



**CRANBERRY
INSTITUTE**



Australian women urged to put health knowledge into practice

20 July 2009 – Despite 2 in 3 Australian women saying they know what superfoods are, only 1 in 3 eat superfoods on a regular basis to get the health benefits according to new research¹.

The survey results, which coincide with the launch of Wee Week 2009, a Kidney Health Australia initiative designed to promote urinary tract health, also found that 57% of women suffer from preventable and painful urinary tract infections (UTI).

Considering that recurrent UTIs are a condition that can be prevented by including cranberries, a known superfood, in the diet, it's clear that women still don't eat superfoods often enough, even when they know they deliver certain health benefits.

According to Kate Di Prima, an Accredited Practising Dietitian, "This research shows that Australian women are potentially suffering unnecessarily. "Its time to start putting knowledge of superfoods into practice as part of a balanced diet, to reduce the risk of potential illnesses".

For instance, 61% of women said they know cranberries, one of the superfoods in the survey, has benefits for UTIs, yet only 36% said they actually eat cranberry products to help ward off future UTIs. And out of the 58% of women who identified cranberries as a superfood, only 18% said they eat cranberries regularly.

Dr Tim Mathew, Medical Director of Kidney Health Australia, notes that cranberries have been shown to be effective in the prevention of recurrent UTIs in general practice for women prone to repeat infections.

"Studies have shown that cranberries may be effective as they contain unique compounds known as proanthocyanidins (PACs), which inhibit bacteria from adhering to the urinary tract wall," said Dr Mathew.

Anne Wilson, CEO of Kidney Health Australia, agrees that "keeping an eye on your urinary health is important. So this research is a great reminder for women to start using their knowledge of superfoods like cranberries to help prevent UTIs."

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For further information, fact sheets or to arrange an interview please contact:

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Issued on behalf of the Cranberry Institute by Hill & Knowlton.

About Wee Week & The Cranberry Institute: Wee Week is a Kidney Health Australia initiative dedicated to raising awareness of UTIs, including prevention, symptoms and treatment. The Cranberry Institute is a major partner of Wee Week and a proud supporter of Kidney Health Australia. The Cranberry Institute is dedicated to supporting research and increasing awareness about the health benefits of cranberries. Visit www.cranberries.com.au or www.kidneyhealth.org.au.

¹ **About the Research:** This research was conducted online by Pure Profile on behalf of The Cranberry Institute in June, 2009 on a representative sample of 1,006 women from across Australia. Australian women were surveyed in relation to their knowledge and inclusion of superfoods in their diet, as well as urinary tract infections.