Strategies to promote healthy diets and PA and prevent obesity in Europe

Dr João Breda, MPH PhD MBA
Programme Manager Nutrition, Physical Activity & Obesity
WHO Regional Office for Europe
CHALLENGES
Global targets for NCDs

- Harmful use of alcohol: 10% reduction
- Physical inactivity: 10% reduction
- Salt/sodium intake: 30% reduction
- Tobacco use: 30% reduction
- Raised blood pressure: 25% reduction
- Diabetes/obesity: 0% increase
- Essential NCD medicines and technologies: 80% coverage
- Drug therapy and counseling: 50% coverage
- Premature mortality from NCDs: 25% reduction
Premature NCD mortality is declining

Source: WHO. European Health for All database, 2015
6 global targets for nutrition to be attained by 2025

- **40%**
  40% reduction in number of children under-5 who are stunted

- **50%**
  50% reduction of anaemia in women reproductive age

- **30%**
  30% reduction in low birth weight

- **<5%**
  Reduce and maintain childhood wasting to less than 5%

- **≥ 50%**
  Increase the rate of exclusive breastfeeding in the first six months to at least 50%

- **0%**
  No increase in childhood overweight

WHO Comprehensive implementation plan on maternal, infant and young child nutrition 2012-2025
Progress but high risk of not achieving some of the targets......
Global NCD targets

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Target year: 2025

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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: Off track

On track | off track
Projected prevalence of obesity ($\geq 30$ kg/m$^2$) to 2025

14 with best quality data

Unpublished data. Please do not quote
Childhood obesity – a challenge for the Region

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.
Childhood obesity disproportionately affecting the most vulnerable...

ORIGINAL ARTICLE
Socioeconomic inequalities in childhood overweight: heterogeneity across five countries in the WHO European Childhood Obesity Surveillance Initiative (COSI–2008)

L Lissner¹, TMA Wijnhoven², K Mehlig¹, A Sjöberg³, M Kunesova⁴, A Yngve⁵, A Petrauskiene⁶, V Duleva⁷, Al Rito⁸ and J Breda²
Adolescents - overweight (including obesity) prevalence in youth according to “sub-region”

Overweight prevalence distribution according to geographical region in 32 countries within WHO European Region, considering both boys and girls with 11, 13, 15 (Source: HBSC).
Prevalence of insufficient physical activity among school-going adolescents


2010
Policy implementation – some EURO MS

- Consumer preferred labelling (in place or planned)
- Measures to affect food prices
- Breastfeeding promotion and protection
- Early nutrition interventions
- Physical activity education sector
- Surveillance mechanisms
- Comprehensive salt reduction initiatives
- Marketing HFSS foods to children - restrictions
- Reformulation - less sugar and salt

[Graph showing the percentage of at least partial implementation vs. no action for each policy area]
Overview of policy actions to promote HEPA in the EU

- National PA Recommendation
- National Sport for All
- National awareness campaign PA
- Schemes for PA in the workplace
- Schemes PA promotion in older adults
- Schemes active travel to work
- Schemes for active breaks between school lessons
- Schemes active travel to school
- Schemes for active breaks during school lessons
- Schemes for after-school HEPA promotion programmes

*No data for Bulgaria and Greece

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Not implemented
Foreseen within the next 2 years
Implemented
Diet and PA related progress indicators

- Sat & trans fat policies (7b)
- MKT rec (7c)
- Code MKT BF (7d)
- Salt policies (7a)
- Public awareness diet & PA (8)

Legend:
- Red: No action
- Orange: Partial implementation
- Green: Full implementation
OPPORTUNITIES
NCDs included in the 2030 Agenda for Sustainable Development

1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace, Justice and Strong Institutions
17. Partnerships for the Goals
WHO Mandate on Nutrition, PA & Obesity in EUROPE
EU Action Plan on Childhood Obesity: 2014-2020
Action plan for the prevention and control of noncommunicable diseases in the WHO European Region
END CHILDHOOD OBESEITY

1. Promote intake of healthy foods
2. Promote physical activity
3. Preconception and pregnancy care
4. Early childhood diet and physical activity
5. Health, nutrition, and physical activity for school-age children
6. Weight management

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END CHILDHOOD OBESITY

1. PROMOTE INTAKE OF HEALTHY FOODS
2. PROMOTE PHYSICAL ACTIVITY
3. HEALTH, NUTRITION AND PHYSICAL ACTIVITY FOR SCHOOL-AGE CHILDREN
4. EARLY CHILDHOOD DIET AND PHYSICAL ACTIVITY
5. WEIGHT MANAGEMENT
6. PRECONCEPTION AND PREGNANCY CARE
Priority Policy Options

- Reduce children’s exposure to **food marketing**
- **Fiscal measures** and price policies
- Consumer-friendly **front of pack labelling**
- **Food product reformulation**; calorie reduction, serving sizes
- **Healthier food environments** in schools etc
Association between free sugars intake and measures of body fatness in children

- WHO guideline: no more than 10% TEV but 5% better
- AHA – 2016 – children, no more than 25 g sugar p/day

Source: Te Morenga et al., 2012
Sugar content of SSBs:

- 23g
- 30g
- 30g
- 38g
- 30-32g
- 39g
- 40g

Refers to the sugar content of a 330ml can of a popular international soft drink brand. Source: Action on Sugar, 2015 & WHO/Europe
In one Baltic country (retailers website analysis)

- 87 soft drinks analyzed
- 84% more than 6 g sugar per 100 ml
- 85% more than 25 g sugar per smaller container in the market
Improving the quality of diet in Europe

WHO Regional Office for Europe
NUTRIENT PROFILE MODEL

Using price policies to promote healthier diets

Eliminating trans fats in Europe
A policy brief
Public Health Product Tax in Hungary: An example of successful intersectoral action using a fiscal tool to promote healthier food choices and raise revenues for public health.
Price policies - examples

- Denmark – tax on saturated fats (abandoned)
- Finland – tax on sweets, ice cream and soft drinks
- Hungary – Public Health Product Tax
- France – tax on soft drinks
- European School Fruit Scheme (subsidy)
- European VAT increases
Marketing foods HFSS to children
Advertising as a cue to consume: a systematic review and meta-analysis of the effects of acute exposure to unhealthy food and nonalcoholic beverage advertising on intake in children and adults\(^1,2\)

Emma J Boyland,\(^3\) Sarah Nolan,\(^3\) Bridget Kelly,\(^4\) Catrin Tudur-Smith,\(^3\) Andrew Jones,\(^3\) Jason CG Halford,\(^3\) and Eric Robinson\(^3\)

\(^3\)Department of Psychological Sciences, University of Liverpool, Liverpool, United Kingdom; and \(^4\)School of Health and Society, University of Wollongong, Wollongong, Australia

- Food advertising exposure associated with greater food intake
- Findings support policy action to reduce mkt
- Need for NP…..
- Going digital…
Nutrient profile model to categorise foods

<table>
<thead>
<tr>
<th>Food category</th>
<th>Included in category (examples)</th>
<th>Not included in category (examples)</th>
<th>Customs tariff code (position and/or subposition number)*</th>
<th>Marketing not permitted if product exceeds, per 100 g:②</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Fresh and frozen fruit; vegetables and legumes</td>
<td>Fruit and vegetables; legumes; starchy vegetables; roots and tubers; fruit in syrup; dried fruit; frozen fruit with added sugar</td>
<td>07 excluding 07.10, 07.11, 07.12, 07.13; some of 08 excluding 08.01, 08.02, 08.11, 08.12, 08.13, 08.14</td>
<td>Permitted</td>
</tr>
<tr>
<td>16</td>
<td>Processed fruit, vegetables and legumes</td>
<td>Tinned fruit, vegetables and legumes; dried fruit,① dried vegetables and legumes; marmalade; jams; pickled vegetables and fruit; stewed fruits; fruit peel; frozen French fries; frozen fruit with added sugar</td>
<td>Fruit juice:</td>
<td></td>
</tr>
</tbody>
</table>
ENDING CHILDHOOD OBESITY

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PAS 2016-2020: key highlights

- Coordinating mechanisms
- Promote alliances
- **Pregnancy, early childhood, preschools and schools, recreational**
- **Car traffic, walking and cycling suitability**
- Counselling, prevention, treatment and rehabilitation
- access for vulnerable groups, advice to older people
- Infrastructure and environment older people
- Involve older people in social PA
- Strengthen surveillance systems and evidence base
Special challenge: Children and adolescents
Mandatory hours of physical education per week in schools

Note: No data for Greece and results presented separately for the 4 home countries of the United Kingdom.
END CHIL</p>
Good Maternal Nutrition
The best start in life
Breastfeeding practices and policies in WHO European Region Member States

Ayse Tulay Bagci Bosi, Kamilla Gehrt Eriksen, Tanja Sobko, Trudy MA Wijnhoven and João Breda

1Department of Public Health, School of Medicine, Hacettepe University, Ankara, Turkey; 2MRC Human Nutrition Research, Darwin College, Cambridge, Silver Street, Cambridge CB3 9EU, UK; 3Department of Human Performance, Hong Kong University, Pokfulam, Hong Kong SAR, People’s Republic of China; 4Division of Noncommunicable Diseases and Promoting Health through the Life-Course, WHO Regional Office for Europe, Copenhagen, Denmark

Submitted 10 August 2014: Final revision received 3 March 2015: Accepted 15 April 2015
Baby and infants foods
Baby food in Portugal – 2015 (large collection included)

<table>
<thead>
<tr>
<th></th>
<th>With milk</th>
<th>Without milk</th>
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<tbody>
<tr>
<td></td>
<td>35.5g/100g</td>
<td>27.7g/100g</td>
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</tbody>
</table>

Very significant amounts of sugar....

By courtesy of Prof. Carla Rego, Porto University, Portugal
What next for preventing and tackling obesity?

- Implementation
- Scaling-up
- Accountability
- Monitoring and surveillance