



# HELGA

## Nordic Health – whole grain food - a Nordic Centre of Excellence

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# HELGA - partners



## Coordination center

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## Management Group

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# Cohort- and intervention studies



5-year project starting now

Total budget: 29 mil NOK (approx. 5.5 mil US\$)

Part of the European Prospective Investigation on Cancer study, EPIC (reuse of data)

Short term intervention studies (2-4 weeks)



# Effects of whole grain on

Cardiovascular disease

Type 2 Diabetes

Cancer

- Breast
- Colorectal
- Prostate
- Endometrial

Mortality



# Whole grain effects on

Lipid - /glucose metabolism

Inflammation markers

Apoptosis

and more



# Biomarkers of intake

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- alkylresorcinols
- aventhramides

## Biomarkers of expected disease preventive substances

- enterolactone
- enterodiol
- alkylresorcinols

## Biomarkers of substances with expected negative effects

- acrylamide, cadmium and mycotoxins

# Consumer preferences



How can we increase the intake of whole grains in the different Nordic countries and other European countries

Anthropological study on taste preferences, the cultural and social context, product innovation and labelling



# Expected outcome

Better knowledge of the health effects and mechanisms of whole grains

Increased Nordic collaboration within this field of research, and thereby increase the visibility and attractiveness of Nordic research in a European and global context

Increased awareness of whole grain products among people in the Nordic countries





## HELGA

Nordic Health – whole grain food

### About HELGA

The Pan-Nordic research platform "HELGA: Nordic Health – Wholegrain Food" was appointed a Nordic Centre of Excellence (NCoE) in May 2007 and granted NOK 29 mill. by [Nordforsk](#). HELGA will run from 2007 to 2011.



The primary aim of HELGA is to increase knowledge of health effects of wholegrain foods. This is done by creating a close cooperation between already existing scientific expert groups in Finland, Norway, Sweden and Denmark. Besides creating "Pan-Nordic" collaboration, HELGA also focuses on collaboration between different scientific specialties by joining experts working with biomarker research, clinical trials, biobank based epidemiology and anthropology.

### Jobs in HELGA

During the next months, proposals for ph.d. and/or post. doc. positions will be advertised by the six research centers. HELGA highly requests interested candidates from all Nordic countries to apply the positions. The job descriptions will be presented in full on this website and in addition be advertised in relevant forums.

#### **Ph.D. student or Post.Doc. in nutritional epidemiology**

A position at the Danish Cancer Society, Institute of Cancer Epidemiology, Department of Diet, Cancer and Health as Ph.D. student or Post.Doc. in nutritional epidemiology with special focus on the health effects of whole grain is vacant for 3 years, with possible prolongation for 2 more years.