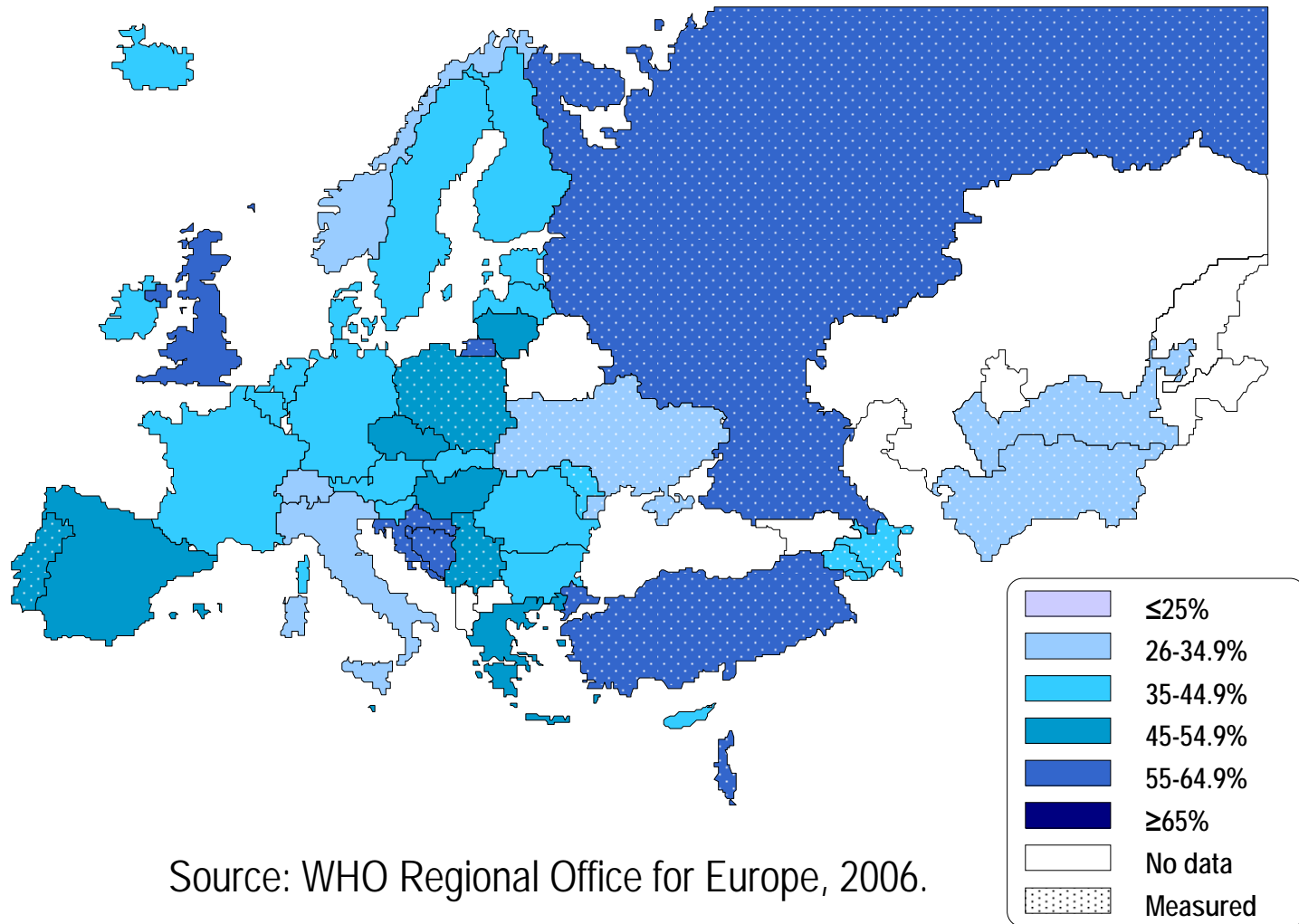


NUTRITION CHALLENGES IN EUROPE AND THE POLICY RESPONSE

**Francesco Branca
Regional Adviser
Nutrition and Food Security**

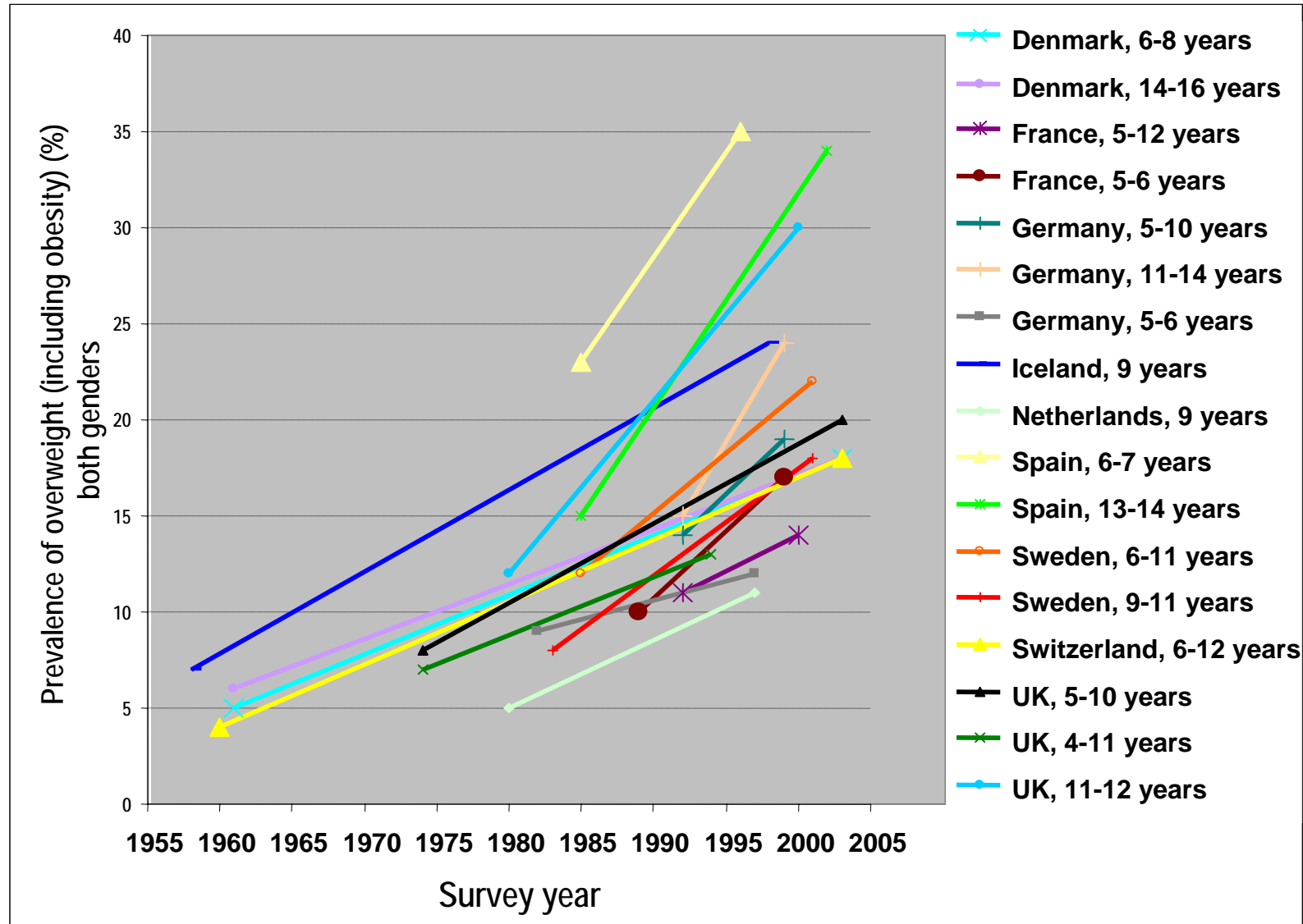


Overweight in women (2000-2006)

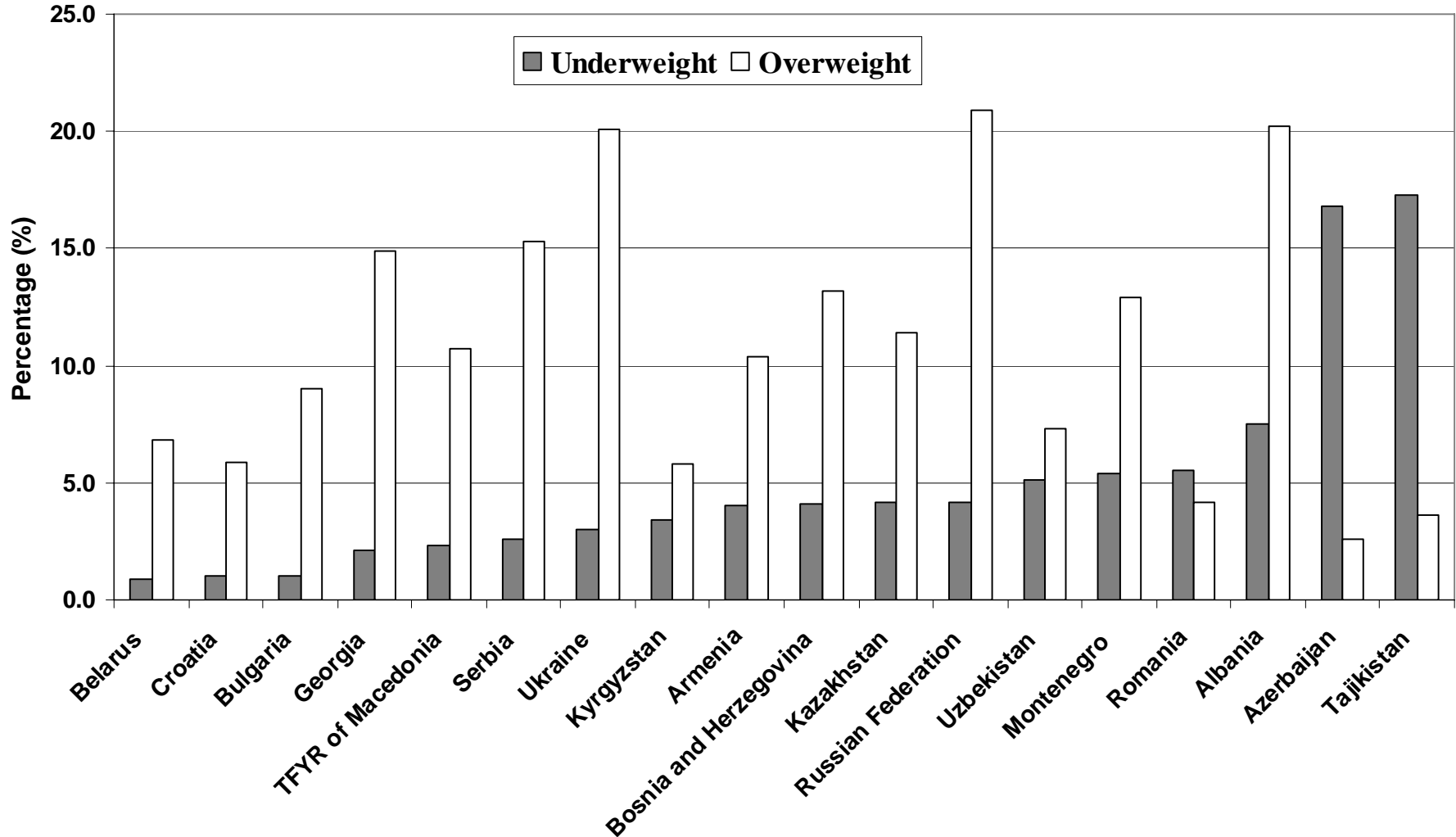


Source: WHO Regional Office for Europe, 2006.

Trends of overweight among school children

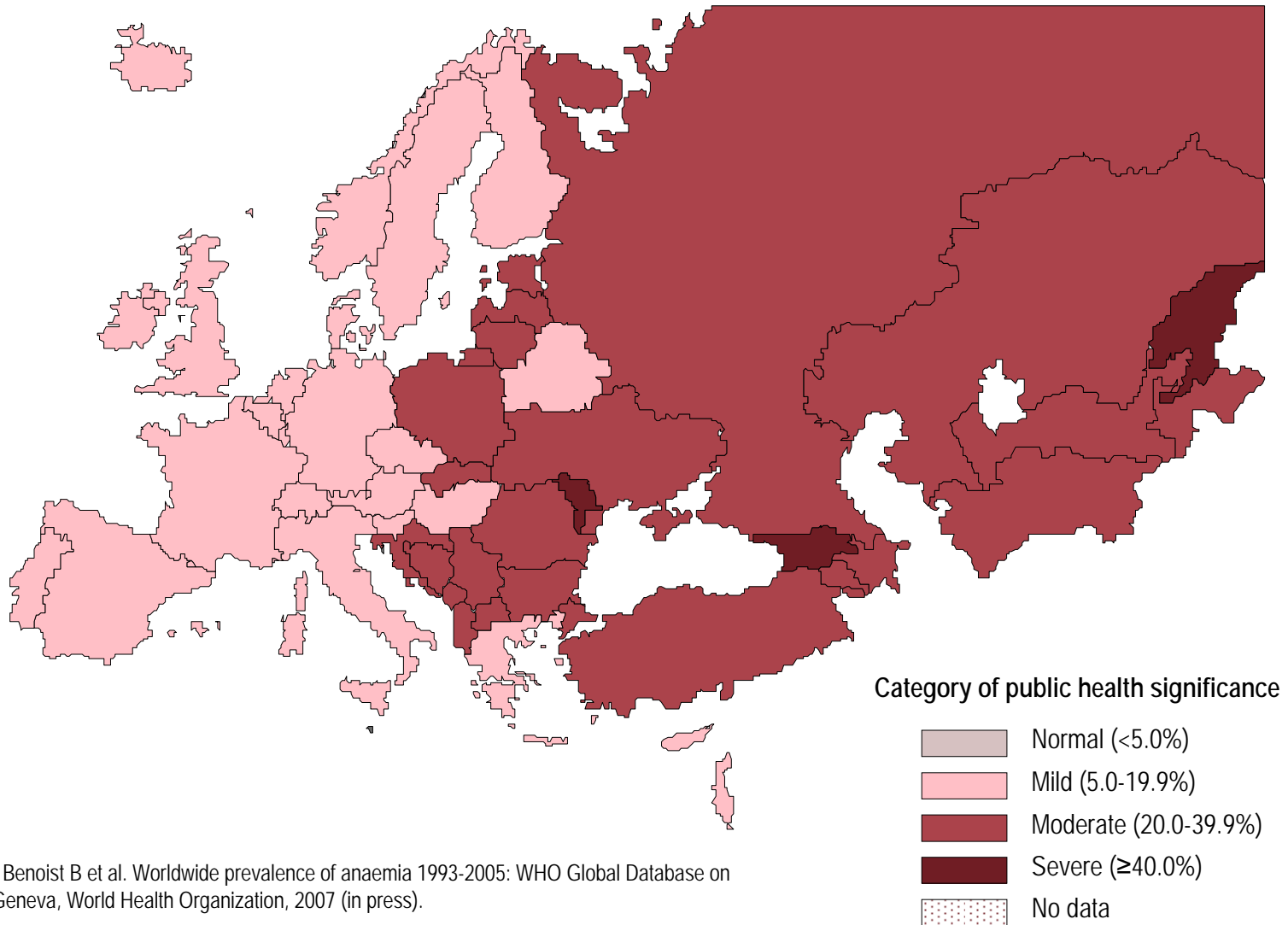


Double burden of child malnutrition



Source: Adapted from Cattaneo A et al. Child nutrition in CEE and CIS countries: report of a situation analysis. Geneva, UNICEF, 2007.

Anaemia in Preschool Children



Source: de Benoist B et al. Worldwide prevalence of anaemia 1993-2005: WHO Global Database on Anaemia. Geneva, World Health Organization, 2007 (in press).

Food safety problems

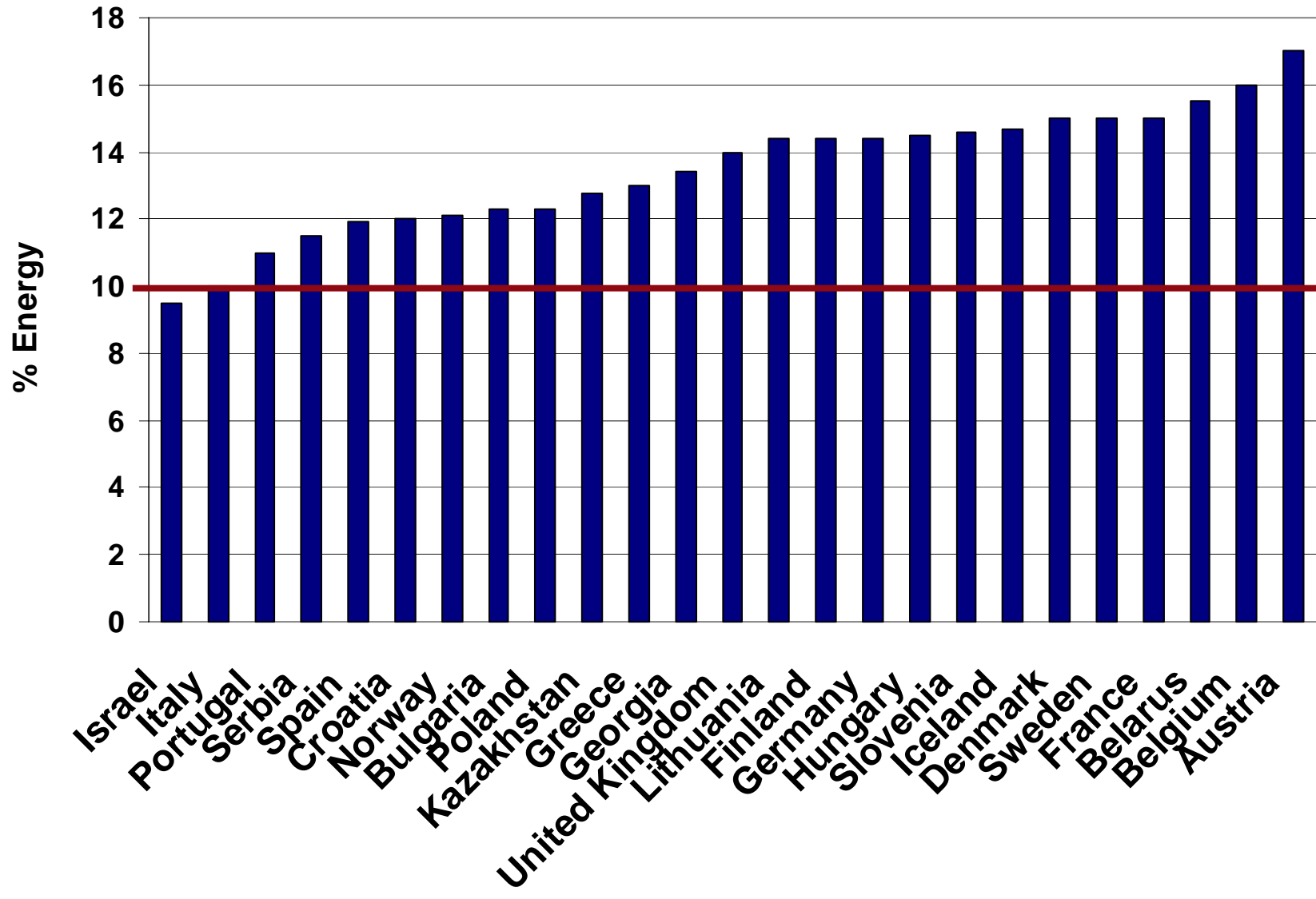
- Microbiological, including zoonoses and antibiotic resistance
- Chemical
- Radioactive isotopes
- Risks from new production, packaging and processing technologies

**Positive developments, but
still far from targets**

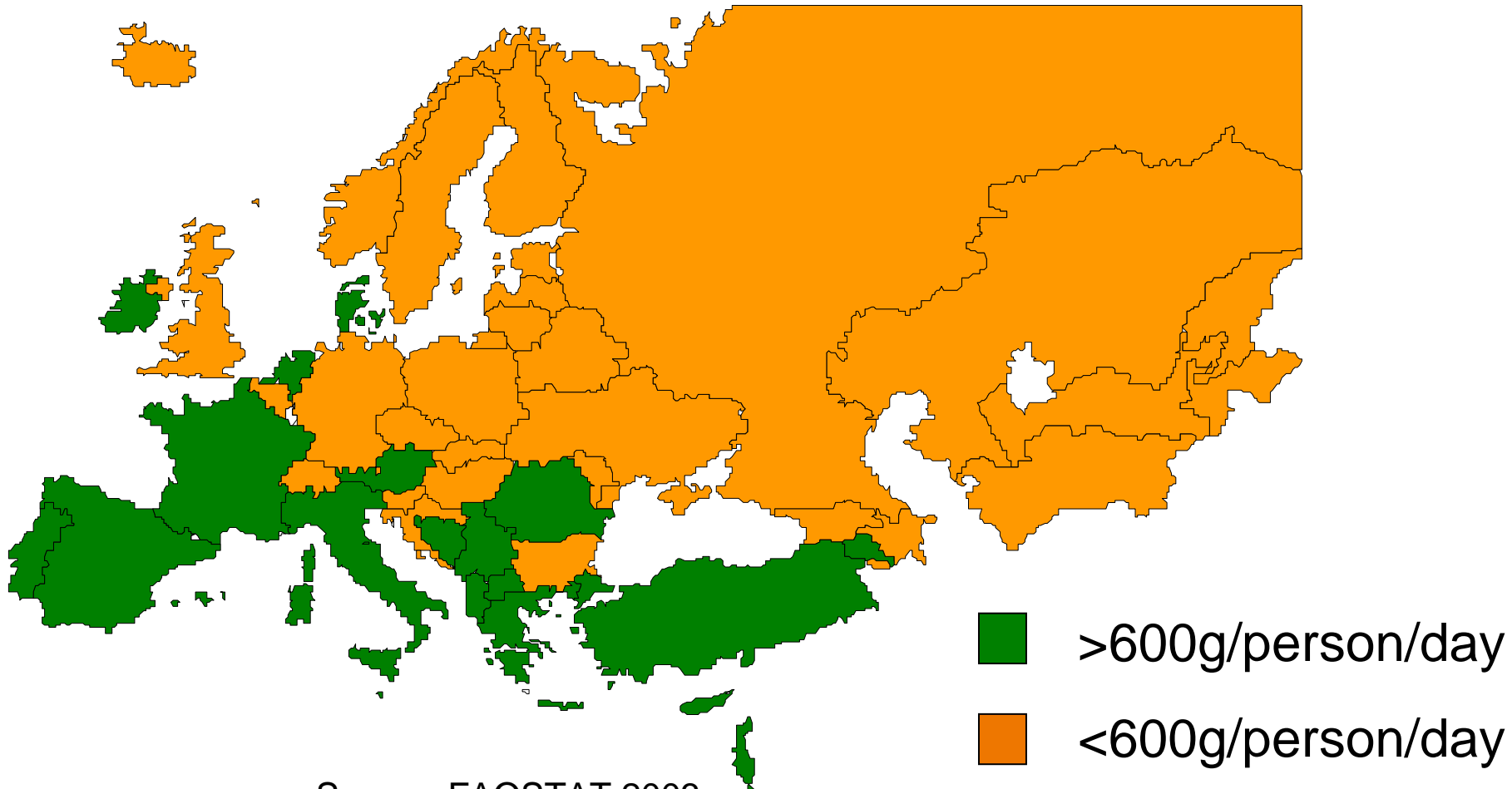
Childhood obesity epidemic levelling off in Sweden since 2000?

- Göteborg : OW decreased in girls
- Stockholm : OW + OB decreased in girls and OB decreased in boys
- Karlstad, Umeå, Västerås Ystad : OB decreased in boys and girls

Intake of saturated fatty acids is higher than recommended



Supply of fruit and vegetables is below the recommendations in many countries



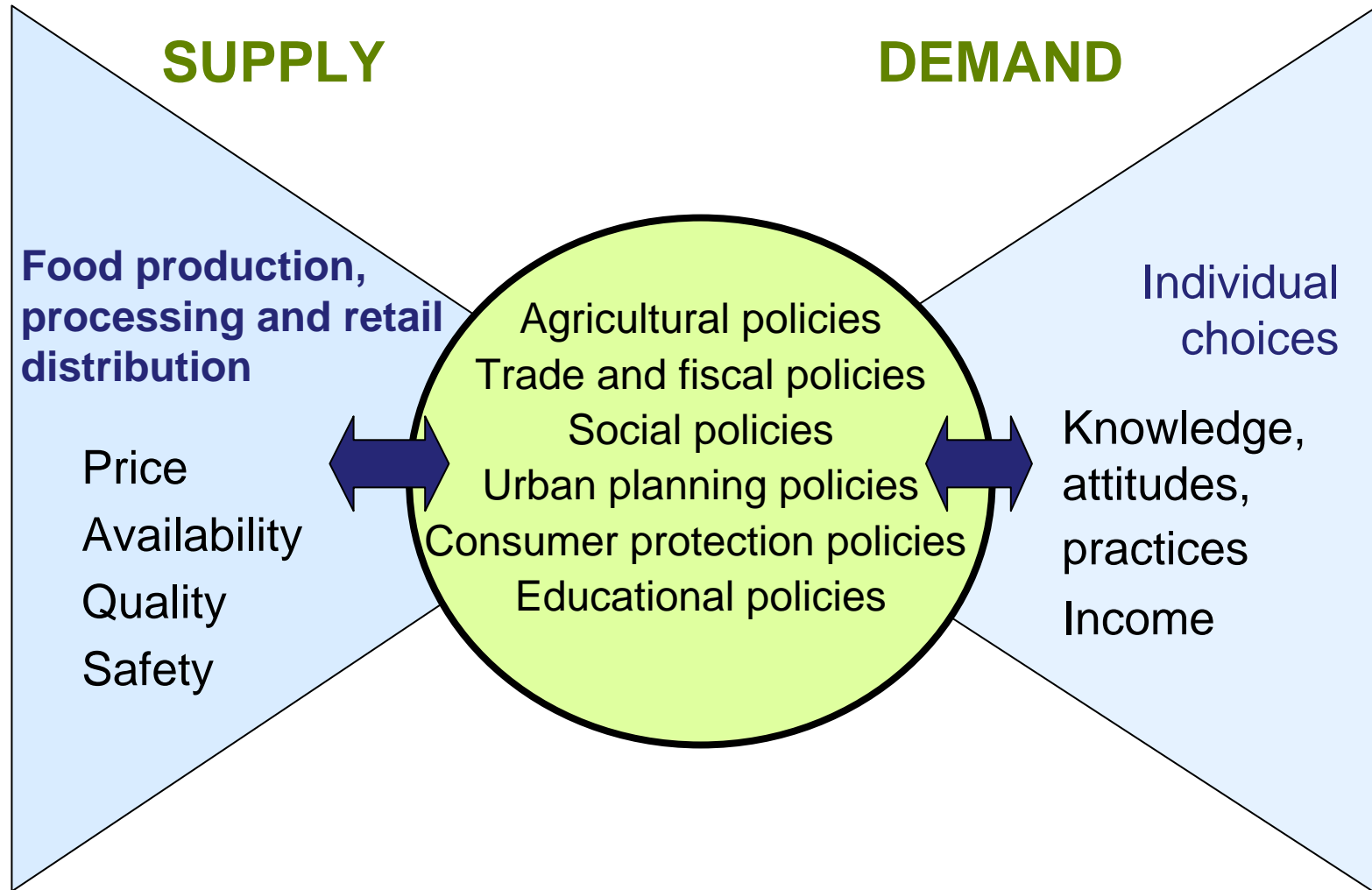
Food safety : uneven progress

- Improved situation in many EU countries due to rigid regulation
- Major food safety challenges in the Balkan and CIS region
- Foodborne diseases incompletely reported
- New threats will occur

The modern food system

- Globalisation of food trade
- Longer and more centralised food chain
- Concentration of food retail
- Urban food deserts
- Increased consumption of industrially processed foods
- Increased consumption of foods out-of-home

Diet is influenced by features of supply and demand

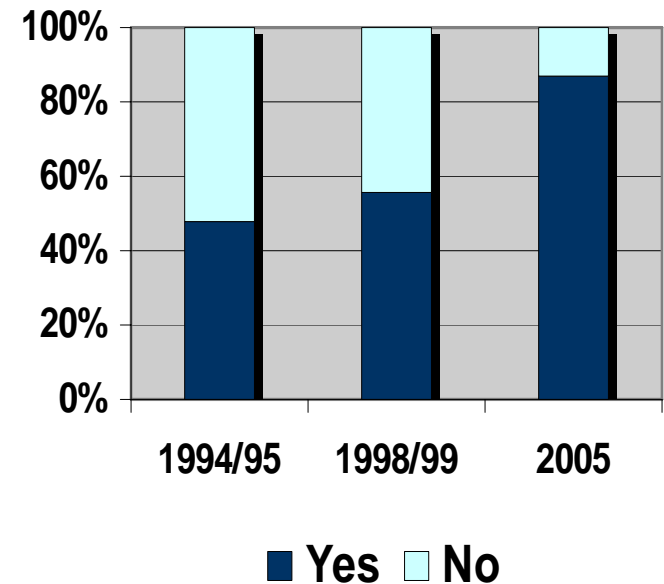


The Revised Action Plan for Food and Nutrition Policy

Why a Revised Action Plan?

- The 2000 Action Plan promoted the development of nutrition policies
- Nutrition policies are not fully implemented
- New challenges
- New policy developments

FOOD AND NUTRITION
ACTION PLANS IN THE WHO
EUROPEAN REGION



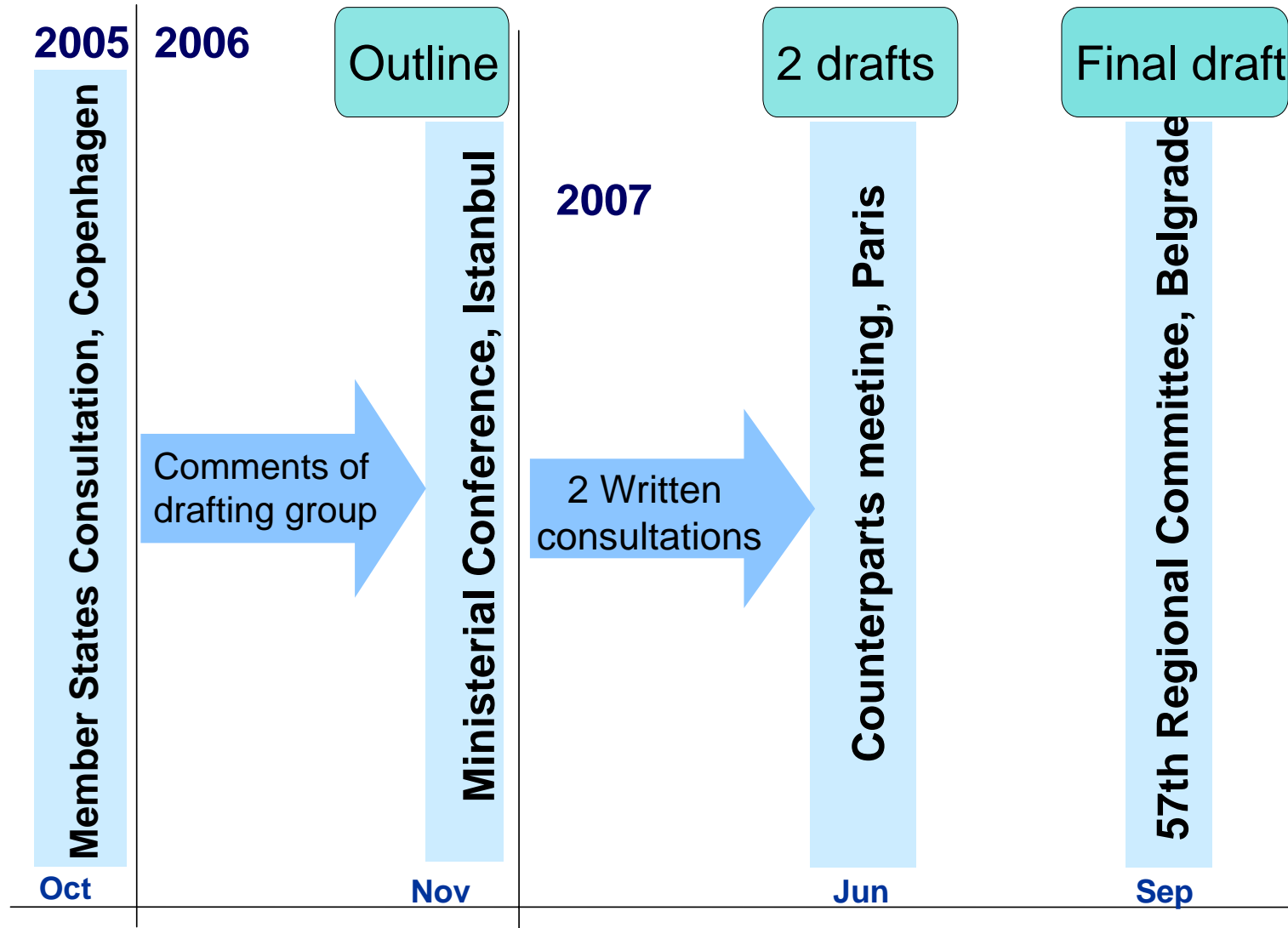
What is new in the Food and Nutrition Action Plan 2007 ?

- Common goals
- Detailed action areas to influence supply of food and consumers' behaviours
- International dimension and national specificities
- Implementation steps : actors, partnerships, priorities

Goals

- Nutrition : saturated fat, trans fatty acids, free sugars, fruit and vegetables, salt
- Food safety : risk based and tailored (salmonella, campylobacter, brucellosis)
- Food security : reduce hunger (MDG)

The development of the Action Plan



Challenges and action areas

HEALTH CHALLENGES

Diet related
noncommunicable
diseases

Obesity in children
and adolescents

Micronutrient
deficiencies

Foodborne
diseases

ACTION AREAS

1. Supporting a healthy start
2. Ensuring safe, healthy and sustainable food supply
3. Providing comprehensive information and education to consumers
4. Implementing integrated actions
5. Strengthening nutrition and food safety in the health sector
6. Monitoring and evaluation

Ensuring safe, healthy and sustainable food supply

1. **Improve the availability of fruit and vegetables**
2. **Promote the reformulation of mainstream food products**
3. **Promote appropriate micronutrient fortification of staple food items and develop complementary foods with adequate micronutrient content**
4. **Improve food supply and food safety in public institutions**

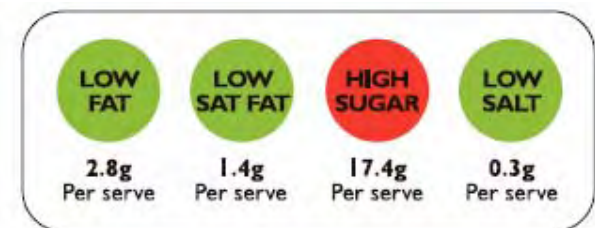
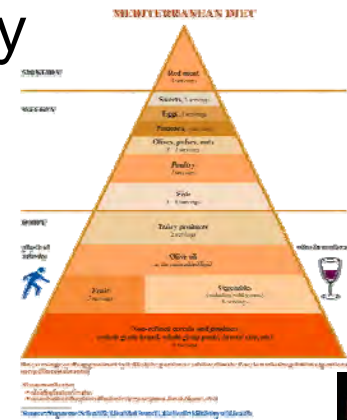


Ensuring safe, healthy and sustainable food supply

- 5. Ensure that the commercial offer of food products is aligned to food-based dietary guidelines**
- 6. Explore the use of economic tools (taxes, subsidies)**
- 7. Establish targeted programmes for the protection of vulnerable groups**
- 8. Establish intersectoral food safety systems with a farm to fork approach**

Providing comprehensive information and education to consumers

1. Develop food-based dietary guidelines and food safety guidelines, complemented by physical activity guidelines
2. Conduct public campaigns aimed at informing consumers
3. Ensure appropriate marketing practices
4. Promote adequate labelling of food products



The actors

- Governments
- Civil society and professional networks
- Economic operators
- International actors

Role of WHO

- Promoting political commitment
- Providing technical and policy support
- Supporting and building capacity
- Performing policy analysis
- Generating evidence
- Assessing trends in nutrition and food safety
- Reporting on implementation

For more information

- Nutrizione e sicurezza alimentare
www.euro.who.int/nutrition
- Obesità in Europa
www.euro.who.int/obesity
- HEPA Europe
www.euro.who.int/hepa

