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SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

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TRANSFORMING EUROPEAN FOOD AND DRINK POLICY FOR CARDIOVASCULAR HEALTH: THE EUROPEAN HEART NETWORK'S NEW REPORT

IMPLEMENTING THE DECade OF ACTION ON NUTRITION
2016-2025



Presentation outline



1. Diet and cardiovascular disease: why action is needed
2. Diet and cardiovascular disease: the science
3. Sustainable food systems for cardiovascular health
4. Effective policies for promoting healthy dietary patterns

1. Diet and CVD – why action is needed

- Despite recent progress, CVD remains the leading cause of death for men and women in Europe and a leading cause of illness and disability. It accounts for 45% of all deaths and 23% of the years lost to death or disability across the region.
- More than 85 million people across Europe live with CVD
- In addition to the human loss and suffering, this burden brings devastating social and economic costs – costing the EU economy €210 billion a year in healthcare, lost productivity and informal care costs.
- Across Europe retirement ages are rising, but in many countries average healthy life expectancy – how long people can expect to live without any disability – is lower than these new or proposed statutory retirement ages.
- Dietary risks are a major contributor to CVD, responsible for 56% of all the years lost to disability or death from CVD in the European region.
- The burden of CVD is very unevenly spread, both between and within countries in the European region.

2. Diet and CVD: the science

- The scientific evidence base for recommending a cardiovascular health-promoting diet has generally strengthened in the last six years.
- Specific target goals – with a direct impact CVD - are recommended for fruit and vegetables, saturated fats, trans fats, dietary fibre and salt. Marker goals – which have an indirect impact on CVD and are indicators of a good dietary pattern for CVD prevention – are proposed for free sugars, total fat, total carbohydrate, sugar-sweetened beverages and body mass index.
- Apparent controversies about dietary recommendations often stem from a limited understanding, or misrepresentation, of the science or methodological issues relating to associations between diet and health outcomes.
- Careful unpicking of two apparent controversies – relating to salt and saturated fat – reveals that the evidence for the messages to limit salt/sodium consumption and to replace saturated fat with unsaturated fats or fibre-rich complex carbohydrates remains robust.

Population goals: foods/nutrients (specific targets only)

FOOD/NUTRIENT GOALS	POPULATION GOALS
Fruit and vegetables	Intermediate: More than 400 g/day Long-term: More than 600 g/day
Saturated fat	Intermediate goal: Less than 10% of food energy and less than one third of total fat. Long-term goal: Less than 7% food energy and less than one third of total fat
Trans fatty acids (TFAs)	Not more than 0.5% of food energy of which 0% should be from industrially-produced TFAs.
Fibre	At least 12.6 g (AOIAC) per 1000 kcal (3 g per MJ energy)
Salt	Less than 5 g (2g of sodium) per day

3. Sustainable food systems for cardiovascular health

- Food system activities have considerable environmental impact, including on climate change, land use and water use.
- Climate change is likely to have a negative impact on diet-related health overall.
- There is considerable overlap between consuming healthier diets and achieving higher levels of sustainability, and an integrated health and environment approach to food systems is needed.
- Health-environment win-wins need to be promoted through dietary guidelines and broader policy approaches are required.

4. Package of policy measures: specific recommendations (1)

	POLICY AREA	EHN KEY RECOMMENDATIONS
Demand side	N Nutrition label standards and regulations on the use of claims and implied claims on foods	<ul style="list-style-type: none"> Mandatory colour-coded front-of-pack labelling and menu labelling Regulation of claims, supported by appropriate nutrient profile model
	O Offer healthy foods and set standards in public institutions and other specific settings	<ul style="list-style-type: none"> Nutrition standards for food served or sold in schools, hospitals and other public institutions and issue guidelines for healthy public procurement
	U Use economic tools to address food affordability and purchase incentives	<ul style="list-style-type: none"> Taxes and/or subsidies to promote consumption of healthy foods and reduce consumption of unhealthy foods
	R Restrict food advertising and other forms of commercial promotion	<ul style="list-style-type: none"> Regulatory controls to reduce the public health impact of marketing (including advertising and other forms of commercial promotion across all media) of foods high in fat, sugar or salt
	I Improve the quality of the food supply	<ul style="list-style-type: none"> Wide-ranging, ambitious food reformulation programmes to reduce levels of salt, saturated fat, free sugars, energy density and portion size in processed foods Mandatory maximum levels of industrially-produced trans fats
	S Set incentives and rules to create a healthy retail environment	

Package of policy measures: specific recommendations (2)

	POLICY AREA	EHN KEY RECOMMENDATIONS
Food system	H Harness supply chain and actions across sectors to ensure coherence with health	<ul style="list-style-type: none"> Global food convention to establish global regulatory framework to protect healthy diets Reform agriculture and food policy to align with public health policies and promote sustainable food production Ensure that trade and investment policies promote public health
	I Inform people about food and nutrition through public awareness	
	N Nutrition advice and counselling in health care settings	
	G Give nutrition education and skills	

	POLICY AREA	EHN OVERARCHING RECOMMENDATION
		<ul style="list-style-type: none"> Implement policies to tackle cardiovascular health inequalities in Europe. Ensure that robust mechanisms for nutrition governance are in place and fit-for-purpose. Develop an integrated health and environment approach to food systems and promote health-environment win-wins in food-based dietary guidelines.