



Best-ReMaP
Healthy Food for a Healthy Future

Policy Symposium on NCD Prevention:

Future directions for nutrition and physical activity policies to prevent NCDs across Europe

14th-16th June 2022

Thon Hotel Brussels City Centre



The four projects organising this event have received European funding as follows: CO-CREATE and STOP have received funding from the European Union's Horizon 2020 Research and Innovation Programme under the grant agreement No. 7744210 and No. 774548 respectively. JA Best-ReMaP has received funding from the European Union's Health Programme under the grant agreement No. 951202 and PEN has received funding from the Joint Programming Initiative "A Healthy Diet for a Healthy Life" (JPI HDHL).



Session 1 Oslo
14:15 – 16:00



Best-ReMaP
Healthy Food for a Healthy Future

**Policy action to create
healthy food environments:
PEN and STOP Healthy Food
Environment Policy Index
dissemination symposium**

Chairs:

Dr Janas Harrington

University College Cork (CHDR), Cork, Ireland

Dr Maartje Poelman

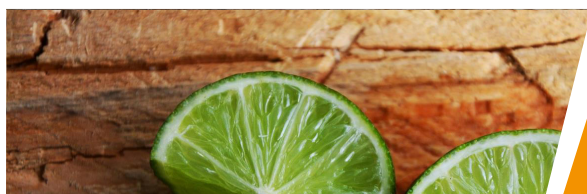
Wageningen University & Research, Netherlands

#NCDPrevention22

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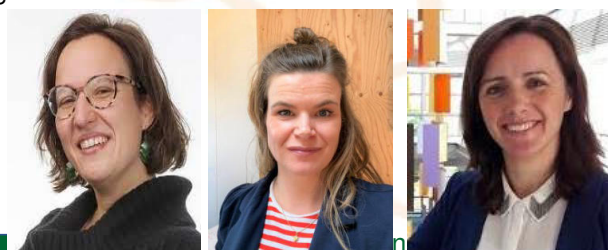


'How can policies be improved to create healthier food environments in Europe? Application of the Healthy Food Environment Policy Index (Food-EPI) in the EU and in Eleven European countries.'



PEN-STOP Food EPI Dissemination Workshop

Janas Harrington Maartje Poelman & Stefanie Vandevijvere
on behalf of the
PEN and STOP partners



Policy Evaluation Network (PEN)
@PEN_EU1

June 14th 2022



INFORMAS
Benchmarking food environments



@_INFORMAS
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@PEN_EU1
@@STOPobesityEU



Funded by the Joint Programming Initiative "A Healthy Diet for a Healthy Life" (JPI HDHL) with contributions from national funding agencies of participating countries

Agenda

- 14.25 – 14.35 Workshop overview and introduction
Dr. Maartje Poelman, Dr Janas Harrington & Dr. Stefanie Vandevijvere
- 14.35– 14.45 Strength of EU-level food environment policies and priority recommendations to create healthy food environments
Sanne Djojosoeparto
- 14.45- 14.55 Policy implementation and priorities to create healthy food environments across 11 European countries
Elisa Pineda
- 14.55-15.00 Introduction to World Café interactive workshop (Round 1)
Tamsin Rose
- 15.24-15.32 Experiences from Spain (STOP country): Public policies for sustainable healthy diets should be addressing Spanish food marketing policy
Almudena Rollán
- 15.32 – 15.40 Experiences from Norway (PEN country): Partnership for a healthier diet
Arnhild Haga Rimestad
- 15.40 – 16.00 World Café Round 2 – How and what can we learn from each other?
Tamsin Rose
- **16.00 – 16.30 COFFEE BREAK**
- 16.30-16.45 Feedback from Round 1 and 2
- 16.45 - 17.20 Round 3 – How do we move forward ?
Tamsin Rose
- **17.20 – 17.30** Feedback from 3 groups, additional input
- **17.30** **Closing session** – fluid dynamic feedback session.

- Nutritional health is a fundamental resource for the social, cultural and economic wellbeing of local, national and global communities
- Need to move away from the individual blame game



Availability, accessibility, affordability



Is the healthier choice the easier choice?

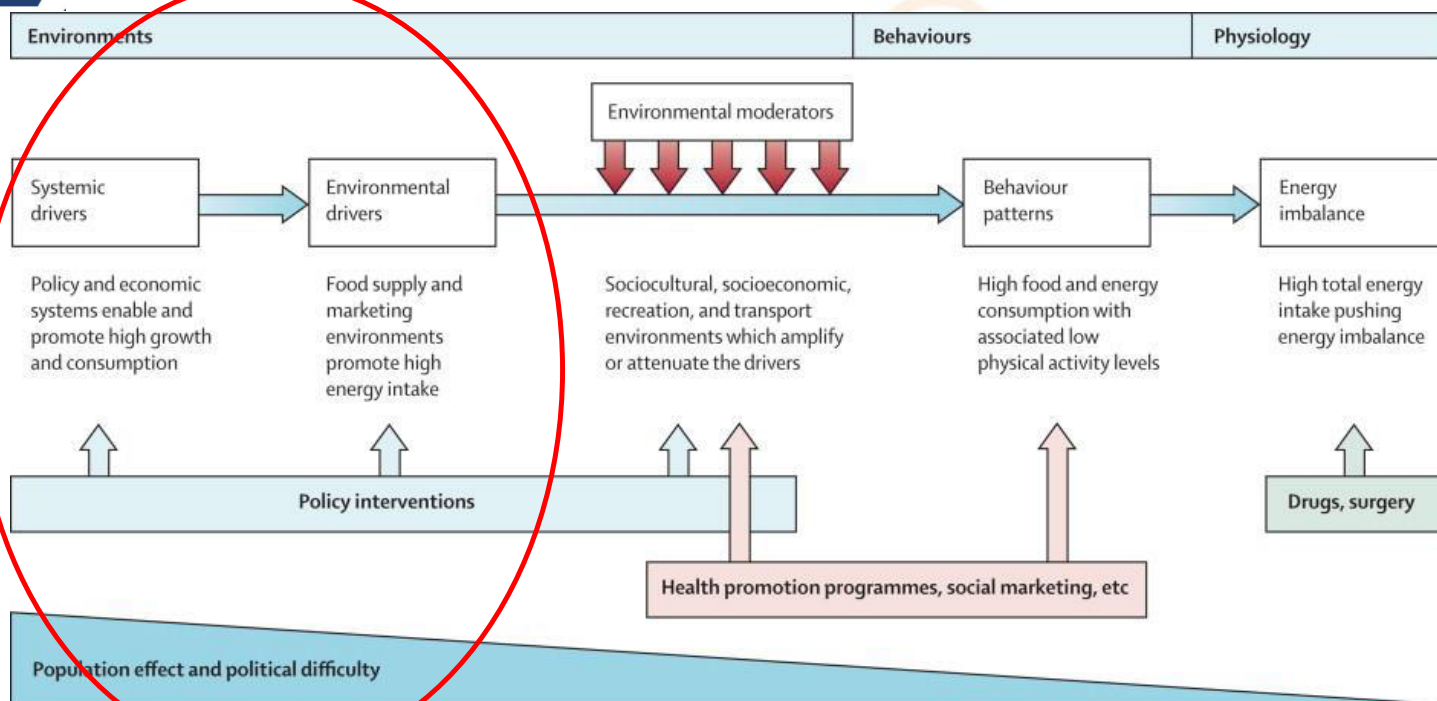


Per 100g cereal:					
Energy 1046kJ 250kcal	Sugar 5g	Fat 15g	Saturates 6g	Salt 0.2g	1046kJ 250kcal
15%	6%	12%	39%	19%	15%
Energy 1046kJ 250kcal	Sugar 5g	Fat 15g	Saturates 6g	Salt 0.2g	1046kJ 250kcal
15%	6%	12%	39%	19%	15%

100g cereal: 1046kJ (250kcal) Energy, 5g Sugar, 15g Fat, 6g Saturates, 0.2g Salt



Is the healthier choice the more affordable choice?



Structural government policies

- Structural, government policies can play an important role to create healthy food environments, supporting the entire population to make healthy food choices;
- More effective in improving population diets than interventions which address individual behaviour, such as health education.
- Environmental approaches are not only more effective but also more cost effective
- Such structural policies could also be especially beneficial for the most vulnerable groups and thus contribute to a reduction in socioeconomic inequalities in dietary intake

Food Environment Policy Index (Food EPI)

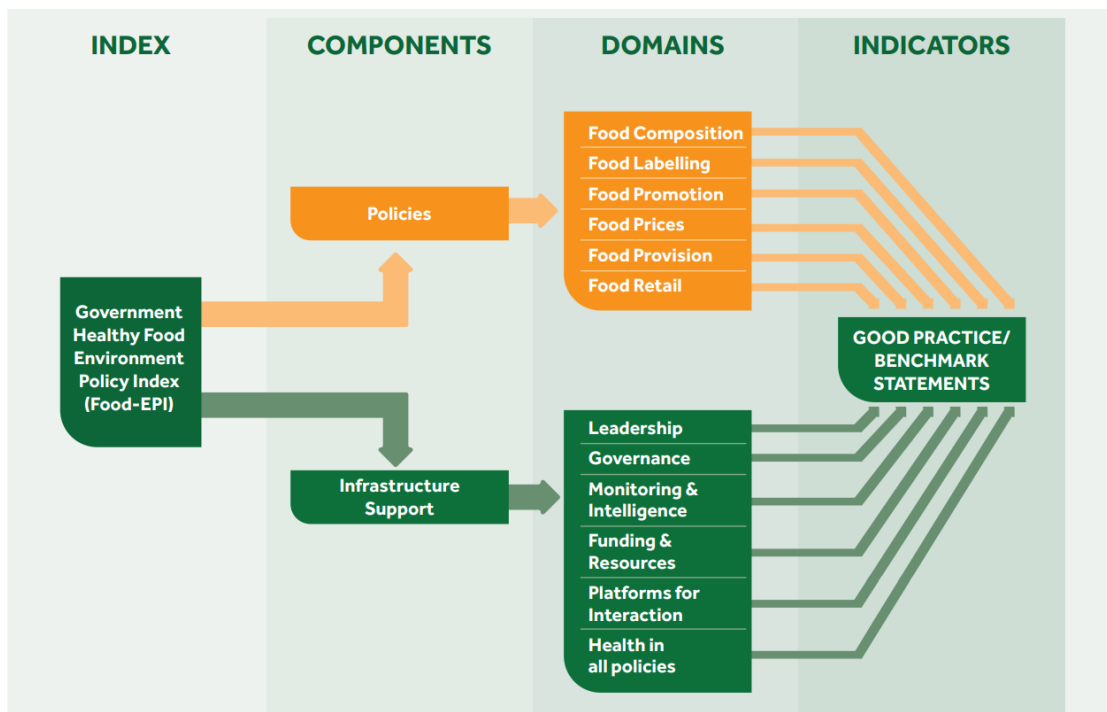
- **Benchmark** government implementation of food environment policies in European countries and at the European level (Food-EPI Europe) against international best practice
- **Prioritise actions** to be implemented at national and European level



What is Food-EPI ?

- The Food Environment Policy Index has been **developed by INFORMAS**, an **International Network for Food and Obesity Research, Monitoring and Action Support** and assesses government's level of implementation of policies and infrastructure support related to the food environment .
- It is a useful tool to:
 1. **Compare the extent of implementation of government policies** in one **country with those in other countries.**
 2. **Identify and prioritise actions** needed to **address critical gaps in government policies.**
 3. **Track progress in policy** over time.
- Implemented in over 40 countries globally, including 11 EU countries

Food – EPI tool

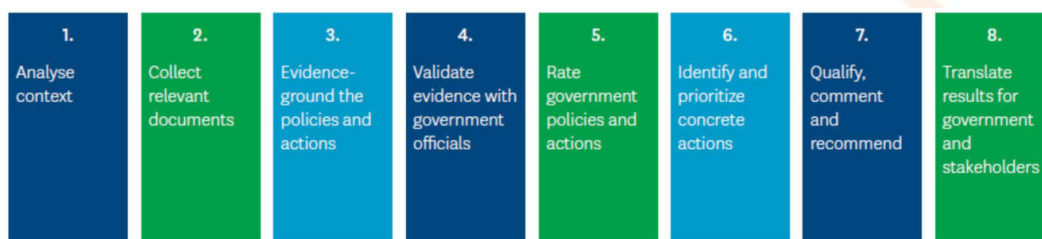


- **Policy (7 domains)** - address key aspects of food environment influenced by government to create accessible, available and affordable healthy food choices.
- **Infrastructure support (6 domains)** – facilitate policy development and implementation to prevent obesity and NCDs.
- Good practice **indicators** are proposed within each domain, that describe the 'good practices' (policies and infrastructure support) that governments put in place to contribute towards **creating a healthy** food environment

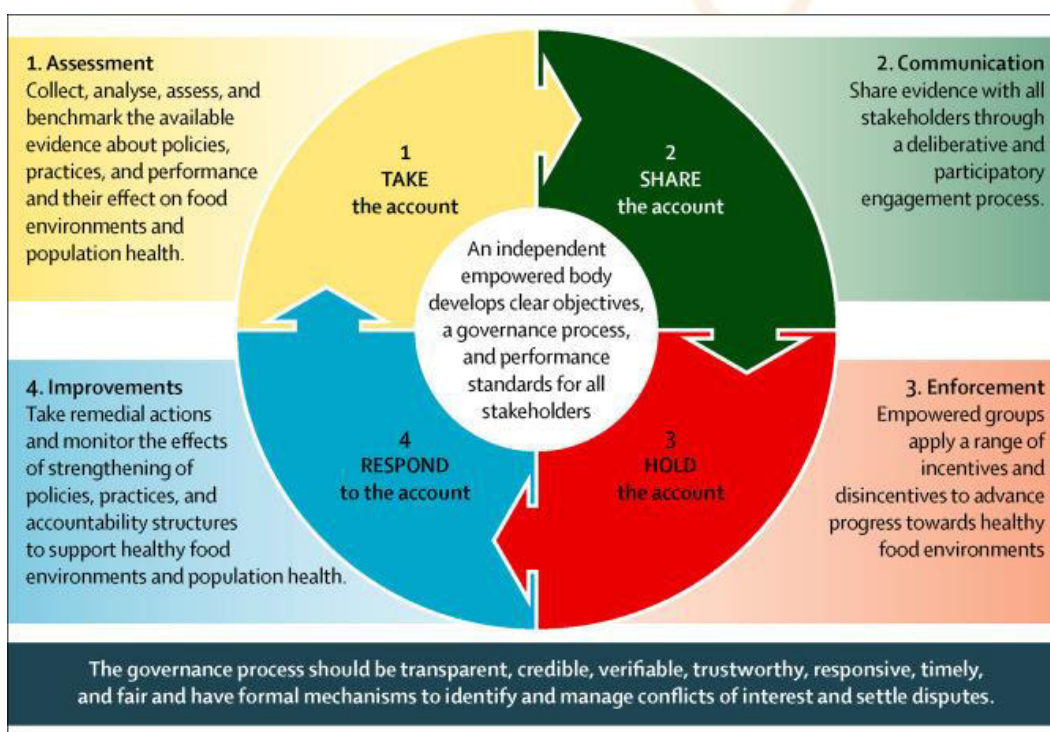
Food-EPI Process

Eight stages are followed to **develop an initial baseline Food EPI**, which **allows the identification of critical gaps and priority actions**. These stages are set out below and can be summarised in three broad steps.

1. The evidence on all relevant policies is compiled in an evidence paper which is reviewed for accuracy and completeness by government officials. This covers stages 1-4.
2. Independent experts are brought together to identify critical gaps and prioritise actions to fill those gaps, equivalent to stages 5-6.
3. The actions are used to advocate to the government for changes to improve the food environment



Accountability Framework



Systems approach needed to create healthy food environment

- Whole systems approach to support healthy food environments in EU Member States and the EU
- Most action required on policies with direct impact on Food Environments
- Actions on different level required.



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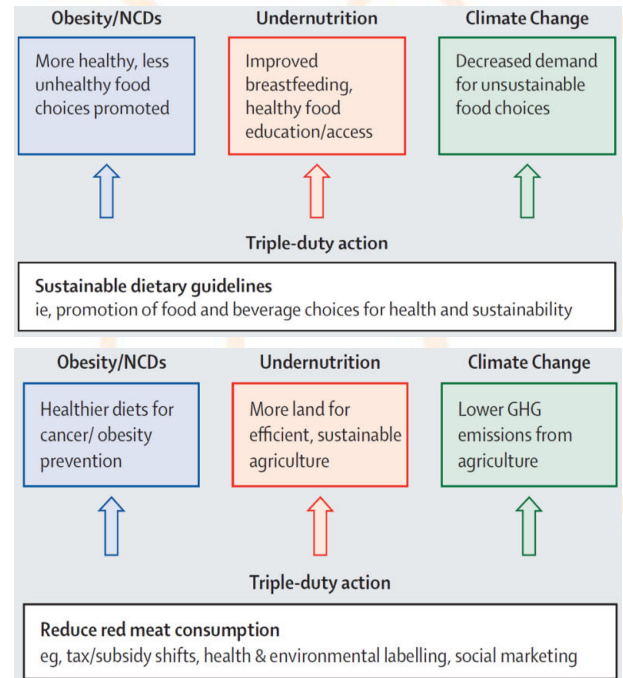
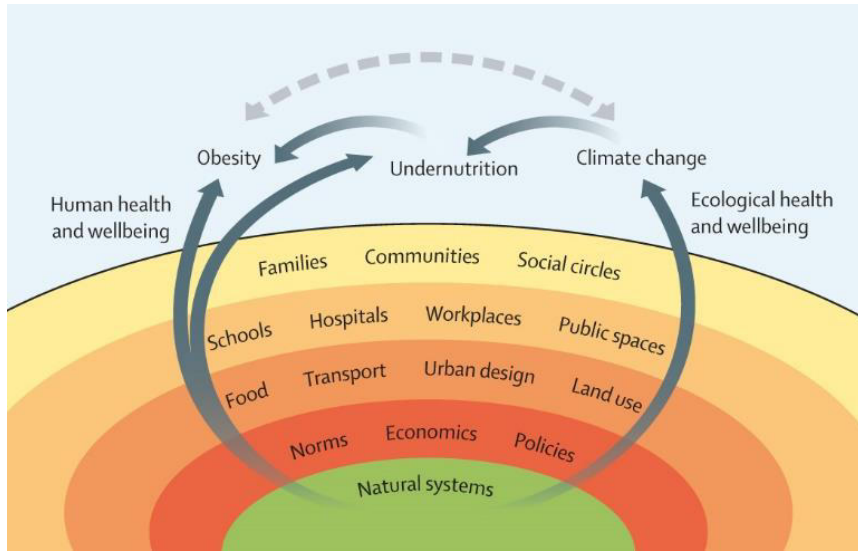
Food-EPI – Benefits

- Getting civil society and experts participating and on the same page
- Supporting bureaucrats in the specifics of policies and actions
- Setting the agenda with politicians
 - Incumbent vs opposition
 - Translation of WHO NCD action plan to national plan
- Process as important as the outcome!!
- Engagement with policymakers & dissemination of results different in different countries – valuable learning process

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Future directions

- Healthy food environments → Sustainable food systems (double & triple duty actions)



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Future directions

- Consideration of the wider food system, the double burden of malnutrition and links with climate change → sustainability indicators (current IDRC project INFORMAS2.0 with Food Sustainability Advisory Team)
- Increase uptake and repetition of Food-EPI
- Measuring impact of the Food-EPI
- Better knowledge exchange: couple monitoring research with substantial investments in communications & advocacy strategies
- Guarantee sustainability: embed Food-EPI within other existing monitoring initiatives; use less burdensome data collection methods

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PEN WP 1.1 Partners

- Maartje Poelman*†, PhD, Chair group Consumption and Healthy lifestyles, Wageningen University, Wageningen, The Netherlands (PEN WP1 Co-Chair)
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Thank You

Strength of European level policies and priority recommendations to create healthy food environments to prevent obesity and diet-related non-communicable diseases



The Healthy Food – Environment Policy Index (EPI): European Union

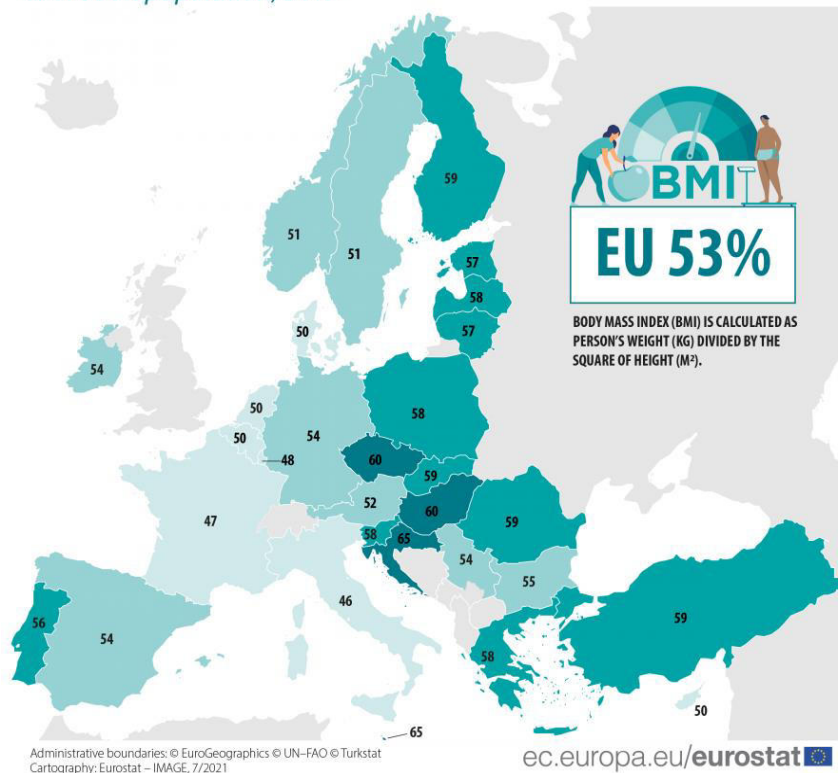
Sanne K Djojoseoparto, Carlijn B M Kamphuis, Stefanie Vandevijvere, Celine Murrin, Isobel Stanley, Piotr Romaniuk, Janas M Harrington, Maartje P Poelman on behalf of the PEN Consortium



2022

Overweight population (BMI ≥ 25)

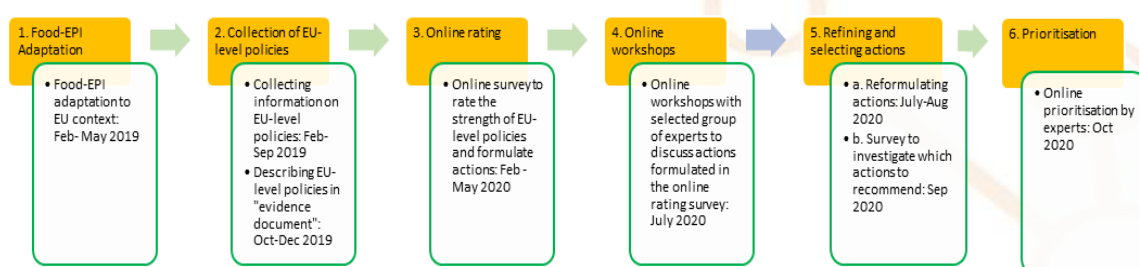
% of adult population, 2019



Aims of our Food-EPI research

1. To provide an overview of EU-level policies with a direct or indirect (potential) influence on food environments;
2. To assess the strength of EU-level policies and infrastructure support and identify implementation gaps, by non-government, independent experts;
3. To identify and prioritise policy and infrastructure support actions to create healthy food environments in the EU taking into account importance, achievability and equity, by non-government, independent experts.

The EU Food-EPI Process



<https://www.jpi-pen.eu/outcome/reports.html>

The EU Food-EPI expert panel

- 62 independent, non-government experts were invited specialized in public health, nutrition, obesity and diet-related chronic diseases, food or health policy.
- **29 experts** fully completed the **online rating survey**.
- **16 experts** participated in the **second online survey** to indicate which actions to recommend to the EU.
- **21 experts** participated in the **online prioritisation survey**.

Results online rating survey

Domain	Indicators	No/very weak policy	Weak policy	Moderate policy	Strong policy	Very strong policy
Food Composition	Food composition targets processed foods					
	Food composition targets out-of-home meals					
Food Labelling	Ingredient lists and nutrient declarations					
	Nutrition and health claims					
	Front-of-pack labelling					
Food Promotion	Menu board labelling					
	Restricting unhealthy food promotion to children (broadcast media)					
	Restricting unhealthy food promotion to children (social media)					
	Restricting unhealthy food promotion to children (non-broadcast media)					
	Restricting unhealthy food promotion where children gather					
Food Prices	Restricting unhealthy food promotion to children on packaging					
	Reducing taxes on healthy foods					
	Increasing taxes on unhealthy foods					
	Food subsidies to favour healthy foods					
Food Provision	Food-related income-support for healthy foods					
	Policies in schools promote healthy food choices					
	Policies in public sector settings promote healthy food choices					
	Healthy Public procurement standards					
Food Retail	Support and training systems (public sector)					
	Support and training systems (private companies)					
	Zoning laws limit unhealthy food outlets					
	Zoning laws encourages healthy food outlets					
Food Trade	Promote relative availability healthy foods in-store					
	Promote relative availability healthy foods service outlets					
Food Trade	Risk impact assessments trade and investment agreements					
	Measures to manage investment and protect regulatory capacity					

Results online rating survey

Domain	Indicators	No/very weak policy	Weak policy	Moderate policy	Strong policy	Very strong policy
Leadership	Strong visible political support					
	Clear Population intake targets					
	Food-based dietary guidelines					
	Comprehensive implementation plan for nutrition					
	Priorities for reducing health inequalities					
Governance	Restricting commercial influence on policy development					
	Use of evidence in food policies					
	Transparency in development of food policies					
	Public access to nutrition information					
Monitoring & Intelligence	Monitoring food environments					
	Monitoring nutrition status and intakes					
	Monitoring overweight and obesity					
	Monitoring NCD risk factors and prevalence					
	Evaluation of programmes & policies					
Funding & Resources	Population nutrition budget					
	Funding obesity and NCDs prevention research					
	Statutory health promotion agency					
Platforms for Interaction	Co-ordination (between local and national government)					
	Platforms between government and food sector					
	Platforms between government and civil society					
	Systems-based approach with local and national organisations					
Health in all policies	Assessing public health impacts of food policies					
	Assessing public health impacts of non-food policies					

Recommended policy and infrastructure support actions

- In total, experts recommend **19 policy actions** to the EU.
- In total, experts recommend **18 infrastructure support actions** to the EU.
- We present the top five policy actions (most important, achievable and potential to reduce socioeconomic inequalities in diet) and the top five infrastructure support actions (most important and achievable).

EU: Top 5 policy actions

Require Member States to implement (1) restrictions or bans on the (online) marketing of foods high in saturated fat, trans fat, salt or added sugars to children and adolescents up to 19 years old in all digital media and (2) bans on marketing on food packages.



Allow Member States to implement a VAT exemption of 0% for all fresh fruit and vegetables.



Set mandatory, ambitious, comprehensive and time-specific food composition targets for all food categories.

Set mandatory, ambitious and comprehensive reformulation targets for processed and ultra-processed foods and meals sold at quick service restaurants.



Adopt a legislated ban on trans fats in processed and ultra-processed foods.

EU: Top 5 infrastructure support actions

Develop a high-level NCDs Prevention Strategy.

Include clear priorities to reduce inequalities or protect vulnerable populations in the multi-annual work programmes/ annual State of the Union.



Harmonise the promotion of healthy diets with other issues of concern such as climate change and environmental protection.



Benchmark food environment policies and support and coordinate the exchange of good practices between Member States.



Recommend and support Member States to set up a monitoring system to assess the status of food environments, and to measure progress on achieving the goals of nutrition and health plans.

Final recommendations

- We recommend the EU to immediately implement all top-5 listed actions, but the other recommended actions by the experts are also important (37 in total).
- Multiple structural, universal, preventive measures both at national and EU level, targeted at the entire population, are needed to stimulate healthy food choices.
- The experts in this study indicated that the EU can and should do more to create healthy food environments.



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Strength of EU-level food environment policies and priority recommendations to create healthy food environments

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Background: Food environments impact on diets, obesity and non-communicable diseases (NCDs). Government policies are essential to create healthy food environments. This study aimed to assess the strength of European Union (EU)-level policies, and identify and prioritize actions for the EU to create healthy food environments. **Methods:** The Healthy Food Environment Policy Index (Food-EPI) was applied. The Food-EPI included 26 policy and 24 infrastructure support indicators. Independent experts ($n=31$) rated the strength of EU-level policies and infrastructure support for each of these indicators (on a 5-point scale, from very weak to very strong) and identified and prioritized actions to improve food environments. **Results:** For 65% of the 26 policy indicators, EU-level policies were rated as weak and for 23% as very weak. For 63% of the 24 infrastructure support indicators, EU-level policies were rated as moderate and for 33% as weak. The experts recommended 18 policy and 19 infrastructure support actions to the EU. The Top 5 prioritized policy actions included three actions in the food

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Thank you for your attention!

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Food environment policy implementation and priorities in 11 European countries

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Imperial College London

Policy symposium on NCD prevention, Brussels, 14 June 2022

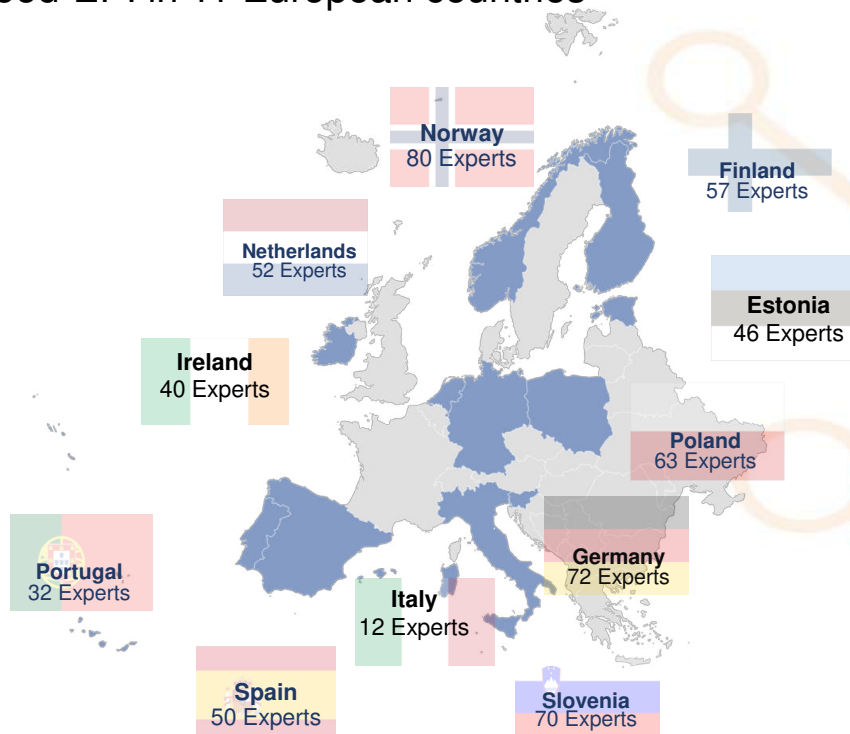


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Food-EPI in 11 European countries



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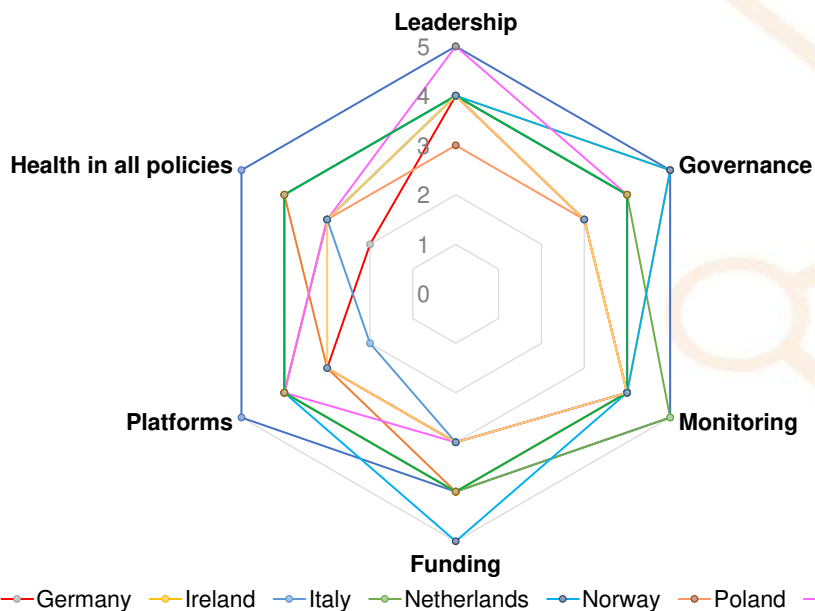
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Level of policy implementation



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Level of infrastructure implementation

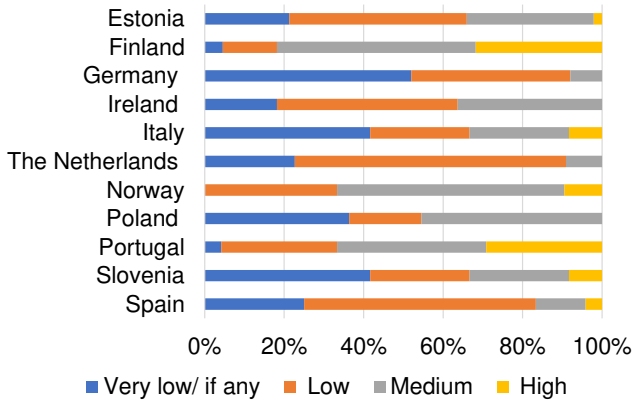




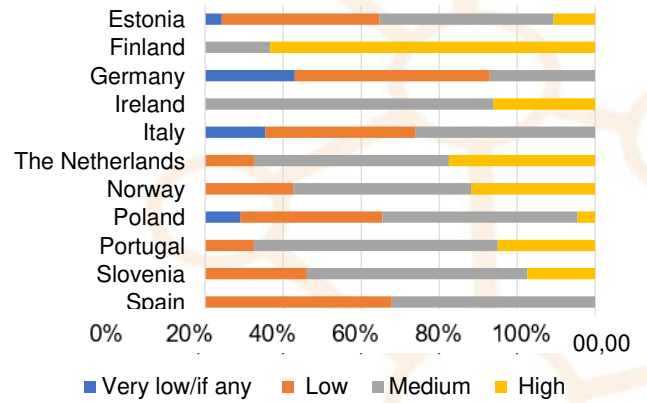
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Strength implementation proportion

Policy



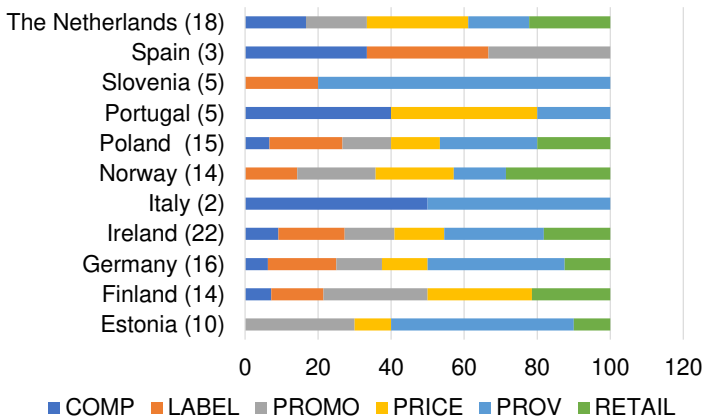
Infrastructure support



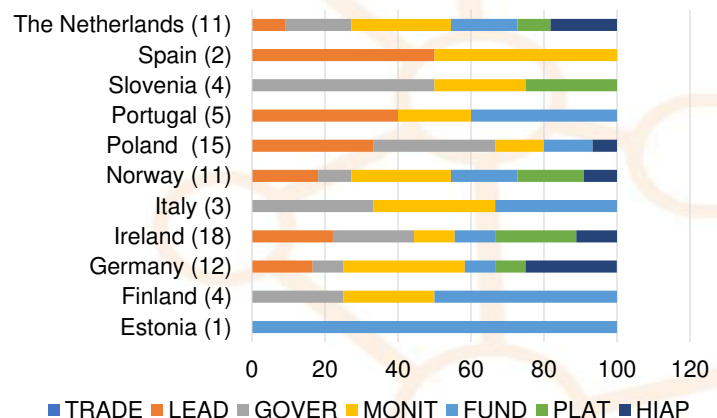
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Actions as a proportion of the total number of actions prioritized in each country

Priority actions for policies



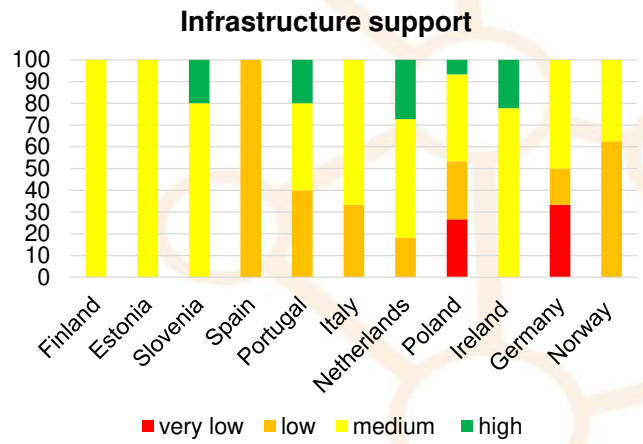
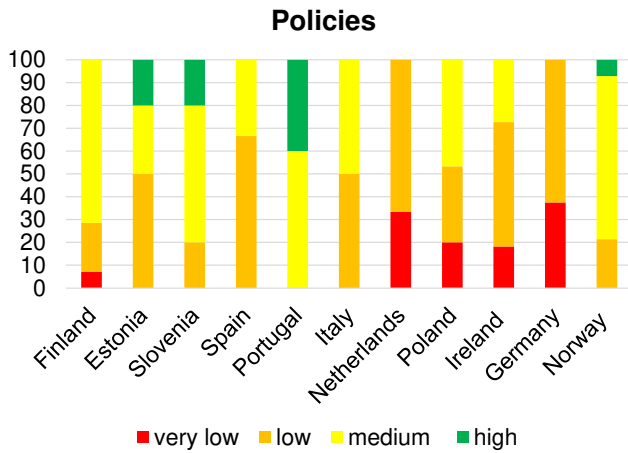
Priority actions for infrastructure support





Science and Technology in childhood Obesity Policy

Proportion of priority actions for policy and infrastructure support indicators rated at different levels of implementation using Food-EPI



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Best practice policy examples in European countries

Policy Domain Examples

Food composition



Finland: Food packaging must be labelled as "high salt" if the salt content of the food is exceeded.
Portugal: an extended commitment to reformulate salt, sugar and trans fat content in food product categories.

Food labelling



Low level of implementation among all countries.

Food marketing



Portugal: restrictions on advertising to children <16 years old of food products and drinks containing high energy value, salt, sugar, saturated fat and trans fat.

Food prices



Portugal: Excise duty on drinks containing added sugar or other sweeteners.

Food provision



Finland: National nutrition guidelines exist for several population groups.
Portugal: limitation of unhealthy products in vending machines.

Food retail









Low level of implementation among all countries.



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Best practice infrastructure examples in European countries

Infrastructure Support Examples

Leadership		Finland: Public authorities shall ensure adequate social and health services for all and promote the health of the population. Portugal: Integrated Strategy for the Promotion of Healthy Eating.
Governance		Finland: Promotion of good governance and legal security in administrative matters and to promote the quality and efficiency of administrative services.
Monitoring		Finland: National food composition data base and surveys.
Funding		Low level of implementation among all countries.
Platforms		Finland: Government program coordinates branches of government and actors and there are advisory boards.
Health in all policies		Finland: All legislation must consider the assessment of the effects of laws on the health and well-being of the population.



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Policy recommendations: PRICES

- Price increase on unhealthy foods and beverages
 - *All countries, except Poland*
- Lower healthy food prices
 - *Germany, the Netherlands, and Poland*
- Tax exemption on fresh fruits and vegetables
 - *All countries*



\$1



\$4



99¢



\$5



Policy recommendations: PROVISION & PROMOTION

Provision

- Nutrition standards in schools & healthy school food provision
 - *Ireland, Germany, Norway, and Poland*

Promotion

- Banning unhealthy food marketing for children
 - *Germany, The Netherlands and Norway*



Poland



Norway



ITALY



SPAIN



FINLAND



Ireland



UK



Policy recommendations: RETAIL

- Regulations to increase the availability of healthy foods
 - *The Netherlands*
- Zoning legislation for 'no fry zones'
 - *Ireland*
- Healthier food stores
 - *Norway*





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Policy recommendations: LABELLING & COMPOSITION

Food labelling

- Front-of-pack labelling - *Poland*

Food composition

- Healthier food products and monitoring - *The Netherlands*



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Infrastructure recommendations: **COMPLIANCE,** MONITORING & HEALTH IN ALL POLICIES

Food industry behaviours that require regulation:

- Marketing unhealthy foods to children
- Promoting large portions
- Unhealthy snacks
- Exploiting schools for commercial gain



Prioritisation of **health-in-all-policies** to improve population health

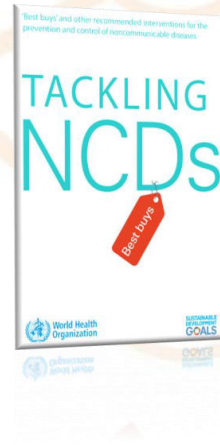
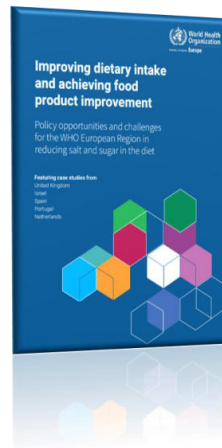
- Coordination across health and non-health sectors



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childhood Obesity Policy

Overview & alignment

- Evidence-based policies to prevent NCDs.
- Monitoring government actions on food environments.
- Importance of improving school food environments.



Strengths & limitations

Strengths

- Upstream perspective
- Adapted to the European context
- Expert consultation captured gaps and identified policy actions



Limitations

- Different workshop approaches due to COVID-19
- Subjectivity of the rating of food policies
 - Relative low inter-rater reliability scores (0.29 Slovenia - 0.67 Germany)
- Separate national expert panels assessment
 - Critical appraisal may have varied



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Next steps

1. Distribution of the recommendations to policy makers
2. Ensuring accountability and maintain forward momentum
3. Follow-up studies



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Thank you

@elisap_ana

Food environment policy implementation and priorities in 11 European countries

Dr Elisa Pineda

Centre for Health Economics and Policy Innovation (CHEPI) &
School of Public Health, Imperial College London

Policy symposium on NCD prevention: Future directions for nutrition and physical activity policies to prevent NCDs
across Europe, Brussels, 14 June 2022



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information it contains.



Science and Technology in
childhood Obesity Policy

Round 1

INFORMAS
Benchmarking food environments

- ***What is needed at national and EU level to overcome the challenges of developing and implementing food policies?***



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Round 2

INFORMAS
Benchmarking food environments

- *How can scientific evidence (e.g. food-epi) and good practices from other countries inform policy development and implementation in Europe?*



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Norwegian Ministry
of Health and Care Services

Collaboration – Partnership for a healthier diet in Norway

Arnhild Haga Rimestad

Brussels, 14 June 2022

Norwegian public health goals

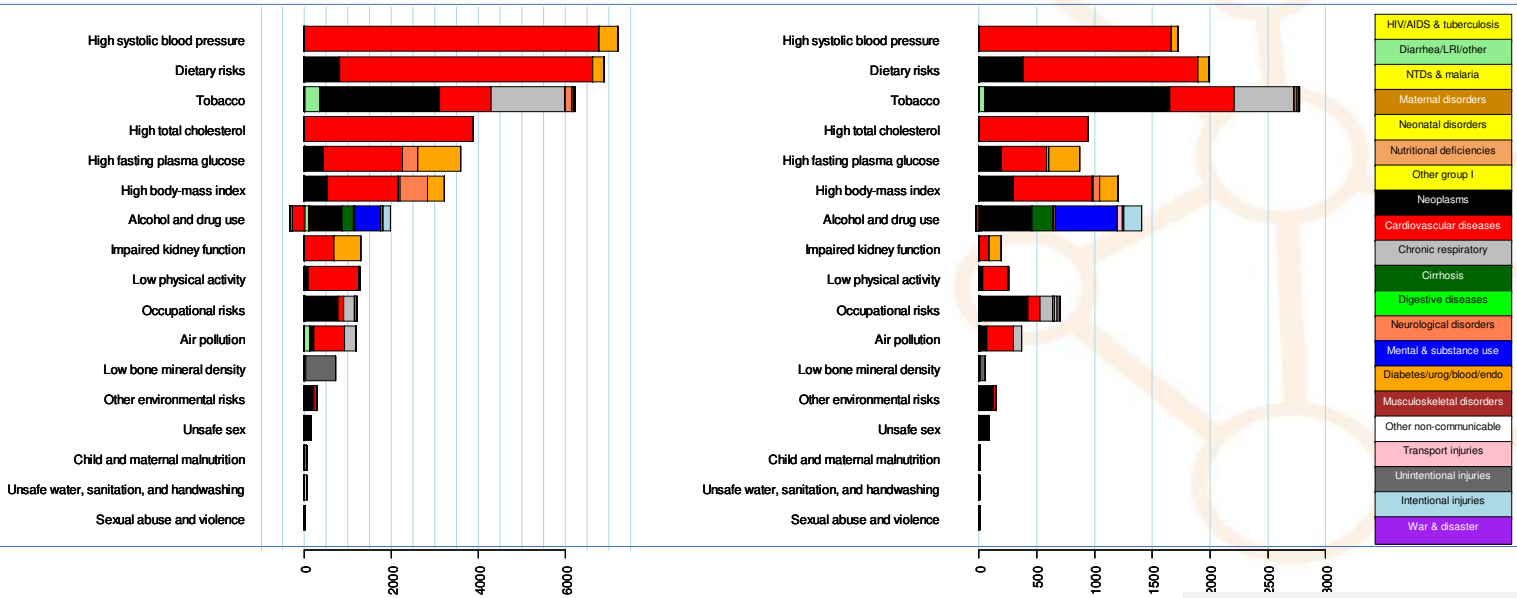
- top three countries in the world with the highest life expectancy
- added years of life with good health and well-being for all
- reduce social inequalities in health
- be a society that promotes health for the entire population



Risk factors Norway (burden of disease)

All ages

Deaths < 70 år



GBD2016 – healthdata.org



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childhood & family Policy

The Norwegian dietary guidelines

12 Recommendations

The primary recommendation:
Enjoy a **varied diet** with **lots** of vegetables, fruit and berries, whole-grain foods and fish, and **limited amounts** of processed meat, red meat, salt and sugar





Norwegian National Action Plan for a Healthier Diet

Quantitative targets 2023

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A 20 % increase in consumption of whole grain products



22 % reduced intake of salt



A 20 % increase in consumption of vegetables and 20 % increase in consumption of fruits and berries



Reduced content of saturated fat in the diet to **12 percentage of energy**



A 20 % increase in consumption of fish



Reduced content of added sugar in the diet to **11 percentage of energy**

Norwegian National Action Plan for a Healthier Diet – an outline

Healthy diet, meal enjoyment and good health for everyone!

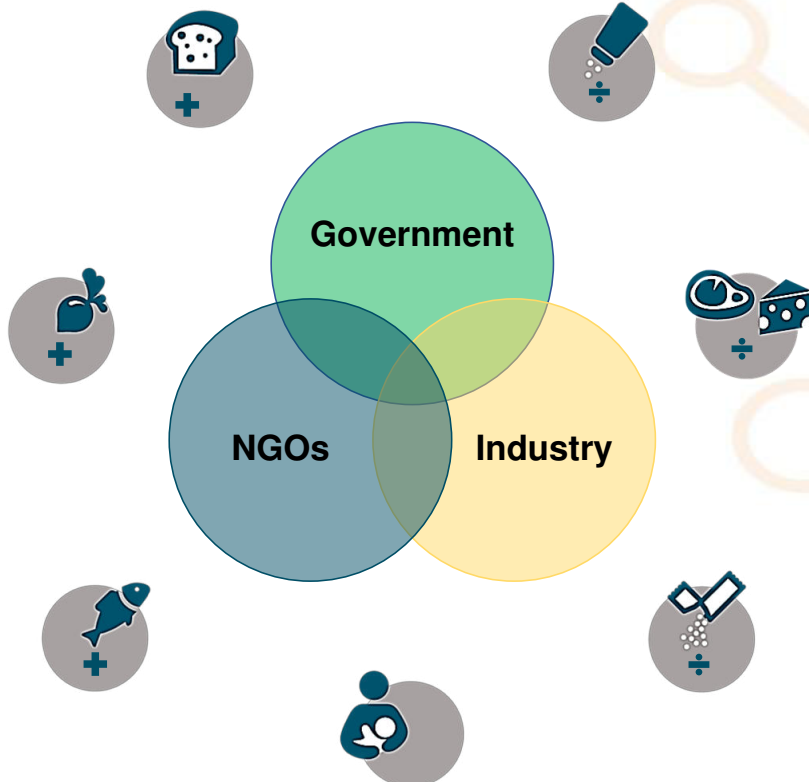


Norwegian Ministries

Collaboration makes it possible



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17 PARTNERSHIPS FOR THE GOALS





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The Health Minister's food industry group

- Initiated in 2014 – the first topic was [the salt action plan](#):
 - Aim: reduce salt intake by 15 % by 2018 and 30 % by 2025
 - Salt partnership was launched in 2015
- December 2016: Signed the letter of intent, the partnership for a healthier diet, between the health authorities and the food industry



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022

Public private partnership

Intensjonsavtale om tilrettelegging for et sunnere kosthold

mellom

**næringsorganisasjoner, mat- og drikkeprodusenter,
dagligvarehandel og serveringsbransjen heretter
omtalt som matbransjen**

og

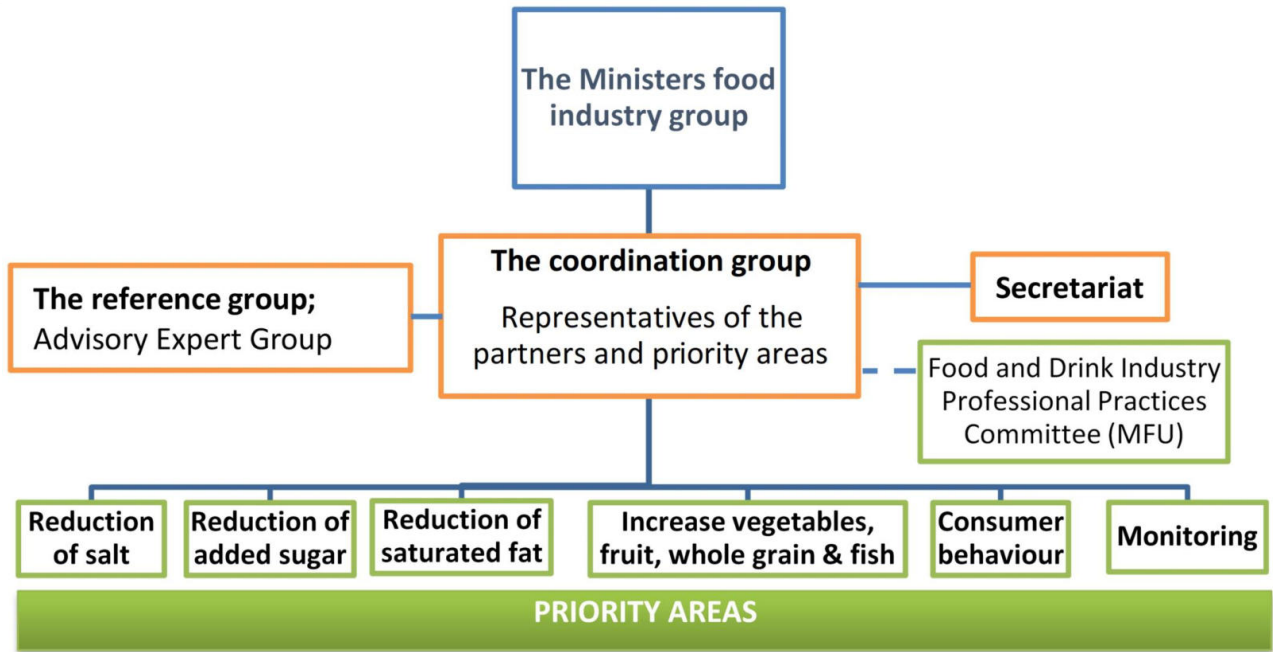
**Helse- og omsorgsdepartementet heretter omtalt som
helsemyndighetene**

1. Formål

- Intensjonsavtalen skal føre til et mer helhetlig, koordinert og målrettet samarbeid mellom matbransjen og helsemyndighetene for å gjøre det enklere for forbrukeren å ta sunnere valg. Målet er å øke andel av befolkningen som har et balansert kosthold i tråd med myndighetenes kostråd. Et langsiktig perspektiv er nødvendig for å oppnå ønskede endringer.
- Samarbeidet gjennom intensjonsavtalen skal bidra til at de nasjonale målene for folkehelsepolitikken nås. Disse er:
 - 1) Norge skal være blant de tre landene i verden som har høyest levealder.
 - 2) Befolkningen skal oppleve flere leveår med god helse og trivsel og reduserte sosiale helseforskjeller.
 - 3) Vi skal skape et samfunn som fremmer helse i hele befolkningen.



Organizational model



Legal considerations

- Legal consideration of the agreement
 - It make sure that every activity is in line with competition law
 - Meeting participants has to sign a written consent that they obey these rules at all times
- All data shared in retrospect
 - If some information is to be shared under confidentiality, it has to be explicitly stated on the information

Vedlegg 1 til Intensjonsavtale om tilrettelegging for et sunnere kosthold mellom matbransjen og helsemyndighetene

Overordnede konkurranserettslige retningslinjer

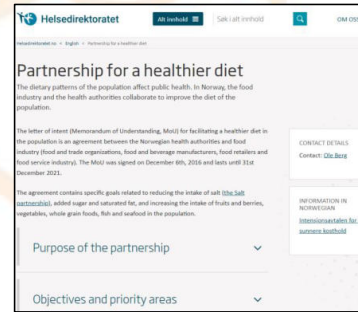
1. Konkursloven forbyr avtaler, beslutninger eller samordnet oppførsel som har til formål eller virkning å hindre, begrense eller vri konkurransen. I tillegg er det forbud mot at dominerende foretak misbruker sin markedsposisjon i konkurransesammenheng.
2. Dette vedleggets formål er å fastsette noen overordnede konkurranserettslige retningslinjer for å bidra til å sikre at intensjonsavtalens parter ikke overtrer konkurransereglene i aktiviteter som springer ut av intensjonsavtalen.
3. Intensjonsavtalens parter består av offentlige myndigheter, næringslivsorganisasjoner og aktører i matvarebransjen, herunder produsenter og handels. Flere av partene til intensjonsavtalen er helt eller delvis aktuelle eller potensielle konkurrenter. Intensjonsavtalen legger ingen begrensning i disse partenes rett og plikt til oppføre som selvstendige markedsaktører, og det er en grunnleggende forutsetning at intensjonsavtalens parter skal oppføre i samsvar med konkurransereglene ved enhver aktivitet som springer ut av intensjonsavtalen.
4. Den enkelte part er selv ansvarlig for å sikre at vedkommende part ikke overtrer konkurransereglene.
5. Partene i intensjonsavtalen skal ikke i noen aktivitet som springer ut av intensjonsavtalen utveksle konfidensiell og konkurransesensitiv informasjon i strid med konkurranseloven. Slik informasjon omfatter blant annet pris-, kostnads- eller markedsinformasjon av enhver art, herunder faktiske eller planlagte priser, rabatter, handelsvilkår, kunder og kundetilværelse, markedsandeler, produksjonsvolumer, produksjonskapasitet eller fremtidig markedsstrategi. Informasjon av denne typen skal aldri diskuteres, rapporteres til, videreføres eller på annen måte deles med konkurrenter.
6. Hva som for øvrig kan være konkurransesensitiv informasjon og etter omstendighetene ulovlig å utveksle, krever en konkret vurdering basert på en rekke forskjellige momenter. Dette må den enkelte part selv vurdere til ut fra eget ståsted, herunder hvilke(t) marked(er) foretaket opererer i.
7. I den utstrekning gjennomføring av intensjonsavtalen nødvendiggjør rapportering av konkurransesensitiv informasjon til helsemyndigheter eller usunnlegge tredjepart, skal den som rapporterer slik informasjon tydelig merke informasjonen som konkurransesensitiv.
8. Ved møter i medhold av intensjonsavtalen skal det utarbeides agenda som skal sirkuleres i forkant. Gjennomføring av møter skal skje i henhold til agendaen, og det skal skrives referat.



Some important aspects in public private partnerships - how to reduce conflict of interest

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- Government led
- **Transparency** in all aspects of the partnership:
 - The agreement and all involved partners
 - The agenda and notes from meetings
 - List of members and mandate of coordination group
 - The common goals of the agreement
 - Monitoring and level of achievements
 - The evaluation reports



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022



Status of the partnership by 31.12.2021. >100 companies have signed – including some multi-nationals

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Reduction of salt (The Salt Partnership)

- *Leadership:* The Norwegian Directorate of Health
- 91 partners
- *Work form:* Work groups



Reduction of added sugar

- *Leadership:* FoodDrinkNorway
- *50 affiliated companies*
- *Work form:* Workshops every half year



Increased intake of seafood, fruit, veg. and whole grain

- *Leadership:* Three trade organisations
- 76 affiliated companies
- *Work form:* Workshops every half year



Reduction of saturated fat

- *Leadership:* FoodDrinkNorway
- *52 affiliated companies*
- *Work form:* Workshops every half year



We perform an external evaluation of the partnership

The evaluation covers the whole period (2016-2021)

To ensure objectivity the evaluation is performed by an external third party company

The evaluation consists of:
Annual reports
Midway evaluation
Final report



Monitoring

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childhood Obesity Policy

• Food Supply Statistics - annual data

(Report on status and trends in the Norwegian diet)

- National dietary surveys – different age groups
- WHO Europe HBSC study - Health Behaviour in School-aged Children (11/13/15/16 years old)
- «Norske Spisefakta» – every second year
- Consumer interview surveys (Norstat) – annual data
- NielsenIQ – data on The Keyhole



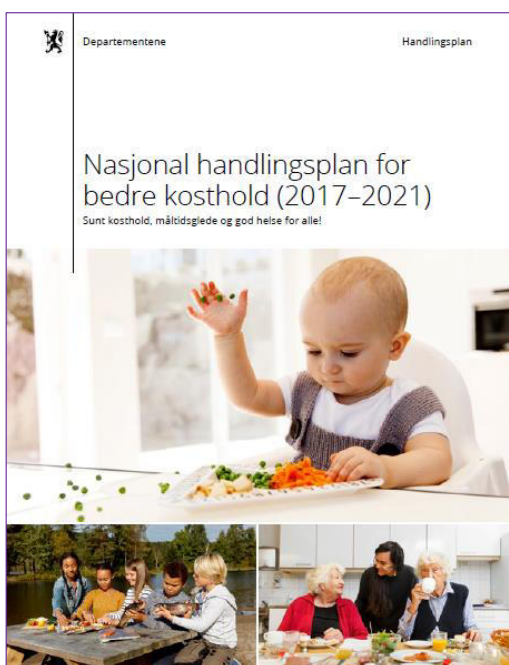


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Conclusion



- The partnership for a healthier diet continues until the end of 2025
- The partnership should contribute to achieve the Norwegian public health goals
- The partnership has quantitative targets for reducing the intake of salt, added sugar and saturated fat, increasing the intake of vegetables, fruits and berries, whole grain and seafood
- There is a new target to increase the sales of foods labelled with The Keyhole



**THANK
YOU !**



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Round 3

INFORMAS
Benchmarking food environments

- *How can **scientific evidence** (e.g., food-epi) and **good practices** from other countries inform policy development and implementation in Europe?*
- *What is **the role of the EU** in supporting this process? (e.g. is this a practical tool)?*



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GOBIERNO
DE ESPAÑA

MINISTERIO
DE CONSUMO



agencia
española de
seguridad
alimentaria y
nutrición

Public policies for sustainable healthy diets in Spain

Future directions for nutrition and physical activity policies to prevent NCDs across Europe

Almdena Rollán
Advisor NAOS Strategy
Spanish Agency for Food Safety and Nutrition
Ministry of Consumer Affairs

Spanish Strategy for Nutrición, Physical Activity and Obesity Prevention

Reverse the trend in obesity prevalence, **reduce** the high morbidity and mortality rates attributable to non-communicable diseases **by promoting healthy eating and physical activity.**

2005

Launch of the Strategy

2011

Consolidated and strengthened by Law 17/2011 of Food Safety and Nutrition

2013

Creation of Observatory for Nutrition and obesity surveillance

Developing of measures and interventions for a healthy food environment

- **In several social sectors:** education, industry, family, work, community...

Special focus on children and socio-economic and gender inequalities behind the problem of overweight

- **Based on science:** studies carried out by Observatory for Nutrition and obesity surveillance
 - Evolution of obesity, especially in children (ALADINO-COSI)
 - Food composition
 - Food consumption and nutritional status of Spanish population

- **In line with policies of international bodies:**

World Health Organization, European Union, Organization for Economic Cooperation and Development, United Nations' Sustainable Development Goals

ENVIROMENTAL IMPACT

FOOD

HEALTH

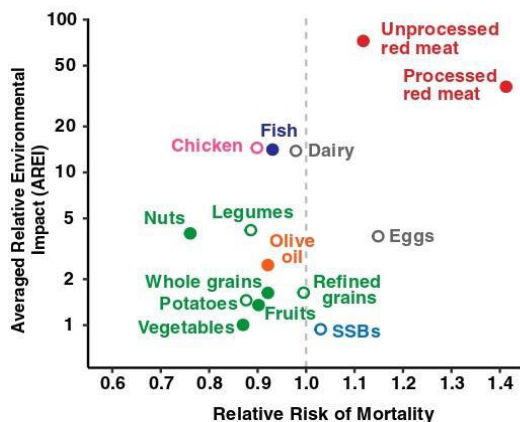
Unhealthy diets are the biggest cause of disease globally

Food production is a major cause of global environmental change

Environmental degradation, and **unsustainable patterns** of food production and consumption endeavor healthy diets

One third of produced food is lost in production or supply chain or wasted by consumers and retailers.

Current food systems are not equitable: Social and economic inequalities



Plant-based foods cause lower environmental impacts

The same dietary changes that could help to reduce the risk of diet-related non-communicable diseases would also reduce environmental impact

Food systems are the most powerful lever for improving human health and the Earth's environmental sustainability.

Our policies must achieve healthy and sustainable food systems by:

- ✓ Facilitating the transition to healthy diets with minimal environmental impact
- ✓ Ensuring sustainable food production
- ✓ Reducing food loss and waste

Sustainable healthy diets are dietary patterns that:

- ✓ Promote all dimensions of people's health and well-being
- ✓ Have low environmental pressure and impact;
- ✓ Are accessible, affordable, safe and equitable, and
- ✓ Are culturally acceptable

Spanish policies for promoting healthy and sustainable diets

Need to bring together food, health and sustainable development

To achieve social change at the global level:

- ✓ No single measure or actor can achieve this change.
 - ✓ Scientific evidence is essential.
- ✓ Various policies are needed (regulatory, soft law, codes of conduct...)



NAOS Strategy : promote healthy, equitable and environmentally-friendly food

SCHOOL MEALS

PRICING POLICIES

FRONT OF PACK LABELS



FOOD REFORMULATION

FOOD MARKETING INTENDED TO CHILDREN



FOOD REFORMULATION

ROADMAP FOR SPANISH FOOD IMPROVEMENT PARTNERSHIP PLAN



Start data

Studies of food composition
Out of home

182 sector agreements

> 75 technical meetings

Signing of agreements and publication in official Journal

Implementation

Follow-up and evaluation

Mid-term evaluation

Final evaluation



EU Action Plan on Childhood Obesity 2014-2020
24 February 2014 (updated 12 March and 28 July 2014)

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PLAN de colaboración para la mejora de la composición de los alimentos y bebidas y otras medidas 2020



182 agreements to improve composition of different groups of foods and beverages and out of home food supply

Nearly **300 companies**, in 5 food sectors:

- Manufactures
- Retailers
- Social catering
- Restaurants and bars
- Vending

With **AESAN Leadership and involvement of all type of company (SMEs)**



INFORME PRELIMINAR

EVALUACIÓN FINAL DEL CUMPLIMIENTO DE LOS ACUERDOS DEL

PLAN DE COLABORACIÓN PARA LA MEJORA DE LA COMPOSICIÓN DE LOS ALIMENTOS Y BEBIDAS Y OTRAS MEDIDAS 2020



FINAL EVALUATION

MANUFACTURES AND RETAILERS 3.121 products (labelling) and 1184 analysis of 174 companies

SOCIAL CATERING

41 companies and 7348 establishments (schools, factories, hospitals, ...)

RESTAURANTS AND BARS

24 companies and 4198 establishments

VENDING

53 companies



REGULATORY MEASURES

Limit of salt content in common bread established by Royal Decree 308/2019

Real Decreto 308/2019, de 26 de abril, por el que se aprueba la norma de calidad para el pan.

Ministerio de la Presidencia, Relaciones con las Cortes e Igualdad
«BOE» núm. 113, de 11 de mayo de 2019
Referencia: BOE-A-2019-6994

1.66 grams of salt per 100 grams of bread (16.6 g of salt per kilogram of bread or the corresponding 0.66 g of sodium per 100 g of bread), analysed by determination of total sodium.

Mandatory from 1 April 2022



REGULATION (UE) Nº 1169/2011 ON FOOD INFORMATION TO CONSUMERS

Mandatory nutritional information.

FOPL

Voluntary additional forms of expression and presentation.

Taxonomías recogidas en la bibliografía				Ejemplos de sistemas de etiquetado en la parte frontal		Creador	Estado miembro de la UE
Etiquetas para nutrientes específicos	Númericas	No directas	Reductivas (no interpretativas)	Etiqueta de ingestas de referencia		Privado	En toda la UE
	Con códigos de colores	Semidirectas	Valorativas (interpretativas)	Nutr-Info Battery (pilas de información nutricional)		Público	IT
				Etiqueta para la parte frontal de los envases del Reino Unido		Público	UK
			Otras etiquetas de tipo «semáforo»		Privado (minoristas)	PT, ES	
Etiquetas sintéticas	Logotipos positivos (aprobación)	Directas	Valorativas (interpretativas)	Cerradura		Público	SE, DK, LT
				Logotipos de corazón/salud		ONG	FI, SI
						Público	HR
	Indicadores graduados			Healthy Choice (elección saludable)		Privado	CZ, PL Retirado en NL
			Nutri-Score		Público	FR, BE ES, DE, NL, LU	

PROMOTE SUSTAINABLE FOOD CONSUMPTION, FACILITATING THE SHIFT TOWARDS HEALTHY, SUSTAINABLE DIETS

Proposal for a harmonised **mandatory front-of-pack nutrition labelling** to enable consumers to make health conscious food choices

Q4 2022



The competent authorities of **Belgium, France, Germany, Luxembourg, the Netherlands, Spain and Switzerland** have established a transnational coordination mechanism to facilitate the use of Nutri-Score front-of-pack nutrition labelling.

This co-operation is carried out through a steering committee and a scientific committee.



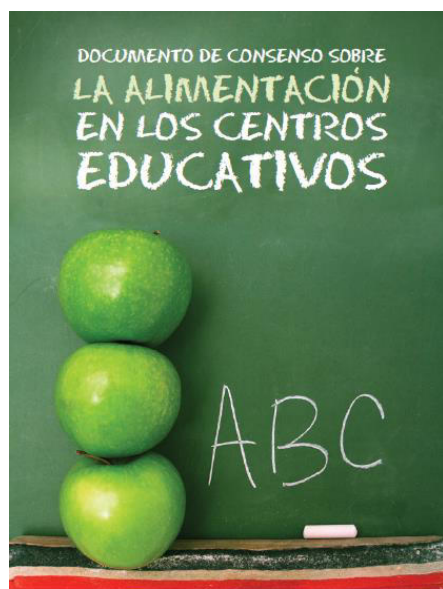
Activity report of the transnational governance of Nutri-Score

7 March 2022

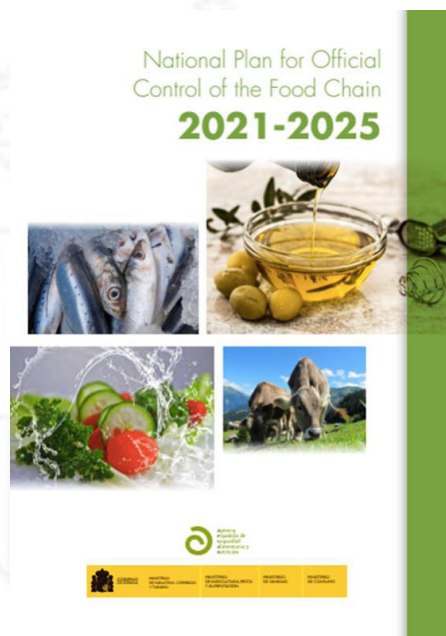


Update of the Nutri-Score algorithm
Yearly report from the Scientific Committee of the Nutri-Score
2021

The 2021 yearly report of the Scientific Committee of the Nutri-Score was voted on January 24, 2022 and approved unanimously by the members of the SC.



2010



2020



2022

Consensus guidelines

- Schools are key environments for promoting healthy habits also in relation to dietary and nutrition.
- Recommendations addressed to the authorities and institutions responsible of school canteens to provided balanced diets.

National Plan for Official Control of the Food Chain 2021-2025

- To improve monitoring and control of nutritional quality of food and beverages offered in schools.
- Avoid disparities in official controls.



SECRETARÍA GENERAL DE CONSUMO Y JUICIO

CONSULTA PÚBLICA PREVIA

REAL DECRETO POR EL QUE SE ESTABLECEN NORMAS DE DESARROLLO DE LOS ARTICULOS 40 Y 41 DE LA LEY 17/2011, DE 5 DE JULIO, DE SEGURIDAD ALIMENTARIA Y NUTRICIÓN, PARA EL FOMENTO DE UNA ALIMENTACIÓN SALUDABLE Y SOSTENIBLE EN CENTROS EDUCATIVOS.

De conformidad con lo previsto en el artículo 133 de la Ley 39/2015, de 1 de octubre, del Procedimiento Administrativo Común de las Administraciones Públicas, en relación con el artículo 26 de la Ley 50/1997, de 27 de noviembre, del Gobierno, con el objetivo de mejorar la participación de los ciudadanos en el procedimiento de elaboración de normas, con carácter previo a la elaboración del real decreto se sustanciará una consulta pública, a través del portal web de la Administración competente, en la que se recabará la opinión de los sujetos y de las organizaciones más representativas potencialmente afectadas por la futura norma acerca de:

- Los problemas que se pretenden solucionar con la iniciativa.
- La necesidad y oportunidad de su aprobación.
- Los objetivos de la norma.

d) Las posibles soluciones alternativas regulatorias y no regulatorias.

Los ciudadanos, organizaciones y asociaciones que así lo consideren, pueden hacer llegar sus opiniones sobre los aspectos planteados en este cuestionario, hasta las 24.00 horas del día 12 de mayo a través del siguiente botón de correo electrónico: consultapublica@consumo.gob.es

En cumplimiento de lo anterior y de acuerdo con lo dispuesto en la Orden PRE/1590/2016, de 3 de octubre, por la que se publica el Acuerdo de Consejo de Ministros de 30 de septiembre de 2016, por el que se dictan instrucciones para habilitar la participación pública en el proceso de elaboración normativa a través de los portales web de los departamentos ministeriales, a continuación, se ofrece información sobre los siguientes aspectos:

- Antecedentes de la norma.

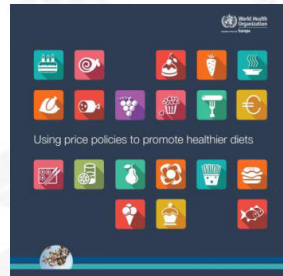
El artículo 43 de la Constitución Española de 1978 encomienda a los poderes públicos organizar y tutelar la salud pública a través de medidas preventivas y de las prestaciones y servicios necesarios.

La Ley 14/1986, de 25 de abril, General de Sanidad, dispone en su artículo 6 que las actuaciones de las administraciones públicas sanitarias tienen que estar orientadas a la promoción de la salud y en su artículo 18 determina la necesidad de adoptar acciones orientadas a la prevención de los riesgos para la salud derivados de los productos alimenticios, incluyendo la mejora de sus cualidades nutritivas.

Más concretamente, la Ley 17/2011, de 5 de julio, de Seguridad Alimentaria y Nutrición, establece el marco normativo básico en el ámbito de la nutrición, dedicando su capítulo VII al desarrollo de medidas orientadas al fomento de la alimentación saludable, la actividad física y la prevención de la obesidad. Dicho capítulo contempla en su artículo 40, un conjunto relevante de medidas especiales dirigidas al ámbito escolar.

Asimismo, el artículo 41 de la Ley 17/2011, de 5 de julio, prevé que, cuando las Administraciones públicas liciten las concesiones de sus servicios de restauración, tienen que introducir en el pliego de prescripciones técnicas requisitos para que la alimentación que se sirve sea variada, equilibrada y adaptada a los

Launch **public consultation** on a Royal decree to establish minimum criteria of nutritional quality and sustainability that guide public procurement and supply of food and beverages in schools



Potential of Tax policies to promote healthier diets

- ✓ Robust evidence that taxes on **sugar-sweetened beverages** can lead to intake reductions.
- ✓ Strong evidence subsidies for **fresh fruit and vegetables** to increase consumption.
- ✓ Poor evidence for taxes on **foods with a low nutritional profile**.

STATE

- **Law 11/2020, of 30 December 2020, on the General State Budget for the year 2021**
- Soft drinks, juices and fizzy drinks with added sugars or sweeteners.
- VAT 21%.

CATALONIA AUTONOMOUS REGION

- **Law 5/2017 of 28 March 2017 on fiscal, administrative and financial measures for the public sector**
- Sugar-sweetened beverages.
- EUR 0,10 per litre for beverages with a sugar content of between 5 and 8 g /100 ml.
- EUR 0,15 per litre for beverages with a sugar content exceeding 8 g / 100 ml.

Royo-Bordada et al. | 2022 | 19:24
Int J Behav Nutr Phys Act |
https://doi.org/10.1186/s12966-022-01228-8

International Journal of Behavioral Nutrition and Physical Activity

RESEARCH

Open Access

Effect of excise tax on sugar-sweetened beverages in Catalonia, Spain, three and a half years after its introduction

Miguel Ángel Royo-Bordada^{1*}, Carlos Fernández-Escobar¹, Carlos José Gil-Bellota² and Elena Ordaz²

Abstract

Background: The World Health Organisation urges countries to levy specific excise taxes on SSBs. Currently, more than 50 countries have introduced some type of tax on SSBs. In March 2017, the Autonomous Region of Catalonia approved the introduction of a tiered excise tax on SSBs for public health reasons. To evaluate the effect of the Catalan excise tax on the price and purchase of sugar-sweetened beverages (SSBs) and their possible substitutes, i.e., non-sugar-sweetened beverages (NSSBs) and bottled water, three and half years after its introduction, and 1 year after the outbreak of the COVID-19 pandemic.

Methods: We analysed purchase data on soft drinks, fruit drinks and water, sourced from the Ministry of Agriculture food-consumption panel, in a random sample of 12,500 households across Spain. We applied the synthetic control method to infer the causal impact of the intervention, based on a Bayesian structural time-series model which predicts the counterfactual response that would have occurred in Catalonia, had no intervention taken place.

Results: As compared to the predicted (counterfactual) response, per capita purchases of SSBs fell by 0.17 l three and a half years after implementing the SSB tax in Catalonia, a 16.7% decline (95% CI: -23.18, -8.74). The mean SSB price rose by 0.11 €/L, an 11% increase (95% CI: 9.0, 14.1). Although there were no changes in mean NSSB prices, NSSB consumption rose by 0.19 l per capita, a 21.7% increase (95% CI: 18.25, 25.54). There were no variations in the price or consumption of bottled water. The effects were progressively greater over time, with SSB purchases decreasing by 10.4% at 1 year, 12.3% at 2 years, 15.3% at 3 years, and 16.7% at three and a half years of the tax's introduction.

Conclusions: The Catalan SSB excise tax had a sustained and progressive impact over time, with a fall in consumption of as much as 16.7% three and half years after its introduction. The observed NSSB substitution effect should be borne in mind when considering the application of this type of tax to the rest of Spain.

Keywords: Taxes, Sugar-sweetened beverages, Obesity prevention, Fiscal policy, Spain, Catalonia

Introduction

A quarter of all Spanish adults lives with general obesity and a third with abdominal obesity [1]. This health problem is also very common among the child and adolescent populations, with figures of around 10% for general

obesity and 20% for abdominal obesity [2, 3]. It is especially worrying that over 100,000 primary school children, 2.5% of the population aged 6 to 9 years, may live with severe obesity in Spain, one of the countries most affected by this problem in Europe [4]. Persons with obesity have a lower life expectancy, which may be shortened by up to 10 years in cases of severe obesity, due to its contribution to the development of major non-communicable chronic diseases, such as cardiovascular disease and cancer [5].

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2020 Ministry of Agriculture food-consumption panel

16.7% consumption decrease 3,5 years after introducing the tax (NSSBs increase by 21.7%)

11% Price increase of taxed beverages, without any change in the price of untaxed beverage

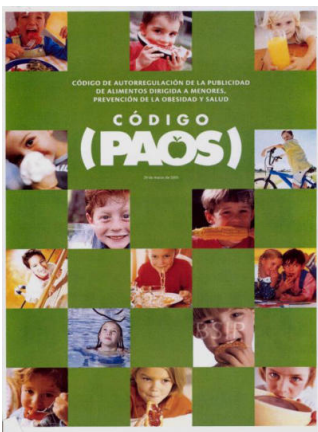
The effect of the tax became progressively greater across this period

PAOS CO-REGULATION CODE

2005: agreement between ASEAN, the Spanish Food and Drink Industry Federation (FIAB), and the Advertising Self-regulatory Association of Spain (Autocontrol)

Completed in 2009, with a collaboration agreement with the principal television operators.

Ethical rules for the design and broadcast of advertisements intended children



2005

SCOPE:

- ✓ advertising for food products directed at children under the age of 12 in television, radio, press, and outdoor advertising,
- ✓ directed at children under 15 in the case of online advertising.

Monitoring Committee chaired by AESAN + Ministry of Agriculture, Secretariat for Telecommunications, Council of Consumers and Users, Spanish Association of Advertisers, FIAB, Autocontrol, and food retailers, hospitality, and restaurant industries.



2012

None of the versions limit advertising of certain products that fail to meet specific “nutrient profiles”

DIRECTIVA (UE) 2018/1808 DEL PARLAMENTO EUROPEO Y DEL CONSEJO

de 14 de noviembre de 2018

por la que se modifica la Directiva 2010/13/UE sobre la coordinación de determinadas disposiciones legales, reglamentarias y administrativas de los Estados miembros relativas a la prestación de servicios de comunicación audiovisual (Directiva de servicios de comunicación audiovisual), habida cuenta de la evolución de las realidades del mercado



Encourages Member States to **enhance the protection of minors against advertising** for “foods and beverages containing nutrients and substances with a nutritional or physiological effect, in particular fat, trans-fatty acids, salt or sodium and sugars, of which excessive intakes in the overall diet are not recommended.”

“In all actions concerning children, whether undertaken by public or private social welfare institutions, courts of law, administrative authorities or legislative bodies, **the best interests of the child shall be a primary consideration.**”



MINISTERIO DE CONSUMO

SECRETARÍA GENERAL DE CONSUMO Y JUEGO

CONSULTA PÚBLICA PREVIA
REAL DECRETO SOBRE PUBLICIDAD DE ALIMENTOS Y BEBIDAS DIRIGIDA AL PÚBLICO INFANTIL

DRAFT OF THE ROYAL DECREE ON REGULATION OF FOOD AND BEVERAGE ADVERTISING DIRECTED AT CHILDREN

I

Child protection by the public authorities has an enhanced status in the Spanish Constitution. Article 20.4 considers this protection as a limit on the constitutional freedoms of expression, information, and communication—freedoms which are, in themselves, the constitutional basis for the laws on advertising. In keeping with this, article 5.4 of Organic Law 1/1996 of 15 January on the Legal Protection of Minors (Organic Law on the Legal Protection of Minors), provides that “In order to ensure that publicity and messages addressed to minors or broadcast in media programming for them is not morally or physically harmful, it may be regulated by special rules.”

Likewise, the right to health protection provided for in article 43.1 of the Spanish Constitution becomes more intense when it affects vulnerable individuals or groups, such as children and adolescents. The public authorities are obliged to implement active health protection policies, among which are included those intended to reduce childhood overweight and obesity, acting upon all of the elements and factors—including advertising—which make up the obesogenic environment.

November 2021

March 2022



Ban the broadcasting of commercial communications directed at children based on **WHO European Region nutrient profiles** (it considers HFSS foods and beverages those belonging to one of the categories and within the limits established by WHO).

Develops provisions for promoting **co-regulation mechanisms** to facilitate compliance with the obligations set out and to prevent that food and beverage advertising in general can have an undesirable impact on minors (under 16).

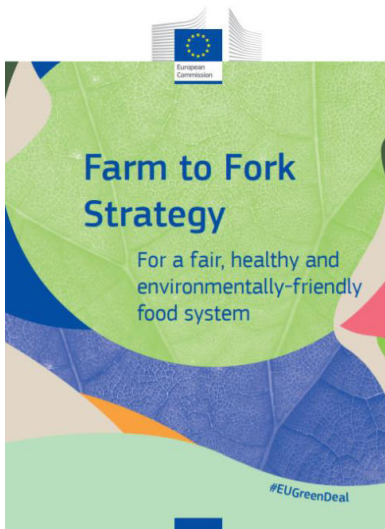
Scope: children's and general television channels; cinemas, print media, websites, apps, social networks, and video-sharing services.



In addition establish a **set of principles:**

- ✓ Principle of identification of commercial communications
- ✓ Principle of truthfulness
- ✓ Principle of promoting healthy eating habits and lifestyles
- ✓ Principle of social responsibility

Hearing and consultation with stakeholders





THANK YOU;

**Spanish Food Safety and Nutrition
Agency**

(AESAN)