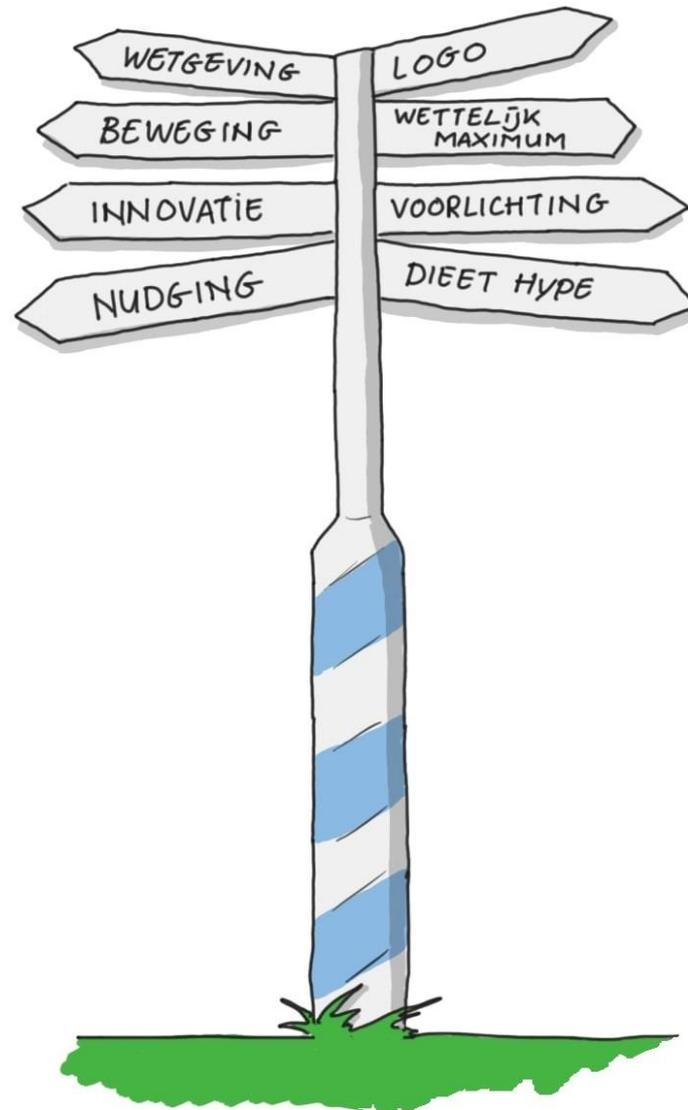


Nieuwe wegen naar gezonde voeding



Wat eten we en wordt het beter?

Jaap Seidell

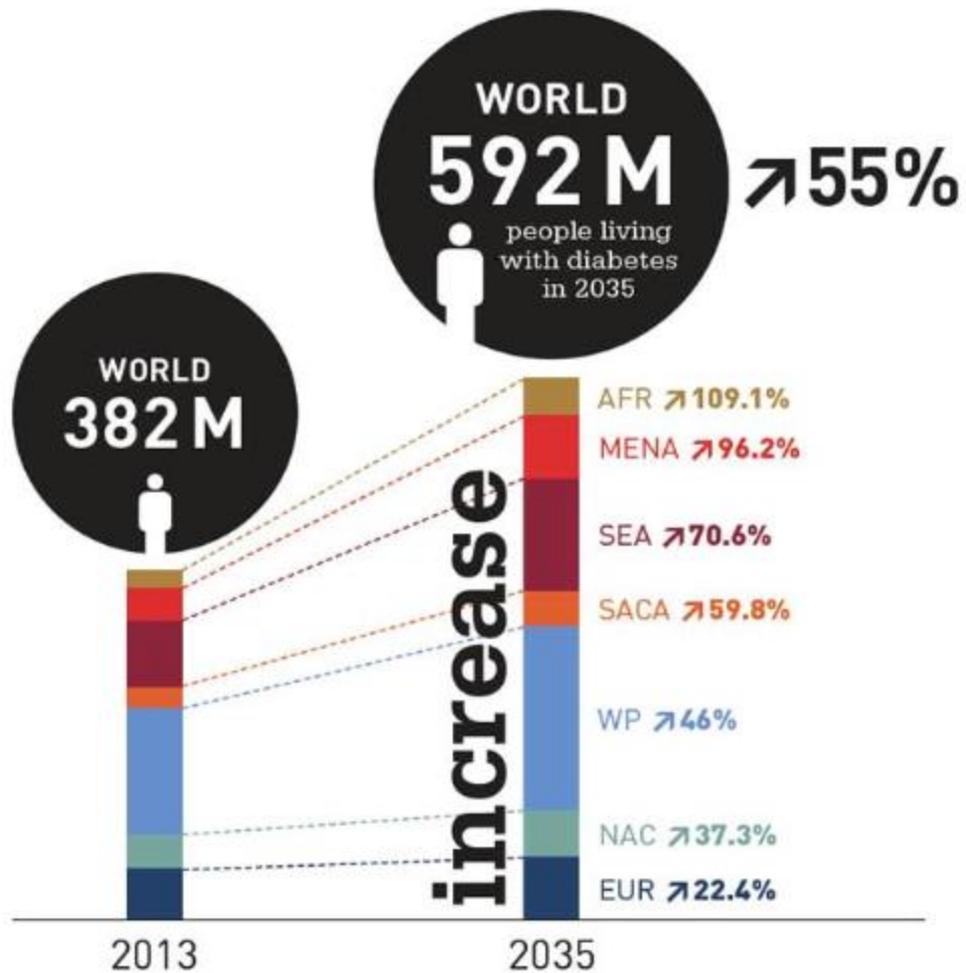
*Universiteitshoogleraar aan
de Vrije Universiteit*



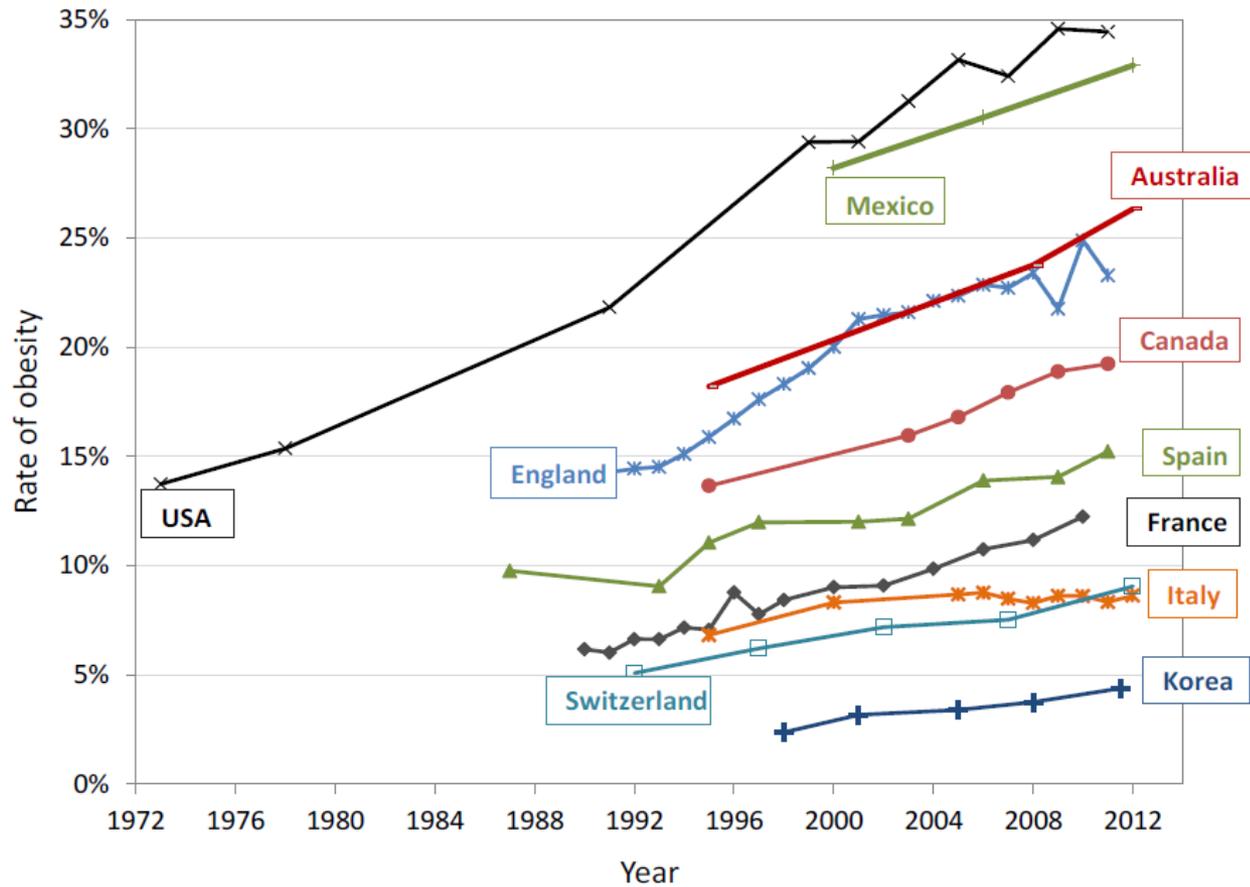
Policies for healthier food choices

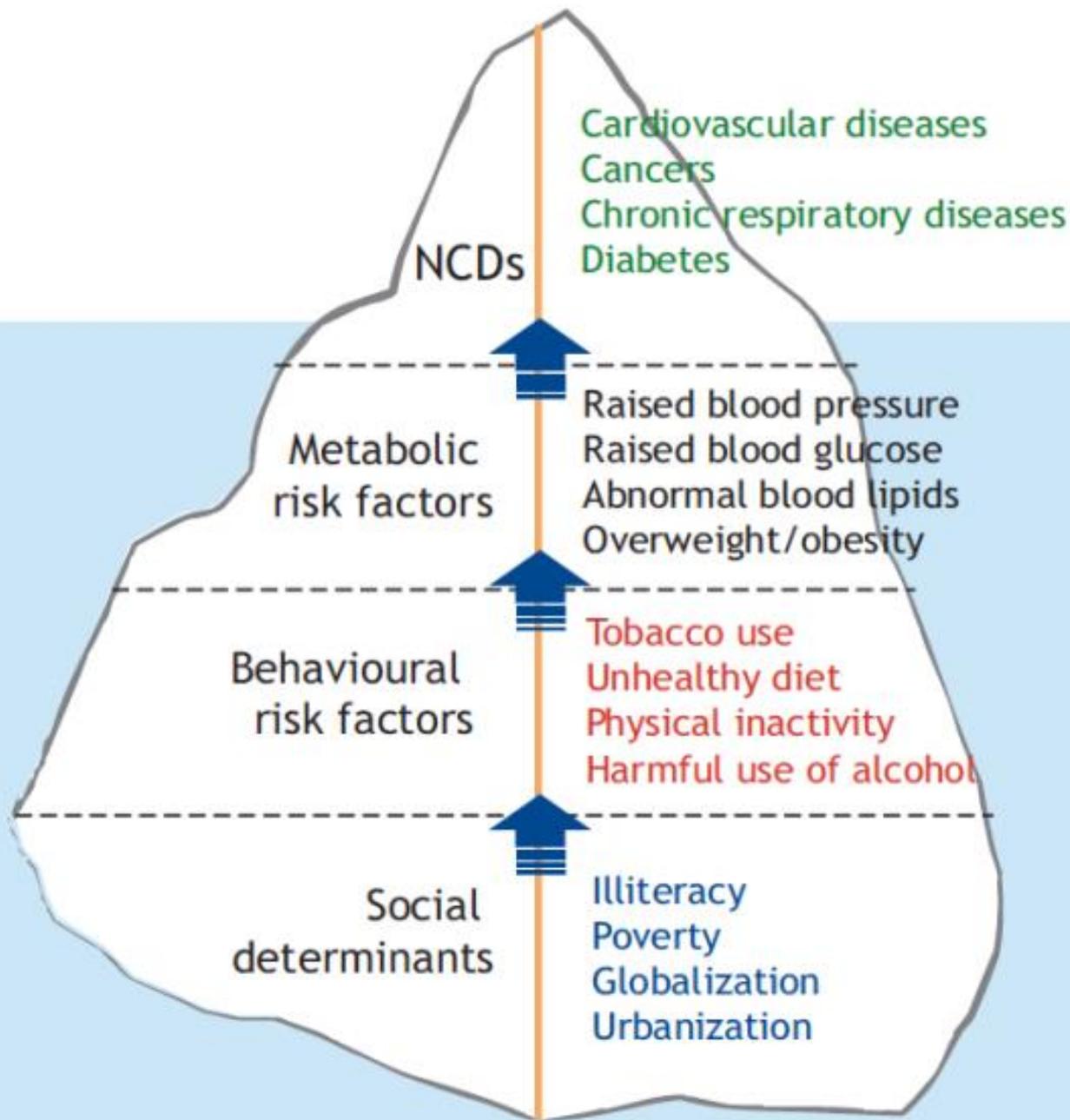
Jacob C. Seidell

Vrije Universiteit Amsterdam

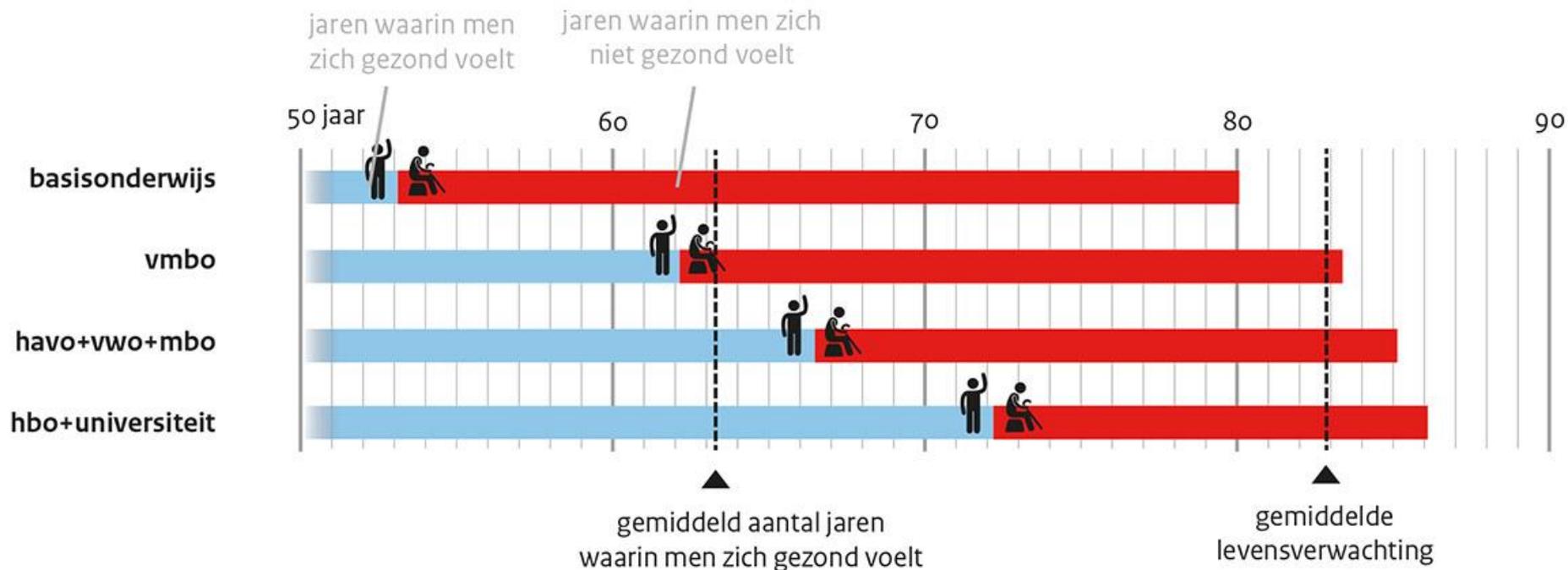


Obesity trends in oecd countries





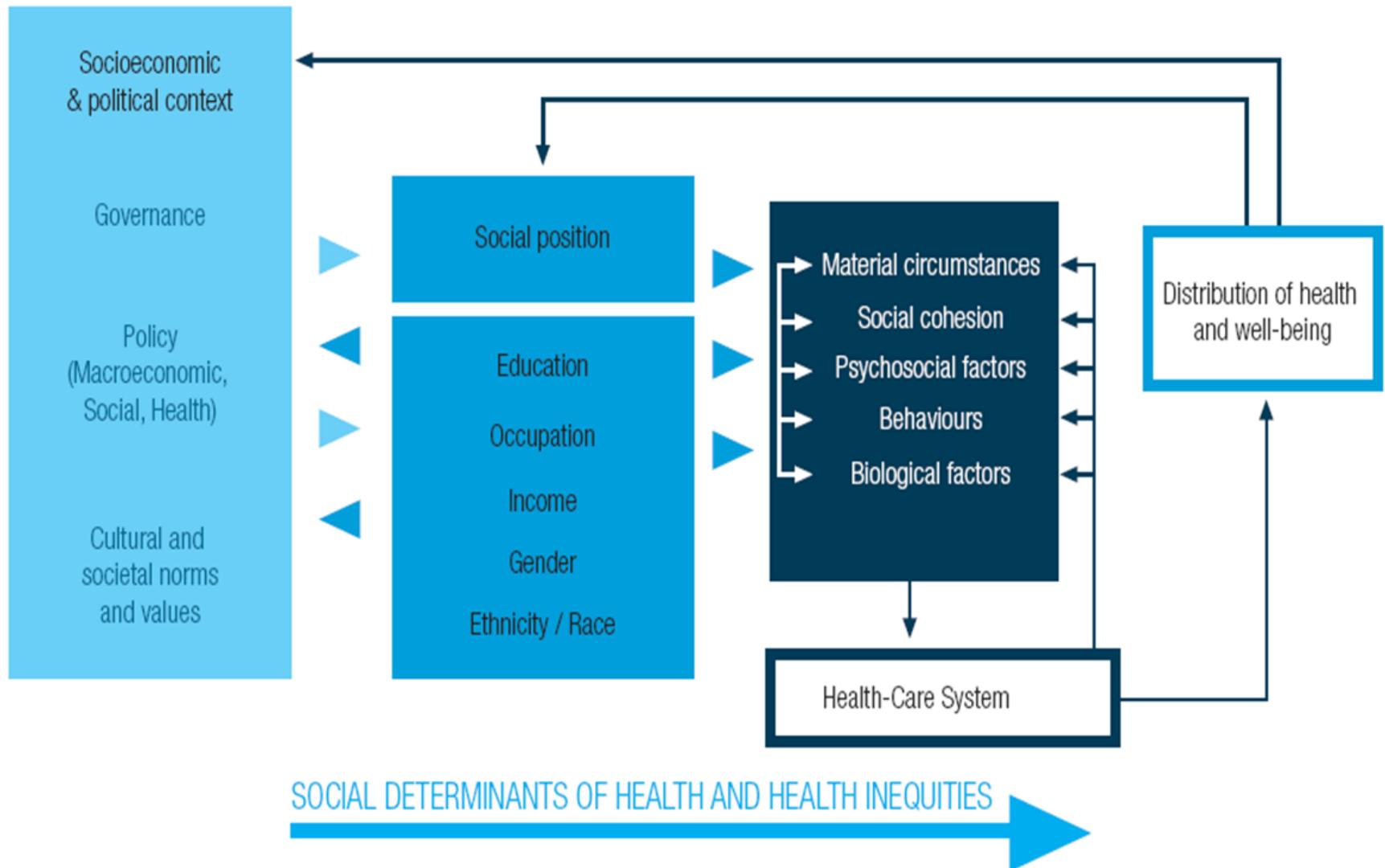
Samenhang opleidingsniveau en gezonde levensverwachting



Mediterranean diet



Figure 4.1 Commission on Social Determinants of Health conceptual framework.



Source: Amended from Solar & Irwin, 2007

Hungry Planet – Peter Menzel



Voedselkeuze wordt bepaald door aanbod









TIPPING THE SCALES

8 critical actions Australia must take to tackle obesity

opc.org.au/tippingthescales
#TippingTheScales

1



Toughen restrictions on TV junk food advertising to kids

2



Set food reformulation targets

3



Make Health Star Ratings mandatory

4



Develop an active transport strategy

5



Fund public health education campaigns

6



Add a 20% health levy to sugary drinks

7



Establish a national obesity taskforce

8



Monitor diet, physical activity, weight guidelines

Australian Chronic Disease Prevention Alliance



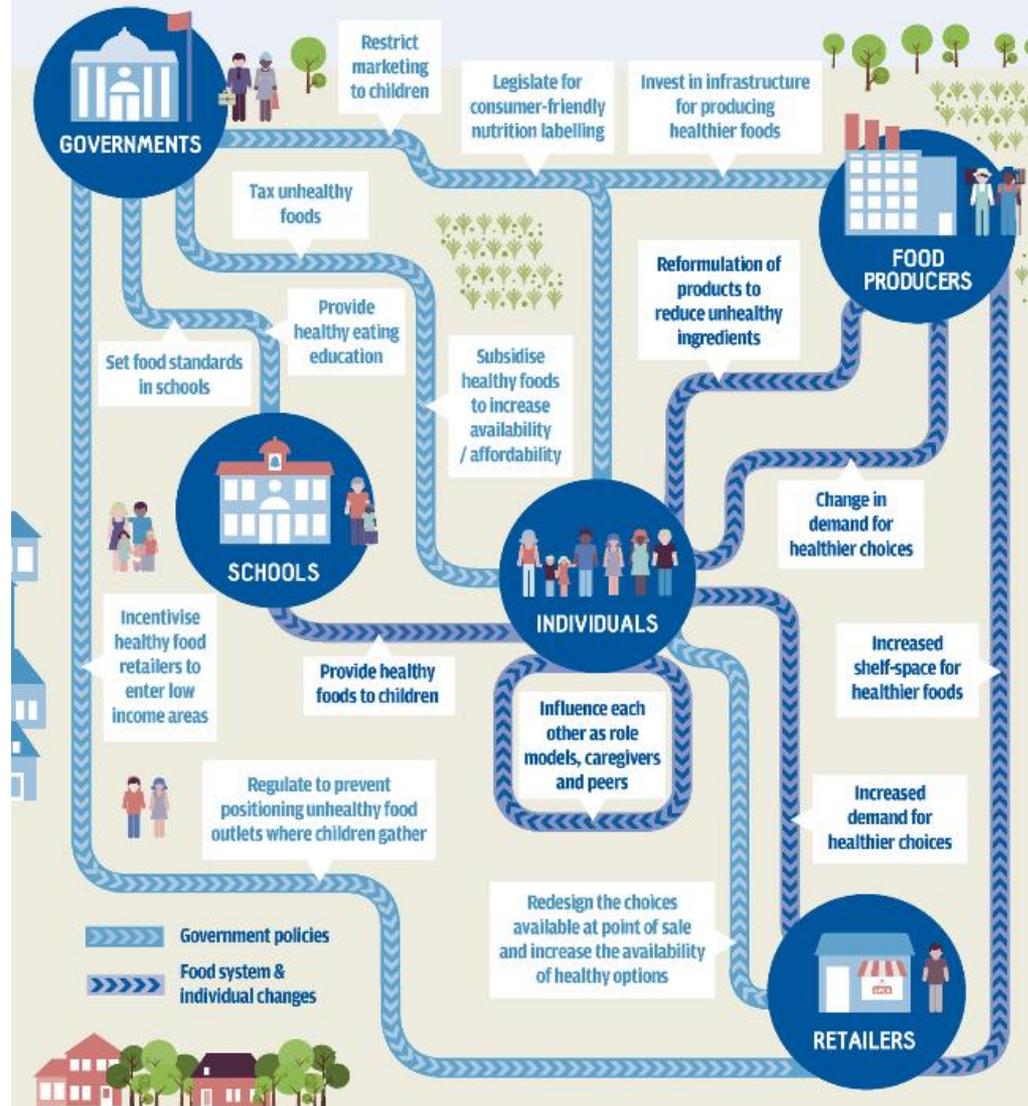
WCRF

Domain		Policy area	Examples of potential policy actions
Food environment	N	Nutrition label standards and regulations on the use of claims and implied claims on foods	eg, nutrient lists on food packages; clearly visible “interpretive” and calorie labels; menu, shelf labels; rules on nutrient and health claims
	O	Offer healthy foods and set standards in public institutions and other specific settings	eg, fruit and vegetable programmes; standards in education, work, health facilities; award schemes; choice architecture
	U	Use economic tools to address food affordability and purchase incentives	eg, targeted subsidies; price promotions at point of sale; unit pricing; health-related food taxes
	R	Restrict food advertising and other forms of commercial promotion	eg, restrict advertising to children that promotes unhealthy diets in all forms of media; sales promotions; packaging; sponsorship
	I	Improve the nutritional quality of the whole food supply	eg, reformulation to reduce salt and fats; elimination of trans fats; reduce energy density of processed foods; portion size limits
	S	Set incentives and rules to create a healthy retail and food service environment	eg, incentives for shops to locate in underserved areas; planning restrictions on food outlets; in-store promotions
Food system	H	Harness the food supply chain and actions across sectors to ensure coherence with health	eg, supply-chain incentives for production; public procurement through “short” chains; health-in-all policies; governance structures for multi-sectoral engagement
Behaviour-change communication	I	Inform people about food and nutrition through public awareness	eg, education about food-based dietary guidelines, mass media, social marketing; community and public information campaigns
	N	Nutrition advice and counselling in health-care settings	eg, nutrition advice for at-risk individuals; telephone advice and support; clinical guidelines for health professionals on effective interventions for nutrition
	G	Give nutrition education and skills	eg, nutrition, cooking/food production skills on education curricula; workplace health schemes; health literacy programmes

Example, United Kingdom	Cost: \$ per year saved ¹	Impact: number of saved years that would have been lost or rendered economically unproductive by disease (ie, DALYs), ¹ thousands
Obesity interventions		
Portion control	400	2,000
Reformulation of food products	2,600	1,700
Availability of high-calorie foods/beverages	200	1,100
Weight management	1,300	1,000
Parental education	2,000	1,000
School curriculum	600	900
Healthy meals	14,000	900
Surgery	10,000	600
Food labeling	2,000	600
Price promotions	200	600
Pharmaceuticals	5,600	500
Media restrictions	50	500
10% tax on high-sugar or high-fat products	1,800	400
Workplace wellness	2,700	200
Active transport	31,000	100
Public-health campaigns	200	100

HOW CAN GOVERNMENTS SUPPORT HEALTHY FOOD PREFERENCES?

The food system is an interconnected network of producers, industry, and institutions. But at its heart is the individual. Policy can affect all parts of the network, influencing a cultural shift towards healthier food preferences.

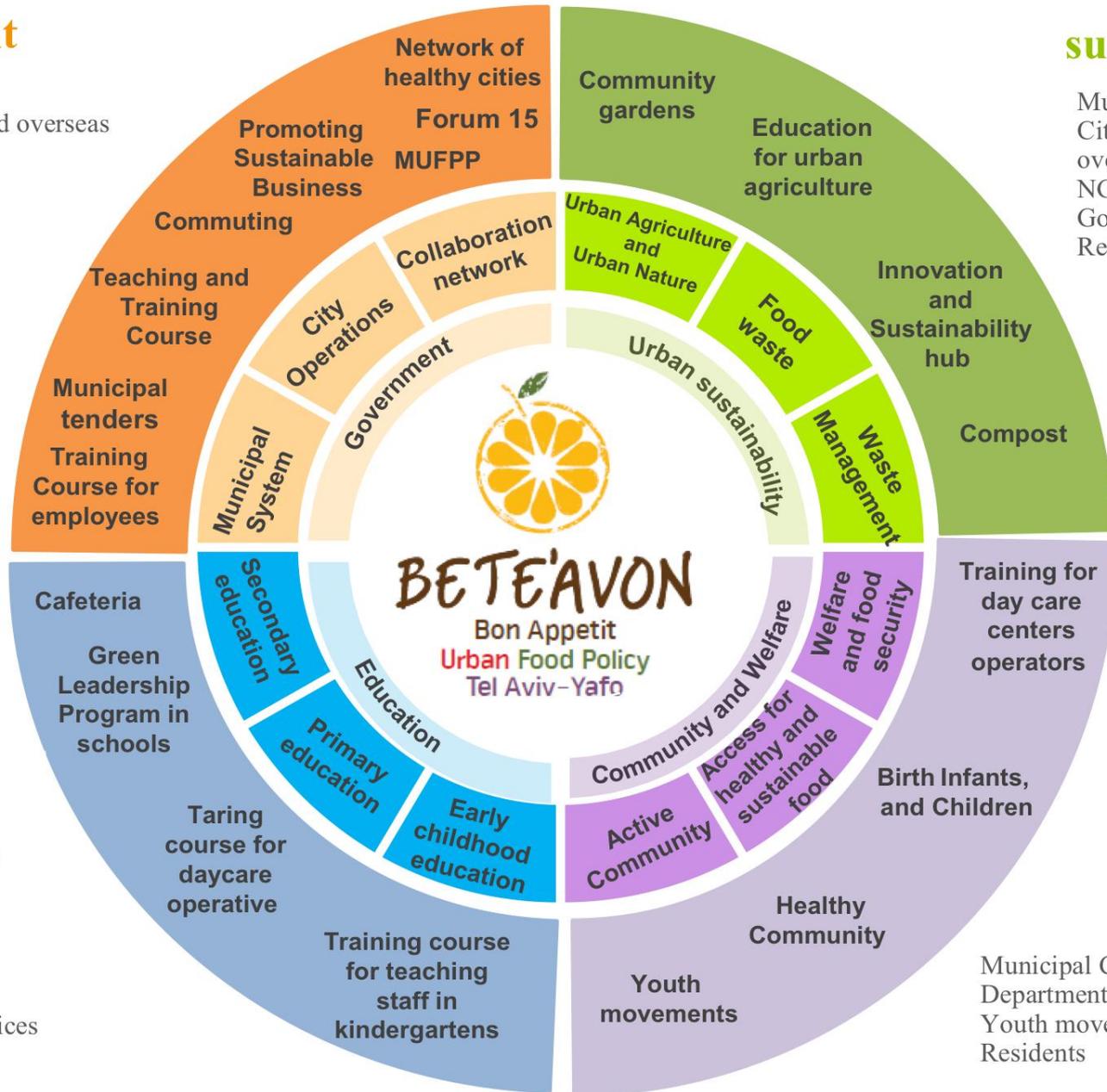


Government

Municipal Units
 Cities from Israel and overseas
 NGO's
 Government Offices

Urban sustainability

Municipal Units
 Cities from Israel and overseas
 NGO's
 Government Offices
 Residents



Education

Department of Education
 Municipal units
 NGO's
 Government Offices

Community and Welfare

Municipal Community Department
 Department of Social Services
 Youth movements
 Residents

Evidence on evidence-based components ?



Conclusions

- Healthier food environments at point-of-purchase settings lead to healthier choices.
- Enabling factors are marketing, pricing, (re)formulation.
- Self-regulation is rarely effective.
- Investment in healthier food choices saves lives and money.

Bedankt voor u aandacht

