

## Reputation Management

1 issue in November – Interview with the I re. the need for Vitamin D with Dr Carrie Ruxton

To date  
X12 issues;  
KPI: 12; Mapped: 20



i News

## Social Media

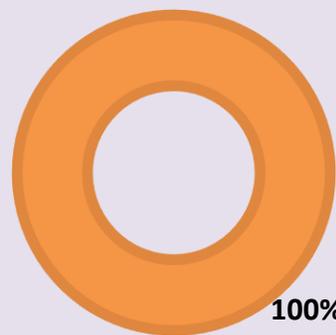
### Top Tweet

10 different nutrients are required for a normal, healthy immune system. These are vitamins A, C, D & E, B complex; iron, zinc; selenium; copper; and omega-3 fats  
#ImmuneSystem #SelfCare  
pic.twitter.com/wBqrgNYUQ1



- 1.4k tweet impressions
- 218 profile visits
- 444 followers

10 with at least 1 key message



High priority media

KPI: 50% in high priority media with at least one key message per article

## Key Media Coverage

### Women's Health

Vegans can be vulnerable to developing these 10 deficiencies - here's how to avoid them  
Published by the World Vegan Day chapter to drive headlines into an animal-free lifestyle?  
Aside from the eco-benefits of ditching dairy, meat and fish (around 4,200 tonnes of CO2E, the same as 400,000 flights from London to Berlin could be saved) from those 350,000 livestock animals produced (in this report alone) there are also moral health wins.  
Current guidance from the World Health Organisation (WHO) states: 'Eat a nutritious diet based on a variety of foods originating mainly from plants, other than animals, while a plant-based diet has been associated with managing Type 2 diabetes.'  
But says Dr Carrie Ruxton, who advises for the Health and Food Supplements Information Service, going vegan does come with its own health warnings. 'Many people start a vegan diet without doing any research at all. Simply cutting out whole food groups without prior planning isn't ideal, as most animal and marine foods are a good source of essential nutrients.'  
When I first went vegan, I felt great, says nutritionist Mary Al-Jalil. 'But, did you know that the body can store vitamins and minerals for up to a year - so you can be fine when transitioning to a vegan way of eating but, without the right nutritional knowledge deficiencies can arise?'  
I didn't connect feeling tired at the time, dizzy spells and my hair loss to my vegan diet, however, I discovered that my iron, zinc, selenium, iodine and omega 3 levels were really low. Of course, once you know what's up, you can adjust your diet and supplementation to keep up that vegan life, minus

Should you eat before or after a workout? Here's what the experts say



STYLIST

10 Vegan Deficiencies to Be Aware Of  
1. Calcium  
No surprises here - after all, dairy is one of your diet's best sources of calcium. But, if you're a vegan, you'll need to be more intentional about getting enough. 'Calcium is also responsible for regulating muscle contraction, meaning it helps control your sweating level.'  
2. Vitamin A  
Feeling under the weather? Could be your body is lacking in this immune-boosting and skin-shining vitamin. It's largely found in eggs, oily fish and seafood - all things foods for those following a vegan eating plan.  
3. Iron  
Iron is essential for healthy red blood cell production - but findings from the National Diet and Nutrition Survey have shown that 27% of women do not get enough of it, putting them at risk of various symptoms of such include chronic fatigue and dizziness.



Take vitamin C and B12 at least 2 hours apart - one may 'destroy' the other - warning



your healthy living EXPRESS

British diets are lacking nutrients, report finds

A new report has highlighted gaps in British people's diets, including a lack of fruit and vegetables, no attention to portion control and a decline in immune-supporting nutrients.  
The report, Immune Health: Micronutrients Under the Microscope, was commissioned by the Health and Food Supplements Information Service (www.hsis.org). Some of the key findings were as follows:  
• A third of survey respondents (34 per cent) ate more comfort foods and snacks during lockdown.  
• More than a fifth (21 per cent) have been advised by a healthcare professional to change their diet to lose weight.  
• Intakes of vital immune-supporting nutrients, including vitamin A, vitamin D, B vitamins and iron, have declined over the last decade.  
• Almost half (48 per cent) say they have no idea what the Government's Eatwell Guide advises - that's the "huller" on what a healthy diet looks like.



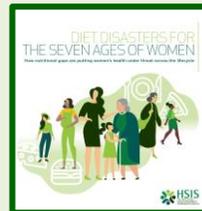
- Around two-thirds (64 per cent) of adults don't take a vitamin D supplement.
  - Only half are actively following advice to eat more fruit and vegetables.
  - Three in five (60 per cent) don't pay attention to recommended portion sizes or portion control.
- Dietitian Dr Carrie Ruxton, who co-authored the HSIS report, says: 'As winter approaches, it's clear our diets will need to deliver more nutritional value to give us optimal immunity support. So, we need to urgently dump our comfort eating habits, watch portion sizes, up our vegetable intake, and choose healthier options for snacks. Tackling low levels of immune-support nutrients with a daily vitamin and mineral supplement is also a useful health hack.'

## Campaign Activity

### Probiotics



### Women's Health



- Journal paper published in Food & Nutrition Journal
- Media releases and media content being rolled-out to all media
- 4 x national & 9 x editorials in 'high' media targets
- Women's Health report published
- National exclusive ran late August across the Sunday Express, Mirror and The Sunday People
- Report being rolled out to all media with further national coverage published in Express
- 21 editorials

## Media Office – Key Activity

### Media briefings and interviews

Media interviews with and editorial issued to Women's Health (x1), Good To Know, MSN, Training Matters, Pharmacy Magazine, x1 interview with Daily Express; Platinum x1; People's Friend; Health & Wellbeing; PA; i, Yahoo News