



Attachment C

Scoping Activity: Diet related topics and themes in the Australian media

Summary

This scoping activity reviewed a snapshot of diet related topics and themes trending or emerging in the Australian media in January to March 2021. The purpose of this activity was to:

1. identify trending or emerging food and/or diet related topics and themes in various Australian media platforms.
2. identify topics where there is significant public interest.

Scoping Methods

A search was conducted to identify Australian newspaper and magazine articles relating to any aspect of foods and/or diet, published between 1 January 2021 and 23 March 2021.

Searches of iSentia were conducted on 23 March 2021 using the search term 'diet' to identify potentially relevant articles. Articles that did not address foods and/or diet were excluded. Included articles were grouped and analysed to identify trending or emerging food and/or diet related topics and themes.

Key results of topics trending or emerging in Australian media

Of the 403 articles that were retrieved from the search, 394 (98%) met the inclusion criteria. Articles which did not meet the criteria included jokes and the use of diet in other contexts, such as financial diets. Of the articles included, the main themes identified and mentioned in media during the three-month period were:

- eating patterns
- advice or information for population subgroups (e.g. young adults)
- health star ratings (in particular, relating to fruit juice)
- health outcomes related to nutrition included:
 - mental health
 - cancer
 - type II diabetes
 - cardiovascular disease
 - general health.

Most topics identified in this scoping activity are addressed in the 2013 Australian Dietary Guidelines. The exception is the Health Star Rating, with significant media attention relating to February 2021 changes to the calculation of stars for fruit and vegetables juices. The Health Star Rating is a policy tool encouraging Australians to make healthy choices consistent with the 2013 Australian Dietary Guidelines.