared under a collaboration with Warner Bros. have been developed in order to enable children to learn balanced nutrition whilst having fun. Semi-animated films were uploaded to the website and added to the programme to be used as educational material in classes. We added the Warner Bros. characters to the activity books and rearranged them according to the class levels.

The Balanced Nutrition Project was not limited to pilot schools in 10 provinces. We also taught balanced nutrition with the collaboration of our voluntary dietitians in the Turkey Football Federation (TFF) Ülker Soccer Schools and Kidzania events and summer schools organized by the Istanbul Metropolitan Municipality.

We awarded the best practices of teachers as every year and encouraged our students who illustrated balanced nutrition with awards.

We Continue to Embrace Nutrition Science

In 2015, we completed the field work of Balanced Food Consumption Volumes and Frequency Research which we started with the nutrition and dietetics departments of Ege University and Erciyes University in 2014. The project aims to investigate the adequate and balanced nutrition development status of primary school students who participated in the Balanced Nutrition Education Project. Thus, we aim to prove with scientific research the positive effect of our Balanced Nutrition Education Project on our students.

In The 3rd Nutrition and Healthy Lifestyle Summit, we discussed ‘the yesterday, today and tomorrow of nutrition with worldwide famous scientists. Significant presentations and research of Prof. Walter Willet, M.D. who contributed to the American Nutrition Guideline and is the writer of the book “Eat, Drink, Be Happy,”; Prof. Barbara Rolls, M.D. who conducted research investigating the eating behavior in children, Prof. Adam Drewnowski, M.D. who emphasized nutrition and income balance, and Prof. Monique Raats, M.D. who examined the nutrition of elderly population, emphasized two important points: 1. Awareness of healthy nutrition should be taught in young ages; 2. Information pollution is a major problem both in Turkey and the world. In order to prevent information pollution, scientific resources should be expanded and increased.

In the line with our mission of being a scientific resource regarding nutrition, we used the social media and internet effectively. Thus, not only the participants of The 3rd Nutrition and Healthy Lifestyle Summit but thousands of people had the opportunity to follow the Summit live on our website or social media accounts.

We joined two key meetings, namely the 12th European Nutrition Conference and the Hidden Hunger Congress, both in Germany. These were covered by journalists we invited from Turkey.

At the end of the year, the other development that made us happy was that we completed the application process of the public service ad “Energy Balance” and “Gooble” had broadcast approval. Our films will be shown on screens in 2016.

We continue to explain, in the simplest way possible, the scientific aspect of nutrition by expanding the activities and training sessions we perform, meetings we attend, contests and events we organize.

Best Regards,

ACTIVITIES AND EVENTS

THE BALANCED NUTRITION

EDUCATION PROJECT



AIM

- To undertake and support studies in collaboration with government agencies and nongovernmental organizations with the aim of contributing to the development of balanced nutrition and healthy lifestyles.
- To instill the habits of sufficient, balanced nutrition and healthy lifestyles in primary school children so they can live long and high-quality lives.

ORIGINS OF THE

BALANCED NUTRITION PROJECT

Undernutrition and malnutrition are two of the most pressing global challenges of today. The Global Nutrition Report compiled by 193 members of the United Nations in 2015 states that “The opposite of good nutrition—“bad” nutrition—takes many forms: children and adults who are skin and bone, children who do not grow properly, people who suffer because their diets lack nutrients or are unhealthy, people who are obese or suffer from diet-related noncommunicable diseases such as diabetes, heart disease, and some cancers. These multiple forms of malnutrition have common causes: poor-quality diets, weak care of mother and child, insufficient access to health services, and unsanitary, unhealthy environments.

To understand the impact of bad nutrition on global communities the most recent data provided by the World Health Organization (WHO), UNICEF, the World Bank, and the Food and Agriculture Organization (FAO) provide a useful insight:

1

WHO 2015 data suggest that 2 billion people suffer from micronutrient malnutrition.
(WHO 2015m)

2

1.9 billion adults are overweight or obese.
(WHO 2015n)

3

161 million children under the age of 5 are too short for their age (stunted), 51 million do not weigh enough for their height (wasted), and 42 million are overweight, which means none of these children are growing healthily.
(UNICEF/WHO/World Bank 2015)

4

794 million people are estimated to be calorie- or energy-deficient.
(FAO 2015f)

5

1 in 12 adults worldwide have Type 2 diabetes.
(WHO 2015c)

6

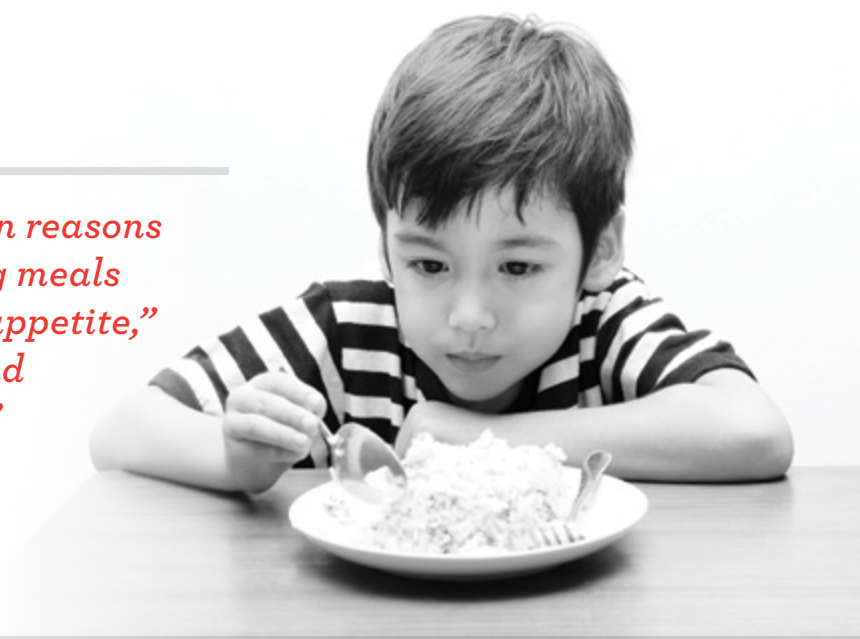
With regard to the nutritional status of the Turkish population we observe an imbalance caused by bad nutrition. According to the Turkish Nutrition and Health Survey data:

- *19 percent of children between the ages of 6 and 18 are underweight and 22 percent are overweight.*
- *17 percent of children in the 0-5 age group are underweight whereas 21 percent are overweight.*

References;

International Food Policy Research Institute. 2015. Global Nutrition Report 2015: Executive Summary - Page xxi / Panel The Scale Of Malnutrition - Page 3 (<http://ebrary.ifpri.org/utils/getfile/collection/p15738coll2/id/129443/file/129654.pdf>)
Turkey Nutrition and Health Survey, 2010

The most common reasons cited for skipping meals are “not having appetite,” “lack of time,” and “waking up late.”



The data also reveal that children and parents are not well-informed about the importance of balanced nutrition and healthy living habits. Amongst children aged between 6 and 11, 10.8 percent are not in the habit of eating breakfast, whilst 9.1 percent skip lunch and 0.9 percent skip dinner. The most common reasons cited for skipping meals are “not having appetite,” “lack of time,” and “waking up late.”

Undernutrition and malnutrition are common global issues experienced by both the poorest and the richest and the least and most ‘developed’ countries of the world. The underlying causes are both cultural and economic. In addition to economic reasons that prevent access to sufficient food, education is another factor leading to undernutrition and malnutrition on a global scale. It is noted that the school curriculum is crucial in encouraging children to adopt good and healthy nutrition habits for the rest of their lives.

The Sabri Ülker Food Research Foundation started to implement the “Balanced Nutrition Education Project” in collaboration with the Ministry of National Education Directorate General of Basic Education in order to complement this drawback observed in our country about developing healthy life habits. The project completed its 5th year in the 2015-2016 school year and 1 million students, teachers and parents were reached.

References;

3rd Nutrition and Healthy Lifestyle Summit
3rd Nutrition and Healthy Lifestyle Summit Ebook. - Page 76
<http://sabriulkerfoundation.org/SummitEbook>

CHILDREN LEARN

“BALANCED NUTRITION” BY
HAVING FUN IN THE 5TH YEAR.

THE BALANCED NUTRITION PROJECT

The Balanced Nutrition Education Project, which started with the collaboration of the Ministry of National Education and Directorate General of Basic Education, is in its 5th year in the 2015-2016 school year.

The Balanced Nutrition Education Project, which started at pilot schools in four provinces (Istanbul, Izmir, Trabzon, and Gaziantep) in 2011, continues to expand with an enhanced content.

In its first year the project reached 20,000 students in 40 pilot schools. In the 2012-2013 school year it reached 400,000 children and parents in 200 schools in 4 provinces in. The project was further expanded in the 2013-2014 academic year, to 500 schools in 10 provinces (Istanbul, Izmir, Gaziantep, Trabzon, Antalya, Aydın, Erzurum, Kahramanmaraş, Kayseri and Sinop). It has now reached 1 million students, teachers, and parents.

MATERIALS ARE DISTRIBUTED ACCORDING TO THE LEVELS OF PERCEPTION AND LEARNING FOR 2nd, 3rd AND 4th GRADES...

The educational materials of the Balanced Nutrition Education Project were updated in the 2014-2015 school year in accordance with the feedback of province coordinators and teachers who implemented the project. Materials were developed according to the perception and learning capacities of 2nd, 3rd, and 4th grade students and delivered to schools. In the 2015-2016 school year each teacher received a set of materials and each student was provided with an activity book.



Materials were developed according to the perception and learning capacities of 2nd, 3rd, and 4th grade students and delivered to schools.

A “Training the Trainer” Programme has been organized within the scope of the project. This has reached 1000 teachers in 10 pilot provinces.

With the collaboration of the Sabri Ülker Foundation and Warner Bros., 10 cartoon movies were prepared. These were designed to make the 5 main messages of Balanced Nutrition Education Project better understood and at the same time ensure that the learning is fun. Balanced nutrition and healthy living messages were conveyed using Looney Tunes characters.

Also in 2015, in order to measure behavioural changes regarding nutrition and healthy living habits in children, research into consumption frequencies has been initiated. The results will be announced in 2016.



TRAINING THE TRAINERS

A Balanced Nutrition province coordinators meeting was held in Ankara. Songül Koçer, the Project Officer of Head of Department of Research-Development and Projects of Republic of Turkey Ministry of National Education and Directorate General of Basic Education and branch managers responsible from the project and province coordinators attended the meeting. The teachers also received nutrition training coordinated by Prof. Tanju Besler, M.D., Member of the Sabri Ülker Science Committee and Head of Nutrition and Dietetic Department at Hacettepe University. They received tuition regarding the methods by which the Balanced Nutrition messages will be communicated to students. Hünkar Korkmaz, M.D. Associate Professor, Director of Continuous Education Center at Hacettepe University, explained the educational materials distributed according to age groups.

10 pilot provinces and 1,000 teachers were trained under the programme.

In the meeting, feedback was obtained from the province coordinators and branch managers with regard to the educational materials. The educational materials were revised in accordance with this feedback.

A second step in the Balanced Nutrition Training the Trainer programme was a training meeting for school authorities. This was implemented in 10 pilot provinces and 1,000 teachers were trained under the programme. These training sessions were attended by the Province Branch Managers of the Republic of Turkey Ministry of National Education, commissioners of the Sabri Ülker Foundation, school principals and guidance counsellors of the schools where the Balanced Nutrition Education Project has been implemented.

In the provincial meetings educational materials and activity books tailored to the specific class levels were provided to each student.



BALANCED NUTRITION CARTOON MOVIE AND UPDATED TRAINING MATERIALS



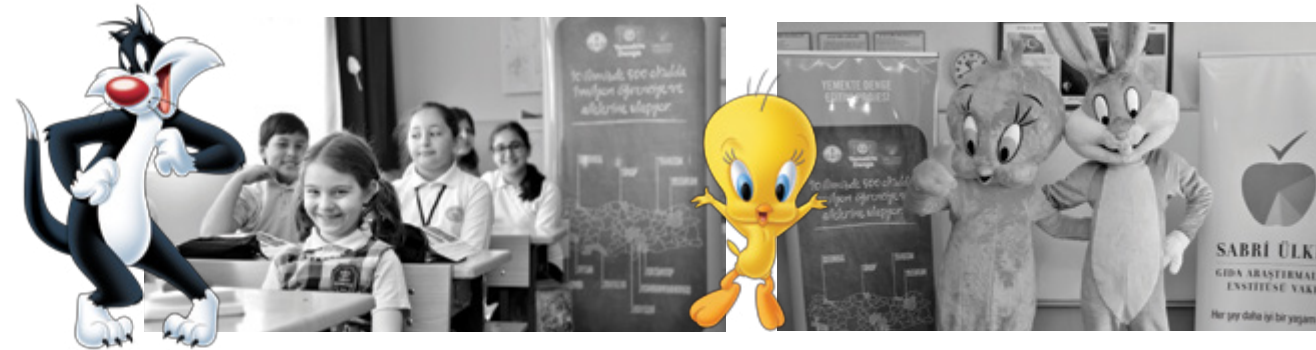
In 2014 a collaboration was established with Warner Bros. The intention of this collaboration was to develop easy-to-understand educational materials with which the children can learn whilst having fun. Cartoon characters of Looney Tunes were brought in. Ten cartoon movies were prepared which included Bugs Bunny, Tweety, Sylvester, Daffy Duck, and Tasmanian Devil and they focused on conveying five key messages. In order to determine how the films were perceived by children, a focus group project was established. The schoolgirls and boys participated in the study and shared their opinions about the video were taken. In 2015, the first cartoon movie was webcast on www.yemektedenge.org. Cartoon characters were included in all educational materials and activity books within the scope of the collaboration.

EDUCATION MATERIALS

In 2015 educational materials of the Balanced Nutrition Education Project were distributed to students of 2nd, 3rd, and 4th grades. The updated materials were sent to all teachers at all class levels. The list of materials presented to the teachers was as follows:

Teacher's Hand Book

- **Posters:** Map of Turkey and the World, Healthy Nutrition Plate, Healthy Nutrition Plate Food Groups, What Is In The Food, My Healthy and Strong Bones.
- **Food Cards:** Turkey cards, World cards, Food Groups cards
- **Presentations:** Healthy Nutrition Plate, Cleanness, Hygiene and Food Safety, Why Should We Drink Plenty of Fluid? Why Should We Take Care of Our Teeth?, Why Should We Be Active?
- **Activity Books:** Puzzles, Riddles, Paint Books according to class levels.
- **Activity Pages:** I Have an Active Life, My Activity Diary, My Food Diary, I Brush My Teeth, My One Meal a Week, Musculoskeletal System, How Much Water Do I Drink?, My Story.
- Materials delivered to the teachers are also available to trainers on the yemektedenge.org website.



CONTESTS

The Sabri Ülker Food Research Foundation and the Republic of Turkey Ministry of National Education and Directorate General of Basic Education organize contests every year in order to support the practices of teachers participating in the Balanced Nutrition Education Project and to support students in learning Balanced Nutrition whilst having fun and adopting it into their lives.,

BEST PRACTICES

CONTEST AND PAINTING CONTESTS

A Best Practices Contest was organized in order to evaluate the good practice of teachers and to encourage teachers to develop projects which will help their students to attain their goals.

The winners of 2015 of the “Best Practice” contest organized among 8,600 teachers who participated in the Balanced Nutrition Education Project were:

- Aydın - Yahya Kemal Beyatlı Primary School - Rengin Atile
- Antalya - Hakkı Tatoğlu Primary School - Aslı Kaşıkçı
- Erzurum - Mecidiye Primary School - Tolga Gürbüz
- Gaziantep - Cemil Alevli Primary School - Sibel Yıldırım
- İstanbul - Halil Atamavcı Primary School - Özge Bozbek
- İzmir - Emrullah Efendi Primary School - Pınar Erden
- Kayseri - Mustafa Yazar Primary School - Hacer Tipi
- Kahramanmaraş - Gökşun Yunus Emre Primary School - Mevlut Güngör
- Sinop - Fatih Primary School - İzzet Karaca
- Trabzon - Mehmet Akif Ersoy Primary School - Özlem Erdoğan

The awards to the winners of “Best Practice” contest have been granted by the Ministry of National Education.

BALANCED NUTRITION PAINTING CONTEST

A Balanced Nutrition Painting Contest, was organized with the intention of helping students implement what they had learnt about nutrition and a healthy life. The contest was open to 2nd, 3rd and 4th grade students at 500 schools in 10 provinces of Turkey. The winning third, second and the first student, were selected by a nonpartisan commission established by the Republic of Turkey Ministry of National Education. They received a Scooter, a wireless MP3 player and a bicycle, respectively.

The “Balanced Nutrition Painting Contest” awards were given on June 1-10 with the participation of Provincial Directors of National Education, class teachers of students who ranked in the contest, school principals, vice principals responsible for the project, branch managers, province coordinators and the Sabri Ülker Food Research Foundation representatives. The Provincial Director of National Education and school representatives were presented with plaquets for their contributions to the project.

The 2015 winners of the contest were as follows:

ANTALYA

1. Hümeysra Sümbül Mareşal Fevzi Çakmak Primary School 3-A
2. Ceylin Tunç Yeniköy Primary School 3-B
3. Şefika Koç Şerife Tufan Primary School 4-D

AYDIN

1. Sinem Eren Efeler Özel Aydın Bahçe Şehir Primary School 4-A
2. Simge Melek Ciner Efeler Halide Hatun Primary School 3-H
3. Sena Kaya Efeler Ekrem Çifçi Primary School 2-G

ERZURUM

1. Ahmet Eren Aktaş Palandöken - Toplu Konut Primary School 4-D
2. Merve Nisa Özkan Palandöken - Kayak Yolu Çimento Müstahsilleri İşveren Sendikası Primary School 3-G
3. Nurullah Değirmencioğlu Aziziye Şeker Primary School 3-B

GAZİANTEP

1. Nisa Nur Kalkan Cemil Alevli Primary School 3-E
2. İrem Polat Asiye Ziyilan Primary School 3-E
3. Enes Çayırhan Tahsin Yentur Primary School 3-G

İSTANBUL

1. Irmak Yıldız Süleyman Çelebi Primary School 3-A
2. Dilem Yaren Karadeniz Çapa Primary School 4-B
3. Şeyma Nur Yağı Gazipaşa Primary School 4-K

İZMİR

1. Nurgül Keleş Sabiha Gökçen Primary School 4
2. Buket Baydoğan Karaağaç Köyü Türk Kadınlar Konseyi Primary School 4
3. Barkın Kıran Vali Kutlu Aktaş Primary School 3

KAHRAMANMARAS

1. Medet Gökçe Dulkadiroğlu Yaşar Gölcü Primary School 4-I
2. Elif Kargıoğlu Andırın Cumhuriyet Primary School 2-A
3. Şeyma Sıla Bozdağ Onikişubat Hacı Mustafa Primary School 3-C

KAYSERİ

1. Büşra Ekiz Şehit Jandarma Hacı Aydıncı Primary School 4-C
2. İkra Nur Kaldırım Osman Ulubaş Primary School 2-G
3. Ayşe Güven Mithatpaşa Primary School 4-F

SİNOP

1. İpek Yarendeğer Merkez Fatih Primary School 3-B
2. Elif Ünsal Merkez Cumhuriyet Primary School 3-F
3. Miraç Zurnacı Gerze Gazi Mustafa Kemal Primary School 3-E

TRABZON

1. Ravza Ahsen Kurt Dumlupınar Primary School 4-G
2. Duru Bozkaya Mehmet Akif Ersoy Primary School 2-C
3. Filiz Baki Hoşarlı Primary School 4-A



BALANCED NUTRITION

NUTRIENT CONSUMPTION VOLUMES AND FREQUENCY RESEARCH

Balanced Nutrition Education Project Nutrient Consumption Volumes and Frequency Research was conducted to assess the impact of the nutrition education programme. This also provided Nutrition and Dietetics Department students with information relevant to their professional development.

The research began in 2014 with the Nutrition and Dietetic Departments of universities in Istanbul, Izmir and Kayseri. The objective has been to evaluate food consumption patterns before and after the nutrition education intervention. The Project is coordinated by Prof. H. Tanju Besler, M.D. Sabri Ülker Foundation Science Committee Member and conducted with Recı Meseri, M.D., Associate Professor, Ege University Nutrition and Dietetics Department Head and Co-head Özge Küçükerdönmez, M.D., Assistant Professor; Habibe Şahin, M.D., Associate Professor, Erciyes University Nutrition and Dietetics Department Head; and Esra Güneş, M.D., Assistant Professor, Istanbul.

The research has evaluated the frequency and volume of nutrient consumption, physical activity levels and demographic characteristics of primary school students in 621 students in 3 provinces. Parameters including age and body mass index were recorded. After the data was received, statistical analyses were performed by an independent research company. The first stage of the project was undertaken in 2014 and the final test study was performed after completion of the Balanced Nutrition Education intervention.

Students of the Nutrition and Dietetics Departments went to the schools and took the students' anthropometric measurements (height, weight and body mass index) and food consumption frequencies. In the second stage, a 3-day food consumption frequency survey was undertaken and physical activity levels were recorded. The first and final test results were evaluated by the nutrition and dietetic departments.

According to the preliminary results of the research

%36

percent of children
were overweight
before the
research

The problem
decreased in

1 of 15
children
after the research

Awareness of habits
of adequate and
balanced nutrition
improved more in
normal weight and
underweight
children.

Energy, protein and
carbohydrate intake
of children reduced
significantly after the
training.

The full results of the research will become available in 2016, and it is planned that they will be published in a peer-reviewed scientific journal

BALANCED NUTRITION EDUCATION PROJECT IN MEDIA AND SOCIAL MEDIA

All educational activities regarding the Balanced Nutrition Education Project and award ceremonies were announced throughout the year in conventional and social media. By means of this, information was shared with teachers and parents outside the pilot regions. Schools and regions, where the project was not practiced, were informed that they could practice the education in their schools and could access all educational materials through the Balanced Nutrition website.

IN EVERY STAGE, COMMUNICATION WAS MAINTAINED WITH TEACHERS IN SCHOOLS

Regular and continuous communications were maintained with the teachers in schools where the Balanced Nutrition Education Project was implemented. The teachers were asked to inform about shortcomings in the programme and the materials were updated based on the feedback received. Thank-you letters were received from the school administration bodies and teachers.

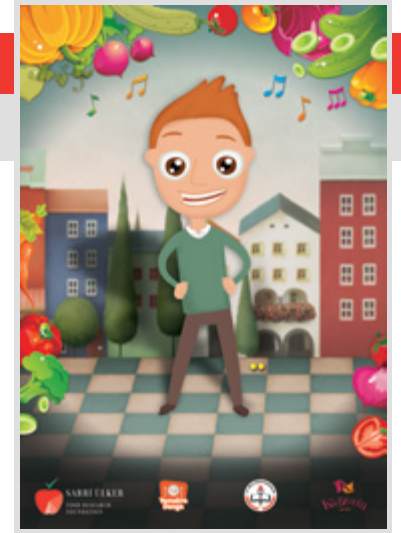
Recent developments and the most current information were communicated regularly to the teachers. Some 44,700 teachers were provided with information via 8 e-mails sent throughout the year.



Begüm Mutuş
Sabri Ülker Food Research Foundation
General Manager

ON TV WITH GOBBLE PUBLIC SERVICE AD

The Sabri Ülker Food Research Foundation applied to broadcast a cartoon film Gobble which had been prepared within the scope of Balanced Nutrition Education Project as a public service ad. Work was started on the cartoon in 2015 with the approval and collaboration of the Republic of Turkey Ministry of National Education. The film, which has now been finalized and approved, is planned to be screened in 2016.



With the mission of helping people to adopt the habit of a balanced diet and a healthy lifestyle, the Sabri Ülker Food Research Foundation conveys fun and catchy messages to children with the cartoon character Gobble. With its catchy music and cute character, the film encourages the children to adopt balanced nutrition and a healthy lifestyle. It conveys 5 main messages of the Balanced Nutrition Education Project through the TV screen to society.

CONCLUSION

- One million students, teachers, and parents have been reached in the 5th year of this extensive and sustainable education project in the field of nutrition.
- Educational materials were distributed according to the perception and learning capacities of 2nd, 3rd, and 4th grade students in line with the feedback received from their teachers.
- Ten cartoon movies containing five key messages of the Balanced Nutrition Education Project were prepared and fun cartoon characters were used in all educational materials.
- Best Practice for Teachers was encouraged and the Balanced Nutrition Painting Contest for students helped to stimulate interest in the project. In this way, the key messages of the project became more understandable and easier to learn.
- With the Balanced Nutrition Food Consumption Frequency and Amount Research, the effect of education on behavioural changes were measured by research.

3rd NUTRITION & HEALTHY LIFESTYLE SUMMIT

“THE PAST, PRESENT AND FUTURE OF NUTRITION”

The Sabri Ülker Research Foundation hosts world-famous scientists!

DATE

May 7, 2015

Raffles Istanbul

AIM

- To share the latest developments in the field of nutrition and health with the public and a cross-section of stakeholders. To disseminate accurate and reliable information relevant both nationally and internationally.
- To develop new points of view by discussing global perspectives with world-famous experts representing a variety of international platforms.
- To encourage the public to have an adequate and balanced nutrition and to develop healthy living habits.

According to the World Health Organization data, the rise in chronic diseases such as diabetes, cardiovascular diseases, respiratory system diseases, and cancer account for 59 percent of the 57 million deaths annually throughout the world. A main cause of these diseases is considered to be inadequate and unbalanced nutrition and a sedentary lifestyle. Addressing these issues can have a profound positive impact on these ‘lifestyle’ related diseases.

Based on this data, the Sabri Ülker Food Research Foundation set the theme of the 3rd Nutrition and Healthy Lifestyle Summit as “The past, present and future of nutrition: Changing nutritional habits for a healthier society”. The summit was held at the Raffles Hotel, Istanbul on Thursday, May 7, 2015.



The summit aimed to correct miscommunications in the science of nutrition. It sought to encourage healthy lifestyles, acting as a major platform for experts to explain the subject to the public.

SCIENTISTS WHO DELIVERED PRESENTATIONS AT THE SUMMIT INCLUDED:

Prof. Walter C. Willet

The Fredrick John Stare Professor of Epidemiology and Nutrition and the Chair of the Department of Nutrition at Harvard University

Prof. Gökhan Hotamışgil

Harvard University, Professor of James S. Simmons Genetics and Metabolism, Genetics and Complex Diseases Department Chair, Sabri Ülker Center Principle Investigator

Prof. Adam Drewnoski

M.D., Washington University, Director of Public Health Nutrition Center

Prof. Barbara J. Rolls

M.D., Head of Helen A. Guthrie Nutrition Science Department at Pennsylvania State University

Prof. Monique Raats

Director of the University of Surrey's Food, Consumer Behavior and Health Research Centre.

Ali Ülker Vice Chairman of Yıldız Holding and Board Member of the Sabri Ülker Food Research Foundation delivered the opening speech at the summit. This was followed by a presentation by Begüm Mutuş Secretary General of the Sabri Ülker Food Research Foundation. Ms. Mutuş reviewed the objectives and activities of the Foundation and the aim of the 3rd Nutrition and Healthy Lifestyle Summit was communicated with the participation of Health Minister Mehmet Müezzinoğlu.

Prof. Mehmet Müezzinoğlu, M.D. had cut short as visit to Germany to participate in the Nutrition and Healthy Lifestyle Summit. He announced the establishment of a project entitled "Promotion of a Healthy Life Culture" and emphasized the importance of implementing this culture in childhood with these words:

"I believe that if we can transform the philosophy of a healthy life into our culture and establish in our children, young people, families, and social life the concepts of healthy nutrition and healthy lifestyle, we will need to talk less about diseases".



Ali Ülker, Vice Chairman of Yıldız Holding and board member of the Sabri Ülker Food Research Foundation, highlighted the leadership role that the Foundation has played in bringing to the attention of the Turkish public global advancements in the field of food, nutrition, and health. In his speech, he highlighted that the foundation has as one of its fundamental missions to explain to the public accurate information about food, nutrition and health, dispelling misinformation and myths. For example, the Foundation brought brought media attention in Turkey to the issue of "Hidden Hunger," which causes the death of nearly 18 million children globally each year.

The summit continued with a speech by Begüm Mutuş, Secretary General of the Sabri Ülker Food Research Foundation. Mutuş noted that the "Balanced Nutrition" Project, carried out in cooperation with the Ministry of Education's General Directorate of Basic Education and aimed at teaching children healthy eating habits, had achieved striking results.

Muş noted in her speech that the "Balanced Nutrition" education project has so far reached 1 million children, their parents, and educators. The programme aims to encourage the formation of adequate and balanced eating habits in school-age children. The objective is that they should live a high-quality and long life both physiologically and psychologically,

PRESENTATIONS:

Prof. Walter C. Willet

Prof. Walter Willett, M.D. Nutrition Department Chair at Harvard University and author of “Eat, Drink, Be Happy”, conveyed the latest scientific data regarding the impact of fats, dairy products and grains on health. He explained the scientific realities concerning the positive effect of good nutrition in school age children on health in later life.



Memorable quotations from the speech of Prof. Walter Willett, M.D. based on “Socio-ecological model in nutrition” include the following:

- *Having a good nutrition base at school is very important for being healthy for the rest of one's life. It is not just learning about good nutrition but actually what children are eating at that point in time which is of greatest importance.*
- *Subsequent risk of cancer is low in a diet where fibre consumption is high during adolescence.*
- *Grains are sold processed in Western countries. This means the removal of approximately 60-70% of the vitamins and minerals present in the native grains*

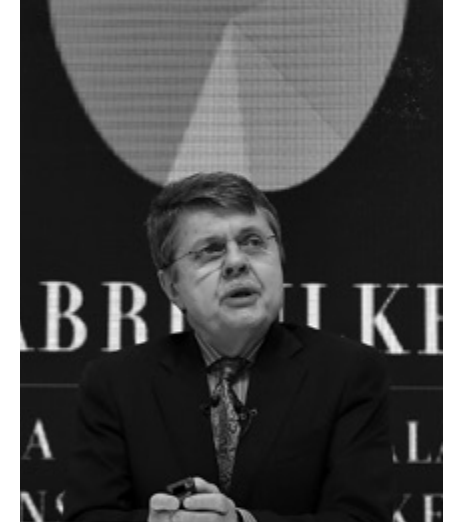
Prof. Walter Willett, M.D. focused on information pollution in his interview with Prof. Gökhan Hotamışlıgil, M.D. He noted that:

“Multiple studies have generated a wealth of information and I consider it to be important that we include scientific education in our schools. In the area of nutrition it is essential that we educate our children and indeed the whole population with regard to what we should eat.”



Prof. Adam Drewnowski

The presentation of Prof. Adam Drewnoski, M.D., Director of Public Health at the Nutrition Center, Washington University was entitled “The Economy of Nutrition: The Nutrition-Health-Income Triangle” A theme of Prof. Drewnoski's presentation was that empty calories are cheap and this has contributed to the global health crisis. Quotations from his speech, illustrating this point, include:



- *Currently, there is a global health crisis. One of the reasons for this is that calorie intake is increasing in many places around the world. Conversely, global nutrition is becoming poorer in terms of nutrient quality of the diet. . The consequence is “Hidden Hunger.”*
- *When healthy nutrition is considered, cost is one of the major issues.*
- *Generally, energy dense foods tend to be dry foods. They are cheaper than hydrated foods on a calorie for calorie basis. In fact, the most expensive ingredient in food is water. Water-based foods typically require cold storage and they are prone to becoming spoiled.*
- *Those who frequently cook and eat at home tend to have a high quality of nutrition. This is a cultural issue and this high quality of nutrition is not necessarily associated with high costs.*
- *In most cases of overconsumption, those concerned tend to eat alone in front of the television.*

Prof. Barbara Rolls

Prof. Barbara J. Rolls, M.D., Head of the Helen A. Guthrie Nutrition Science Department at Pennsylvania State University, explained ways to encourage children to adopt healthy nutrition habits based to a large extent on experiments and research in her institute. Her presentation was entitled “Understanding Eating Behaviour of Children”. Prof. Rolls, M.D. summarized the methods of ensuring portion control in the nutrition of children as a result of scientific research.



- *A child whose parents are overweight has a much higher risk of being overweight as compared to a child whose parents are of ideal weight. Factors such as nutrition of a parent, eating habits, weight gained during pregnancy, and nutrition during babyhood should be addressed to help prevent children from becoming overweight.*
- *Children have a high tendency to eat in an extreme manner based on environmental factors. Letting children put their own food on plates can help them to learn about appropriate portions for themselves. Also, using small plates can be a key to portion control.*
- *The people whose plates are half empty feel hungry and deprived. However, plates can be filled with less calories by using larger portions of vegetables and fruits. In this way a meal can be more nutritious and the calorie intake can be better controlled.*
- *Enhancing their flavour can encourage children to eat more vegetables. An important issue is how to make vegetables attractive. Another way to increase the vegetable component of the diet is to ensure that children consume vegetables as snacks and when they get hungry.*
- *If we can ensure that children consume low calorie foods in large portions such as vegetable, fruit and broth, we can improve the overall nutritional quality of the diet.*

Prof. Monique Raats

Prof. Monique Raats, M.D. Prof. Raats, Director of the University of Surrey Food, Consumer Behavior and Health Research Center, delivered a presentation about the psychological factors of nutrition among the elderly. She summarized nutrition habits of the aging population as follows:



- *As in all parts of the world, the population above 65 years of age is growing in Turkey. We should consider the needs of this population and determine the requirements that could best support them.*
- *We examined nutritional habits of the elderly in Europe with the “Food in Later Life Project.” People whom we interviewed saw action during World War II. The war had deeply affected their lives and nutritional habits.*
- *Some women were responsible for the nutrition of their families for years, however when their husbands died, they had to take decisions and had to choose their own food. They entered an era when they could decide what they wanted to eat and not think of the needs of other people in the household.*
- *Single or widowed men who have had no experience in preparing or cooking meals and who had not shopped often, need help with regard to nutrition. Some have serious health problems and limited support. Whilst giving support to the elderly, it is essential that the resources available to individuals are understood.*
- *The relation of elderly people with food should be considered. These relationships should be evaluated socially, economically, physiologically and psychologically.*

All the speakers from the Summit participated in a panel discussion. The question, “How and why do nutritional habits change,” prompted the discussion. Participants considered suggestions for the road map to follow in order to start a cultural change in nutrition. The audience was reminded of the responsibilities of people in charge to equip children with healthy eating habits as well as the steps that need to be taken in schools. The amount of information pollution experienced in recent years was also highlighted, with participants explaining where true, impartial, and reliable information should come from and stated that education was the only way to absorb such information.

SABRİ ÜLKER SCIENCE AWARD WINNER



The Sabri Ülker Science Award was organized for the second consecutive year in line with one of the main missions of the Sabri Ülker Food Research Foundation, namely to provide support for nutrition research and education. The award was open to international candidates this year.

Project Leader Cesarettin Alaşalvar, M.D., Associate Professor from TUBITAK MAM, was announced as the winner. He received his award from Oltan Sungurlu, President of the Sabri Ülker Food Research Foundation. He was accompanied by his teammates Asım Ören, M.D., Professor; Ayşe Karadağ, M.D., Ebru Pelvan and Ferruh Naki Adoğlu. Alaşalvar won the 100.000 Turkish Liras award for his project applicable in the field of functional foods.

OPPORTUNITY OF INTERNSHIP WITH PROF. BARBARA ROLLS, M.D.

The Nutrition and Healthy Lifestyle Summit offered an opportunity to open new doors for a student working in a scientific field. Ecem Elbir, studying for a master's degree at the Nutrition and Dietetics Department of Istanbul's Medipol University, had the opportunity to meet Prof. Barbara Rolls whose studies had been cited in her thesis. Elbir, who described her own studies to the team, joined two different post-graduate courses in Penn State University with the support of Rolls.



Elbir explained about her studies and the contribution provided to her scientific experience by the summit. Can you briefly tell about yourself?

I was born in Fatih, Istanbul on September 13, 1991. I studied at the Kocamustafapaşa Primary School, Sultan Fatih Private Secondary School and Mustafa Kemal Anatolian Teachers High School. After studying master's degree in Istanbul Medipol University Nutrition and Dietetics Department, due to my high GPA, I qualified for integrated graduate study in the 4th grade. Currently, I continue studying master's degree in Istanbul Medipol University Health Science Institute.

How did you meet with Prof. Barbara Rolls?

I had the opportunity to attend to the 3rd Nutrition and Healthy Lifestyle Summit organized by the Sabri Ülker Food Research Foundation. In the event which I consider that will make huge contributions to me, while I was listening to the speakers, I realized that Barbara Rolls from whose resources I benefited for my thesis, was the speaker. After Barbara Rolls closed her speech, I mentioned her my own study and the studies I am thinking of performing. I told her that I was interested in this subject and had research about it. She listened to me with attention and shared her opinion regarding this subject with me.

What are your thoughts about working with Barbara Rolls and benefiting from her experience? What was her contributions to you?

I am closely interested in childhood obesity and studies for preventing it. Two different studies were being conducted during the period I studied at Barbara Rolls' laboratory. One of the studies was conducted in early childhood and the other in adults. I had the permission from the Pennsylvania Human Services Department to attend to laboratory studies conducted in children in order to contribute to and help the studies. I learned new working

methods and had the opportunity to actively take a role in the teamwork in both studies during the period I was there.

We would be glad if we could have your opinion concerning Sabri Ülker Food Research Foundation.

Nutrition is a complex subject in our country and there are many misleading messages regarding nutrition in media organs. It makes me happy that accurate and scientific information are shared by a reliable foundation. The Sabri Ülker Foundation attaching importance to science of nutrition and dietitians means that it paves the way for the establishment of scientific settings. The practicing part of the science of nutrition other than the research is totally about the education of community. Our foundation aims to give children and young people nutrition education. We observe in global publications that education on nutrition has a positive impact on particularly the nutrition of children. Therefore I follow and support all studies the foundation conducts about accurate nutrition in childhood.

How did 3. Nutrition and Healthy Lifestyle Summit contribute to you? Can we have your opinion about the Summit?

The most important factor which utilized the Healthy Life Summit organized by the Sabri Ülker Foundation was the lecturers conveying information with their speeches. With the help of the lecturers' speeches, who are experts in their branches, we broadened our horizons. I gathered new information by performing research regarding this subject. The science of nutrition is based on scientific research. Since lecturers with the most reliable studies attended the Healthy Lifestyle Summit, we had more permanent information with regard to this subject. I would like to thank your Foundation on my own behalf for offering me to meet in person with Significant lecturers. I wish you success in your studies in this field.

THE 3rd ANNUAL NUTRITION AND HEALTHY LIFESTYLE SUMMIT

FINAL DECLARATION:

In the final declaration of the Summit, the hidden hunger issue in the world was highlighted. It was stated that education is mandatory for healthy and balanced nutrition and the summit called for stakeholders to take responsibility for accurate communication of scientific messages to everyone.

FINAL DECLARATION:

According to the World Health Organization (WHO), inadequate and unbalanced nutrition is one of the main reasons for diseases and shortened life expectancy in infants and children. In addition to energy and macronutrients, vitamins and minerals in our diet are essential for healthy growth and development as well as healthy functioning of the immune system. An estimated 2 billion people worldwide are affected by iodine deficiency and more than one third of preschool children worldwide are affected by vitamin A deficiency. The inadequate and unbalanced nutrition of mothers causes sub-optimal foetal development and a much higher risk of complications during pregnancy. Excess weight issues in urban areas and inadequate nutrition in rural areas are the leading cause of diet-related health problems in Turkey. According to 2010 data from the Turkish Nutrition and Health Survey, nutrition-based problems are observed in almost half of infants between the ages of 0 and 5 and adolescents between the ages of 6 and 18. Known as “hidden hunger,” this phenomenon is not particular to developing countries, but exists in developed nations, as well. As was discussed at the second International Conference on Hidden Hunger, it is becoming much clearer that nutrition education is necessary to prevent micronutrient deficiency and excess weight gain.

We invite all shareholders, nongovernmental organizations, and public or private foundations and corporations, as well as responsible scientists in this area of expertise, to disseminate information based on validated scientific research. We advocate information sharing based on scientific data aimed at the protection and development of good health. As the Sabri Ulker Food Research Foundation we commit to taking a role in communicating to the public accessible, reliable, unbiased and validated scientific information in a relevant and simple to understand format. We will act responsibly in the application of mass communication tools, using them effectively and objectively in providing information to the public including children. We will encourage the extension of educational, fun lesson times and an increase in physical activity, leading to the adoption of adequate and balanced nutritional habits. We will inspire the positive behavioral changes necessary for a cultural transformation in nutrition.

The 3rd Annual Nutrition and Healthy Lifestyle Summit E-book

Speeches given at the 3rd Nutrition and Healthy Lifestyle Summit were edited and published as a book in Turkish and English. The Summit Book was sent to more than 500 academicians in Turkey and internationally. It is possible to access the Summit e-book via <http://sabriulkerfoundation.org/SummitEbook>.



NUTRITION AND HEALTHY LIFESTYLE SUMMIT IN SOCIAL MEDIA AND MEDIA

- News regarding the Nutrition and Healthy Lifestyle Summit took place in 50 newspapers and magazines, 182 online and 20 TV news, totally in 252 news and interviews.
- Live webcast via the website of the Summit was viewed live by 10,000 people.
- 46 Facebook messages about the Summit were viewed 106,784 times; 46 twitter messages were viewed 214,950 times.
- 7 Summit messages used in LinkedIn were shared 2,227 times.
- Summit shares in Instagram reached 1,500.

CONCLUSION

- The most current scientific information in the field of nutrition and health was shared not only with the participants at the summit but with a large mass audience via media news, social media shares and live webcast on the website.
- The current issue of information pollution was highlighted and it was emphasised that public should rely only on validated scientific data.
- Over 300 academics from the departments of nutrition and dietetics of universities, sector professionals, and press members joined the 3rd Nutrition and Healthy Lifestyle Summit. More than 10,000 viewers who could not attend the Summit accessed the online live webcast of the proceedings.
- Videos of the speakers were webcast on the summit website. Thus, for those who could not watch the live presentation, the opportunity exists to view the entire Summit via the website: <http://sabriulkerfoundation.org/SummitMovies>

2nd SABRİ ÜLKER SCIENCE AWARD

The Sabri Ülker Science Award Opens Up To The International Science Community

DATE

May 7, 2015

Applications: January / April 2015

AIM

- To support research, training programs, and other initiatives in the area of food, nutrition and health as documented in the road map of the Sabri Ülker Food Research Foundation.
- To encourage research in the areas of food, nutrition, and health and to encourage scientists working in these fields.
- To share with the general public the research conducted in the field of nutrition and the efforts made regarding this subject during the Award Ceremony to be held at the Nutrition and Healthy Lifestyle Summit.

2nd SABRİ ÜLKER SCIENCE AWARD

The winners of the 2nd Sabri Ülker Science Award have been announced. International applications were included for the first time this year.

The Award Ceremony was held during the 3rd Nutrition and Healthy Lifestyle Summit at Raffles Hotel, Istanbul, on May 7, 2015. Assoc. Prof. Cesarettin Alaşalvar, M.D. and his teammates Prof. Asım Ören, M.D., Ayşe Karadağ, M.D., Ebru Pelvan, M.D. and Ferruh Naki Adoğlu, M.D. received the award for their project entitled "Instant Tea, Decaffeinated Instant Tea and Functional Instant Tea". The research topic fitted into the theme of the award, namely food, nutrition and health of relevance to society.

Project leader Assoc. Prof. Cesarettin Alaşalvar, M.D., Dr. Alaşalvar and his team mates Prof. Ören, Dr. Karadağ, Dr. Pelvan and Dr. Adoğlu, received the award from Mehmet Müezzinoğlu, the Minister of Health.





2. runners up, Prof. Vural Gökmen, M.D., Asst. Prof. Berat Zeki Haznedaroğlu, M.D., Asst. Prof. Julian Kim Aschoff, Assoc. Prof. Remziye Yılmaz, M.D., and Assoc. Prof. Vilda Purutçuoğlu, M.D. received their plaques from Ali Ülker, Board Member of the Sabri Ülker Food Research Foundation.

In light of the developments in the fields of nutrition, health, and medicine the Sabri Ülker Food Research Foundation Science Award is organized every year to encourage a healthy life style, to support research, training programs and scientific initiatives, and to assist the development of innovations that benefit society.

MEDIA AND SOCIAL MEDIA 2nd SABRİ ÜLKER SCIENCE AWARD

2. The introductory film prepared for the Sabri Ülker Science Award was announced to public with an advertisement, which was aired on 10 thematic TV channels with 640 spots and published in 14 national newspapers.

In the introductory campaign in social media and digital channels, 19,498,003 views were achieved and the introductory video was clicked 8966 times. 5,051,275 people were accessed with the campaign.

The video prepared for the introduction of the award was clicked 28,292 times.

2. The Sabri Ülker Science Award reached 2,848,030 views and was clicked 22,674 times across the social media and digital channels.



SABRİ ÜLKER INTERNATIONAL SCIENCE AWARD 2016 “NUTRITION, METABOLISM AND PUBLIC HEALTH”

The name of the award, which, as noted above, now accepts international entries, is now known as the "Sabri Ülker International Science Award". In all announcements and invitations made in Turkey and internationally, this name has been used.

It is planned that the award ceremony in 2016 will be held in the "Metabolism and Life Symposium," which will be organized by Sabri Ülker Center and hosted by the Sabri Ülker Food Research Foundation on May 5-6, 2016. The theme of the award to be granted in 2016 is "Nutrition, Metabolism Public Health."

SABRİ ÜLKER INTERNATIONAL SCIENCE AWARD 2016

- With the digital campaigns organized nationally and internationally to announce the 2016 Sabri Ülker International Science Award, a total of 17 million views and 6,741 clicks were achieved.
- The award announcement in Facebook achieved 2,437 visitors to the website with 1,4 million views and 544,385 foreign accesses. Also in Turkey, 15,751 visits to the website with 12 million views and 1,6 million accesses were achieved.
- The announcement video was viewed 312,542 times with a total of 1,2 million accesses and 1,6 million views. It was clicked 2,155 times.
- On YouTube, 57,082 domestic views and in international webcasting 109,083 views were achieved.
- On Google, 80,424 clicks were achieved for domestic webcasting with 29,544 clicks internationally.

CONCLUSION

- The Sabri Ülker Food Research Foundation has encouraged scientists who conduct research in the fields of food, nutrition and health and supported the expansion of scientific research on national and international platforms.
- It was announced in all award invitations that Sabri Ülker Science Award has begun to accept international entries.
- In 2016, the award was announced in all national and international channels with its new name and theme.

TURKISH FOOTBALL FEDERATION (TFF) ÜLKER NUTRITION EDUCATION IN SOCCER VILLAGES

We Informed Champions of the Future about Balanced Nutrition

DATE

July 29 - August 24, 2015

AIM

- To inform students about the kind of nutrition they need to enjoy a healthy and active sports life based on expert opinions.
- To give accurate and reliable information about healthy and balanced nutrition to every segment of society including athletes and other occupational groups.

TFF ÜLKER NUTRITION EDUCATION IN SOCCER VILLAGES

Performed in cooperation with Turkish Football Federation within TFF Ülker Soccer Villages, the "Soccer Projects for Children" was held for the ninth time in 2015.

Within the scope of Sabri Ülker Food Research Foundation balanced and healthy nutrition education was given to young athletes from all corners of Turkey. The training was held as part of the cooperation with the Community Volunteers Foundation (TOG).

The Sabri Ülker Food Research Foundation cooperated with the Community Volunteers Foundation to train young athletes at TFF Ülker Soccer Villages. Under this cooperative scheme, TOG volunteers who study nutrition and dietetics were called upon to offer training at TFF Ülker Soccer Villages. These individuals responded to our call and became volunteers.



The students selected among the applicants received pre-training and were informed about the soccer villages under the programme "Training the Trainer" implemented by the Sabri Ülker Food Research Foundation.

TOG volunteers gave "Nutrition Training for Athletes" to young athletes from all over Turkey.

During the training, answers were provided to young soccer players to questions such as;

What is sufficient and balanced Nutrition?

Why is nutrition so important for athletic performance?

What is the optimal diet for athletes?

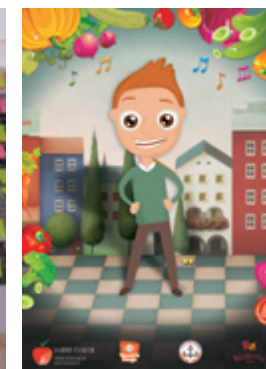
What is the importance of fluid intake?

The seminar also conveyed the message that "You can eat everything, all you need is to know how to balance". This was communicated to 40 athletes coming from every province in Turkey via animated movies and puzzles in an enjoyable and informative way.

The nutrition education was given in the soccer villages in Kuşadası, Erzurum, Nevşehir, Sinop, Isparta, Sakarya, Nevşehir, Istanbul, Erzurum and Elazığ by seven dietitians who were the volunteers of the Community Volunteers Foundation (TOG). Dietitians received training from the experts of Sabri Ülker Food Research Foundation before the training.

MATERIALS OF NUTRITION EDUCATION

- Training Presentation
- Magnet Game
- Game Booklet
- Google Movie



CONCLUSION

- Nutrition training was provided to youths in accordance with the goal of TFF Ülker Soccer Villages to "develop not only the abilities of the soccer players on the field, but also their lives off the field." Thus, young trainees were provided with the opportunity to get familiar with the nutrients present in their diet. Moreover, they also learnt about the key elements of proper and balanced nutrition facilitating them to become healthy athletes.
- Through this project, Sabri Ülker Food Research Foundation underlined the necessity of balanced nutrition in every sphere of life.

37th ISTANBUL MARATHON RUN FOR FUN

*Sabri Ülker Food Research
Foundation Runs the
Istanbul International
Marathon*

DATE

November 15, 2015

AIM

To attract attention to the importance of physical activity with the aim of supporting the community to develop healthy nutrition and lifestyle habits.



Yıldız Holding employees and their relatives totaling 150 people participated in the 37th Istanbul Marathon Fun Run organized by the Sabri Ülker Food Research Foundation on November 15, 2015. The motto of the event was, "Let's walk for wellness, happiness, health all together."

The invitation mail which included the motto and the registration details of the fun run was shared with Yıldız Holding employees weeks before the designated date.

Guests who wished to participate registered for the event following the invitation. Contact information, body size of the participants and other detailed information required for registration were taken and applications were processed in conjunction with the Marathon Office. The participants were each registered and chest numbers were received for Run for Fun.

3 infographics were prepared which encouraged physical activity with the motto of "Let's walk for wellness, happiness, health all together" before the fun run and these infographics were announced to the public on social media. Announcements were shared with the employees via Yıldız Holding internal communication.

As the event date approached, mails about information on the meeting point of the activity, weather conditions, recommendations for sports clothes, and the activity were sent to the participants.

The activity, which took place on November 15, started at the meeting point in front of Yıldız Holding Çamlıca Facility at 8:00 AM. Participants had their details recorded at the registration desks and they each received the specially manufactured vests and hats as well as chest numbers. Participants were offered one red apple.

When all participants were gathered in front of Yıldız Holding, the fun run started with the participation of Ali Ülker, Yıldız Holding Vice Chairman and board member of the Foundation. A banner with the foundation logo on was unfurled, photographs were taken and videos were recorded by drones and video cameras.

The foundation joined the event, fielding a group of 150 Yıldız Holding employees.

Participants moved to the starting point at the entry of the Bosphorus Bridge with shuttle vehicles. The group began at Altunizade, walked across the Bosphorus Bridge, and finished at the race track that passes through Beşiktaş, in front of the Dolmabahçe Palace. The march ended up at the finish point with celebrations and group photo shooting.

The foundation, in this international event, crossed the Bosphorus Bridge that forms the continental boundary between Asia and Europe. It has inspired people through their social media accounts to consider physical activity and has delivered healthy living messages.

After the fun run, commemorative participation certificates were provided to participants and medals were sent to their homes. A commemorative magnet with the participants' photograph and brochures of the Foundation highlighting balanced nutrition and healthy lifestyles were also provided.

RUN FOR FUN IN THE SOCIAL MEDIA

The video posts edited with photographs pointing out physical activity and march recordings;

achieved 33,353 accesses and 485 interactions (like and share) on Facebook,

provided 4672 views and 247 interactions on Twitter.

CONCLUSION

- Infographics encouraging physical activity and participation in the marathon were sent to some 1500 employees of Yıldız Holding. The motto "Let's walk for wellness, happiness, health all together" was highlighted. Excuses for a sedentary life were addressed; nutritional recommendations were provided and exercise opportunities were highlighted.
- After the Run for Fun, short videos and photographs were posted in social media along with messages encouraging physical activity and healthy lifestyles.
- With the Run for Fun, the importance of exercise for a healthy life was emphasized yet again.

IN SEASON CUISINE

Maintaining a Tasty and Balanced Diet is Not Hard!

DATE

November 2015

AIM

- To encourage society to maintain a balanced and healthy diet, offering practical recipes including affordable, in-season vegetables and fruits.
- To raise awareness, widely sharing the nutritional elements and values of the ingredients in the recipes.
- To offer tasty, healthy and easy-to-prepare menu alternatives.



WHY THE IN SEASON CUISINE

Nutritional habits are like “finger prints.” The cooking style, the spices used or combinations of different ingredients transform a single dish into a personalized experience. Some might make a face at boiled vegetables, and some might turn the boiled vegetables into a delicious meal with delicious sauces and spices. The important thing is to maintaining a balanced and adequate diet, and turn it into a lifestyle. That is so because the nutrients of each food differs from one another and each have a separate function in the body. It is important to consume the food in season, to maintain a balanced and adequate diet, eating as much as necessary, and thus to have a healthy lifestyle.

"In Season Cuisine" includes videos that you will find how much energy such nutrients give, which nutritional elements they contain primarily and their benefits for the human body. If you are a person who goes on a diet to lose weight but still refuses to eat tasteless dishes or your motto is “I live to eat!” you will enjoy these easy-to-cook, nutritional and delicious recipes.

With the aim of making sufficient and balanced nutrition a lifestyle and promoting both tasty and healthy meals, a section named "In Season Cuisine" was created on the Sabri Ülker Food Research Foundation web site: www.sabriulkervakfi.org.

The "In Season Cuisine" was broadcast in December 2015. Enjoyable videos each containing 12 recipes, provided nutritional information and described the methods of preparation of each recipe.

In addition to the recipes, daily menus were included.

Broadcasting of the "In Season Cuisine" programme began in December 2015 on the website.

Four videos in the "In Season Cuisine" series were announced to the public with a social media campaign during December 2015.

CONCLUSION

Tasty and healthy recipes in the "In Season Cuisine" were shared via the Instagram, Twitter and LinkedIn accounts of the foundation.

These healthy and tasty recipes considerably increased the number of followers via social media. The recipes were communicated to many people by means of a digital campaign organized for the videos of the first four recipes.

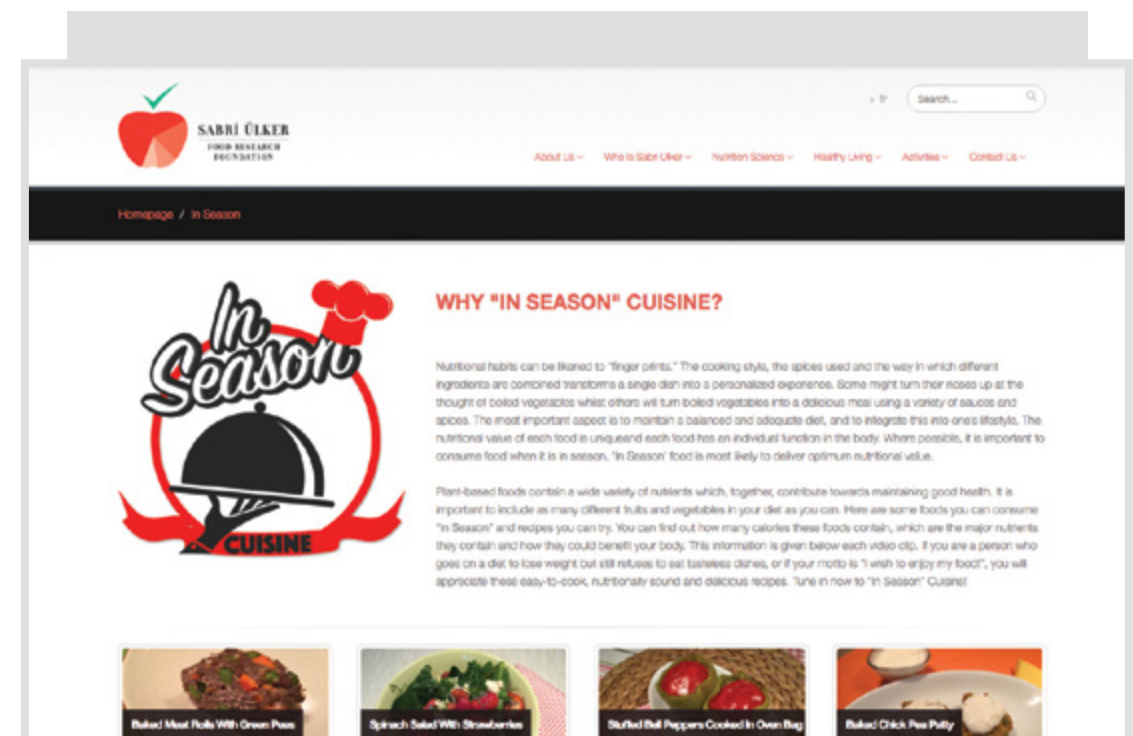
- In Facebook, the broadcasts were viewed totally 1,166,994 times, considering 5 million displays and 4 million access (Seen on the walls of 5 million people and shared/commented or seen by 4 million people).

- In Twitter, the videos were viewed 311,228 times and the number of displays and interactions corresponded to 2 million and 329,687, respectively (Seen on the walls of 2 million people and retweeted/commented or seen by 329,687 people).

- The videos were viewed 69,889 times on Instagram. Since Instagram has just been used newly as an ad space, the campaign was organized with two videos.

- On the other hand, the number of visiting the films in YouTube was 186,645.

With the "In Season Cuisine", the keys to healthy nutrition without sacrificing taste were shown; Sabri Ülker Food Research Foundation encouraged healthy meals through scientific recipes and descriptions.



METABOLISM AND LIFE SYMPOSIUM

May 5-6, 2016

*Sabri Ülker Center for Metabolic Research
Harvard T.H. Chan School of Public Health
Sabri Ülker Food Research Foundation*

DATE

"Metabolism and Life Symposium" the preparatory phase of which began in 2015, will be held on May 5-6, 2016.

Metabolism is the most fundamental process of life comprising of all reactions producing and consuming energy. Metabolic flux and balance are prerequisites for movement, replication, repair of damage, and to sustain life at the cellular and organism levels. Impairments which can occur in this fine balance are important factors causing disease and ageing. Metabolism is the molecular explanation of how we interact with the internal and external environment and operate as living organisms. Therefore, metabolism is, in a sense, "life" itself.

Based on this premise, the Sabri Ülker Center for Metabolic Research and Harvard T.H. Chan School of Public Health is organizing a "Metabolism and Life Symposium" to be held on May 5-6, 2016, at the Four Seasons Hotel Istanbul. The Sabri Ülker Food Research Foundation will host the "Metabolism and Life Symposium" the preparatory phase of which began in mid-2015.

The Sabri Ülker Center for Metabolic Research is committed to investigating the molecular basis of metabolism, its interactions with nutrient elements, and its impairment in chronic metabolic diseases such as diabetes and cardiovascular diseases as well as during ageing. The goal is to transform findings into new therapeutic directions and strategies to prolong healthy life in the long-term. Metabolism and Life Symposium, which has been developed and organized for the first time within this framework, will gather a large number of leading global experts who conduct research on various aspects of metabolism in health and diseases as well as in the ageing process.

Metabolism is the most fundamental process of life comprising of all reactions producing and consuming energy

INAUGURAL SABRİ ÜLKER CENTER SYMPOSIUM

FOUR SEASONS BOSPHORUS
ISTANBUL 5-6 MAY 2016

PRESENTED BY SABRİ ÜLKER CENTER
HARVARD UNIVERSITY,
TH CHAN SCHOOL OF PUBLIC HEALTH



FEATURING:

ALAN ATTIE UNIVERSITY OF WISCONSIN
LAURIE GLIMCHER CORNELL UNIVERSITY
GÖKHAN HOTAMİSLİGİL SABRİ ÜLKER CENTER,
HARVARD TH CHAN SCHOOL OF PUBLIC HEALTH
TAKASHI KADOWAKI UNIVERSITY OF TOKYO
BRIAN KOBILKA STANFORD UNIVERSITY
BETH LEVINE UT SOUTHWESTERN MEDICAL CENTER
SUSANNE MANDRUP UNIVERSITY OF SOUTHERN DENMARK
EMILIE MARCUS CELL PRESS
PHILIPP SCHERER UT SOUTHWESTERN MEDICAL CENTER
BRUCE SPIEGELMAN HARVARD MEDICAL SCHOOL
IRA TABAS COLUMBIA UNIVERSITY
PETER TONTONÖZ UNIVERSITY OF CALIFORNIA LOS ANGELES
TOBIAS WALTHER & ROBERT FARESE
HARVARD TH CHAN SCHOOL OF PUBLIC HEALTH

★ YOUNG STAR SCHOLARS:

DENİZ ATASOY MEDİPOL UNIVERSITY
KIVANÇ BİRİSOY ROCKEFELLER UNIVERSITY
EBRU ERBAY BİLKENT UNIVERSITY
LALE ÖZCAN COLUMBIA UNIVERSITY



HOSTED BY SABRİ ÜLKER FOOD RESEARCH FOUNDATION

WWW.SABRIULKERSYMPOSIUM.ORG

CONCLUSION

- The interaction of the molecular basis of metabolism with nutrient elements and chronic diseases will be explored by experts of worldwide reputation.

COMMUNICATION ACTIVITIES AND CAMPAIGNS

SALT AWARENESS WEEK

DATE

March 11-17, 2015

AIM

- To raise awareness with regard to the effects of excessive salt consumption on health and to encourage the public to develop healthier nutritional habits in relation to salt intake.
- To support studies aimed at encouraging a reduction in salt consumption and to contribute to reducing the amount of salt consumed nationwide.



Salt is one of the minerals which vital for life and it is found naturally in food. It plays an essential role in regulating blood pressure, adjusting body fluid balance, and in muscle and nerve functions. Caution should be exercised when using added salt. It is of major importance that consumers with hypertension or cardiovascular disease regulate their daily salt intake.

According to a study published in 2012 by the Turkish Society of Hypertension and Renal Diseases, daily consumption of salt in Turkey is around 15 grams per day. According to the Report (2012) about “Sodium Intake in Adults and Children” published by the World Health Organization, recommended daily salt intake should be below 5 grams per day. Considering From these figures, it can be seen that salt consumption in Turkey is alarmingly high.

Essential role in regulating blood pressure, adjusting body fluid balance, and in muscle and nerve functions.

The Sabri Ülker Food Research Foundation organized an awareness event during Salt Awareness Week, between March 11–17, 2015, which aimed to raise awareness about salt consumption through the message of “Reduce Salt in Your Diet.”

A paper documenting the daily consumption of salt and recommended intake was prepared in collaboration with the Department of Obesity of the Public Health Agency of Turkey and was shared with stakeholders.

An infographic was prepared, which described the amount of daily salt consumption according to the data compiled by the Department of Obesity of the Public Health Agency of Turkey. This was posted on the infographic web site and social media accounts.

CONCLUSION

- Messages were conveyed regarding the necessity of reducing salt consumption in order to encourage the public to eat more healthily.
- A model was produced to draw attention to salt consumption and provided to 850 people selected from the Foundation data base.

References;

http://sabriulkervakfi.org/tuz_tuketimi_ve_saglik

RAMADAN

DATE

June 17 - July 16

AIM

- To help the public develop healthy eating and balanced nutrition habits.
- To raise public awareness about healthy nutrition during Ramadan, which coincided with the summer in 2015. A range of practical tips were shared.

An important fact of Ramadan is eating a wide variety and large amount of food in a very short period of time, encouraged by hunger brought on by fasting, may cause health problems. The communal nature of the meal may also cause issues.



For A Healthy Ramadan

Regulate the number of your meals:

You can think of iftar and suhoor as the main meals during Ramadan, and include one or two snacks in between.

Do not skip suhoor:

To keep healthy, do not skip suhoor. Not waking up for suhoor would extend your fasting period to 18 hours, and cause you to feel listless, tired, and lacking strength after midday.

Prioritize sleep:

Your body will soon get used to the changes in your sleeping schedule. However, if you think you are not getting enough sleep, try to get some rest during the day.

Make sure you get enough fluids:

Try to drink lots of fluids between iftar and suhoor. Water, herbal tea, milk, ayran, soups, and watery fruits will improve your kidney function. This way, you can purge your body of toxins easier by drinking enough fluids.

Watch for constipation:

Not consuming enough fluids and not including fiber-rich foods in your iftar or suhoor meals may cause constipation. Whole grain breads, vegetables with dark green leaves, legumes such as white beans and chickpeas, and fruits such as dried apricots and plums will help you overcome constipation.

Watch your cooking methods:

Prefer grilled, steamed, or baked foods during Ramadan.

Get advice from the Healthy Eating Plate:

You can plan healthy meals by including however much you need from each food group in iftar and suhoor.

Limit physical activity:

When Ramadan coincides with the summer months, you lose more fluids through sweating. Thus, try to avoid exercises that require endurance, tire your muscles, and make you sweat when you are fasting. Walking at a slow pace in the morning and doing some stretching exercises would be more beneficial instead. Light walking after iftar also helps your digestive system and weight management.

Do not overeat at iftar:

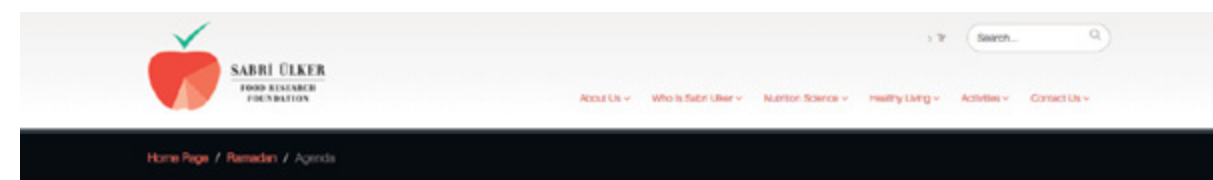
Eating suddenly and quickly when you are hungry will cause your blood sugar to spike and your blood pressure to change, and may cause digestion problems. Complete your iftar meal over a longer period, eating foods rich in fluids, and taking short breaks.



References

1. Nutrition During Ramadan, Ministry of Health, <http://hsg.mva.gov.tr/index.php?lang=tr&page=129>
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3. Guide to Healthy Fasting During Ramadan, NHS Choices, 23/07/2014, <http://www.nhs.uk/Livewell/Healthyramadan/Pages/healthyfasting.aspx>
4. Nutrition During Ramadan, CEDARS-Jebel Ali International Hospital E-Bulletin, Issue, 51, (July, 2013)

www.sabriulkerfakf.org



Suggestions For Adequate And Balanced Iftar

If you want to spend a healthy and physically well during Ramadan, you should take your health status, nutrition style, physical activity levels and sleeping schedule into account. Firstly, if you have diabetes or any kind of metabolic illness, you must consult your doctor before you start fasting.

We wish you a healthy Ramadan!

Monday	Tuesday	Thursday	Wednesday	Friday	Saturday	Sunday
						
		17 June	18 June	19 June	20 June	21 June
						
22 June	23 June	24 June	25 June	26 June	27 June	28 June

→ Ramadan and Health

With the arrival of Ramadan and the beginning of fasting, both your body and your soul need more care. Enjoying happy meals with your family and loved ones, feeling a spiritual tranquility and most importantly, helping those in need will help you enjoy the spirit of Ramadan to the fullest. [Click for more details](#)

→ For a Healthy Ramadan

→ Suggestions For Adequate And Balanced Iftar

The Sabri Ülker Food Research Foundation made recommendations via social media, the Foundation's web site, and emails in order to encourage balanced nutrition during Ramadan, which was between June 17 and July 16 in 2015. The public were provided with recommendations on food, nutrition and diet during Ramadan. Throughout the month, 30 announcements and mailings were undertaken and posted on the website, one per day. Information was provided with regard to nutrition in iftar and suhoor as well as suggestions regarding fluid consumption, fasting and health, and nutrition for the Ramadan Feast.

CONCLUSION

- During Ramadan, the web site of the Foundation was visited 3,146 times and the social media account and the web site achieved 13,000 views.
- The importance of balanced and healthy nutrition was pointed out during Ramadan particularly as this coincided with summer.

HOT WEATHER

DATE

AUGUST 19 - 20

AIM

To attract attention to healthy eating and living habits and particularly fluid consumption during summer months.



Extreme rises in temperature in summer affect not only nutrition but many aspects of lifestyle such as sleep and exercise level. The Sabri Ülker Food Research Foundation has highlighted to the public the importance of adequate fluid intake during the summer months.

Beverage recipes to encourage enhanced fluid intake were presented.

CONCLUSION

Healthy and refreshing beverage recipes to increase fluid intake in hot summer days were announced via the social media account and emails.

BREASTFEEDING WEEK

DATE

October 1 - 7, Breastfeeding Week

AIM

- To increase public awareness about breastfeeding and its benefits.
- To contribute to public health by encouraging mothers to adopt breastfeeding for their babies.

In the first 6 months of life, breast milk offers optimal nutrition. It provides the complete range of nutritional elements needed for normal growth and development.

Breast milk secreted during the first 3-5 days immediately after birth is particularly important and in addition to fulfilling nutritional requirements contains substances implicated in prevention of disease and boosting the immune system.



Breastfeeding Week is celebrated every year between October 1–7 in order to raise awareness in public about the benefits of breastfeeding.

The Sabri Ülker Food Research Foundation raised public awareness by announcements everyday during the Breastfeeding Week via social media and the website. Messages were conveyed about the benefits and importance of breastfeeding.

CONCLUSION

Mothers were encouraged to breastfeed their infants. Messages were disseminated throughout Breastfeeding Week.

LUNCH BOX

DATE

November 2, 2015

AIM

To help school age children, parents and teachers develop healthy eating and balanced nutrition habits.

Lunch is an important meal for everyone, especially for the children. Many mothers prefer to prepare a lunch box for their children to take to their schools or prepare a meal for themselves and their husbands to take to their work. A healthy lunch box is prepared by choosing balanced nutrients in a variety which will help to meet energy requirements during the day.

The Sabri Ülker Food Research Foundation announced via its website and social media accounts suggestions for preparing a healthy and balanced lunch box after the schools opened. The announcement was sent to the Foundation's contact database of approximately 13,000 people and also to the teachers of the Balanced Nutrition Education Project.



CONCLUSION

Hints for preparing a healthy lunch box were announced via the communication channels of the Foundation. Balanced and healthy nutrition and healthy snacks were suggested for inclusion in lunch boxes.

THE WORLD DIABETES DAY

DATE

November 14

AIM

To inform the public on this important day which is known as “The World Diabetes Day” and which aims to raise awareness globally about diabetes.



Some 415 million plus people around the world have diabetes.

The Sabri Ülker Food Research Foundation designed infographics which informed the public about issues relating to diabetes. The types of diabetes, symptoms and important points to be considered by the patients were pointed out in these infographics. 5 infographics were disseminated to the public during World Diabetes Day via social media and the Foundation's website.



CONCLUSION

The issues surrounding diabetes and the role of healthy lifestyles in reducing risk were disseminated via the communication channels.

RECOMMENDATIONS FOR A HEALTHY LIFE IN NEW YEAR

DATE

December 31, 2015

AIM

As 2015 closed, the objective was to make a public call to encourage balanced nutrition and healthy lifestyles during the coming year.

The first day of the New Year is a great opportunity to take your first step into a healthier lifestyle.

The first day of the New Year is a great opportunity to take your first step into a healthier lifestyle.

Sabri Ülker Food Research Foundation announced its recommendations for a healthy and active life in 2016 under the topic of “New Targets in The New Year” to its followers and public via its website and social media accounts. The messages prepared on the topic were also sent to the Foundation’s database of over 13,000 people via email.

Recommendations about nutrition, fluid consumption and physical activities for the newyear and newyear’s night were presented to the public via our website.



CONCLUSION

On the eve of 2016, Sabri Ülker Foundation created awareness and enthusiasm for balanced nutrition and healthy lifestyles in the New Year.

THE SABRI ÜLKER FOUNDATION IS ON TV WITH PUBLIC SERVICE ADVERTISEMENTS!

DATE

The application process was completed at the end of December 2015 and broadcasting of films was approved and these are planned to be broadcast in 2016.

AIM

- To convey information in a simple and clear manner with the Gooble ad, which was created in collaboration with the Republic Ministry of National Education to encourage children to have a balanced diet and healthy lifestyle.
- To provide adults with practical advice on energy intake and consumption in the 'Energy Balance' ad created by the European Food Information Council (EUFIC) and adapted into Turkish with the collaboration of the Ministry of Health.

The application process of public service ads, Energy Balance and Gooble, of Sabri Ülker Food Research Foundation, has been completed and broadcasting approval has been given.

The ads will convey reliable and scientific information on food, nutrition, and health in a straightforward manner, helping people adopt a balanced diet and healthy lifestyle,

Is the energy you get from your daily diet equal to the energy you consume with physical activity? It is now easier to find the answer thanks to the Energy Balance

The reality is that 30.3 percent of adults and 17.9 percent of children in Turkey are overweight or obese. In an effort to address this problem the Sabri Ülker Food Research Foundation is introducing a public service ad which conveys in a simple format scientific information on energy balance. This is aimed at viewers of any age. The 'Energy Balance' video was created by the European Food Information Council (EUFIC) and adapted into Turkish by the Foundation in collaboration with the Turkish Republic Ministry of Health. It provides information on balanced and healthy energy intake and expenditure.

Gooble encourages kids to have a balanced diet and healthy lifestyle.

The Sabri Ülker Food Research Foundation conveys fun and catchy messages to children with the cartoon character Gooble. The objective is to help people to adopt the habit of a balanced diet and a healthy lifestyle. The video has been introduced in television channels with the collaboration of the Ministry of Health.

HORIZON 2020

DATE

November 25, 2015

AIM

- To develop international collaborations which will contribute to the development of food, nutrition and healthy life.
- To share the information and know-how of the Sabri Ülker Food Research Foundation in international platforms.
- To contribute to projects conducted in international platforms in the fields of nutrition and health.

The European Union Framework Programs (Horizon) are globally the largest and highest-budget civilian research programmes established for the purpose of advancing science, technology, politics and practices in Europe and conducted by the European Commission.

The aims of the programme include ensuring and sustaining social welfare, ensuring sustainability, increasing the employment possibilities of the young population and encouraging the entry of R&D projects to market.



Within the scope of the programme, project priorities and subjects are determined and the scope is shared by the European Union. R&D corporations, foundations, universities and private sector companies establish consortiums in line with these priorities and put forward projects. These consortiums are announced in Info Day Activities.

EU member countries, candidates for membership or “associated” countries with special agreements can participate. Turkey participated in the 6th and 7th Framework Programs since 2006 with the status of a candidate country. Turkish participation in the 8th Framework Programme, called Horizon 2020, is possible again as a candidate country. The programme conducted by the EU Commission between 2014-2020 is called Horizon 2020.

The Sabri Ülker Food Research Foundation gathered with the leading research foundations in Brussels in November 25, 2015.

project priorities and subjects are determined and the scope is shared by the European Union. R&D corporations, foundations, universities and private sector companies establish consortiums in line with these priorities and put forward projects.

CONCLUSION

- The Sabri Ülker Food Research Foundation has combined its knowledge and know-how with the know-how of other international foundations and corporations.
- The Foundation has created an opportunity to conduct joint projects with other stakeholders in Europe, Projects of Turkey and the Foundation could be included in EU projects. This participation in EU projects would serve to enhance the profile of the Foundation. Finalization of the project portfolio is underway.

TIMELY

DATE

2015

AIM

To support the elimination of unhealthy eating habits in the elderly and, in so doing, to improve public health.

The European Union opened a call themed fighting malnutrition in the elderly in the 2014-2015 field of food work programme. The Sabri Ülker Food Research Foundation joined the consortium established under the coordination of ALMA MATER STUDIORUM UNIVERSITA DI BOLOGNA as the communications partner. In accordance with this, with TIMELY, a Horizon 2020 project regarding eliminating unhealthy eating habits in the elderly, an application was made to the European Commission. Partners of the consortium included foundations, corporations and universities such as EUFIC, TNO, and the Universities of Cambridge, Groningen, and Bologna.

TIMELY project. In project calls, the Scientific and Technological Research Council of Turkey (TUBITAK) evaluates and awards projects above 10 points as above the threshold projects. Sabri Ülker Foundation is among the candidates of the award with this project.

CONCLUSION

- The Sabri Ülker Food Research Foundation contributed to the improvement of public health in international fields with the participation in the project regarding elimination of unhealthy eating habits in the elderly.
- TIMELY project was elected as the runner-up with 14.5 points in the EU Commission and qualified for the candidacy of TUBITAK Above Threshold Award.

DRIVERS OF FOOD CHOICE

DATE

2015

AIM

To derive data that will help to improve public health by measuring consumers' preferences with regard to food shopping both nationally and internationally.

'Drivers of Food Choice' is a research project which aims to measure the food preferences of consumers, and it is developed and conducted by the European Food Information Council (EUFIC). The project is being conducted under the guidance of Prof. Klaus G. Grunert from Aarhus University, Denmark. Within the scope of the project, interviews will be performed with consumers in five countries including the United Kingdom, France, Italy, Poland and Turkey. Surveys and focus groups will be involved. The interviews are planned to last for 30 minutes each with 50 people included in each country. Measurements will include consumer preferences for certain products in various food categories and insights will be gained into purchasing behaviours. Factors affecting consumer choice and the influence of healthy choices will be assessed. Sabri Ülker Food Research Foundation joined the research project in December 2015 within the framework of international collaborations. Data collection is planned for the first quarter of 2016, with a conclusion planned for the middle of 2016 and publication by the end of 2016.

CONCLUSION

The Foundation has participated in an international project with the aim of understanding factors influencing consumer food shopping preferences.

I-GROW

DATE

The project, which was initiated in 2015, is planned to be commissioned in 2016.

AIM

- To keep track of children's growth parameters including height and weight correlated with age. The objective is to measure whether the children grow healthily or not and to compare their development with that of their peers.
- To raise awareness in parents about the development of children whilst growing.
- To present parents and society with reliable and scientifically validated information regarding daily nutrition habits and physical activity profiles

Paula van Dommelen, M.D., from TNO (Netherlands Organisation for Applied Scientific Research) submitted to the 2nd Science Award Contest the I-grow project. This aims to measure the development of children of growing age through a mobile phone application. Dr van Dommelen delivered a poster presentation at the 3rd Nutrition and Healthy Lifestyle Summit. Following the Summit, in collaboration with TNO, the Sabri Ülker Food Research Foundation has started to adapt the I-grow application for the Turkish population.

Project collaboration started in 2015. The application is planned to go live in 2016.

CONCLUSION

A step has been taken to contribute to the development of public health with an application aiming to follow and control children's healthy development.



EVENTS

HACETTEPE UNIVERSITY NUTRITION AND DIETETICS DAYS

We announced the Balanced Nutrition Education Project, Nutrient Consumption Volumes and Frequency Research

DATE

June 25 - 27 2015 / Ankara

AIM

- To cooperate with and support universities, government agencies, and nongovernmental organizations in providing the public with accurate and reliable information on food and healthy eating habits.

The Sabri Ülker Food Research Foundation attended the biennial "Hacettepe Nutrition and Dietetics Days" organized by the Nutrition and Dietetic Department of the Faculty of Health Sciences at Hacettepe University.

THE HACETTEPE UNIVERSITY NUTRITION AND DIETETIC DAYS

Postgraduate Education Course is organized biennially in order for recently graduated dietitians to share information and experience, be informed about innovations regarding the science of nutrition and refresh the information of other dietitians.

The preliminary findings of the Balanced Food Education Project Nutrient Consumption Volumes and Frequency Research was announced by the academics conducting the study in the satellite session of the congress organized in 2015.

The 'Balanced Food Education Project Nutrient Consumption Volumes and Frequency Research' is coordinated by Prof. H. Tanju Besler, M.D., Head of the Nutrition and Dietetics Department of Hacettepe University and member of the Scientific Board at the Sabri Ülker Food Research Foundation, and performed with the field work of Nutrition and Dietetics Department students coordinated by Habibe Şahin, M.D., Associate Professor, Head of Erciyes University Nutrition and Dietetics Department; Recı Meseri, M.D., Associate Professor, Head of Ege University Nutrition and Dietetics Department and Co-head Özge Küçükerdönmez, M.D., Assistant Professor; and Esra Güneş, M.D., Assistant Professor, Istanbul.

The first field work of the study was performed with the participation of 2nd, 3rd, and 4th grade students taking place in the Balanced Nutrition Education Project in Istanbul, Izmir, and Kayseri in October 2014. The final test work was completed with the participation of the same students in May 2015. The study aims to determine the behavioural changes in nutritional habits observed in students who are educated within the scope of the Balanced Nutrition Education Project.

In the congress, the chairpersons for the satellite session titled "Balanced Nutrition Observational Study" were H. Tanju Besler, M.D., Professor, Head of the Nutrition and Dietetic Department of Hacettepe University and Muazzez Garipağaoğlu, M.D., Professor, Medipol University Nutrition and Dietetics Department Head. The session started with Begüm Mutuş, Secretary General of Sabri Ülker Food Research Foundation detailing the project and continued with academicians from all universities who conduct the project sharing the practices in their own cities and research methodology. Özge Küçükerdönmez, M.D., Assistant Professor, Ege University Co-head of Nutrition and Dietetics Department conveyed the Izmir and Istanbul samples of the Balanced Food Education Project Nutrient Consumption Volumes and Frequency Research and Betül Çiçek, M.D., Associate Professor, explained the Kayseri sample.

At the end of the session, it was emphasized that adequate and balanced nutrition and healthy life habits should be adopted in primary school age with the contribution of all academicians.

CONCLUSION

- The purpose and methodology of Balanced Food Consumption Volumes and Frequency Research were shared with the academicians attending Hacettepe Nutrition and Dietetics Days.

1st ISTANBUL NUTRITION AND DIETETICS CONGRESS

The experts discussed the relationship between nutrition and health.

DATE

April 16 - 18, 2015

AIM

- To share national and international developments in food, nutrition and health with industry professionals, academics and students.
- To communicate the latest nutrition science information relevant for all to benefit from.
- To support the efforts of universities regarding healthy lifestyles and nutrition.



The Sabri Ülker Food Research Foundation participated in the 1st Istanbul National Nutrition and Dietetics Congress organized by the Haliç University Health Sciences Academy, Department of Nutrition and Dietetics.

During the 3-day congress, chaired by Prof. Yasemin Beyhan, M.D., the relationship between food, nutrition and health was discussed in detail by academics.

The subjects of the congress were, Evaluation of the Nutrition Status of the Community and Analytical Approaches, Foods for Optimal Nutrition: Benefits and Risks, Medical Nutrition Principles and New Trends in Chronic Diseases.

In the session entitled, the "Role of the Food Industry in the Control of Chronic Diseases," Prof. Hikmet Boyacıoğlu, M.D., made a presentation entitled, "The Role of the Bakery Products Industry in the Control of Chronic Diseases"; Birol Saygı, M.D., contributed a presentation entitled, the "Role of Vegetables and Fruits With Regard To the Food Industry in the Control of Chronic Diseases; Begüm Mutuş, Secretary General of the Sabri Ülker Food Research Foundation, made a presentation themed "Nutrition Awareness in the Protection of Health: Balanced Nutrition." Mutuş shared with the participants the progress made in the Balanced Nutrition Education Project and underlined the importance of nutrition education in contributing to the development of healthy living habits.

CONCLUSION

- The nutritional status of Turkish society was considered at this congress. Opinions were exchanged with industry professionals, academics, and students.
- The Balanced Nutrition Education Project was explained to a group comprised of both academics and industry professionals.

KIDZANIA APRIL 23rd EVENT

The Children learned about balanced nutrition whilst having fun!

DATE

APRIL 20, 2015

AIM

- To help the public develop healthy eating and balanced nutrition habits.
- To teach children balanced and healthy nutrition via games and cartoons and by using easy-to-understand methods and materials.

The Sabri Ülker Food Research Foundation joined the Kidzania event organized by the Istanbul Metropolitan Municipality. The event was organized in order to teach the benefits of balanced nutrition to children living in 39 districts where lower socioeconomic groups predominate.

While the children ate the fresh apples offered to them, they learned about balanced nutrition by way of a cartoon film and Balanced Nutrition Magnet Plate game prepared by the Sabri Ülker Food Research Foundation. 1,560 children attended the event.

CONCLUSION

- Games and activities were performed that encouraged children to develop healthy eating and living habits.
- 1,560 children living in various districts of Istanbul had a fun time and received a balanced nutrition education



KIDZANIA AND KIDZMONDO SUMMER SCHOOLS

BALANCED AND HEALTHY NUTRITION EDUCATION THROUGHOUT SUMMER

DATE

June 22 - September 5

AIM

- To develop the health of public by creating opportunities which will contribute to children in developing balanced nutrition and healthy living habits.
- To teach children healthy, adequate and balanced nutrition with fun methods within the scope of the Summer Schools.

The Sabri Ülker Food Research Foundation presented materials which would ensure the opportunity to teach the message of balanced and healthy nutrition to children while they had fun within the scope of these activities during summer school. Under the collaboration, Balanced Nutrition Magnet Game, Nutrient Groups Booklets and 5 Food Groups, The Balance of Health Booklets were delivered to the Summer School. During school, the children played Healthy Nutrition Plate Game and watched the video Gooble accompanied by a joyous music which conveyed balanced nutrition and healthy life messages.

Within the frame of summer camps, in the Kidzmondo Summer Camp, Gooble cartoon, where adequate and balanced nutrition was narrated, was shown. With this film, the children learned the messages of balanced nutrition and healthy life between their meals with fun and easy-to-understand messages.



Fun and educating moments were shared with approximately 350 children during the summer camps. The children were taught how they could adopt Healthy Nutrition Plate to their lives and how they could have a balanced nutrition with easy-to-understand, catchy and fun educational methods and materials.

CONCLUSION

- 350 children were reached with open air activities organized within the context of summer schools.
- Children were educated with methods encouraging them to develop healthy eating and living habits.

**INTERNATIONAL
CONGRESS**
AND PRESS TRIPS

INTERNATIONAL CONGRESS HIDDEN HUNGER

WE PARTICIPATED IN AN EVENT
ADDRESSING ONE OF THE MOST
PRESSING GLOBAL HEALTH ISSUES

DATE

March 3 - 6 2015, Stuttgart, Germany

HEDEF

- To draw the world's attention to "hidden hunger," a frequently observed phenomenon in underdeveloped and developing countries and considered as a major global health issue.
- To present to stakeholders up-to-date information on "hidden hunger."

WHAT IS HIDDEN HUNGER?

Nutrition is not only filling the stomach. It is necessary to receive all essential nutrients in adequate and balanced amounts. When one does not have adequate and balanced nutrition for long periods of time, regardless of energy and/or protein intake or when quality, healthy and safe foods cannot be accessed, health complications may occur. Symptoms emerging as a result of chronic deficiencies of vitamin, iron, zinc, iodine, selenium and vital micronutrient elements are generally called "hidden hunger." Hidden hunger is observed more particularly in underdeveloped and developing countries but it is not confined to these countries. Chronic inadequate intake of vital micronutrients may not manifest itself in overt symptoms for a long time. Therefore, diagnosis and treatment approaches may be delayed. As a result, the immune system weakens, physical and intellectual growth stunts, and even death may result.

HIDDEN HUNGER



WHO ARE AT RISK?

According to the 2014 Global Hunger Index, hunger in the developing countries has reduced by 39 percent since 1990. According to the Food and Agriculture Organization of the United Nations (FAO), 805 million people still suffer from hunger. These are mostly, children and women. Without adequate and balanced nutrition during pregnancy and breastfeeding, the nutrient elements necessary for the physical and mental development of the baby will be inadequate and increase the risk of hidden hunger. Even though hidden hunger is observed in underdeveloped and developing countries, it is observed in developed countries as well. Imbalanced nutrition is associated with overweight and obesity and associated with this can be a lack of essential nutrients.,

WHAT ARE THE CAUSES OF HIDDEN HUNGER?

Hidden hunger is a critical aspect of nutrition which frequently goes unnoticed. Filling the stomach and keeping energy intake at desired levels does not ensure that other essential nutrients are consumed in adequate amounts. Diverse, quality, and safe nutrition which is rich in micronutrients will eradicate the threat of hidden hunger. According to the World Health Organization (WHO) and the Food and Agriculture Organization of the United Nations (FAO), approximately 1 billion people are inadequately fed and 2 billion people have iron and zinc deficiency. Approximately 95 percent of this population lives in underdeveloped and developing countries. According to the WHO, 7 million children under the age of 5 die each year due to inadequate nutrition. When the causes of the problem are investigated, these countries should be a major focus of attention.

WHAT ARE THE CONSEQUENCES OF HIDDEN HUNGER?

The socio-economic effects of hidden hunger are huge. When growth is stunted in children, and when anemia or iodine deficiency occurs, health problems are increased in subsequent years. Also, overweight and obesity in developed countries masks the incidence of hidden hunger and at the same time increases the risk of chronic diseases such as cardiovascular diseases and metabolic syndrome. A decrease in quality of life of people along with increased health care-related expenses and socio-economic burden will negatively affect the development of a country.

HIDDEN HUNGER IN NUMBERS

- 2014 Global Hunger Index indicates that 2 billion people in the world experience hidden hunger due to inadequate vitamin and mineral intake.
- Vitamin and mineral deficiencies constitute 10 percent of the global health burden.
- Annually, 807,000 children on average experience development disorder due to inadequate intake of Vitamin A, zinc or other nutrient elements.
- Every year, 18 million babies are born mentally retarded due to iodine deficiency.
- Iron deficiency causes an impairment of health in 40 percent of women in developing countries. Severe anemia causes the death of more than 50 thousand women a year during labor.
- The World Health Organization (WHO) reports that 450,000 children at the age of 6 months-5 years die because of diseases associated with zinc deficiency.
- World Health Organization (WHO) reports that Turkey, with countries like Egypt, Iran, Iraq, India, China and Pakistan, is one of the countries where the zinc deficiency is particularly severe.

Inadequate consumption of food of animal origin (red meat, eggs and specialty meats) is shown among the causes of zinc deficiency. Considering the nutrition distribution in Turkey, grains and grain products rank first with 37 percent, meat and fish rank last with a 6 percent ratio.

The Sabri Ülker Food Research Foundation attended the congress with press and academicians.

Before the congress, a press conference was organized attended by Begüm Mutuş, General Manager of the Sabri Ülker Food Research Foundation; Prof. Tanju Besler; and Prof. Hans Konrad Biesalski, M.D., where information about the efforts undertaken by the Foundation was shared.

Prof. Biesalski and his team answered all of the questions of the reporters throughout the sessions within the scope of the congress and widened their news angles.

CONCLUSION

- The concept of “hidden hunger” which is one of the major problems experienced in the field of nutrition in developed and developing countries and the most up-to-date information on the subject were introduced to public by using media and social media.
- News about Hidden Hunger took place in a total of 32 channels, 9 in press, 23 on the Internet. A visibility corresponding to the three full newspaper pages was achieved in the print media. Information regarding hidden hunger was conveyed to 5,695,779 people in national and local press via the news.

12th EUROPEAN NUTRITION CONFERENCE

WE ENCOURAGED A DIALOGUE ON THE NEED FOR ACCURATE AND RELIABLE COMMUNICATION IN NUTRITION SCIENCE

DATE

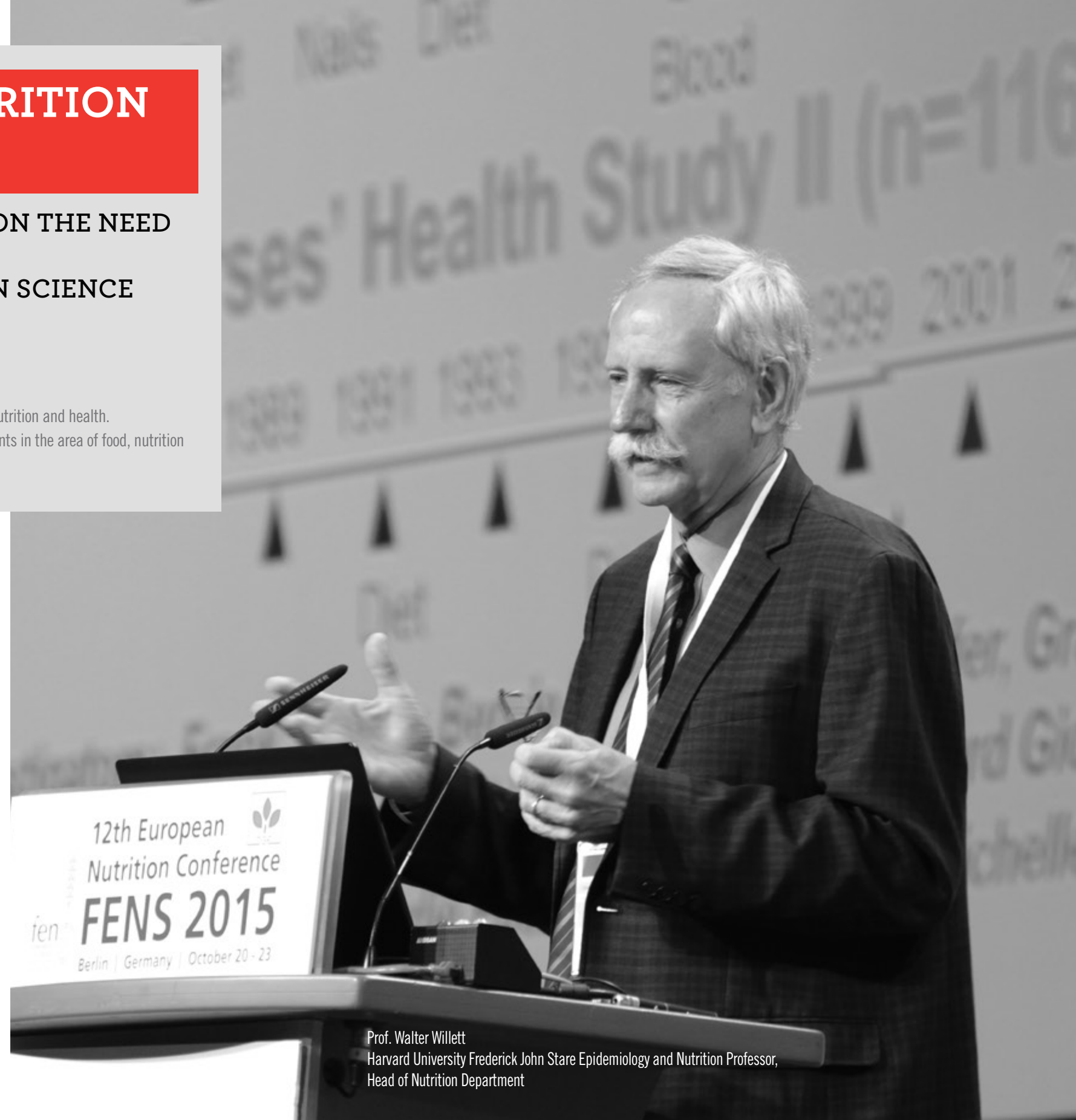
October 20 - 23, 2015 / Berlin

AIM

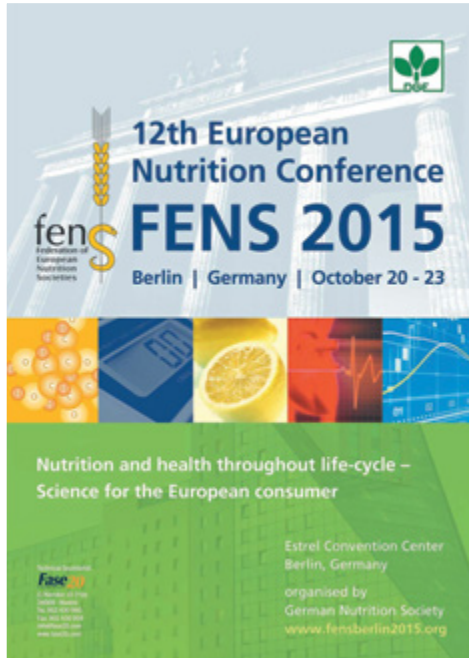
- To draw attention to issues regarding the accuracy of news reporting on nutrition and health.
- To monitor and present to stakeholders the latest international developments in the area of food, nutrition and health.

THE FEDERATION OF EUROPEAN NUTRITION SOCIETIES - FENS2015

FENS is a 'not for profit' organization bringing together the nutrition communities of 26 European countries. It is acknowledged as an important resource in the area of nutrition and public health, seeking to encourage and support education and research in this field. The federation also provides coordination between the nutrition associations of European countries, performs studies on nutrition, informs society of relevant developments in our knowledge and organizes the European Nutrition Conference every four years.



Prof. Walter Willett
Harvard University Frederick John Stare Epidemiology and Nutrition Professor,
Head of Nutrition Department



Since 1979 when FENS was established, the European Nutrition Conference has been hosted by a different member country on each occasion.

The 2015 European Nutrition Conference was held in Berlin, Germany on October 20-23, hosted by the German Nutrition Foundation (DGE). One of the major themes of the conference this year was to draw attention to the high level of misrepresentation of information in the field of nutrition and health. Sabri Ülker Food Research Foundation followed the conference with health reporters and editors of the national newspapers from Turkey in order to highlight current global health issues, ensuring, where relevant, that they are on the agenda in Turkey.

Press Conference organized by the Sabri Ülker Food Research Foundation

Before the congress, a press conference was organized to share information about the Sabri Ülker Food Research Foundation and its projects and to draw attention to information pollution in the field of nutrition and health in Turkey and globally. The speakers of the press conference, Laura Fernandez Celemin, M.D., Director General of the European Food Information Council (EUFIC) and Begüm Mutuş, Secretary General of the Sabri Ülker Food Research Foundation, highlighted the issue of information pollution in Turkey and Europe.

Begüm Mutuş, Secretary General of Foundation, in her input to the press conference, emphasised that nutrition is one of the most important factors impacting both individual and societal public health

Begüm Mutuş said, “One of the most important cornerstones of sustaining a healthy life is nutrition. The words of Hippocrates, the founder of medicine, “Let food be thy medicine and medicine be thy food” is a guide for all of us. However, information pollution about nutrition and food may mislead people”.

Muş, pointing out that approximately 15 million pages open in 32 seconds when “nutrition” is searched on Google, stated that this number is 402 million under the title “nutrition” and 3,7 billion under the title “health” on a global basis.

EUROPE IS LONGING FOR ACCURATE INFORMATION IN HEALTH!

Laura Fernandez Celemin, M.D., Director General of the European Food Information Council (EUFIC) reviewed the research conducted by EUFIC regarding media representation of health issues.

Celemin reported that in 2011 and 2012 EUFIC, in collaboration with the University of East Anglia (UEA), reviewed some 375 health statements published in EU newspapers and determined that only 27% were scientifically substantiated via the European Food Safety Authority (EFSA).

Celemin noted “As can be understood from this research, there is serious misinformation in the media regarding nutrition and health which may negatively affect consumers’ health. Naturally, everybody is seeking to improve their nutrition. Hence, authorities and all those who play a major role in informing the public have a major duty to ensure accuracy in communications.

After the press conference, the attendees participated in the European Nutrition Conference. The conference opened with an address by Prof. Walter Willett, Director of the Department of Nutrition at Harvard University. Prof Willett was also a keynote speaker at the 3rd Nutrition and Lifestyle Summit hosted by the Sabri Ülker Food Research Foundation back in May 2015. A session entitled “Chats, Tweets and More: Nutrition Communication in Public Health” followed. Prof. Pekka Puska, Director of The International Association of National Public Health Institutes (IANPHI) was a keynote speaker. Other speakers in this session conference; Prof. Heinz Bonfadelli and Dr. Ben Fretwurst from the Institute of Mass Communication and Media Research, University of Zurich and Dr. Ben Fretwurst from the University of Bremen.

Following the conference, the bulletin below summarizing the sessions was prepared to share with press delegates.

THE 12th EUROPEAN NUTRITION CONFERENCE THE SABRI ÜLKER FOUNDATION HIGHLIGHTS THE NEED FOR ACCURATE AND RELIABLE COMMUNICATION

12th European Nutrition Conference, FENS 2015, was organized in Berlin, from October 20th to 23rd. The German Nutrition Society (DGE) hosted the conference. The Sabri Ülker Food Research Foundation aspires to be a reliable source of information in the area of food, nutrition and health. To this end the attention of media representatives was drawn to sessions on “Information Pollution in Health and Nutrition” and “The Right Approaches in Nutrition Communication”

WALTER WILLET, M.D., PROFESSOR :

“MORE STUDIES SHOULD BE PERFORMED FOCUSING ON NUTRITIONAL STATUS IN CHILDHOOD AND BEYOND”

Prof. Walter Willett, is acknowledged as the most referred professor in the world in the field of nutrition and health. He is known for his studies in the field of public health, especially the Nurses' Health Study. Prof. Willett, in his opening speech at the European Nutrition Conference, highlighted the need to consider the relationship between nutrition and health throughout the life stages. Prof. Willett's main point was that when adequate and balanced nutrition is adopted as a lifestyle from infancy/childhood and even in adolescence, the risk of subsequent lifestyle-related diseases is markedly decreased.

Prof. Willet described the minimum risk group for cardiovascular diseases as non-smokers who have a Body Mass Index (BMI) below 25, who perform physical activity at a medium or mild level and who enjoy a high fiber, low glycemic load and low trans fat diet. Prof. Willet also described the effect of nutritional habits on cognitive function, emphasizing that adhering to the 'Mediterranean diet' has a positive impact on cognition. He highlighted the conclusion that the earlier sound nutrition practices begin, the more the risk of disease in the years ahead decreases. The mother's womb is the best place to start. He called for the scientists to increase their research into nutrition in infancy/childhood and old age..

PEKKA PUSKA, M.D., PROFESSOR:

“EVENTUALLY, WITH REGARD TO NUTRITION COMMUNICATION, ”TRUTH“ WINS”

Prof. Puska, of the National Public Health Institute of Finland, has served as the director of Non-communicable Diseases Prevention and Health Promotion at the World Health Organization (WHO). He is the author of over 500 scientific publications. Prof Puska emphasized that media communications on nutrition should be accurate, unbiased and reliable. He stated that general diet recommendations broadcast in the media by experts and authorities focus on decreased salt intake, lower sugar intake, consumption of more fruit and vegetables, and being an ideal weight. However, nutrition goes beyond these rules. He pointed out that “Nutrition Fashion” changes from day to day. He expressed the view that the issue of sugar is overrated, that fat is an old issue and that industry has progressed towards eliminating trans fats. Red meat is now under attack, the emphasis on fruit-vegetables has changed in line with ecological considerations and obesity remains the main global problem.

Prof. Puska stated that information sharing alone would not be enough. He emphasized that the media have a vital role to play in nutrition science going forward. Pekka Puska gave a good example of nutrition communication in the media: a study published about physical activity was headlined as “sitting kills”. A few months later another study about physical activity was introduced to the public as “sitting does not kill”. So what should be done? Prof. Puska presented suggestions as follows:

- There is always a need for true, scientific information and this information should be critically scrutinised.
- Eventually, only the “truth” wins.
- Experts in nutrition should be supported.
- More attention should be drawn to the subject and included on agendas wherever possible.
- The media should not classify a scientific study as “good” or “bad”.

CONFERENCE ASSESSMENT MEETING

Prof. Diana Banati, Director of The International Life Sciences Institute, Europe (ILSI Europe) and Prof. Pekka Puska, Director of The International Association of National Public Health Institutes (IANPHI) who were among the speakers in the conference, joined the the assessment meeting organized during the second day of the conference. Prof. Pekka Puska was the guest of the Foundation.

SCIENCE REPORTERS SHOULD BE TRAINED

Diana Banati, Director of The International Life Sciences Institute, Europe (ILSI Europe), stated her opinion about information pollution as “We can say that the reasons for information pollution is that scientists do not have enough knowledge and experience in talking to or conveying information to reporters or that the reporters do not express the information conveyed accurately. However, I think that the main reason is that there is a very low number of reporters specialized in science. Universities educating scientists should give training in how scientific information should be presented to the public in an easy-to-understand language.

ESTABLISHING TRUE COMMUNICATION IS MANDATORY

Information pollution in health was discussed in a panel organized under the title of “Chats, Tweets and More: Nutrition Communication in Public Health” in the European Nutrition Conference.

Prof. Pekka Puska, Director of The International Association of National Public Health Institutes (IANPHI) said “Every research outcome in the field of health and nutrition is introduced to the public as new information. Also, the outcomes of research generally do not consider the effects of a product or nutrient within the framework of the diet as a whole. They consider one aspect of nutrition and do not generally establish a cause and effect relationship. On the other hand, even though a product is labeled as “hazardous” or “a life-saver”, it is not plausible that a single nutrient or product would mediate such a huge impact on human health. A more integrated approach to the issue is necessary. Public confusion generally originates from these points.

Prof. Puska also stated that in addition to the basic nutrition information given by experts and governments, practical recommendations about how people can change their nutritional habits should also be provided.



INTERVIEWS WITH THE SPEAKERS

The speakers who participated in the press and evaluation meetings were interviewed and the key points of these interviews, together with a statement made by Helmut Oberritter, Secretary General of German Society for Nutrition DGE, were shared with relevant stakeholders.

DIRECTOR GENERAL OF THE EUROPEAN FOOD INFORMATION COUNCIL (EUFIC)

DR. LAURA FERNÁNDEZ CELEMÍN, M.D.

Why is it important to establish communication strategies based on impactful and reliable scientific research relevant to public health?

Individuals increasingly trust nutrition- and health-related information provided by both traditional and modern social media. However, inaccurate news in the media may affect the public's perception negatively leading to uninformed consumer preferences. In order for society to be better informed about balanced, safe, healthy diet and lifestyle, it is mandatory that academic scientists, nutrition specialists, dietitians, and healthcare workers are all involved. Of equal importance is that parents, teachers and selected public officials also participate. EUFIC's Scientific Advisory Board review the activities, materials and governance of EUFIC. The Editorial Board established specifically for Food Today, published by EUFIC, provides additional insights and feedback. In the last 24 months, our scientific advisors have reviewed our work on subjects as diverse as animal health, allergies, eating addiction, physical activity, culinary oils, traceability of the supply chain, and food-borne diseases. They have also provided comments on the studies that underlie many of our peer-reviewed scientific publications.



Do you have any statistics in hand that would show the consequences of misinterpretation of nutrition science issues in media as expert advice?

Between 2011 and 2012, EUFIC reviewed samples of food and drink related statements in newspapers from eight different countries across Europe. It has been observed that only a quarter of them were supported by scientific evidence assessed by the European Food Safety Authority (EFSA). Another quarter has been found to be a clear misinterpretation of the available scientific evidence in the review performed by EFSA, while in the remaining statements constituting nearly half of the total, it has been determined that no scientific evidence assessed by EFSA was used. When health statements are communicated in the media the absence of any reference to the source of the information represents a distortion of nutrition health communication that can negatively affect consumers.

Can you give us a brief summary about EUFIC?

European Food Information Council (EUFIC) celebrated its successful history of 20 years for being the most reliable source providing balanced scientific information on the subjects of nutrition and health, food safety and quality and consumer opinion. This initiative started in 1995 with one person and without the Internet. Over the last 20 years it has become a non-profit organization with more than a dozen workers and a website reaching 10 million visitors per year. The EUFIC organization has more than 47,000 subscribers to its electronic bulletin. This has helped it to become established as the most reliable and respected communications partner for many platforms and multiple stakeholders.

Information published by EUFIC is audited by the Scientific Advisory Board (SAB), members of which are highly respected experts selected from around Europe. The SAB ensures that all information disseminated is based on sound scientific evidence.

EUFIC is supported by companies of the European food and beverage industries, and receives project funding from the European Commission. All members adhere to EUFIC's transparency statement.

Can you please specify some major projects of EUFIC? Do you have any ongoing projects or any chance to exchange ideas with Turkish institutes?

EUFIC conducts projects with many partners in the field of health and nutrition. The European Federation of the Associations of Dietitians (EFAD) is a good example. We are working together with EFAD to integrate digital technology with behaviour changing techniques in support of dietitians. Together we have developed the “myPace” mobile application. EFAD partners and Bath University in the United Kingdom are involved in this project which provides the opportunity for face-to-face meetings between dietitians and patients. We are privileged to have had the opportunity to have collaborated with almost 190 partners in EU-funded projects over the last years. We are now focusing on the next 20 years, aiming to help consumers choose healthy diets and lifestyles. In this context, strengthening and developing partnerships in Turkey will be an important objective for us. Our approach to determining consumer insights remains a key element of our expertise and one for which we have established credibility among professional stakeholders. We were entrusted to coordinate the EU-funded FLABEL project on nutrition labelling from 2008 to 2012 along with the ongoing CLYMBOL project on health claims. Food Today articles are published on our website after being translated with the contribution of the Sabri Ülker Food Research Foundation.



**DIRECTOR OF THE INTERNATIONAL ASSOCIATION
OF NATIONAL PUBLIC HEALTH INSTITUTES (IANPHI)**

PEKKA PUSKA, M.D., PROFESSOR,

Why is it important to establish communication strategies based on impactful and reliable scientific research relevant to public health?

Nutrition is one of the most important determinants of individual and public health. Therefore, decisions and choices of people and governments should be based on good information. This calls for good communication. We know that in modern societies, experts and governments have major difficulties in sharing information concerning nutrition. Firstly, information is not the only factor affecting people's behaviours. Secondly and even more importantly, modern societies are exposed to an abundance of information of various quality and from many sources. Nutrition issues are communicated by many interest groups, commercial sectors, and people who are not experts on the subject. Nutrition goes beyond health: nutritional preferences relate to culture, agriculture, ecology, price, taste, and lifestyle. Since this issue attracts people's attention, media covers it a lot. The role of media, especially the commercial media, is not to provide information but to serve journalism and to draw attention and sell. That is why the media gives a lot of coverage for anything (that appears to be) new and controversial. Recommendations of experts are usually not new. Any new study outcome is often portrayed as new wisdom. However, nutrition is a very complex issue and one study, even a well conducted one, may not prove a cause and effect relationship. The quality of most studies is not good. The results of the research generally relate to one aspect of nutrition not to the nutritional effects as a whole and do not provide much insight into causality.

It is also difficult to communicate accurately on the magnitude of the risk: media often describes a product as a "killer" or a "life saver". However, in reality inclusion of specific nutrients in the diet increases or decreases risk only to a small extent. Therefore, it is not surprising that the majority of the public is confused. Researchers working in the field of nutrition have an obligation to present the evidence they obtain to the public. However, the communication strategy should be considered very carefully. In addition to basic nutrition information, advice should be conveyed to the public regarding how they might change their nutritional behaviour. In order for society to understand the main news about nutrition provided by the media, "media literacy" education should be given in schools.

Do you have any statistics to hand that could show the consequences of misinterpretation of nutrition science issues in the media?

No, but this is very common in everyday life.

What issues would you highlight and why are these important?

I will focus on the principles I mentioned in the answer to your first question. Many diseases and population groups (such as little children and the elderly) need specific nutrition.



But for most of the individuals and public health, the key nutritional question is the recommendations on how to prevent non-communicable diseases, "diseases manifesting themselves due to lifestyle", and how to be healthy. The World Health Organization (WHO) has pointed out that 90% of type 2 diabetes cases can be prevented by a healthy diet and physical activity and 80% of coronary heart disease cases can be eliminated by healthy diet, physical activity and nonsmoking. Nutrition and physical activity plays a major role in weight control as well. Here, of major importance are the messages that address questions about fat, sugar, salt and fruit and vegetable intakes.

What is the role of social media in communicating public health issues?

Social media is not only a channel for people to communicate but also a platform where nutrition issues are shared. Nutrition experts or authorities cannot control social media. It is useful to follow social media and also to participate, if possible. Another important aspect of social media is that subgroups are formed which strengthen the opinions (correctly or wrongly) of its members.

Can you give examples of major projects of the International Association of National Public Health Institutes? Should a different approach be taken with the institutions in Turkey?

The International Association of National Public Health Institutes has two basic objectives. Firstly it seeks to exchange information and encourage collaboration between national foundations. Second it aspires to help poor countries to establish or develop national public health foundations. "Refik Saydam Hygiene Center" is a valued member of IANPHI which performs useful research. Also, as mentioned before, assisting foundations in developing countries constitutes a focal point of our works. We exchange ideas and discuss collaboration opportunities at our meetings on a regular basis.

CONCLUSION

- In the conference and the associated press conference, the Sabri Ülker Food Research Foundation highlighted the opinions of world-famous experts and discussed the subject of information pollution in health and nutrition news. This is an agenda item for Turkey, for Europe and globally.
- Reporters participating in the conference gave wide coverage to the conference news and prepared news with headlines emphasizing that information pollution threatens public health. The conference was featured in 12 news reports, in articles in national newspapers and in 40 reports in online media.
- Messages received from the speeches in the conference were disseminated to the public via social media. These messages were viewed by 6,181 people on Facebook, 2,284 people on Twitter and 3,600 people on LinkedIn.

SABRİ ÜLKER FOOD RESEARCH FOUNDATION SCIENCE COMMITTEE

The Sabri Ülker Food Research Foundation provides the public with accurate and reliable information on foods and nutrition based on science, legislation and applications at national and international levels. We interact with key institutes, universities, governmental and non-governmental organizations to encourage best practice, to achieve scientific consensus and to support educational and other communication initiatives.

The work programme of the Foundation is managed by The Science Committee Board, and comprised of individuals acknowledged by their peers and the broader international scientific community to be experts in various aspects of food, nutrition and health. The members of the Science Committee have been carefully selected both from Turkey and internationally to represent a wide range of backgrounds and expertise and they are highly respected for their scientific integrity and impartiality. The Committee has developed collaborations with and considers materials from a number of prestigious national and international organizations.



For more information about Science Committee; http://sabriulkerfoundation.org/science_committee


SABRİ ÜLKER
 FOOD RESEARCH
 FOUNDATION

<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  MAHMUT OLTAN SUGURLU CHAIRMAN OF SABRİ ÜLKER FOOD RESEARCH FOUNDATION </div> </div>			
<div style="text-align: center;">  PROF. DR. DIÁNA BÁNÁTI ILSI EUROPE EXECUTIVE AND SCIENTIFIC DIRECTOR </div>	<div style="text-align: center;">  MARGARET BATH SENIOR VICE PRESIDENT RESEARCH, QUALITY AND TECHNOLOGY KELLOGG COMPANY </div>	<div style="text-align: center;">  PROF. DR. HALİT TANJU BESLER HEALTH SCIENCE FACULTY, NUTRITION AND DIETETICS, HACETTEPE UNIVERSITY </div>	<div style="text-align: center;">  PROF. DR. HANS KONRAD BIESALSKI HEAD OF DEPARTMENT OF BIOLOGICAL CHEMISTRY AND NUTRITION AND FOOD SECURITY CENTER, HOHENHEIM UNIVERSITY </div>
<div style="text-align: center;">  DR. LAURA FERNÁNDEZ CELEMÍN EUROPEAN FOOD INFORMATION COUNCIL (EUFIC) GENERAL DIRECTOR </div>	<div style="text-align: center;">  DR. HAMED FARIDI HEAD OF MCCORMICK SCIENCE INSTITUTE (MSI) </div>	<div style="text-align: center;">  PROF. DR. GÖKHAN HOTAMIŞLIGİL J.S. SIMMONS PROFESSOR OF GENETICS AND METABOLISM, CHAIR OF THE DEPARTMENT OF GENETICS AND COMPLEX DISEASES AND SABRİ ÜLKER CENTER, HARVARD UNIVERSITY </div>	<div style="text-align: center;">  BEGÜM MUTUŞ GENERAL MANAGER OF SABRİ ÜLKER FOOD RESEARCH FOUNDATION BOARD MEMBER </div>
<div style="text-align: center;">  PROF. DR. BERAAT ÖZÇELİK DEAN OF THE FACULTY AND HEAD OF FOOD ENGINEERING DEPARTMENT AND RECTORATE ADVISOR ISTANBUL TECHNICAL UNIVERSITY </div>	<div style="text-align: center;">  DR. ZEKİ ZİYA SÖZEN SCIENCE COMMITTEE MEMBER OF SABRİ ÜLKER FOOD RESEARCH FOUNDATION </div>	<div style="text-align: center;">  PROF. DR. JULIAN D. STOWELL CONSULTANT IN NUTRITION SCIENCE AND LEGISLATION AT DUPONT </div>	<div style="text-align: center;">  PROF. DR. A. MURAT TUNCER ACADEMIC MEMBER, DEPARTMENT OF PEDIATRICS, HACETTEPE UNIVERSITY </div>
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  PROF. DR. MUSTAFA ÜÇÜNCÜ RETIRED ACADEMIC MEMBER, DEPARTMENT OF FOOD ENGINEERING, EGE UNIVERSITY </div> <div style="text-align: center;">  PROF. DR. M. TEMEL YILMAZ HEAD OF DEPARTMENT OF IMMUNOLOGY AT THE EXPERIMENTAL MEDICINE RESEARCH INSTITUTE, ISTANBUL UNIVERSITY AND HEAD OF DIABETES FOUNDATION OF TURKEY </div> </div>			

SABRİ ÜLKER FOOD RESEARCH FOUNDATION WEBSITE

Our Website is Expanding with New Sections

AIM

To disseminate in a plain and understandable way the latest scientific information on food, nutrition and health, obtained by the Sabri Ülker Food Research Foundation from reliable national and international sources.

The corporate website of the Sabri Ülker Food Research Foundation has been online since March 2011 at www.sabriulkervakfi.org.

Current and scientific information on food, nutrition and health from both national and international sources is being disseminated to Turkish society. This scientific information is obtained as a result of collaboration with and with reference to reliable information resources such as International Life Sciences Institute (ILSI), The European Food Information Council (EUFIC) and British Nutrition Foundation (BNF) are disseminated to the Turkish society via the website.

Followers of the website can subscribe to the bulletins on the “Stay Informed!” section on the main page and can be informed about the current developments via email.

Followers can obtain information about the Foundation in the “About Us” section and about Sabri Ülker, after whom the Foundation is named, in the “Who Is Sabri Ülker?” section. From the “Healthy Living” and “Nutrition Science” pages, information and articles about food, nutrition and healthy life can be accessed. In the “Activities” section, information can be viewed about the activities and events the Foundation has organized. In the “Publications” section, bulletins and publications prepared by the Foundation can be accessed. With the “Nutrition Test” below the page, it is possible to have an idea about how healthily and balanced one is eating. Again, the Introductory Film of the Foundation in the same section presents much detailed information about the Sabri Ülker Food Research Foundation, its purpose and its studies.

In the website of the Foundation the “Right-on-Time Kitchen” section prepared at the end of 2015 is now online. In this section, various food recipes are given which encourage consumers to eat fresh and cost-effective food. Information and infographics are provided regarding the nutritional values and energy contents of the foods in these recipes. In addition, videos feature instructions on the preparation of the recipes.. It is planned that “Right-on-Time Winter Kitchen” published in December 2015 will continue with spring, summer, and autumn menus in 2016.



The Sabri Ülker Food Research Foundation website was updated in 2015 and the English version of the website is available at www.sabriulkerfoundation.org.

20 thousand visitors of the www.sabriulkervakfi.org website in 2014 increased to 135,000 in 2015. www.sabriulkerfoundation.org which went live in 2015 reached 125,000 visitors.

The website of the “Balanced Nutrition” education project implemented by the Sabri Ülker Research Foundation in collaboration with Republic of Turkey Ministry of National Education and Directorate General of Basic Education, had 75,000 visitors on www.yemektedenge.org in 2015. All information regarding the Balanced Nutrition Education Project is shared on the website of the project. The objective is to encourage the adoption of balanced nutrition and healthy life habits by primary school age children. The website provides educational messages, fun and educational cartoons and games pointing out balanced nutrition and healthy life habits and all the educational materials of the project are freely available to all.

As a result of an agreement with the European Food Information Council (EUFIC), the Sabri Ülker Food Research Foundation translates the scientific newsletter, “Food Today”, published on the EUFIC website into Turkish. The Turkish translations may be viewed at <http://www.eufic.org/> by clicking the “Read FT articles in Turkish” button on the home page.

CONCLUSION

- Current and scientific information in the field of food, health and nutrition has been disseminated to every segment of society via the website.
- The Sabri Ülker Food Research Foundation website, the English website and the Balanced Nutrition website reached 135,000, 125,000 thousand and 75,000 visitors, respectively.

SOCIAL MEDIA

FACEBOOK, TWITTER, INSTAGRAM, LINKEDIN

AIM

- To disseminate in a plain and understandable way the latest scientific information on food, nutrition and health, obtained by the Sabri Ülker Food Research Foundation from reliable national and international sources.
- To inform academicians, industry professionals, students and society about the Foundation's projects and activities.
- To make society aware of important subjects in the fields of nutrition and health.

The Sabri Ülker Food Research Foundation disseminates up-to-date and scientific information obtained from reliable sources both nationally and internationally via social media to industry professionals, teachers, students and society as a whole. The Foundation shares information in Turkish and English on Facebook, Twitter, and Instagram. Via Facebook, Twitter and LinkedIn accounts in English opened in 2015, announcements have been made internationally. The Foundation also has YouTube and Vimeo channels.

SABRI ÜLKER FOOD RESEARCH FOUNDATION SOCIAL MEDIA ACCOUNTS

<https://www.facebook.com/sabriulkervakfi>

<https://www.facebook.com/sabriulkerfoundation>

<https://twitter.com/sabriulkervakfi>





https://twitter.com/SU_foundation

<http://instagram.com/sabriulkervakfi>

<https://www.linkedin.com/company/sabriulkerfoundation>



Facebook and Twitter accounts in English opened in 2015 have more than 1,000 followers.

	Follower	2014	2015
 <i>Facebook</i>		4.091	24.877
 <i>Twitter</i>		847	4.228
 <i>Instagram</i>		173	3.346
 <i>LinkedIn</i>			1.565

CONCLUSION

- At the end of 2015, the number of followers of the Sabri Ülker Food Research Foundation's followers on social media reached 34,016 and social media accounts were viewed 17,363,382 times.

ANNOUNCEMENTS, CELEBRATIONS AND SHARINGS

AIM

- To ensure sustainable communication and information flow to individuals, foundations and corporations, to industries, universities, nongovernmental organizations and other organizations, and to the entire society with whom we have collaborated.
- To inform society about food, health, and nutrition; to raise awareness.

The Sabri Ülker Food Research Foundation has helped to raise awareness regarding food, nutrition, and health via its social media account, website and emails. It has engaged with its shareholders, the nutrition sector and society as a whole on special themed days. It has established direct communication with consumers/society in order to enhance public awareness.

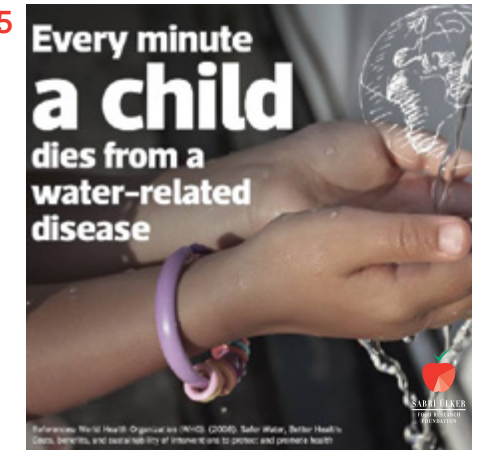
The Foundation performed a total of 413 posts including 29 informative infographics, approximately 400 visual and messages, celebrations and announcements in 2015. Sixty-four of these posts have been sent via email to the Foundation's database comprised of 13,000 people. Two hundred and twenty three subpages were prepared on the website and the latest scientific information acquired from reliable sources was communicated to the public through these pages. Thirty-two banners were placed on the website to attract attention to important and special days, activities and news.



SPECIAL DAYS AND WEEKS IN 2015

February 9, Return to School
March 11-17, Salt Awareness Week
March 14, National Doctor's Day
March 22, World Water Day
April 7, World Health Day
April 12-18, Cardiovascular Health Week
April 23, National Sovereignty and Children's Day
May 19, Commemoration of Atatürk, Youth and Sports Day
May 21, World Milk Day
May 22, World Obesity Day
June 6, National Dietitians Day
June 17-July 16, Ramadan
July 17-19, Ramadan Holiday
August 30, National Victory Day
September 3, Public Health Week
November 14, World Diabetes Day
November 20, Universal Children's Day
November 24, Teachers' Day
December 10, Human Rights Day
December 31, New Year

The Sabri Ülker Food Research Foundation, announced the "nutrition test" throughout the year through its social media account and website. The test helps individuals measure how balanced and healthy they eat, encouraging them to adopt healthy eating habits.



SABRİ ÜLKER FOOD RESEARCH FOUNDATION BULLETINS

Our foundation publishes a Food Bulletin quarterly in order to inform the public by offering scientific data obtained from reference institutions in the areas of food, nutrition and health.

The contents of the Sabri Ülker Food Research Foundation Food Bulletins published in 2015 are as follows:

FOOD BULLETIN

Food Bulletin Issue 16

- The 2nd International Conference on Nutrition (ICN2) Bulletin has been published.
- The Threat of Hidden Hunger Will Be Discussed in Stuttgart, Germany
- Submissions for the 2nd Sabri Ülker Science Award are now being accepted
- The Balanced Nutrition Education Project is continuing in the 2014-2015 academic year.

Food Bulletin Issue 17

- 2nd International Hidden Hunger Congress took place in Stuttgart between March 3-6, 2015.
- The World Health Organization (WHO) announced the level of sugar intake in adults and children.
- The Sabri Ülker Food Research Foundation attracts attention in the Salt Consumption Week on March 11-17.

Food Bulletin Issue 18

- The future of nutrition was discussed in the 3rd Nutrition and Healthy Life Summit.
- Sabri Ülker Science Award winner
- World Health Organization publishes obesity statistics.
- Balanced and adequate diet for a healthy Ramadan.
- European Food Safety Authority(EFSA) announced the safety of caffeine.
- Sabri Ülker Foundation participated in Hacettepe University Nutrition and Dietetic Days

Food Bulletin Issue 19

- 22nd European Obesity Congress Was Held in Prague.
- Ground breaking recommendations: Published in 2016 American Nutrition Guide
- Food and Drug Administration declared war on trans fats.
- Sabri Ülker Food Research Foundation was with children all summer long.
- Healthy nutrition plates activities with children in Kidzania and Kidzmondo summer schools.
- Submissions for the 2nd Sabri Ülker Science Award started

BALANCED NUTRITION BULLETINS

Bulletin Issue 8

- First Meeting of Balanced Nutrition Education Project for the 2014-2015 Academic Year
- School Authorities Training Meetings of Balanced Nutrition Education Project for the 2014-2015 Academic Year
- Support for Balanced Nutrition from the Heart

Bulletin Issue 9

- Balanced Nutrition Teaches Healthy Nutrition With Warner Bros/Looney Tunes Characters
- Balanced Nutrition Activity Calendar
- Importance of Breakfast for Children

Bulletin Issue 10

- Balanced Nutrition, Hand-to-Hand with students and teachers in 10 cities.
- University and Balanced Nutrition collaboration continues.
- Importance of physical activity in children

Bulletin Issue 11

- Balanced Nutrition Educational Materials are Renewed
- Balanced Nutrition Education Project 2015-2016 academic year city coordinators meeting was performed.
- Balanced Nutrition Warner Bros collaboration teaches a healthy lifestyle in 10 new cartoon films.

www.sabriulkerfoundation.org



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