

# Transforming food systems for health in Europe: relevance and importance for WHO's work

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# Transforming food systems will contribute to the goals relating to **\*all\*** forms of malnutrition and preventing diet-related NCDs

- A **25%** relative reduction in risk of premature mortality from CVD, cancer, diabetes or chronic respiratory diseases by **2025**
- A **0%** increase in diabetes and obesity by **2025**
- A **30%** reduction in sodium/salt intake by **2025**
- **No increase** in childhood overweight by **2025**
- By **2030** end all forms of malnutrition

Through:

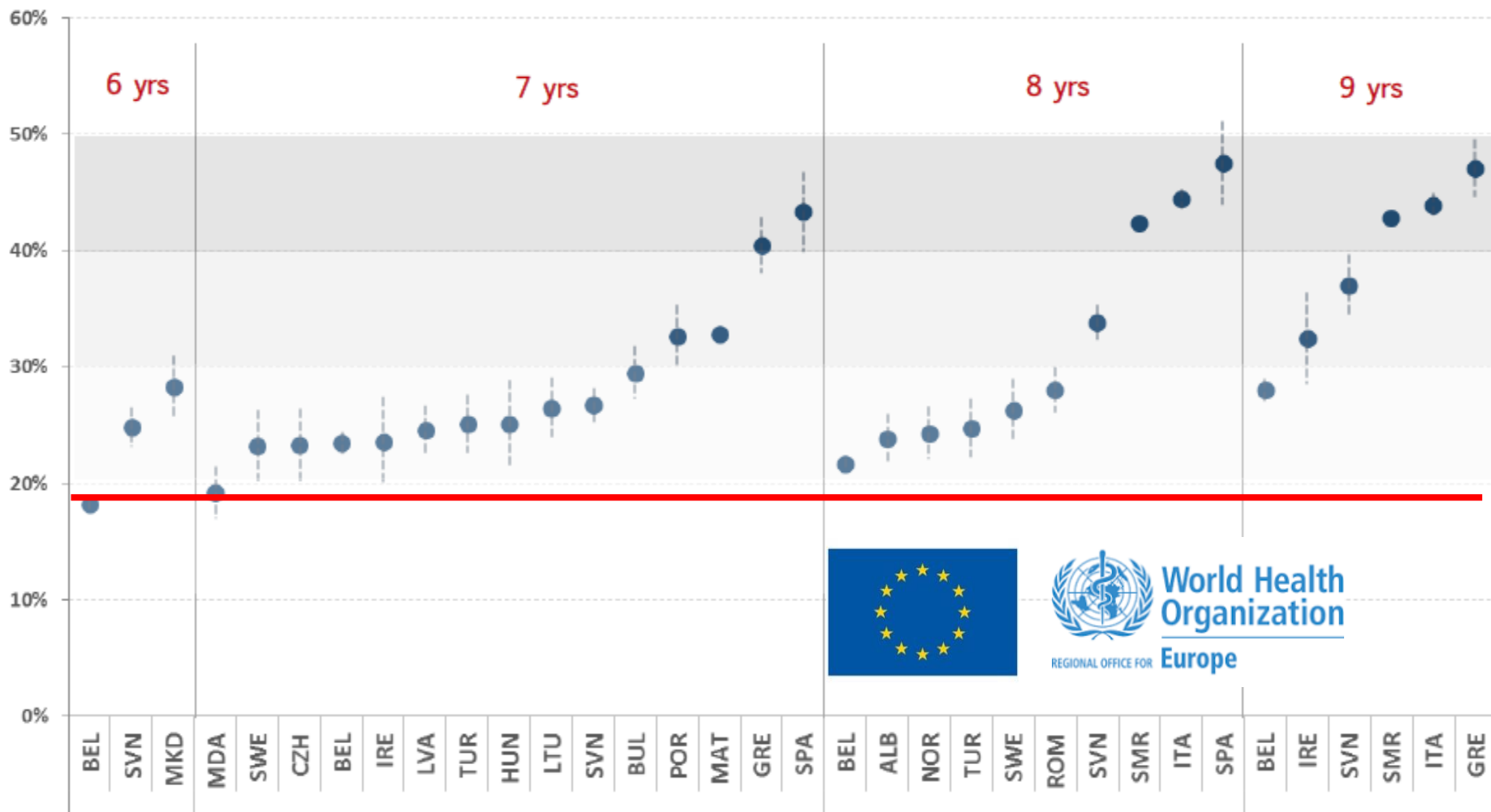
Whole-of-government and whole-of-society approaches

Tackling inequities and the social determinants of health



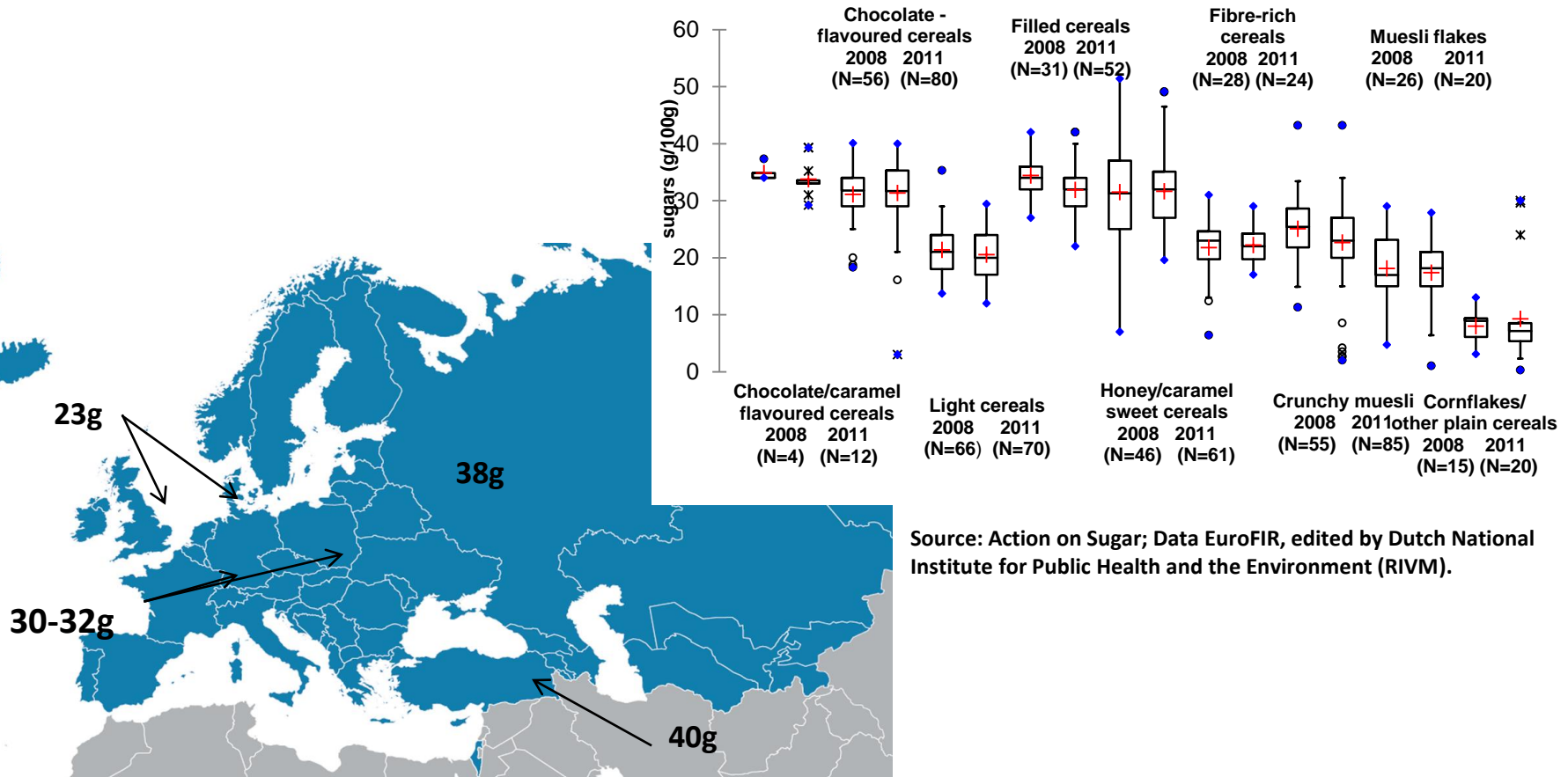
# Currently a concerning backdrop

*Overweight prevalence among boys by age group and country\**



\* All data from 2012-13 round but those of Sweden (2007-8) and Hungary (2010-2011). Data from Greece and Lithuania are preliminary

# Driven by unhealthy food environments: example of sugar content of common foods



Source: Action on Sugar; Data EuroFIR, edited by Dutch National Institute for Public Health and the Environment (RIVM).



# Nutritional quality of food supply and food environments

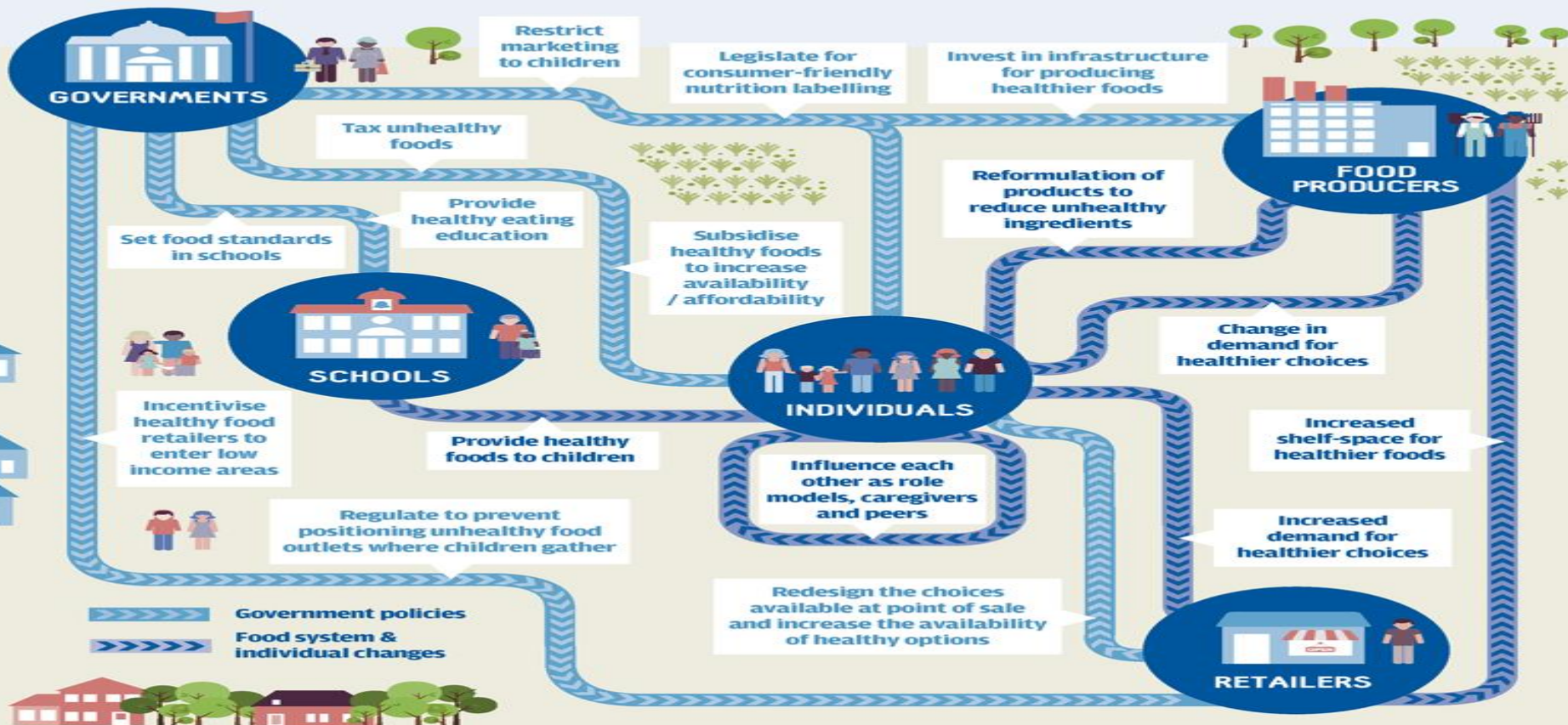


Priority policy options	Objective
<b>Strong controls on marketing, incl. but not limited to TV advertising</b>	Reduce exposure of children to marketing of HFSS foods
<b>Fiscal measures and price policies</b>	Explore policies that affect the price of foods for consumers at point of purchase & create incentives to improve nutritional quality of food supply
<b>Consumer-friendly front of pack labelling</b>	Identify foods for which consumption should be limited or promoted through interpretative labelling; encourage product reformulation
<b>Reformulation, calorie reduction, smaller portions</b>	Stimulate reformulation of food products to improve nutritional composition; regulate the use of specific harmful ingredients (e.g. iTFAs); incentivize smaller portion sizes to prevent over-consumption
<b>Healthier food retail environment, incl. in schools</b>	Improve availability & affordability of healthier food products, through strategic purchasing/procurement, in-store product location and promotion. Introduce school food policies, including food-based standards & restrictions on vending machines.

# Implementation requires action by many sectors....

## 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.



# Applying a multi-sector lense

- Understanding which sectors influence diets and levels of physical activity
- Understanding what is amenable to change and what different sectors can do
- Identifying policy options available
- Exploring the feasibility and effectiveness of different options





“Strengthen coordinated action at different administrative levels and across government departments to ensure coherence among all policies that influence food systems and the food supply”



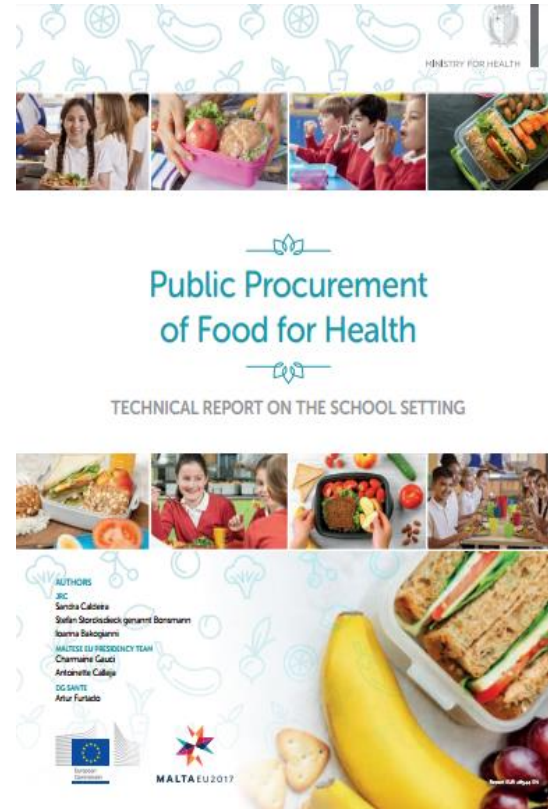
“Coherent and innovative actions covering the entire food system – from inputs and production, through processing, storage, transport and retailing to consumption – are needed to ensure access to sustainable, healthy diets for all”

UNITED NATIONS DECADE OF  
**ACTION ON NUTRITION**



2016-2025

# A call echoed by Member States at the EU level



# Case study on food production – how can it influence our eating behaviours?

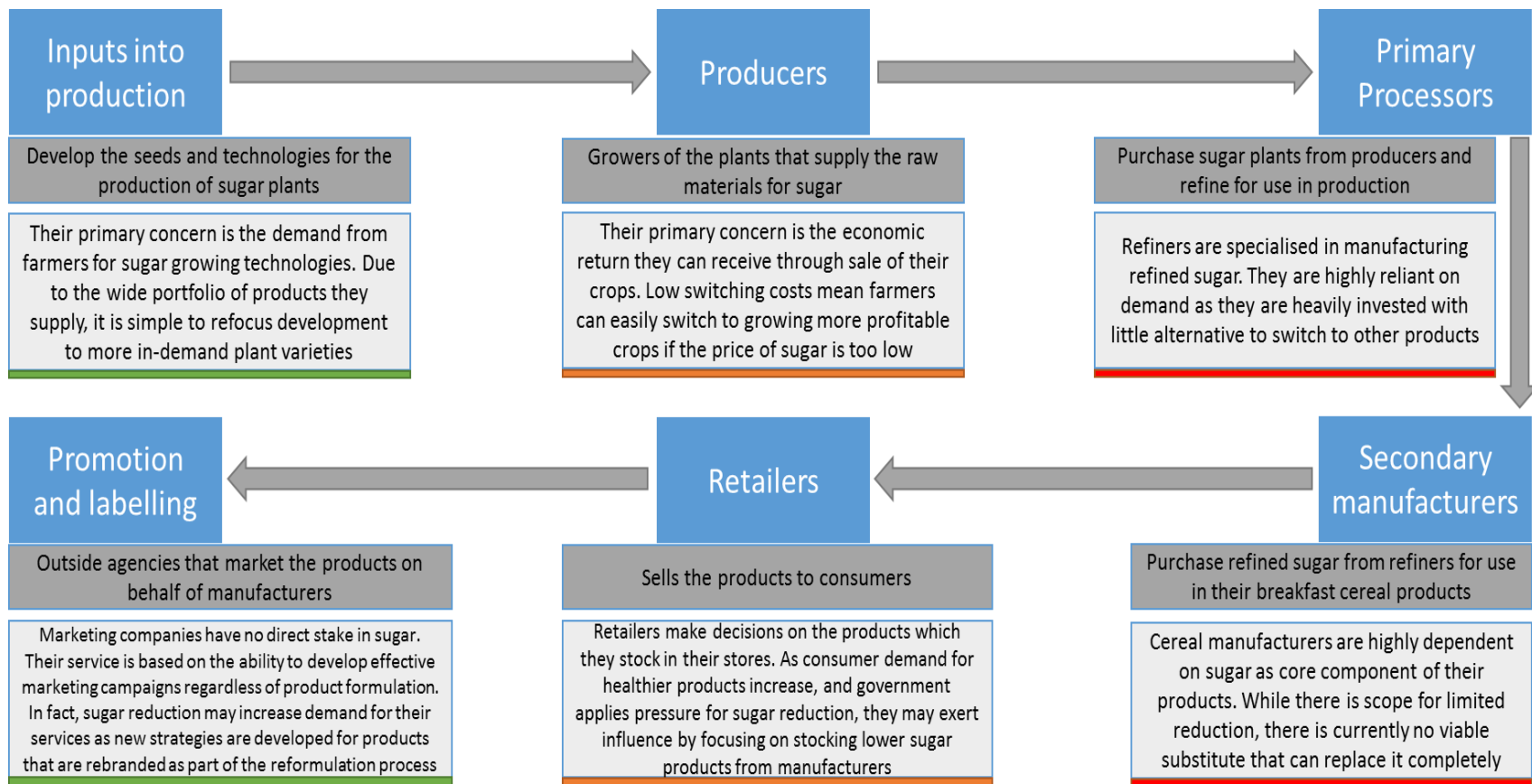
“[Food systems and agricultural policies] affect **availability** and **access** to food through changes to **food production, procurement and distribution**... in turn bringing about a gradual **shift in food culture**, with consequent **changes** in **dietary consumption** patterns and **nutritional status** that vary with the socio-economic strata”

Source: Kennedy, Nantel and Shetty

# How does food production influence our eating behaviours?

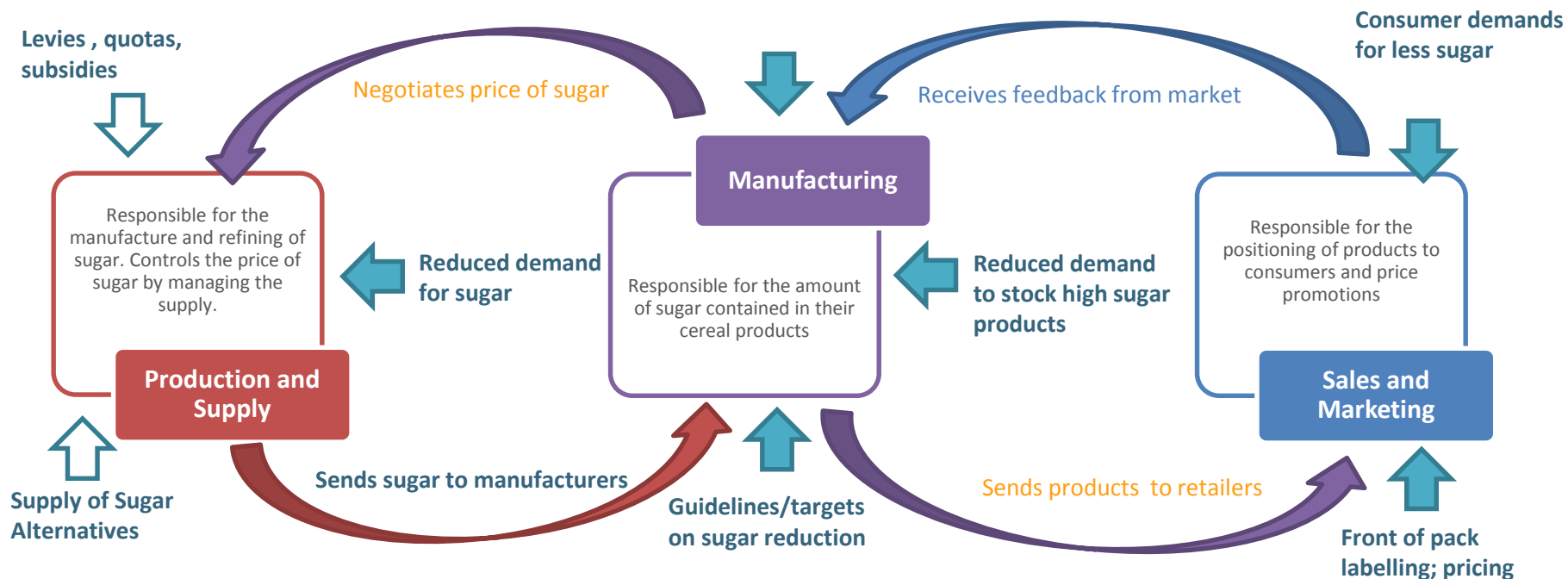
- Agricultural and food production policies have a major impact on food supply
- ↓
- Food supply = nutritional quality of food that is available and affordable to consumers
- ↓
- Dietary preferences, patterns, body weight and health outcomes

# But modern manufactured food production is complex and involves many....



Source: Draft only, not for circulation, under preparation for WHO Regional Office for Europe

# Influences how we must think about policies for obesity prevention and tackling diet-related NCDs... (dis)incentives



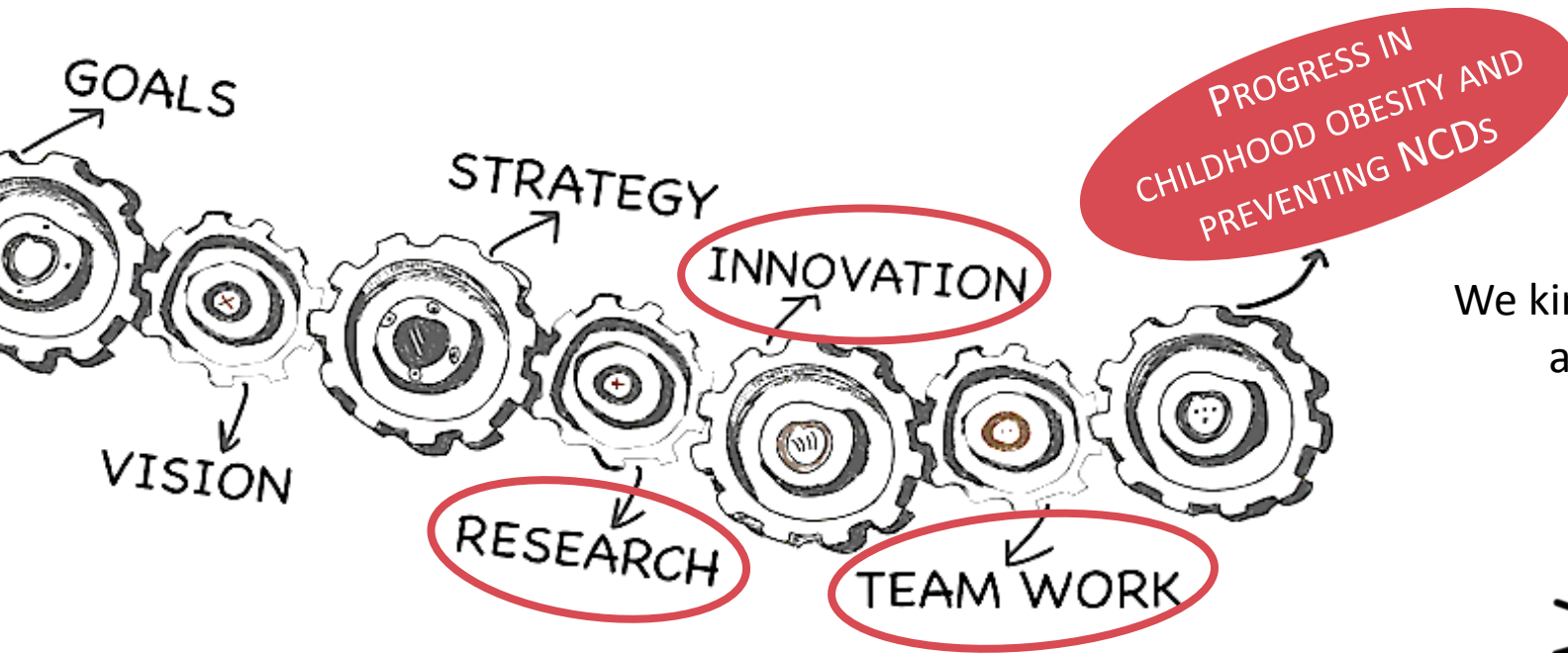
► **Production and Supply**  
The main drivers affecting sugar output are the current levies and quotas as well as external trade restrictions, along with increased competition from alternatives

► **Manufacturing**  
Factors affecting the use of sugar stem from consumer demand for healthier products, health pressure groups, government pressure to reduce (in the form of guidelines), and the choices of grocery retailers to choose healthier products

► **Sales and Marketing**  
Consumer demand and health is a primary factor for retailers to reduce the sugary products on their shelves. Government pressure also drives retailer behavior towards healthier products.



# Thank you!



We kindly seek your assistance

