

Handy guide for DIET REPORTING

COMMON SERVING SIZES



We know reporting what you eat isn't always easy. Here is a guide to help!

FIST

3/4-1 cup
rice, fruits,
veggies, salad,
soup, cereal,
yogurt



FINGERTIP

1 teaspoon
butter, mayonnaise,
margarine, oils

THUMB

1 tablespoon
nut butter, cheese,
salad dressing

HANDFUL

1/4 cup
(1-2 ounces)
nuts & seeds,
dried fruit

PALM

3/4 cup
(3-4 ounces)
meat, fish,
potatoes



Another way to visualize amounts:

Household item cheat sheet

-  baseball = 1 cup
-  hockey puck = 1/2 cup
-  tennis ball = 3/4 cup
-  golf ball = 1/4 cup

YOUR ANSWERS ARE IMPORTANT TO US



MISREPORTING happens when your actual food intake is different from your reported food intake

1 in 2 people misreport their responses

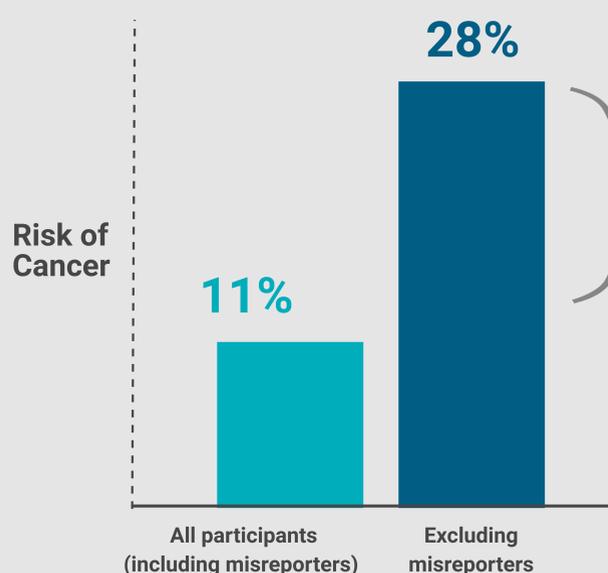


Up to 28% difference between actual and reported intake

Reported intake is often **LOWER** than it should be

Misreporting affects research:

Diet high in sugar and dairy shown to increase risk of cancer in women



Misreporting can *mask* the true relationship

Research findings more than **doubled** when misreporting was removed: *Estimated risk of cancer grew from 11% to 28%*

Your **accurate** answers reduce misreporting and help us see relationships more clearly!

How can we be more accurate?



Be as accurate as possible in your responses



Take your time when filling out a survey



We're developing new research methods to combat misreporting

For more information on the survey and misreporting methods visit: myatpresearch.ca

Alberta's Tomorrow Project is supported by:



CANADIAN PARTNERSHIP AGAINST CANCER



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