Tackling Obesity in the WHO European Region

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WHO Policy framework



- 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

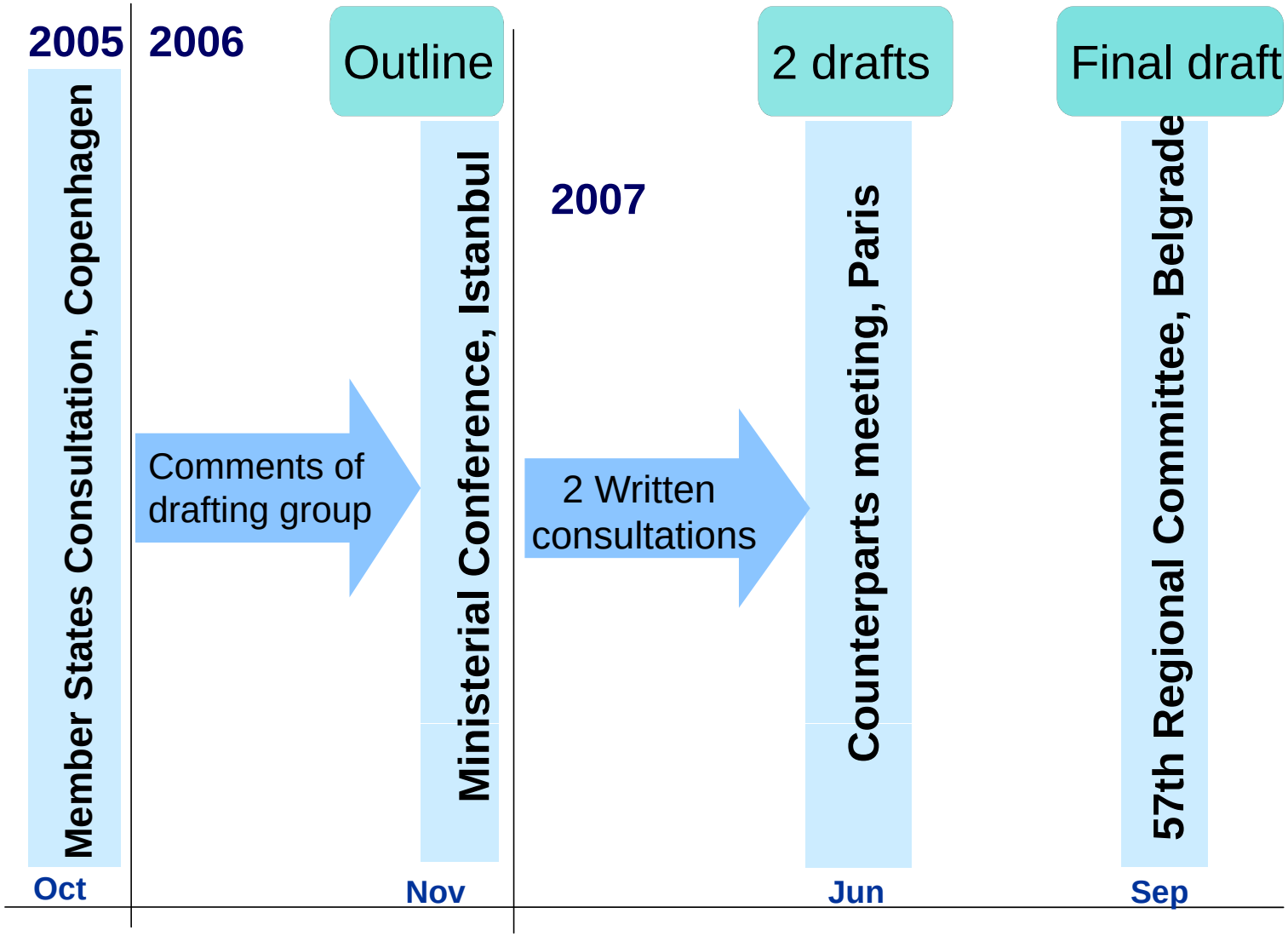
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Operationalising policy : The WHO Action Plan for Food and Nutrition Policy

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The development of the Action Plan



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Challenges and action areas

HEALTH CHALLENGES

Diet related noncommunicable diseases

Obesity in children and adolescents

Micronutrient deficiencies

Foodborne diseases

ACTION AREAS

1. Supporting a healthy start
2. Ensuring safe, healthy and sustainable food supply
3. Providing comprehensive information and education to consumers
4. Implementing integrated actions
5. Strengthening nutrition and food safety in the health sector
6. Monitoring and evaluation

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Nutrition goals

- <10% of daily energy intake from saturated fat
- <1% of daily energy intake from trans fatty acids;
- <10% of daily energy intake from free sugars;
- > 400g fruits and vegetables a day;
- <5 g a day of salt
- infants should be exclusively breastfed for the first six months of life and breastfeeding should be continued until at least 12 months

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Action area 1

Supporting a healthy start



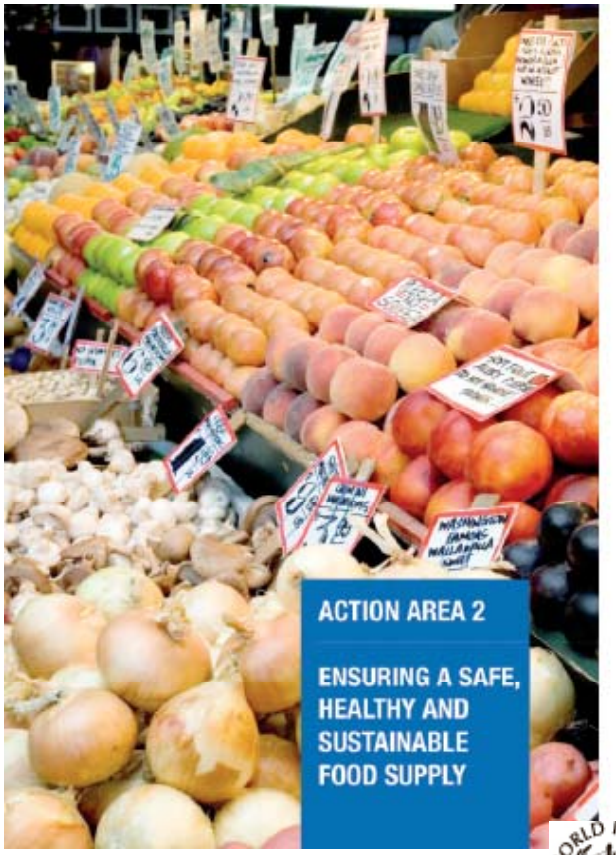
1. **Promote maternal nutrition and safe dietary habits**
2. **Protect, promote and support breastfeeding and timely, adequate and safe complementary feeding of infants and young children**
3. **Promote the development of school and pre-school nutrition and food safety policies**

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Action area 2

Ensuring safe, healthy and sustainable food supply

1. Improve the availability of fruit and vegetables
2. Promote the reformulation of mainstream food products
3. Improve food supply and food safety in public institutions
4. Explore the use of economic tools (taxes, subsidies)



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Action area 2

Ensuring safe, healthy and sustainable food supply



5. Ensure that the commercial offer of food products is aligned to food-based dietary guidelines
6. Establish targeted programmes for the protection of vulnerable groups
7. Establish intersectoral food safety systems with a farm to fork approach

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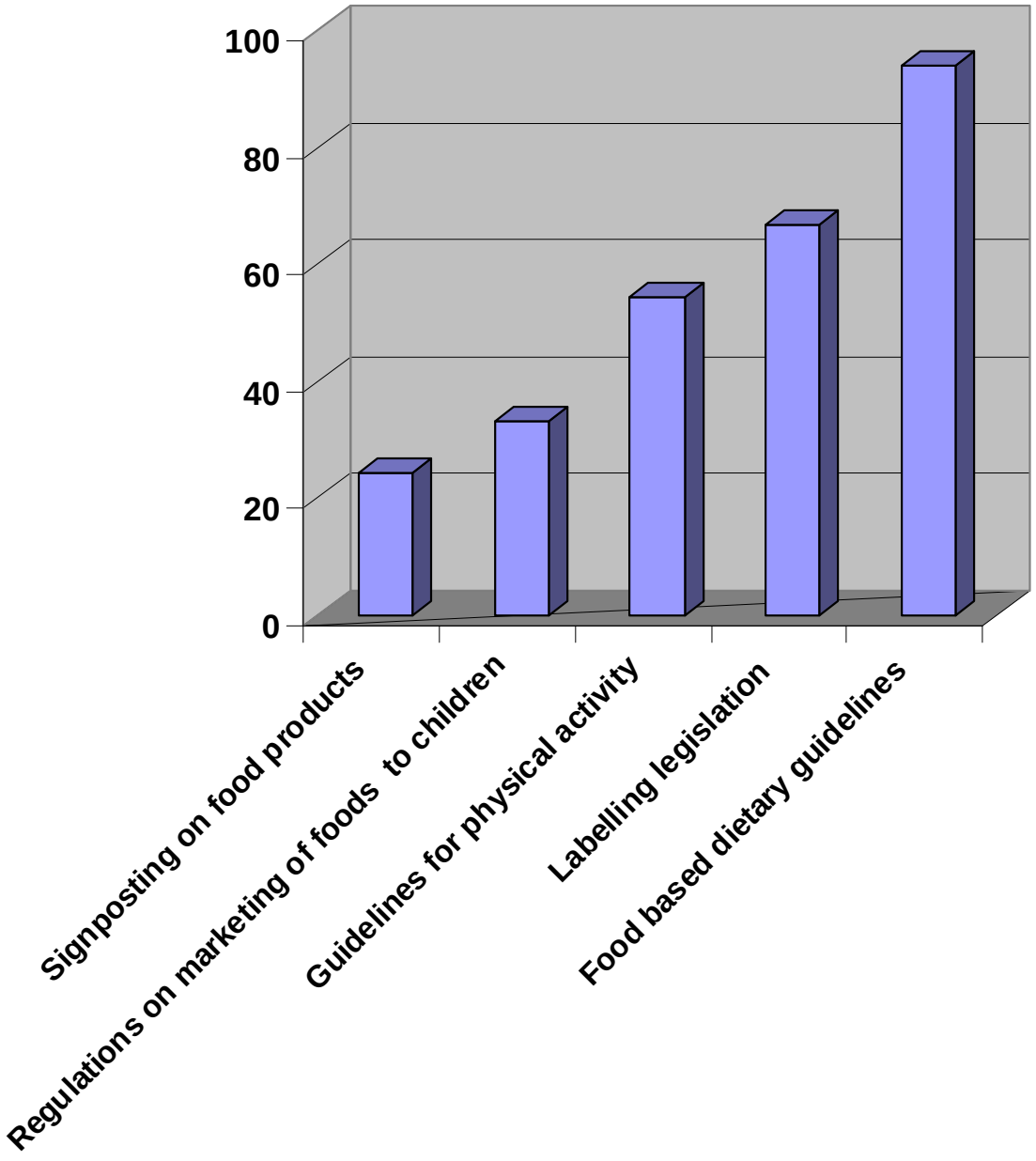
Action area 3

Providing comprehensive information and education to consumers

1. Food-based dietary guidelines and food safety guidelines, complemented by physical activity guidelines
2. Public campaigns aimed at informing consumers
3. Appropriate marketing practices
4. Adequate labelling of food products



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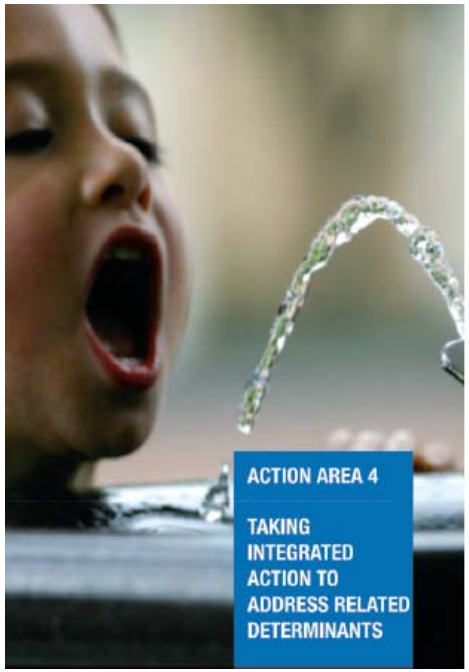


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Action area 4

Integrated actions to address related determinants

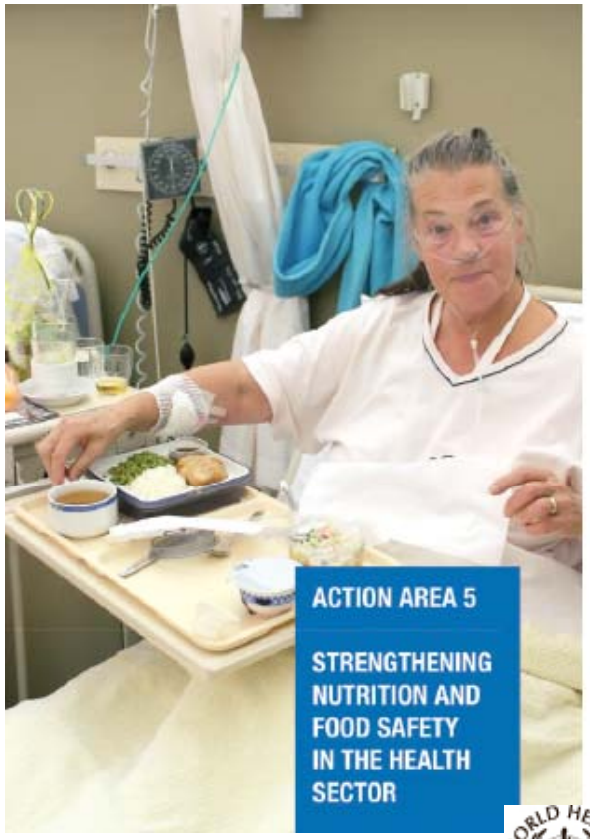
1. Increase opportunities to perform physical activity
2. Reduce the consumption of alcohol
3. Ensure the provision of safe drinking water
4. Reduce environmental contamination of the food chain





Action area 5
Strengthening nutrition and food safety in the health sector

1. Engage primary care staff in nutrition assessment and in the provision of diet, food safety and physical activity counselling
2. Improve the standards of service delivery for the prevention, diagnosis and treatment of nutrition related diseases
3. Improve the quality of nutrition services and food safety in hospitals



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Action area 6

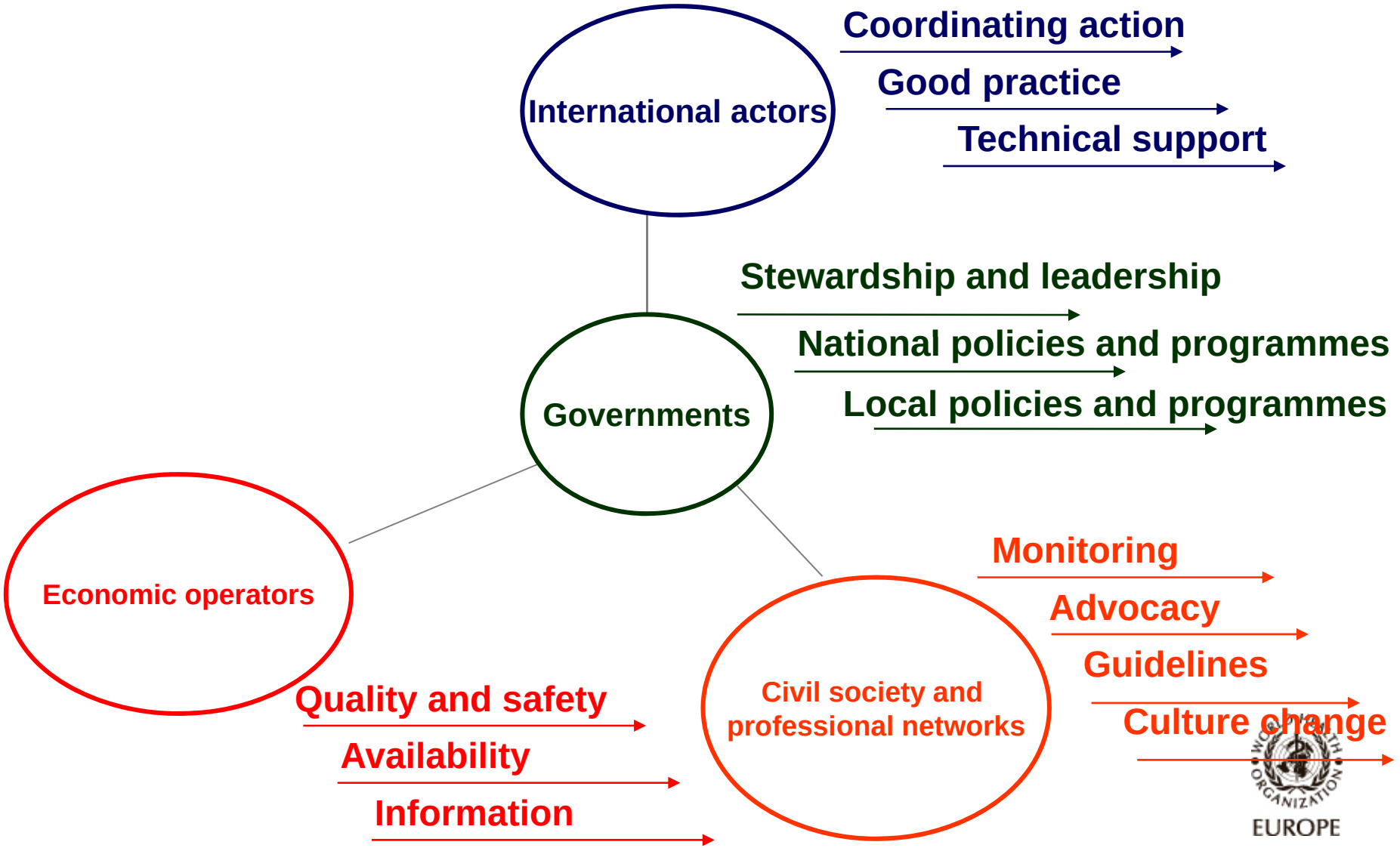
Monitoring and evaluation

1. Establish national and international surveillance systems on nutritional status and food consumption
2. Establish monitoring and surveillance systems for microbial and chemical hazards in the food chain and foodborne diseases
3. Evaluate the impact of programmes and policies
4. Improve public and private research establishments

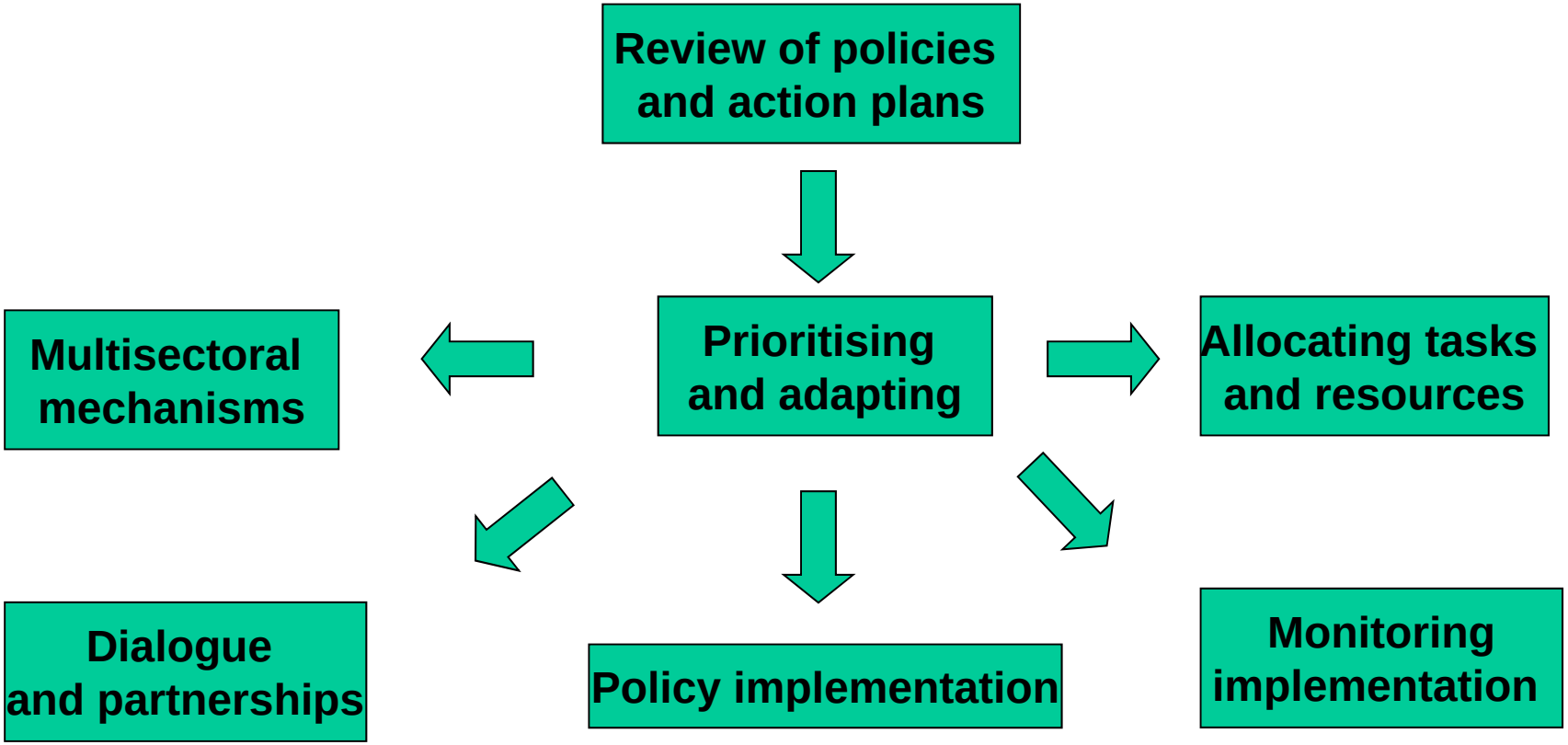


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Actors and roles



Steps for implementation



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WHO's role in ensuring implementation

- Advocacy
- Building partnerships
- Guiding international action and ensuring critical mass in actions
- Surveillance and policy analysis
- Good practices in programmes and policies

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WHO Action tools

- Nutrition friendly school initiative
- Nutrition profiles for use in labelling, marketing, economic tools and food procurements
- Food procurements in public institutions
- Labelling recommendations
- Good practices in programmes and policies
- Cost effectiveness tool

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Surveillance and policy analysis project

- Nutritional status, diet and physical activity
- National nutrition policies and physical activity promotion policies
- Actions to implement the policies (government programmes and initiatives, public-private partnerships, legislation in the different areas of action)
- Project and initiatives in different settings
- Status of implementation of key commitments

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Conclusions

- Where we are:
  - Policy framework ok
  - Priority list – provisionally ok
  - Critical mass of action - no
- We need:
  - Advocacy on the policy solutions (content, method and quantity)
  - Demonstrate successful policies
  - Economic cost scenarios for public and private sector

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Thank you

More information

- Nutrition and Food Security
  http://www.euro.who.int/Nutrition
- Obesity http://www.euro.who.int/obesity
- Database on nutrition policy and obesity
  http://data.euro.who.int/nutrition/
- WHO/Europe, Transport and health website
  http:// www.euro.who.int/Transport
- HEPA Europe http:// www.euro.who.int/hepa