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History

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Executive Summary

As part of its dissemination strategy, the PROMISS project conceived a general press release presenting the preliminary findings of its research.

The present document highlights the main outcomes of the scientific published work performed by the project consortium up to March 2018, which has fed into the first press release of the project (30 March 2018).

In line with the original provision of the Description of Action (page 29), the current deliverable presents the press release, alongside with a preliminary list of recipients, encompassing examples of reached international, European, and national press contacts (the complete list is part of an internal database).

AGE and VU performed an additional effort by delivering an informative infographics which accompanies the press release, serving to provide some catchy visual content to the text, and thus to the scientific research, in order to better reach a lay audience.

Both press release and infographics have moreover been circulated in the social media, and posted in the PROMISS website. All partners have been encouraged to further share this information in their internal communication channels.



Press Release on project findings

The context

In its M24, in the middle of its journey, the PROMISS project has highlighted some key findings in research and intends to widely disseminate it beyond the research community. This is the purpose of this current press released: informing the general public about the project, and disseminating its preliminary outcomes. Therefore the press release is conceived in plain language, and references to the research studies have been added for the most experienced and knowledgeable audience.

The current language is English, but translations of the press release in the national languages covered by the consortium are in the pipeline, and will be further disseminated at national level in the various national languages.

Reached stakeholders and distribution channels

Current distribution channels encompass a variety of media, spanning from paper and on-line journals, to web-portals, social media and general mailing lists (e.g. partners' directly networks of contacts). Here it is an overview of the used channels and examples of the reached stakeholders¹:

Table 1. Examples of reached stakeholders by distribution channels

Stakeholders	Distribution channels
Older persons	Direct contacts with older persons' associations at national and local level (e.g. AGE Platform Europe's direct members); specific websites (e.g. PROMISS website, AGE website, the European Covenant on Demographic Change, national websites e.g. http://www.voedingscentrum.nl/ , ...); paper magazines (e.g. printed newsletters e.g. from AGE members, Carnets d'Aventure, ...); on-line journals (e.g. SAGA magazine, e-newsletters, ...); social media posts
Food industry	Direct contacts (e.g. project partners' own database), and other industrial stakeholders, e.g. Friesland Foods
Health professionals	Direct contacts (e.g. project partners' own database), direct members of ESPEN, EUGMS, EFAD, EUNAAPA), other International, European and National networks, e.g. European Patients' Forum, International Association of Gerontology, Progetto Mattone Internazionale, ...; EIPAHA stakeholders (Action Group A3), JPI Health, ...

¹ The complete list of contacts is in the PROMISS dissemination database provided by AGE



Researchers	Direct press contacts (e.g. project partners' own database, editorials H2020, CORDIS,...); European Commission's DGs newsletters (e.g. DG SANTE, REA, JRC-Institute for Health and Consumer Protection, JPI Health), contacts in Research Programmes, e.g. More Year, Better Lives, Active Assisted Living JP, ...
Policy makers	Direct contacts to European bodies: European Commission's DGs newsletters (e.g. DG SANTE, REA, JPI Nutrition), European Parliament Intergroup on Ageing and Families, Committee of the Regions' newsletter, EIP AHA contacts on nutrition (Action Group A3); specific websites (e.g. PROMISS website, AGE website, the European Covenant on Demographic Change, ...); social media posts
Media professionals	Direct press contacts (e.g. Euroactive, Euronews, SeniorActu, ...); social media posts
Wider audience	Direct e-mails to stakeholders e.g. European Public Health Alliance, European Nutrition for Health Alliance, International Association of Gerontology, International Longevity Center, Association Internationale de la Mutualité, WHO, OECD, United Nations...; social media posts



Press Release

March 2018



Across Europe, one out of five older adults living at home is malnourished, or at risk of protein-energy malnutrition. Improving protein intake might of benefit to the prevention of malnutrition. Many older persons today do not meet the current Recommended Dietary Allowance (RDA) of protein intake, which may lead to mobility limitations, loss of muscle strength, and increases the risks of chronic protein-energy malnutrition. There is increasing evidence that adequate protein intake is crucial in old age, which makes recognition of low protein intake key, and interventions to prevent malnutrition essential. These are the issues at the core of the PROMISS research.

Malnutrition is a serious problem of public health, as well as a tangible social and economic issue with significant repercussions for individuals and society as a whole. The PROMISS project successfully recorded accurate protein intake data from a unique and largely understudied age group, capturing characteristics of older adults at risk, food intake, including protein rich food products, timing of intake over the day and nutritional quality of their diets.

The PROMISS results suggest that higher protein intake in older persons may preserve muscle strength and physical performance and prevent the development of malnutrition. These results also suggest that the RDA of protein intake (≥ 0.8 g/kg/d) might be too low and that a protein of ≥ 1.0 g/kg/d might be better.

Most of the protein intake is consumed at lunch (about 35%) and at dinner (about 21%). PROMISS results show that consumption of at least 20g of protein (for example 3 slices of bread with cheese or ham, or 200 g cooked pasta and 2 eggs) within any one eating occasion was predictive for a protein intake ≥ 0.8 g/kg/d (RDA). These results suggest that **dietary strategies should focus on achieving at least a protein intake of 20g on one eating occasion**. In persons with a protein intake according to the RDA, meat and meat products contributed 6% more to protein intake, while cereals and cereal products contributed less to protein intake. Higher consumption of cereals and cereal products, meat and meat products, and milk and milk products was associated with a lower chance of having a low protein intake.

Older adults at risk

Significant predictors of higher protein intake are: being female, having a higher energy intake, and higher tooth count. Significant predictors of lower protein intake include drinking alcohol and having swallowing problems. Older persons reporting a poor or a good appetite, versus those reporting a very good appetite, have a lower intake of protein, even after adjusting for their lower total energy intake. Also, their daily number of servings of the food group 'meat, fish, poultry, beans and egg' is generally lower. In older persons with a poor appetite the daily number of servings of the food groups '(whole) grains' and 'milk, yoghurt, cheese' is generally lower compared to those with a very good appetite.



The innovation in PROMISS lays on its different perspective for coping with malnutrition: PROMISS considers the development of sustainable dietary and physical activity strategies, new food concepts and new food products to prevent protein-energy malnutrition. PROMISS intends to help older persons increase their protein intake, and meet the protein recommendation, thus preventing malnutrition and enhancing active and healthy life-style when ageing.

Partnership

A consortium of 24 partners, experts in the fields of epidemiology, clinical trials, geriatrics, nutrition, physical activity, microbiomics, behavioural sciences, and ageing, joined forces since April 2016 thanks to European funding. PROMISS is a RIA – Research and Innovation Action project, funded by the Horizon2020 Programme. It runs for 5 years, from April 2016 till March 2021, with overall funds of 6,915,506.25 EUR.

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