

Kellogg's[®]

All-
Bran



RCM
ALLIANCE
PROGRAMME

Keeping regular in pregnancy – a practical approach to keeping things moving.

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Why Are We Here?

Constipation & Haemorrhoids are two of the most common problems experienced by pregnant women

- Incidence increases dramatically
- 40% women *reported* to become constipated
- **>320,000** women every year
- & 25-35% develop haemorrhoids



Who Cares?

- Women
 - Constipation & haemorrhoids both incredibly uncomfortable & affect quality of life
- Health Care Professionals should care:
 - Patient wellbeing
 - Straining can damage pelvic floor musculature

A large, multi-pointed yellow starburst graphic is centered on a background with a vertical gradient from dark blue on the left to green on the right. The text "MOST CASES EASILY PREVENTED" is written in white, uppercase letters across the center of the starburst.

MOST CASES
EASILY PREVENTED

Back to Basics - what is Fibre?

- Dietary fibre is the edible parts of plants that are resistant to digestion and absorption in the human small intestine. Dietary fibres promote beneficial physiologic effects including laxation, and helping to lower blood cholesterol and/or blood glucose levels.

(ref. American Association Cereal Chemists)

Two main types:

- Soluble fibres dissolve in water to form a gel
 - Fermented by gut bacteria
 - Helpful for cholesterol & blood sugar control
 - Found in legumes, oats, some fruits & vegetables
- Insoluble Fibres = bulk forming
 - Absorb water and swell to form soft mass
 - Increase faecal mass & soften stools easing defaecation
 - Speed transit of food and waste materials through digest tract
 - Found in cereals e.g. wheat bran, nuts & seeds, some fruits & vegetables, esp. skins

Constipation

- Difficult to define as means different things to different people
 - Bowel habits vary a lot
 - People have different ideas about what's normal.
 - A change from your regular pattern of bowel movements is often the best way of telling if you're constipated
 - Fibre intakes in the UK are low and mild constipation is common and often unrecognised

💡 Are you finding it more difficult or uncomfortable to pass stools?

Difficulties with Diagnostic Criteria

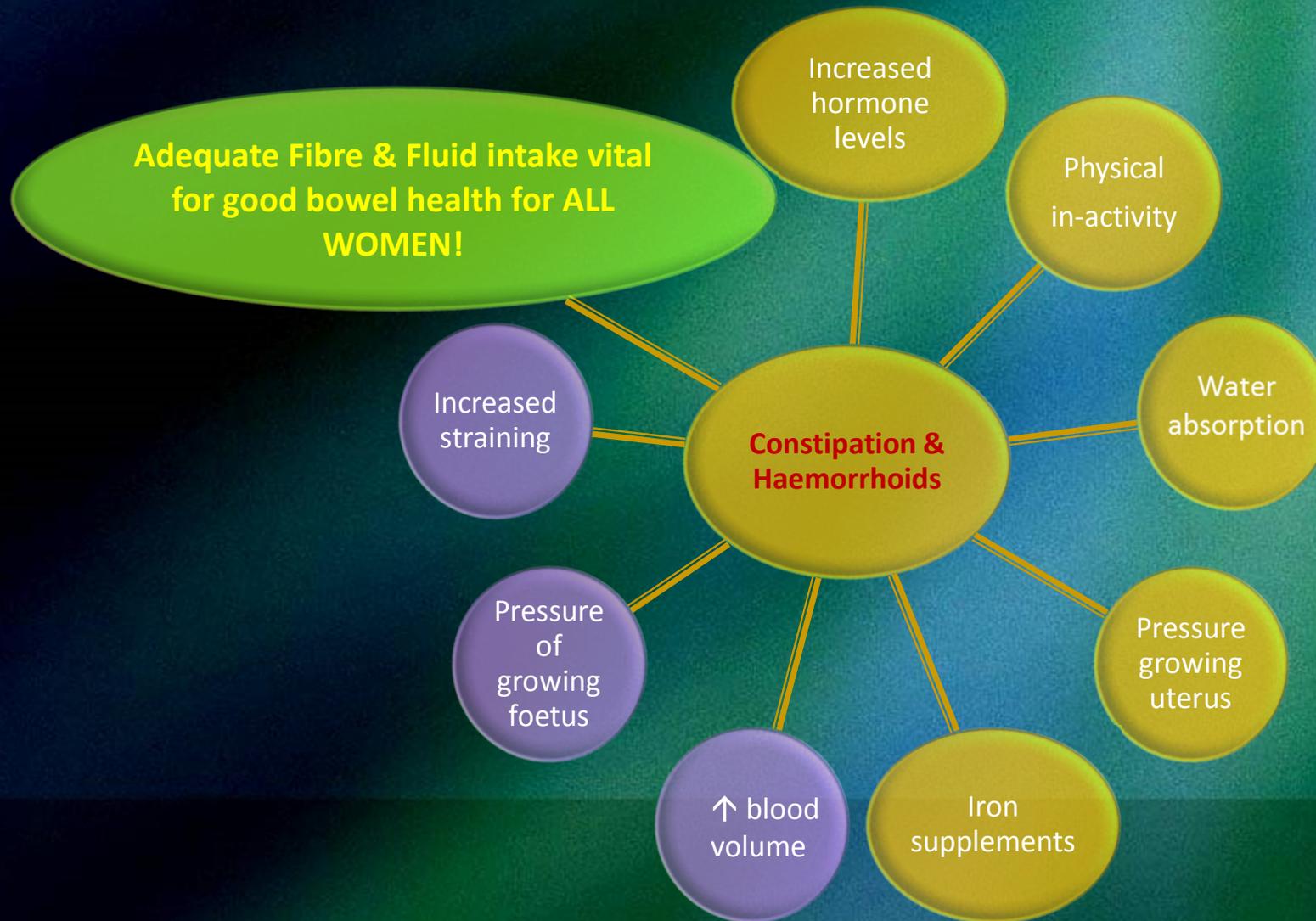
Usually use Rome III criteria

However: *diagnosis made on symptoms over previous 3 months with symptom onset at least 6 months prior to diagnosis - therefore difficult to apply in relation to sudden onset in pregnancy*

Normal diagnostic criteria include two or more of the following:*

- **Straining** during at least 25% of defecations
- Lumpy or **hard stools** in at least 25% of defecations
- Sensation of incomplete evacuation for at least 25% of defecations
- Sensation of anorectal obstruction/blockage for at least 25% of defecations
- Manual manoeuvres to facilitate at least 25% of defecations (e.g., digital evacuation, support of the pelvic floor)
- Fewer than **three** defecations per week
- Loose stools are rarely present without the use of laxatives
- Insufficient criteria for irritable bowel syndrome

Why does constipation increase during pregnancy?



Other Potential Benefits of High Fibre Diet in Pregnancy

- Satiety – prevent excess weight gain
- ? ↓ risk Pre-eclampsia
- ↑ Blood glucose control
 - ↓ incidence gestational diabetes
 - ↓ insulin requirement in Type 1 Diabetes

1. PREVENT with good advice



2. & TREAT with good advice

Practice Tip # 1: advise early to prevent

Incidence of Constipation by trimester

	Trimester 1	Trimester 2	Trimester 3	Post-birth
UK	35%	39%	21%	17%
Spain	30%	19%	22%	25%
USA	24%	26%	16%	24%

- Problem throughout the whole of pregnancy
- Advise on prevention (wheat bran & fluids) at first contact

Derbyshire et al 2006, Bradley et al 2007, Ponce et al 2008

Practice Tip #2: wheat bran

- NICE GUIDELINES

Antenatal care for uncomplicated pregnancies. Clinical Guideline 62 (2016)

- 1.4.3 Constipation

Women who present with constipation in pregnancy should be offered information regarding diet modification, such as bran or wheat fibre supplementation.

- 1.4.4 Haemorrhoids

In the absence of evidence of the effectiveness of treatments for haemorrhoids in pregnancy, women should be offered information concerning diet modification. If clinical symptoms remain troublesome, standard haemorrhoid creams should be considered.

N.B Speed of effect – significant effects within 3-5 days of consumption among non-pregnant women

Lawton et al 2013

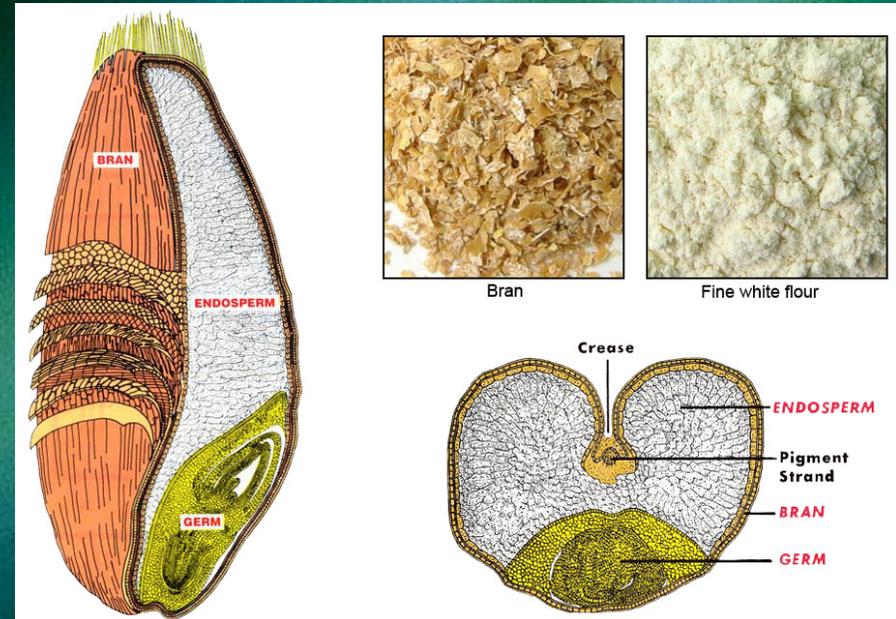
Why wheat bran?

Wheat bran is one of the most effective fibres for stool bulking

Fibre	Increase in grams
Wheat	5.4 g
Fruits and Vegetables	4.7 g
Psyllium	4.0 g
Cellulose	3.5 g
Oats	3.4 g
Corn	3.3 g
Legumes	2.2 g
Pectin	1.2 g

Two European Health Claims

- Wheat bran fibre contributes to an increase in faecal bulk
- Wheat bran fibre contributes to a reduction in intestinal transit time



Based on 10g wheat bran fibre daily

Easy ways to boost wheat bran



Kellogg's Bran Flakes
Fibre per 100g 15g
Typical Portion size 30g

Fibre per portion **4.5g**



Wholemeal Flour
Fibre per 100g 10.1g
Typical Portion size 1 tbsp (20g)

Fibre per portion **2.0g**



All-Bran Chocolate & Banana Muffin
Fibre per 100g 5.7g
Typical Portion size 57g

Fibre per portion **3.3g**



Wholemeal Spaghetti
Fibre per 100g 1.7g
Typical Portion size 220g

Fibre per portion **3.7g**



Wholemeal Bread
Fibre per 100g 5.0g
Typical Portion size 56g (2 slices)

Fibre per portion **2.6g**



Kellogg's Wheats
Fibre per 100g 10g
Typical Portion size 40g

Fibre per portion **4.0g**

How much total fibre is recommended?

- New recommendation (2015) is for 30g fibre/day
 - No increase for pregnancy
- Average female intake ~ 17g/day
- Need to increase fibre intake by around 13g/day
- Fluids – no UK rec's but EU recommend 2.3l/day for pregnancy & 2.7l/day for lactation

Practice Tip #3: Don't assume foods are high in fibre

- Don't be fooled by labels
- Wholegrain does not automatically equate to fibre
- Look for:
 - wheat bran
 - source fibre ($\geq 3\text{g}/100\text{g}$)
 - high fibre ($\geq 6\text{g} / 100\text{g}$)

💡 Read nutrition panel to check fibre per portion

OUR RECIPE

INGREDIENTS: **Wheat Bran (87%), Sugar, Barley Malt Flavouring, Salt.**

Vitamins & Minerals: Niacin, Iron, Vitamin B₆, Vitamin B₂ (Riboflavin), Vitamin B₁ (Thiamin), Folic Acid, Vitamin D, Vitamin B₁₂.

For allergens see ingredients highlighted in bold

OUR NUTRITIONAL INFORMATION

Typical value per 100g Per 40g serving

	1400 kJ	334 kcal	560 kJ	134 kcal
ENERGY				
FAT	3.5 g		1.4 g	
of which saturates	0.7 g		0.3 g	
CARBOHYDRATE	48 g		19 g	
of which sugars	18 g		7.2 g	
FIBRE	27 g		11 g	
PROTEIN	14 g		5.6 g	
SALT	0.95 g		0.38 g	
VITAMINS:		(% NRV)		(% NRV)
VITAMIN D	3.2 µg	(63)	1.3 µg	(25)
THIAMIN (B ₁)	0.69 mg	(63)	0.28 mg	(25)
RIBOFLAVIN (B ₂)	0.88 mg	(63)	0.35 mg	(25)
NIACIN	10 mg	(63)	4.0 mg	(25)
VITAMIN B ₆	0.88 mg	(63)	0.35 mg	(25)
FOLIC ACID	250 µg	(125)	100 µg	(50)
VITAMIN B ₁₂	1.6 µg	(63)	0.63 µg	(25)
MINERALS:				
IRON	8.8 mg	(63)	3.5 mg	(25)

(%) = % Nutrient Reference Value.

Practice Tip #4 Breakfast and snacks are easy times to boost fibre



Choose a cereal rich in wheat bran or high in fibre



Switch to high fibre snacks
Recipes: www.allbran.co.uk

What does 30g fibre/day look like?

Breakfast: 2 slices granary toast with peanut butter. 1 orange.

Lunch: Wholewheat pasta salad with feta, cooked chicken & grilled vegetables. 4 dried apricots.

Dinner: Baked salmon, New potatoes (in skins), broccoli & kale. Fresh fruit salad.

Snack: Smoothie made with berry fruits (fresh or frozen & yoghurt).

Breakfast: Kellogg's Bran Flakes & semi skimmed milk + 1 chopped banana.

Lunch: Wholemeal pitta with tuna & sweetcorn & mixed side salad. 1 pear.

Dinner: Chilli con carne with brown rice. High fibre Apple Crumble (see allbran.co.uk).

Snack: 25g plain popcorn.





Breakfast: 1 bowl All-Bran Fruit & Nut Muesli with semi skimmed milk. 1 orange.

Lunch: Wholewheat pasta salad with pesto, cooked chicken & grilled vegetables. 2 rye crispbread with low fat soft cheese.

Dinner: Chicken Fajita (chicken, Peppers, Onions & spices) with 2 wholemeal tortilla. Fresh fruit salad.

Snack: Smoothie made with berry fruits (fresh or frozen & yoghurt).



Breakfast: Kellogg's All-Bran Golden Crunch & semi skimmed milk + 1 chopped banana.

Lunch: Jacket potato & baked beans (remember to eat the skin). 1 apple.

Dinner: Spaghetti bolognese served with wholewheat spaghetti & a side salad.

Snack: All-Bran Chocolate & Banana Muffin & small bunch of grapes.



Simple steps to boost fibre

 **Boost
fibre
intake by
at least
10g daily**

1. Start each day with a high fibre breakfast cereal (i.e. one with at least 6g fibre per 100g)

2. Reinforce the need to eat at least 5 servings of fruits and vegetables daily



3. Encourage a switch to wholemeal breads and pasta

4. Add dried fruits, nuts and/or seeds to breakfast cereals, flapjacks or crumbles, or sprinkle over yoghurt



5. Cook potatoes and root vegetables in skins and eat these skin intact

6. Try brown/wholegrain rice for more fibre and a nuttier taste



7. Encourage consumption of beans and pulses e.g. baked beans, chick peas, lentils etc

8. Check fluid intake is adequate – around 2 litres/day is needed for good health



RCM accredited CPD module



The Science of
Dietary Fibre and
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More info >

- Find on British Nutrition Foundation website
- RCM accreditation
- Access free of charge from Kellogg Alliance Partner page on RCM website

Thank You For Listening!

- Info & Resources on RCM Alliance partner – Kellogg webpage
www.rcm.org.uk/Kellogg's-all-bran
- Info & Resources on www.kelloggsnutrition.com
- For recipes see www.allbran.co.uk