

# Designing a website for public awareness about natural trans fats

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**Introduction:** '*Natural trans fats*' are natural part of milk and meat from ruminant animals, such as dairy and beef cattle, goats and sheep. These fats are a natural part of safe, healthy food within a balanced diet. Research shows that these fats are not harmful and may have health-enhancing potential. By contrast, '*industrial trans fats*' in foods have traditionally been introduced during cooking or processing and are widely recognized as detrimental to health. Currently, natural trans fats and industrial trans fats are listed together on the food label as '*Trans Fat*'. Unfortunately, food labels do not distinguish between the two. It may be confusing to think that products (such as yogurt) might indicate 'Trans Fat' on the label but only contain natural trans fats. This is an area where researchers and food regulators are working together to explore options that can improve the clarity of information for consumers.

**Aim:** To develop a website for public awareness about natural trans fats.

**Methods:** Based on research and public interactions, we designed a website for creating public awareness about the differences between natural and industrial trans fats. We designed the website and with the help of professional website-developers we incorporated our design into the website.

**Results:** The website [www.naturaltransfats.ca](http://www.naturaltransfats.ca) is now live. It is open for feedback from the public. Based on the comments we continue to update the website regularly.

**Conclusion:** This website will allow people to make informed food choices and provide evidence based information on industrial vs. natural trans fats.