



Championing Public Health Nutrition 2010

Ottawa, October 25-26 2010

Evidence for government action on Nutrition

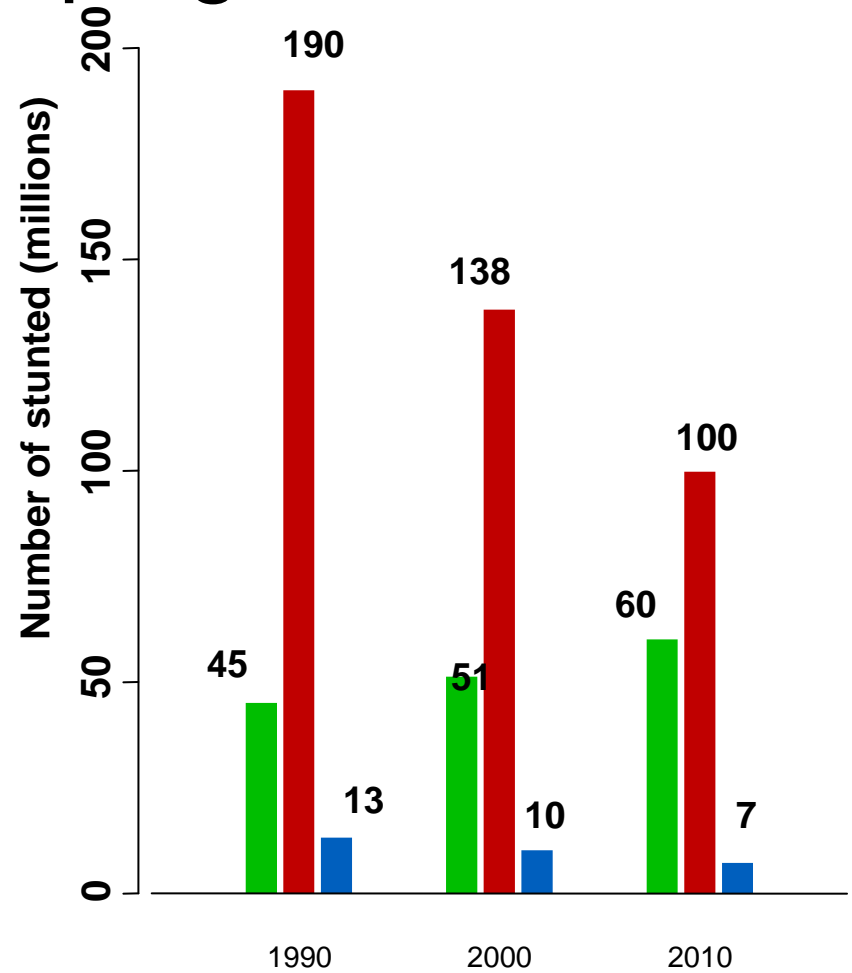
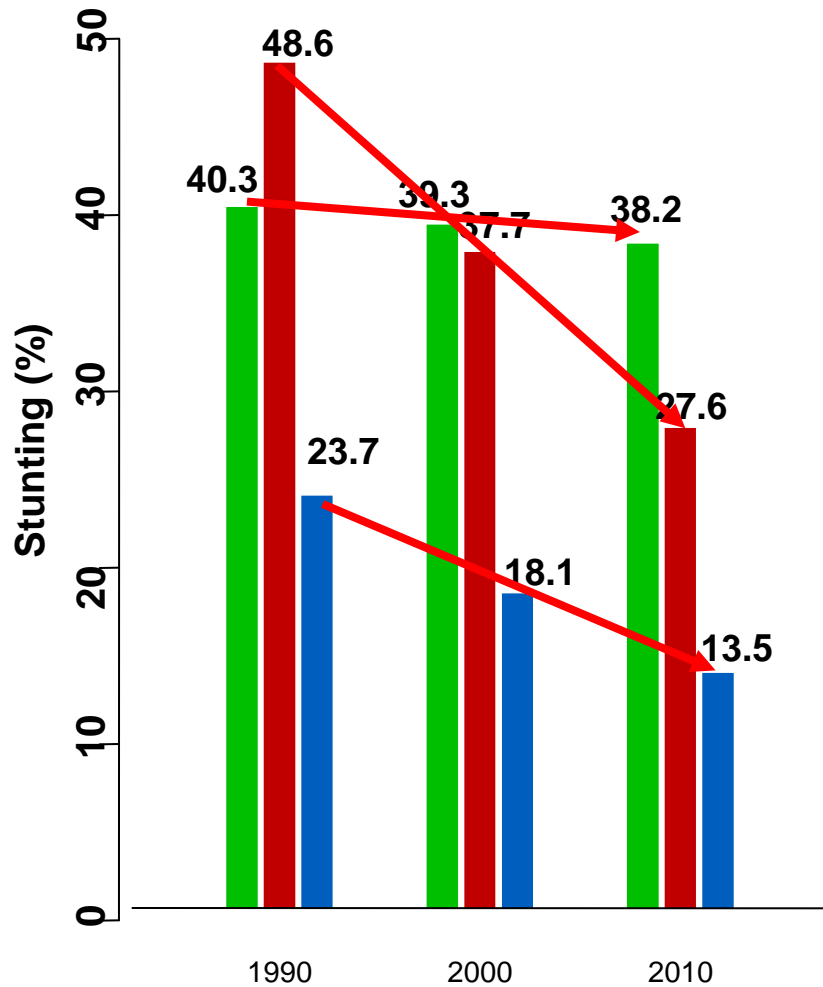
Francesco Branca
Director, Department of Nutrition for Health
and Development,
WHO Geneva

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The global nutrition challenge is
the double burden of
undernutrition and overweight



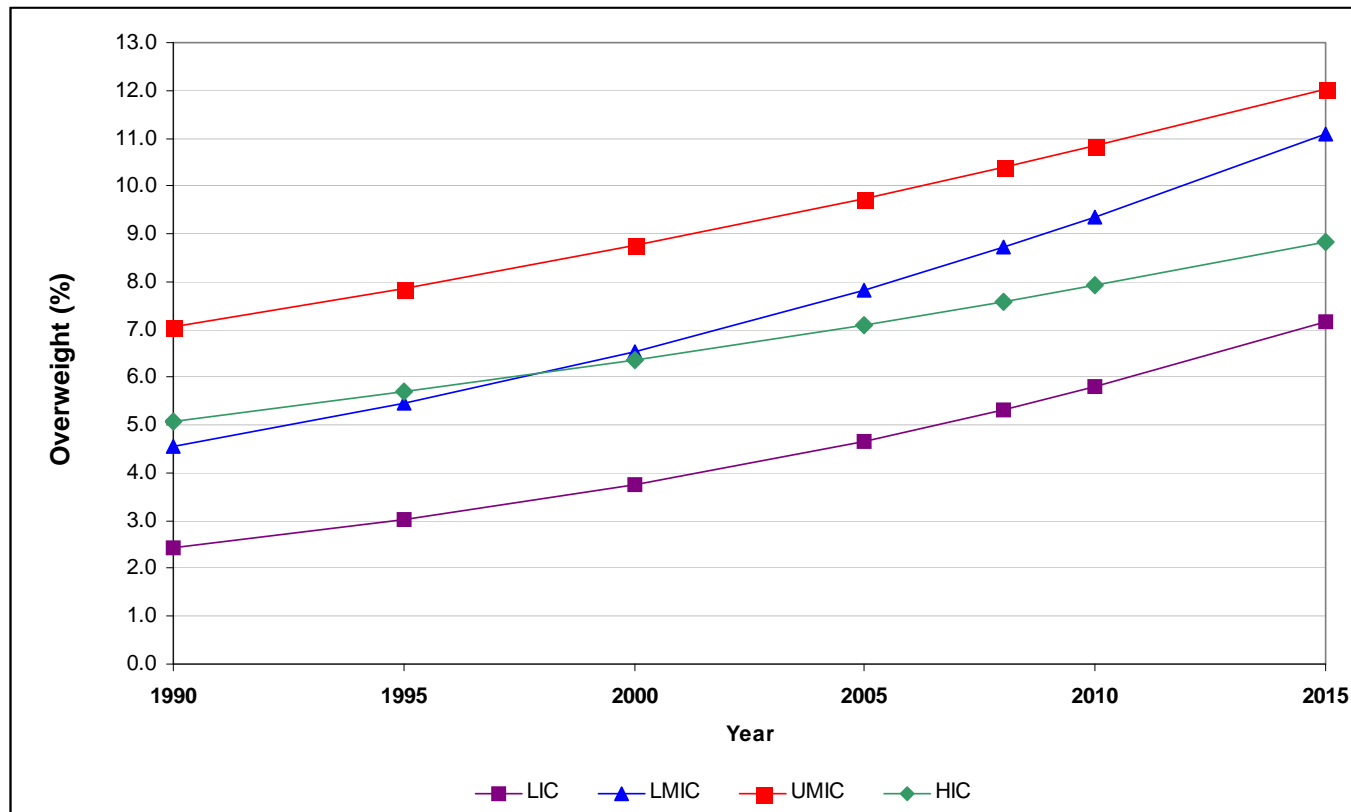
Stunting prevalence and number affected in developing countries



Source: Department of Nutrition, World Health Organization



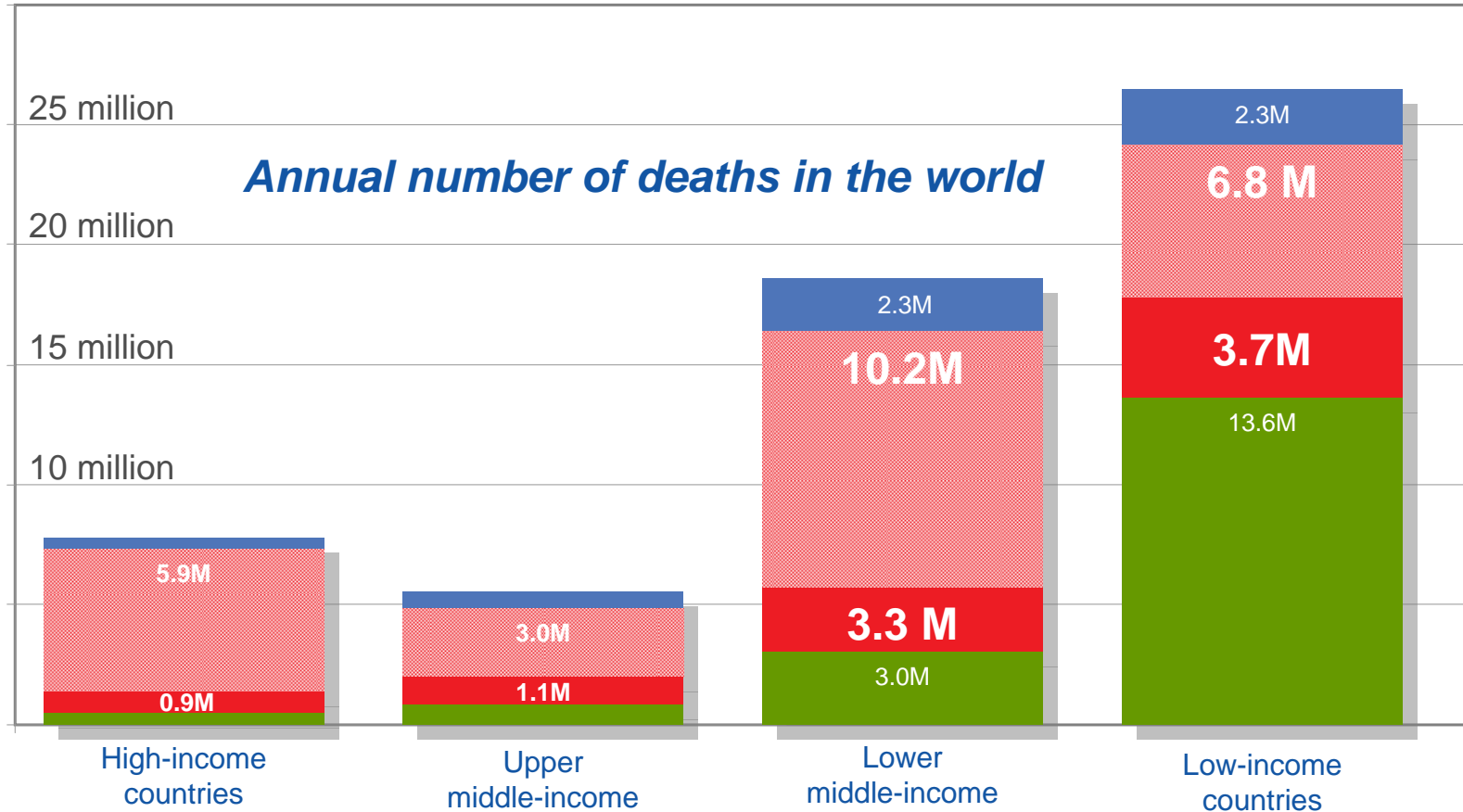
Children's overweight increasing more rapidly in LMI countries



Source : WHO

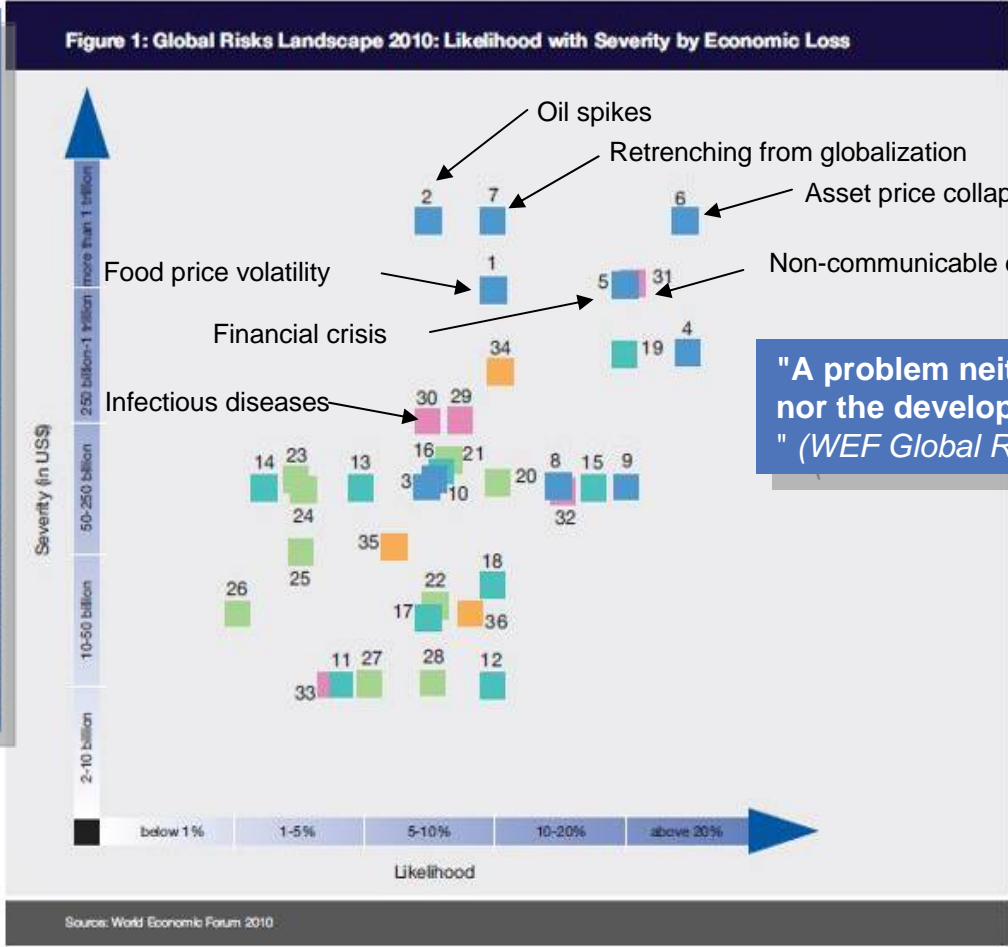
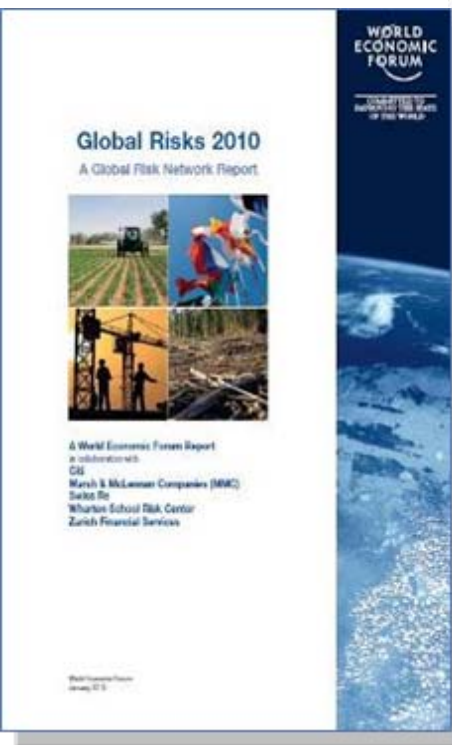
90% of premature deaths from NCDs occur in developing countries

Source: THE GLOBAL BURDEN OF DISEASE 2004 UPDATE



- Group III - Injuries
- Group II - Other deaths from noncommunicable diseases
- Group II - Premature deaths from noncommunicable diseases (below the age of 60), which are preventable
- Group I - Communicable diseases, maternal, perinatal and nutritional conditions

NCDs are the third largest global risk in terms of likelihood



"A problem neither the developed world nor the developing world can afford"
" (WEF Global Risk 2010 Report)

World Economic Forum:
Global Risk 2010 Report

Why are developing countries more affected?

Populations in low- and middle-income countries

Globalization of trade and marketing
Rapid urbanization
Population ageing
Poverty

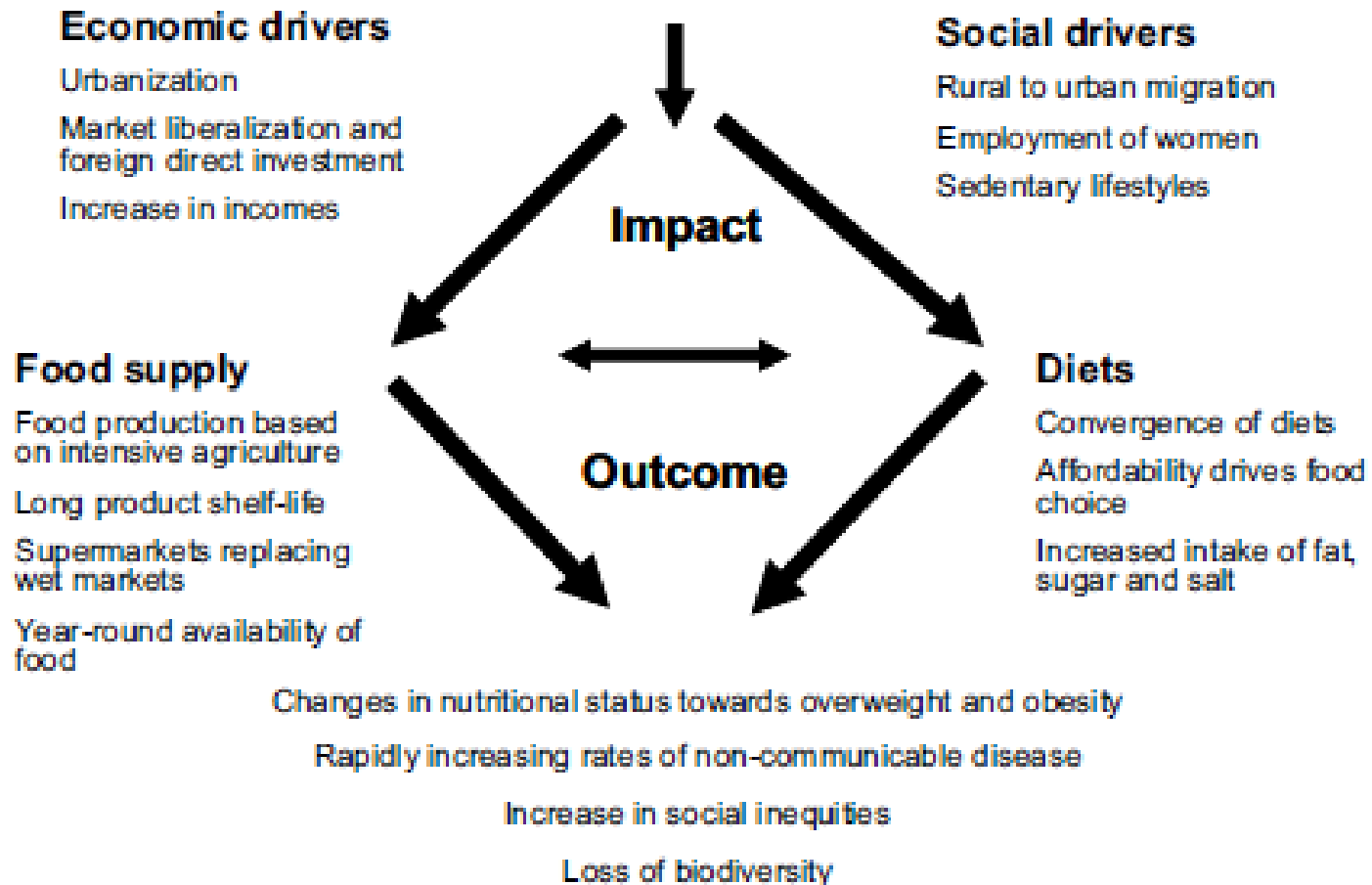
Increased exposure to risk factors

Increased prevalence of non-communicable diseases

Limited access to effective and equitable health-care services

More than 7 million people die each year before the age of 60 in developing countries from non-communicable diseases

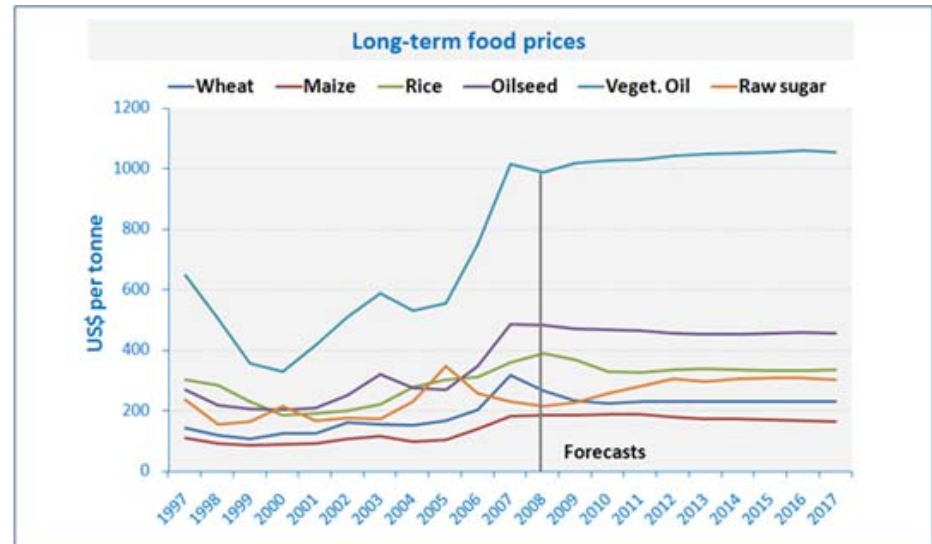
Changes in food systems



Source : FAO, 2004

The food crisis

- Dramatic rise of food prices coupled with shortages of food stocks, seeds, fertilizers, finance and high fuel prices threat global food and nutrition security
- Creates various humanitarian, human rights, socio-economic, health and political-related challenges
- Rise of food prices not due to any specific climate shock or other emergency
- Results from cumulative effects of long-term trends e.g. lack of agricultural sector investment, rising demand for food due to economic growth, trade distorting subsidies, bio-fuels



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Policy response, successful
achievements and persisting
challenges

Rationale for government intervention

" ... people do not always behave rationally. Neither are markets as efficient, fair, and conducive to healthy outcomes as some would like to see them. In most contemporary societies, we look to governments to protect and even increase public welfare. Whether through regulation, taxes, or education, or some combination of these, governments can play a significant part in affecting the choices we make and the outcomes that result from those choices."

Source : Sassi, 2010

Global policy response

2000

Global Strategy for the Prevention and Control of Noncommunicable Diseases

2003



2004



2008



2010

Alcohol strategy

1. Reducing trans fatty acids and salt
2. Restricting availability of energy dense foods and high calorie non-alcoholic beverages
3. Increasing availability of healthier foods including fruits and vegetables
4. Practice of responsible marketing to reduce impact of unhealthy foods to children
5. Making healthy options available and affordable
6. Providing simple, clear and consistent food labels that are consumer friendly
7. Reshaping industry to introduce new products with better nutritional value
8. Making physical activity accessible in all settings

The European Charter on Counteracting Obesity



- **Individuals alone are not responsible - changing the social, economic and physical environment**
- **Responsibility of government across sectors**
- **Involvement of all stakeholders**
- **Portfolio of interventions designed to change the social, economic and physical environment**
- **Portfolio of policy tools (from legislation to public/private partnerships)**
- **International coordination**
- **Special focus on children and on disadvantaged socioeconomic population groups**

Regional Nutrition Strategies



**2nd European Action Plan
on Food and Nutrition
Policy (2007-2012)**

**Eastern Mediterranean
draft nutrition strategy and plan of action 2010-2019**



PAN AMERICAN HEALTH ORGANIZATION
WORLD HEALTH ORGANIZATION



**138th SESSION OF THE EXECUTIVE
COMMITTEE**

Washington, D.C., USA, 19-23 June 2006

RESOLUTION

CE138.R2

**REGIONAL STRATEGY AND PLAN OF ACTION ON NUTRITION IN HEALTH
AND DEVELOPMENT**



AFRICAN UNION
الاتحاد الأفريقي

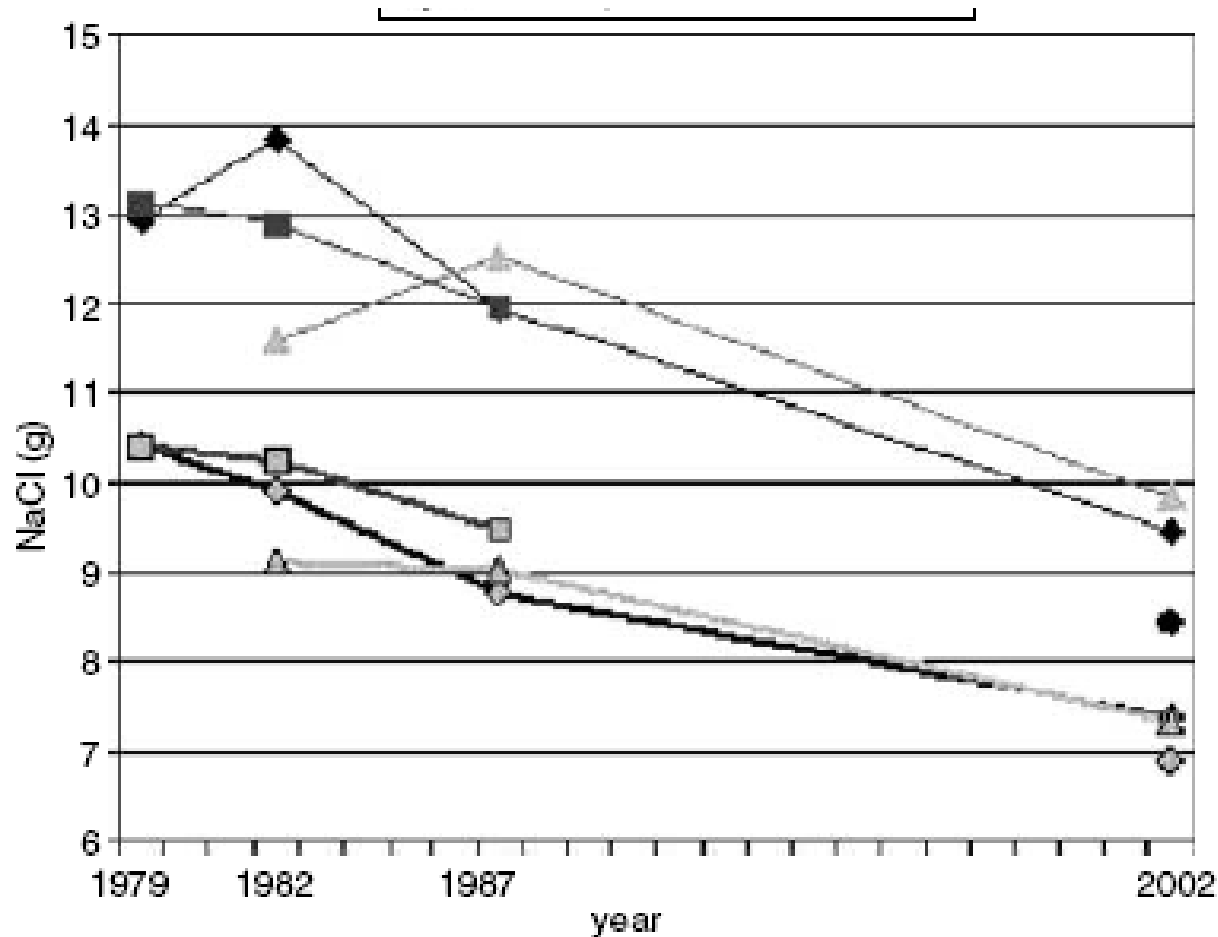
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**AFRICAN REGIONAL NUTRITIONAL STRATEGY
2005-2015**

Reduction of trans fatty acids

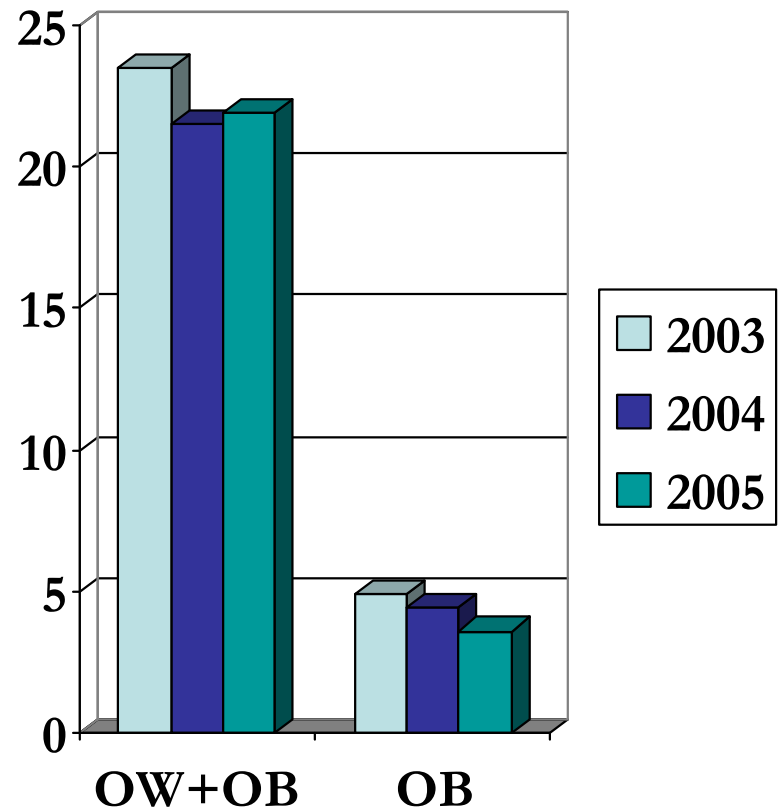
- Experiences in Denmark, Canada and USA are showing that removal of industrially produced trans fatty acids (TFA) from the dietary chain is feasible
- Replacing 2% of the energy from TFA with polyunsaturated fat is estimated to reduce coronary heart disease by 7 to 8%.

Salt reduction in Finland



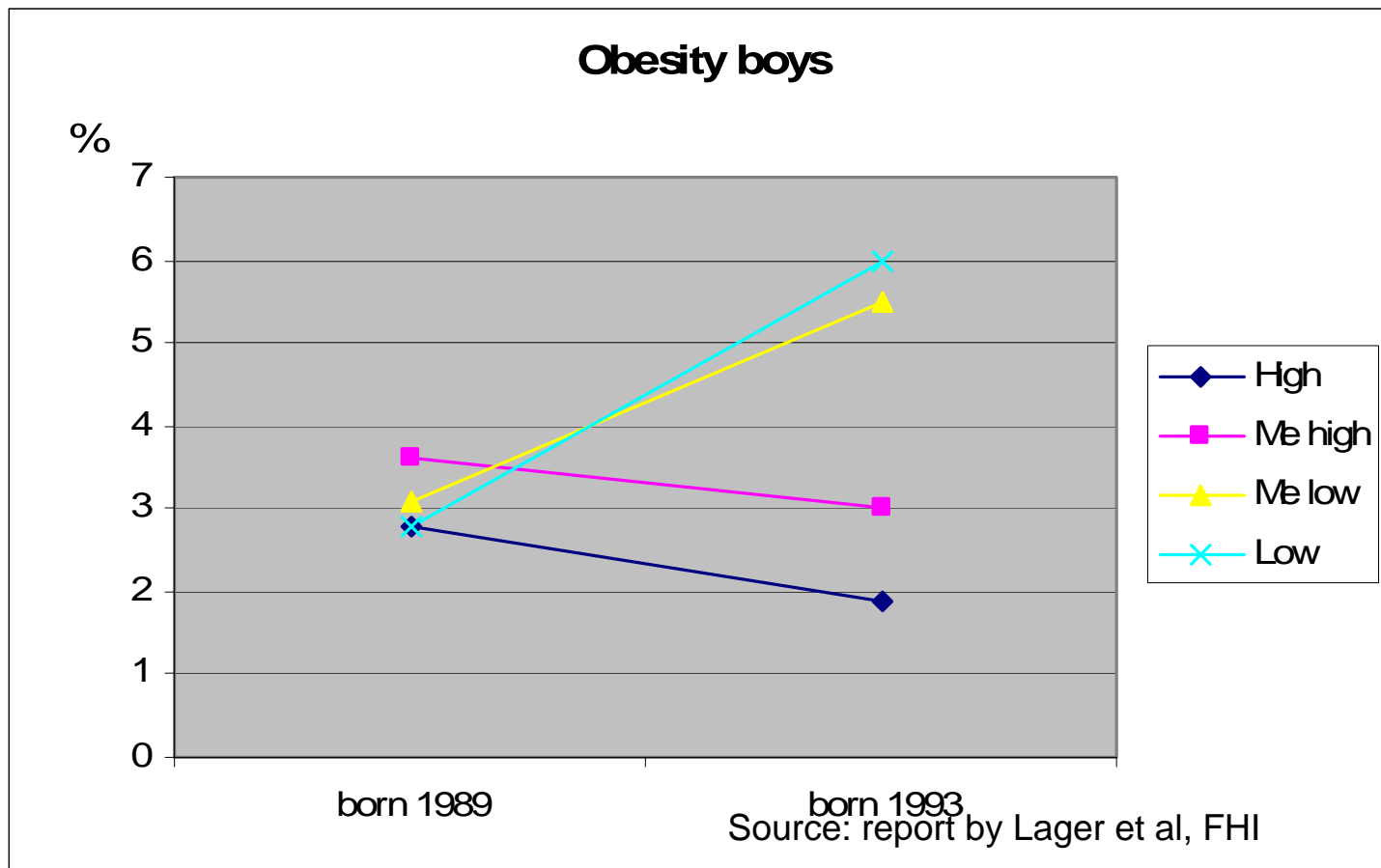
Childhood obesity control in Sweden

- 4th graders in Karlstad, Umeå, Västerås Ystad
- Significant decrease in obesity



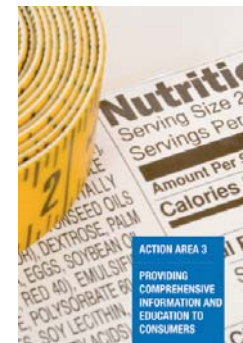
Source: National Institute of Public Health, 2007

Trends not evenly distributed across the social gradient

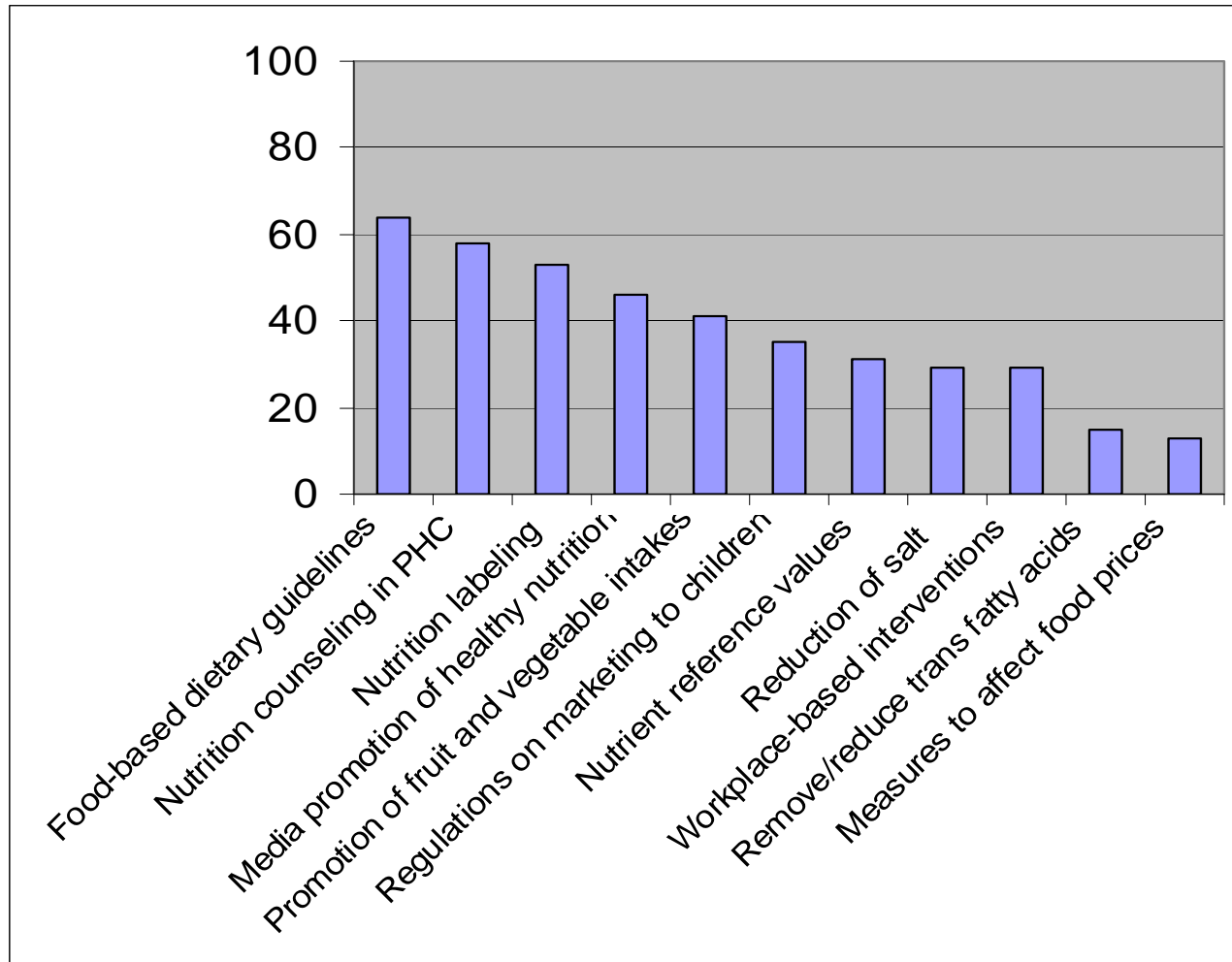


A portfolio of actions

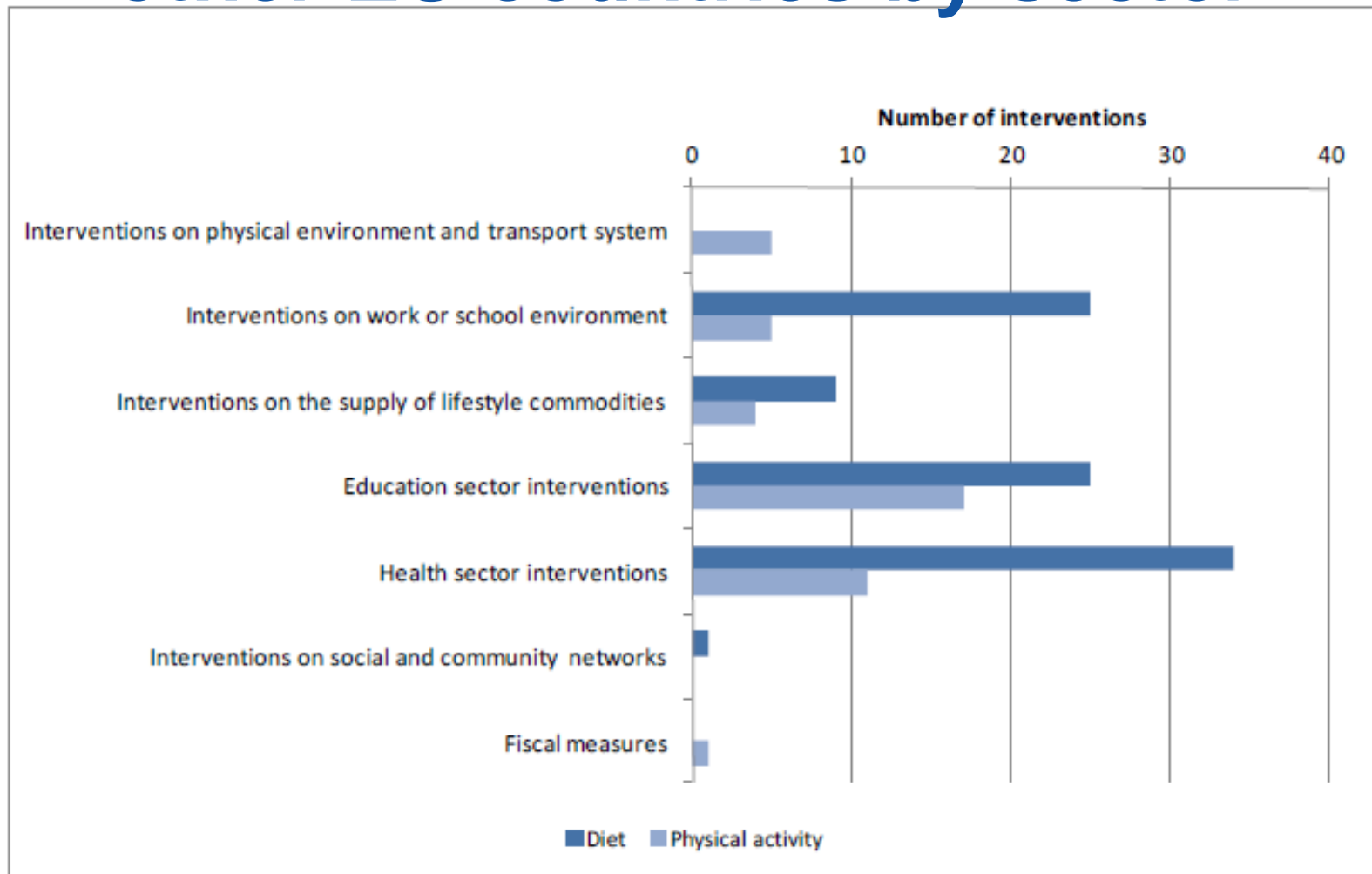
- Product formulation
- Offer in public institutions
- Catering
- Offer on the market
- Price, taxation and subsidies
- Marketing
- Labeling
- information



Global overview of interventions to prevent overweight



Interventions in OECD and other EU countries by sector



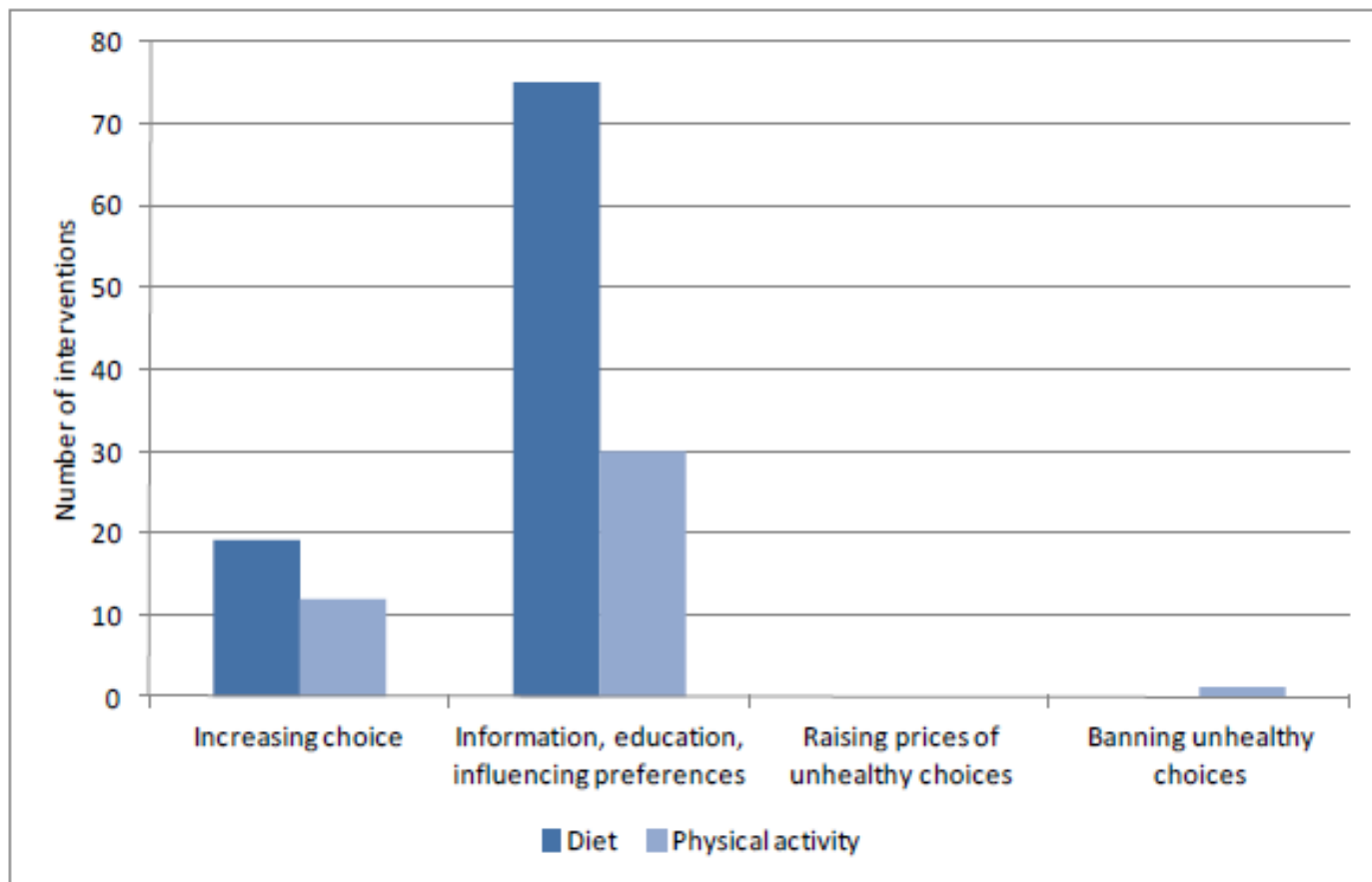
Source: OECD/WHO Europe survey of national policies to tackle unhealthy diets and sedentary lifestyles

Categories of government action

- actions aimed at improving the breadth or the attractiveness of choice options, relative to a free market situation;
- actions to modify preferences based on characteristics of choice options other than price;
- actions to increase the price of selected choice options;
- banning of selected choice options.

Source : Sassi, 2010

Interventions in OECD and other EU countries by category



Source: OECD/WHO Europe survey of national policies to tackle unhealthy diets and sedentary lifestyles

Why success inadequate

- Policy not comprehensive
- Policy coherence across sectors e.g agriculture
 - Health considerations play little part in decisions farmers make about production, or agricultural ministries make about policy
 - The health sector often fails to reach out to the agricultural sector
- Policy not operationalized
- Policy not implemented
 - Resources
 - Global, national and local obstacles



An agenda for moving food and nutrition policy

1. Sectoral policies
2. Health Impact Analysis
3. Monitoring and evaluation
 4. Best buys
 5. Policy tools
 6. Advocacy

Policy challenges in agriculture

- pressure to deliver more food, better-quality and health enhancing foods in a sustainable way
 - 50% more food needed by 2020
 - Animal source foods : meat, dairy
 - Oil crops : coconut, palm, olive, canola, rapeseed, ...
 - Fruit and vegetable
 - Diversified diet
 - Micronutrient enriched crops
- Sustainability : use of water, fuel, agricultural inputs

Policy challenges in trade

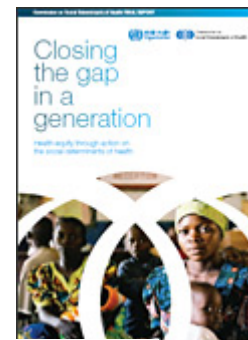
- Adaptation of exemption clauses of WTO
- Investments
- Shortening value chain
- Intellectual property rights

Policy challenges in welfare

Improve daily living conditions

Tackle the inequitable distribution of power, money, and resources

Measure and understand the problem and assess the impact of action



BOX 5.3: A COMPREHENSIVE APPROACH TO ADDRESSING EARLY CHILD DEVELOPMENT CHALLENGES IN JAMAICA

Young children in poor Jamaican communities face overwhelming disadvantages, among others of poverty. The Malnourished Children's Programme

addresses the nutritional status, and the possible need for food supplementation. Parents participate in an ongoing weekly parenting education and social

addresses the number of children admitted to hospital per year, their outreach recovered and who to be readmitted. To address this, home visits, staff factors potential

BOX 5.4: STARTING INTERVENTIONS BEFORE CONCEPTION – THE INTEGRATED CHILD DEVELOPMENT SERVICES (ICDS), INDIA

The ICDS is one of the largest child development and child nutrition programmes in the world, currently serving more than 20 million children. The services

include and address their access centres, for child for main immunization et al., 20 to be mi

and child motor and mental development in some states (Engle et al., 2007; Lokshin et al., 2005). Within states, poorer villages may likely to be covered

BOX 6.8: THE NAIROBI AND ENVIRONS FOOD SECURITY, AGRICULTURE AND LIVESTOCK FORUM (NEFSALF)

Achieving food security is imperative in poor urban settings. To eradicate the problem of food insecurity, there is a need to focus on the development of policies covering enhanced productivity, increased levels of employment, and improved access to

2004, represents a mix of actors from the community, government, and market sectors whose aim is to promote urban and peri-urban agriculture. The forum provides access to an elementary training course on urban agriculture and livestock keeping. Farmers are

BOX 10.5: BRAZIL NATIONAL PROGRAMME OF FOOD AND NUTRITION (PNAN)

PNAN offers an assurance to all citizens of the necessary conditions for permanently accessing sufficient amounts of basic quality foods, without compromising access to other basic needs. It has been implemented in close alignment with the Family Health Programme. Together these different

policies have helped promote, for example, exclusive breastfeeding until 6 months of age and regulation of advertisements for children's food in the media.

Source: Buss & Carvalho, 2007

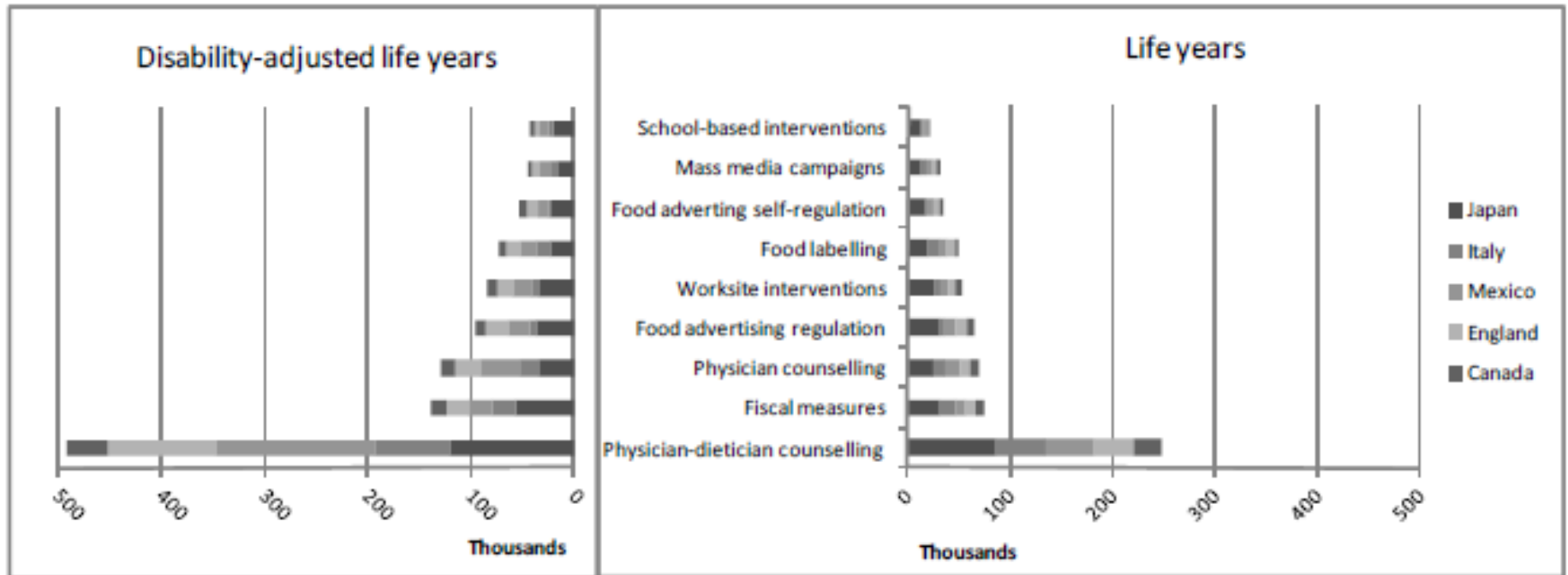
Health Impact Analysis

- 1) Improved knowledge about determinants of health and improve the evidence base for future studies
- 2) Inform decision-makers and affected people about health impacts + capacity building, empowerment & partnerships
- 3) Adjustment of proposed policies or projects "healthy public policies"
- 4) Proactive management of inequalities in health

Monitoring and evaluation for accountability and to strengthen the evidence base

- Monitoring implementation of policies and programmes
- Evaluation of effects of policy changes on dietary consumption patterns
- Intervention research in settings

Health outcomes at the population level (average effects per year)



Source: OECD, 2010

Nutrient profiling

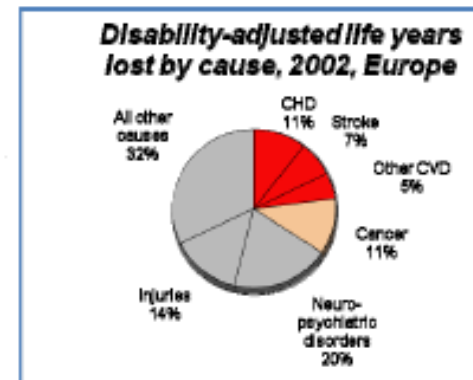
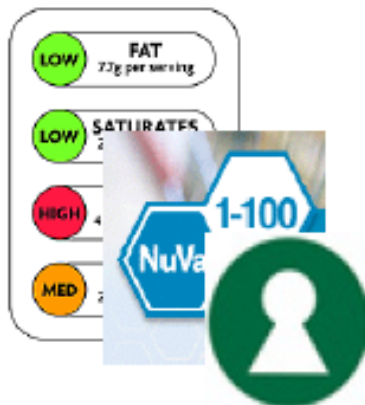
Nutrient profiling is “the science of categorising foods according to their nutritional composition”

Source: O’Neil, 2004

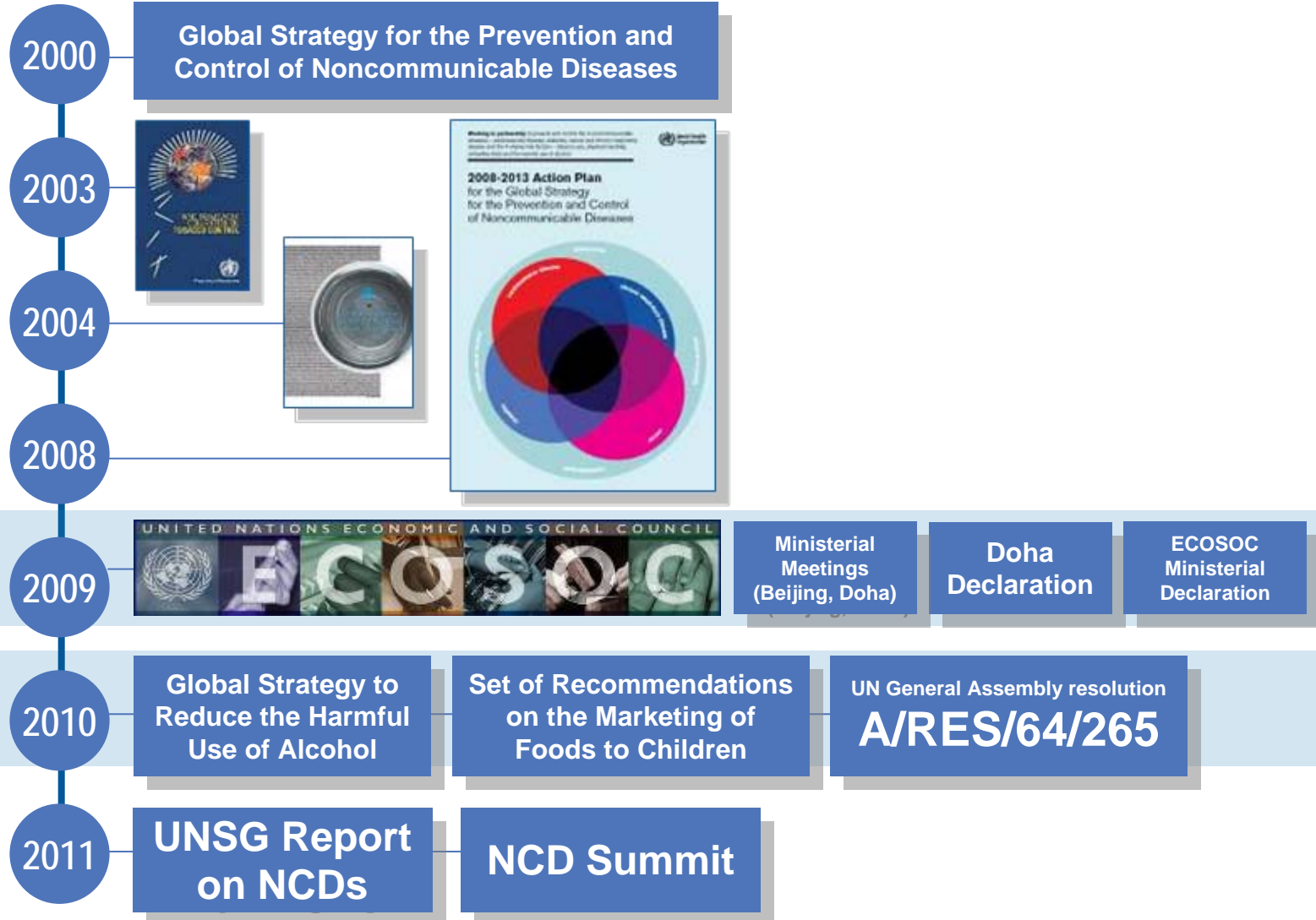
Nutrient profiling required to support food and nutrition policies

- Labelling policies
- Marketing policies
- Trade policies
- Agricultural development policies
- Food procurement policies

Relationship between nutrient profiling and FBDGs



Mobilizing a global response





Thank you

For more information

<http://www.who.int/nutrition/en/index.html>