**REPORT**

###### EMBARGO Tuesday, October 11, 2016

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**“Trends in Dietary Supplement Use”**

**TEASE RUNS: :07**

**Numerous studies say diet supplements don’t offer benefits, but are Americans still using them?…that’s next.**

**JAMA 4048**

**TRT: 1:44**

**Tuesday, October 11, 2016, 11AM ET:**

**INTRO: Over the past two decades, numerous studies of diet supplement use have found little evidence of benefit. But the industry continues to grow. Does this abundance of new information affect supplement use among U.S. adults? A new study in JAMA looked at the trends in dietary supplement use from 1999-2012. Laura Berger has more in this week’s JAMA Report.**

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| **BROLL:**  **Supplements in bottles on table/powder supplement with graphic $32 billion/bottle close up/person taking pills**  **SOT/FULL**  **Pieter Cohen, MD, Cambridge Health Alliance**  **Super@: 12**  **Runs: 14**  **(b-roll in middle of doctor w bottles)** | **IN RECENT YEARS, DIETARY SUPPLEMENTS HAVE GROWN INTO A 32 BILLION DOLLAR A YEAR BUSINESS. AND AS THE INDUSTRY HAS EXPANDED, SO HAS RESEARCH INTO THE POSSIBLE BENEFITS AND RISKS OF TAKING SUPPLEMENTS.**    **“Supplements are tremendously popular. In the late 1980s, more than a third of Americans were using these sort of products. And today a little more than half of all American adults use dietary supplements.”** |
| **B-ROLL:**  **Doctor working/person taking pills/doctor at desk/pill bottles/ pills** | **IN THE CURRENT ISSUE OF JAMA, DR. PIETER COHEN DISCUSSES THE RESULTS OF A NEW STUDY EXAMINING TRENDS IN DIETARY SUPPLEMENT USE AMONG U.S. ADULTS BETWEEN 1999-2012.**  **A TOTAL OF 38,000 PEOPLE WERE ASKED ABOUT WHAT VITAMINS, MINERALS, AND SUPPLEMENTS THEY USED. THE RESULTS WERE COMPARED OVER THE 13 YEAR PERIOD TO IDENTIFY TRENDS AND CHANGES OVER TIME.**  **THIS TIME PERIOD WAS ALSO AN ERA OF INTENSE INVESTIGATION INTO THE HEALTH EFFECTS OF SUPPLEMENTS. THE NATIONAL INSTITUTES OF HEALTH INVESTED SEVERAL HUNDRED MILLION DOLLARS INTO RESEARCH ON SUPPLEMENTS ONLY TO FIND MOST HAVE NO SIGNIFICANT BENEFIT.** |
| **SOT/FULL**  **Pieter Cohen, MD, Cambridge Health Alliance**  **Super@: 1:04**  **Runs: 15** | **“… there was very high use of supplements going into, at the start of the study in 1999, 52%. What’s interesting is that did not budge at all over the next 13 years and it was exactly the same, 52% at the end of the 13 years.”** |
| **B-ROLL: Doctor walking/doctor with pills** | **DR. COHEN SAYS HE IS SURPRISED THAT SUPPLEMENT USAGE HAS STAYED THE SAME EVEN THOUGH STUDIES HAVE SHOWN THAT MANY SUPPLEMENTS HAVE LITTLE TO NO BENEFIT.** |
| **SOT/FULL**  **Pieter Cohen, MD, Cambridge Health Alliance**  **Super@: 1:28**  **Runs: 14** | **“And how will a consumer know if a supplement has certain side effects or risks? These are things that are not well presented given today’s regulatory environment. And I think those are some major questions for the near future.”** |
| **BROLL:**  **Pill bottles/labels/pills** | **LAURA BERGER, THE JAMA REPORT.** |

**TAG: MULTIVITAMIN OR MULTIMINERAL USE DECREASED FROM 37% IN 1999-2000 TO 31% IN 2011-2012.**

**Please see the complete study for additional information, including other authors, author contributions and affiliations, financial disclosures, funding and support, etc.**

**TO CONTACT: Dr. Cohen MD, call David Cecere, Cambridge Health Alliance at 617-591-4044.**

**ADDITIONAL SOUNDBITES:**

**QUOTE 1 Runs: 19**

**“The issue comes about whether or not we’re over using them, and they get used beyond their proper indications to a much broader population who might not need them and might be getting no benefit from taking the supplements.”**

**QUOTE 2: Runs:** **38**

**“Supplements are tremendously popular in part because of how supplements can be advertised. The law is that supplements can be advertised to improve or maintain health even if there’s very little evidence to that effect in well-conducted large human studies. This creates a market for products that appear on store shelves, well-lit store shelves with friendly sales people, in which the products would appear to be checked out by the government, safe and effective but in fact might not have much evidence to back them up.”**

**QUOTE 3 Runs: 24**

**“What Kantor … looked at in this study, published in JAMA, was to try to determine over a 13-year period, between 1999 and 2012 how did Americans change in terms of their consumption habits of supplements. Did they take more supplements and what type of ingredients did they use more or less frequently?”**