European Food and Nutrition Action Plan 2015-2020
Progress and opportunities for further action to achieve SDGs by 2030

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A snapshot of progress and challenges

• How has the epidemiological situation been involving?
• What data do we have and where are there still gaps?
• What action have Member States taken to:
  – Create healthy food and drink environments?
  – Promote good nutrition and healthy diets through life course?
  – Reinforce health systems to promote healthy diets?
  – Develop the surveillance and monitoring systems required?
  – Promote collaboration across sectors?
WHO European Region MS achieving global targets around nutrition & physical inactivity by 2025 - updated

- Adult obesity: On track
- Salt reduction: On track
- Breastfeeding: On track
- Physical inactivity: On track
- Childhood obesity: On track

Adolescent overweight – persistently high and accelerating

Source: HBSC, Overweight prevalence distribution according to geographical region in 32 countries within WHO European Region, considering both boys and girls aged 11.
**Childhood Obesity Surveillance Initiative – 2017**

*7 & 8 years old - 31 countries (overweight including obesity)*

<table>
<thead>
<tr>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>≥ 30%</td>
<td>10</td>
</tr>
<tr>
<td>≥ 20% &amp; &lt;30%</td>
<td>18</td>
</tr>
<tr>
<td>&lt; 20%</td>
<td>3</td>
</tr>
</tbody>
</table>

Regional trends (2000-2015): prevalence of overweight in children under 5 years of age

Overweight (%)

- EUR
- AMR
- EMR
- AFR
- SEAR
- WPR

Source: Joint Child Malnutrition Estimates, 2016, UNICEF, WHO, WB
Notable achievements in reducing stunting and wasting

Source: Joint child malnutrition estimates 2016 (UNICEF-WHO-WB)

Exclusive Breastfeeding at 6 months

*No data for: Albania, Andorra, Armenia, Azerbaijan, Australia, Austria and Liechtenstein, Belgium, Bulgaria, Croatia, Estonia, France, Georgia, Germany, Ireland, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Norway, Poland, Portugal, Romania, Russia, San Marino, Serbia, Slovenia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Tajikistan, Turkey, Turkmenistan, Ukraine, United Kingdom, Ukraine, Uzbekistan.
Salt reduction is working! But greater effort needed…

<table>
<thead>
<tr>
<th>Country</th>
<th>Reduction in population salt intake</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finland</td>
<td>36%</td>
</tr>
<tr>
<td>China</td>
<td>28.8%</td>
</tr>
<tr>
<td>Japan</td>
<td>23%</td>
</tr>
<tr>
<td>Lithuania</td>
<td>18.6%</td>
</tr>
<tr>
<td>Turkey</td>
<td>16.7%</td>
</tr>
<tr>
<td>UK</td>
<td>14.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>Reduction in population salt intake</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ireland</td>
<td>13.6%</td>
</tr>
<tr>
<td>Korea</td>
<td>13.6%</td>
</tr>
<tr>
<td>Slovenia</td>
<td>8.9%</td>
</tr>
<tr>
<td>Denmark</td>
<td>7%</td>
</tr>
<tr>
<td>Iceland</td>
<td>6.0%</td>
</tr>
<tr>
<td>France</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

POLICY IMPLEMENTATION AND OPPORTUNITIES
New data on policy implementation in countries

Policies on marketing of food and non-alcoholic beverages to children

- 25 countries reported having measures being implemented
  
- 29% define which foods and beverages are covered
  
- 29% define age of the children to which the measure apply
  
- Only 7 countries use a nutrient profile
  
- 9% clear definition of marketing techniques covered
Food reformulation strategies: by nutrient

- Saturated fatty acids: 2% mandatory, 2% mandatory for some food and beverages categories, 98% voluntary
- Trans fatty acids: 2% mandatory, 2% mandatory for some food and beverages categories, 98% voluntary
- Sugars: 2% mandatory for some food and beverages categories, 98% voluntary
- Salt/sodium: 2% mandatory, 10% mandatory for some food and beverages categories, 88% voluntary

Trans fatty acids – mandatory legislation

Countries with a current (red) or soon to be implemented (yellow) legislative ban on trans fatty acids in food products.
Countries reporting health-related taxes in Europe

Evaluating impact of taxes - Hungary

Proportion of people who changed consumption, according to weight status

Source: WHO Europe, Assessment of the impact of a public health product tax: Hungary
Labelling: providing greater guidance to consumers

Nutrient declaration 90%
Front-of-pack labelling 75%
Consumer-friendly front-of-pack labelling based on symbols, 27%
List of ingredients 98%
Menu labelling 17%

Interpretative elements remain underused in region

Each 1/2 pack serving contains

<table>
<thead>
<tr>
<th></th>
<th>Calories</th>
<th>Sugar</th>
<th>Fat</th>
<th>Sat Fat</th>
<th>Salt</th>
</tr>
</thead>
<tbody>
<tr>
<td>MED</td>
<td>353</td>
<td>0.9g</td>
<td>20.3g</td>
<td>10.8g</td>
<td>1.1g</td>
</tr>
<tr>
<td>LOW</td>
<td>18%</td>
<td>1%</td>
<td>29%</td>
<td>5.4%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Source: Food Standards Agency
Studies implemented in 6 countries

A typical biscuit wafer contained up to 170% of the WHO recommended maximum intake of trans-fats

An average-sized bowl of soup contained 125% of the WHO recommended maximum intake of salt

Promoting optimal infant and young child feeding
Ongoing WHO project commercial complementary foods
Reinforcing health systems to promote healthy diets

- Examining capacity for nutrition MS
- Integrating diet, physical activity and weight management services PHC
- Counselling on healthy diets

What next for promoting healthy diets and tackling obesity?

- Continued prioritisation of nutrition essential
  - renewal and redefining objectives and resources
  - comprehensive approach – broaden to consider sustainability
  - work across sectors within government and across disciplines
- Governance & accountability: i.e. evaluation