



**NCD**

**Trailblazers**

*Trans Fat Free by  
2023: advocacy for  
trans fat elimination*

Thursday, 30 May 2019



NCD Alliance



2009-2019

# Agenda & Speakers

- ❖ Introduction
  - Nina Renshaw, NCD Alliance, and Dr Laura Cobb, Resolve to Save Lives
- ❖ Report “Trans Fat Free by 2023: Case Studies of Trans Fat Elimination”, national experiences of six countries
  - Melissa Maitin-Shepard, independent public policy consultant
- ❖ Q&A
- ❖ Advocacy for Trans Fat Elimination in Mexico
  - Ana Larrañaga, México SaludHable
- ❖ Advocacy for Trans Fat Elimination in Pakistan
  - Ammar Rashid, Heartfile
- ❖ Q&A



# Introduction to Trans Fat Elimination:

*Resolve to Save  
Lives and WHO's  
REPLACE action  
package*

# Trans Fat Elimination

---

**Laura Cobb, DrPH**  
**Director, Nutrition  
and Surveillance**



**When does**

**50 + 30 + 0 = 100?**

**We can save 100 million  
lives over the next 30  
years**



**Increase global control of  
blood pressure from 14%  
to 50%**



**Reduce global dietary  
sodium intake by  
30%**



**Eliminate artificial trans  
fats 0%**

**Resolve to Save Lives  
committed to  
supporting countries  
to reach WHO Goal**

**Global elimination by 2023**

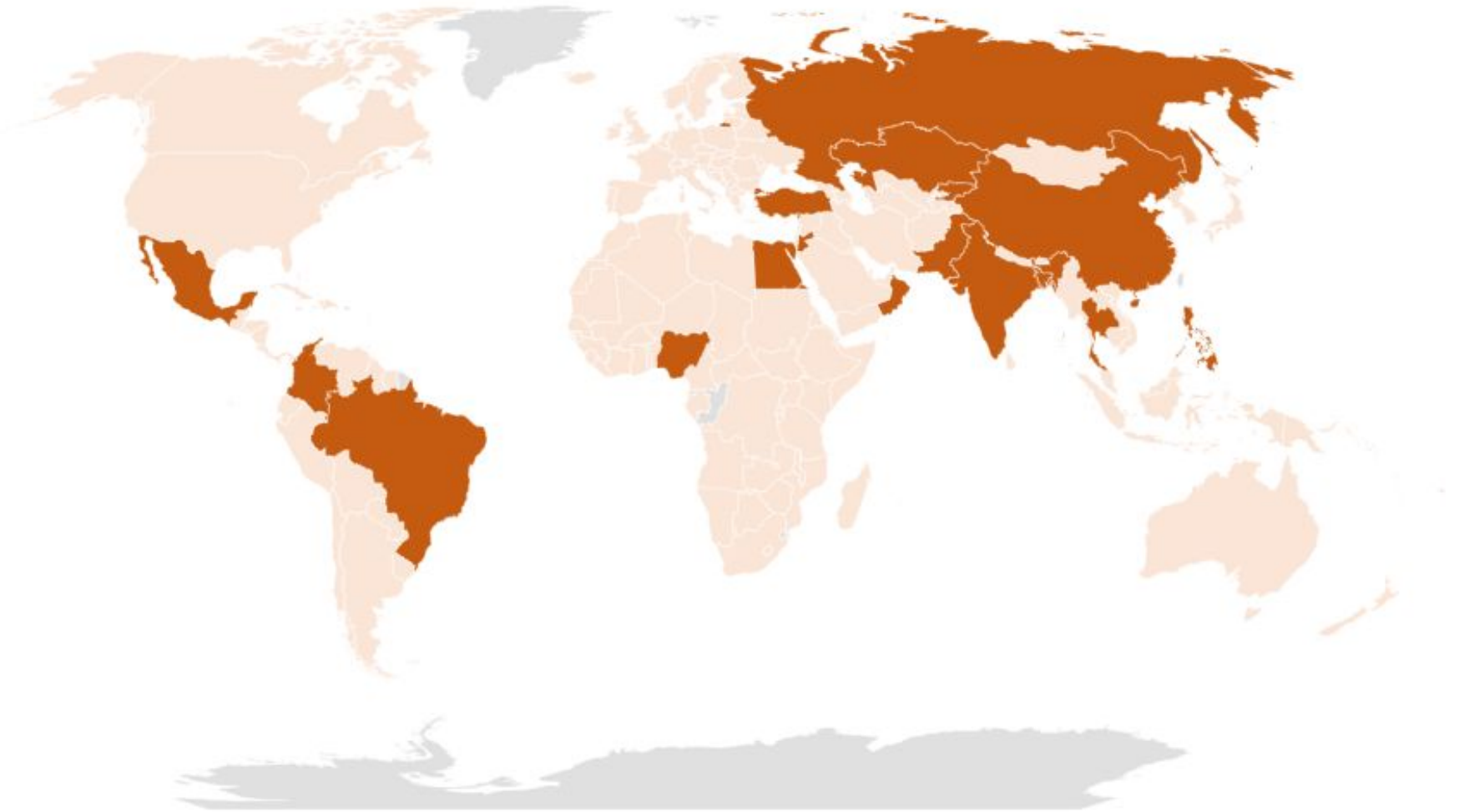
**Provide support for  
REPLACE strategy at  
country level**

**Galvanize global action by  
developing tools and  
training**

**Advocate for regional  
policies**

**Support industry to make  
and achieve  
commitments**

# Where Resolve to Save Lives is Supporting Trans Fat Elimination Efforts



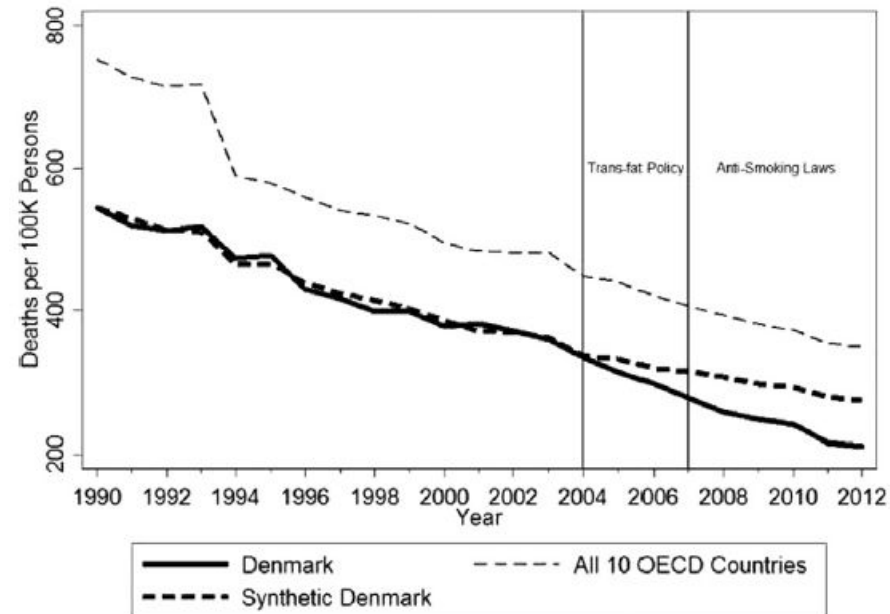
# Why Eliminate Industrial Trans Fat?

Trans fat intake is estimated to cause ~500,000 deaths per year

Eliminating trans fat is proven to save lives and is easily achievable

First done by Denmark in 2003

Switching to healthier alternatives did not increase cost of food, make food taste different, or prevent foods from being manufactured



**CVD deaths fell 3.2% in Denmark from 2004-2007 relative to other countries**





# WHO Calls for Global Elimination by 2023

# REPLACE

<b>REVIEW</b>	<b>PROMOTE</b>	<b>LEGISLATE</b>	<b>ASSESS</b>	<b>CREATE</b>	<b>ENFORCE</b>
dietary sources of industrially-produced trans fats and the landscape for required policy change	the replacement of industrially-produced trans fats with healthier fats and oils	or enact regulatory actions to eliminate industrially-produced trans fats	and monitor trans fat content in the food supply and changes in trans fat consumption in the population	awareness of the negative health impact of TFA among policy-makers, producers, suppliers, and the public	compliance with policies and regulations

## **Routes to iTFA elimination**

**Choice depends on legal,  
political and technical  
considerations**

**Mandatory limit on the  
amount of industrially  
produced TFA in foods  
(2 g per 100g of fat)**

**Ban the use of partially  
hydrogenated oils (PHO)  
as an ingredient in foods**



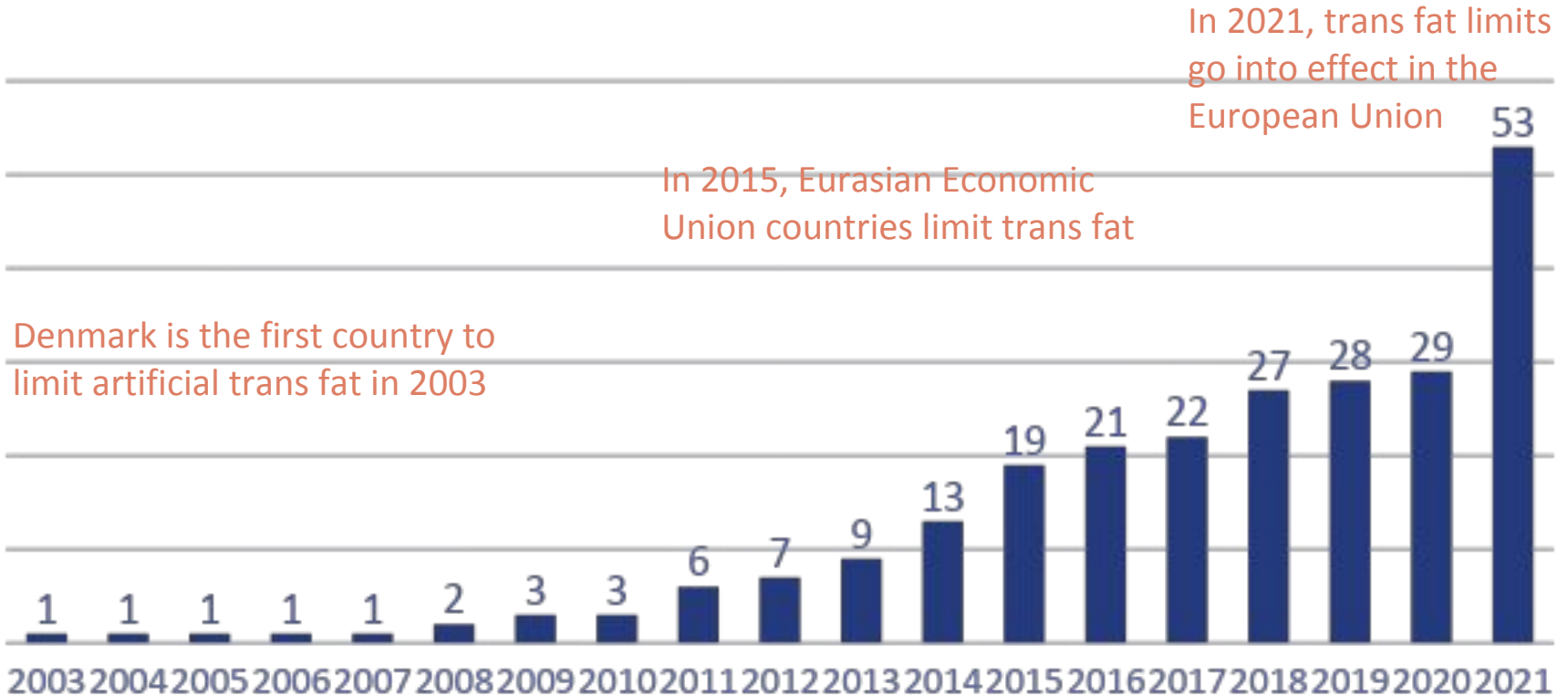
# Legal and Political Considerations

CONSIDERATIONS	TFA LIMIT SHOULD BE CONSIDERED IF:	PHO BAN SHOULD BE CONSIDERED IF:
Existing authority	Existing food and nutrition laws allow for the inclusion of a 2% limit	Existing food and nutrition laws cover harmful compounds in foods AND there is a maintained list of prohibited substances in food
Complementary measures already in place	Complementary measures require TFA assessment, such as for labelling – particularly if the policy is effective and being enforced	Narrowly applied PHO ban is in place – such as for infant formula – particularly if the policy is effective and being enforced
Trade	Neighbouring countries or countries within an economic union have similar policies	Neighbouring countries or countries within an economic union have similar policies
Political support	Influential support is likely	Influential support is likely

# Industrial Trans Fat Elimination Within Reach

The number of countries taking action is accelerating rapidly

At this pace global elimination of artificial trans fat is achievable by 2023





# **Act Now – the Days of Trans Fat are Numbered!**

**REPLACE trans fat in your  
country and region**

**To learn more about  
opportunities for funding  
and technical assistance**

**[www.linkscommunity.org](http://www.linkscommunity.org)**



# Trailblazers in Trans Fat Elimination:

*Chile, Saudi Arabia,  
Slovenia, South  
Africa, Thailand, USA*

# Trans Fat Free by 2023

## Case Studies in Trans Fat Elimination

Melissa Maitin-Shepard





# Overview

- Background on Report
- Case Studies
- Key Conclusions & Recommendations
- Q&A

# Goals of the Report

- Share examples of successful strategies for enacting and implementing TFA policies
- Provide best practices, lessons learned, and recommendations based on the experience of policy-makers, advocates, and researchers involved

*TFA = industrially-produced trans fats from partially hydrogenated oils (PHOs) → excludes naturally occurring*

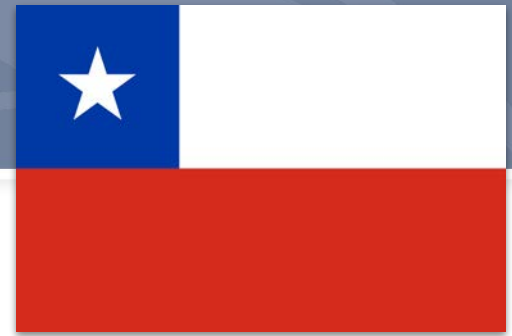
# Selection of Case Study Countries

- Case study countries varied in:
  - Geography, income, and politics
  - TFA policy
  - Enactment and implementation strategies
  - Stage of implementation
- Story was not previously well-documented
- Policy was implemented
- Policy aligns with WHO recommendations

# Methodology

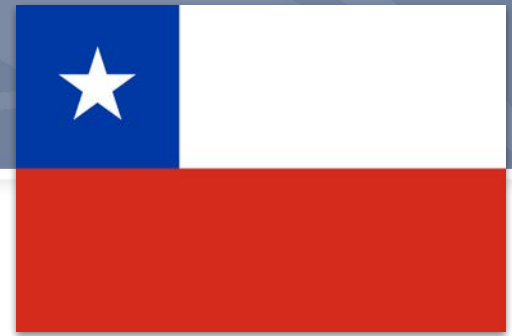
- Secondary research
  - Peer reviewed publications, media, CSO and government websites
- Interviews with government officials, advocates and researchers
- Advisory group provided input on interview questions and report content

# Chile: Policy Overview



- Two-step policy approach
  - 2006: TFA labelling regulation
  - 2009: 2% TFA limit for all foods
- Phased-in implementation of TFA limit
  - 2011: Oils and margarines
  - 2014: All other foods
- Next step - PHO ban?

# Chile: Regional Influence

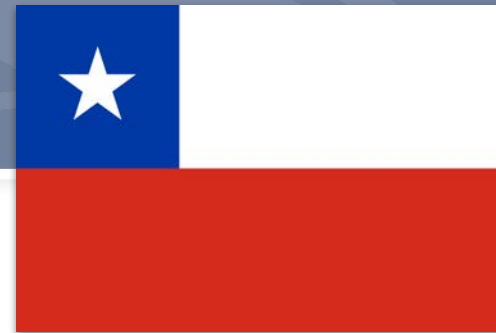


## Influence of Trans Fat Free Americas Declaration

*“This type of leadership from PAHO was very important to boost the work that Chile was doing... that PAHO was working on TFA was, of course, an impetus and a support to continue developing Chile’s regulation.”*

Dr. Tito Pizarro Quevedo, former Head of Food & Nutrition Department, Chilean Ministry of Health

# Chile: Success Factors



- Engagement of external stakeholders, including academia and industry
- Multi-stakeholder coordination within government
- Broader healthy eating policy framework
- Capacity to implement policy

# Saudi Arabia: Policy Timeline

الجمهورية العربية السعودية

2015

- **June**  
TFA labelling requirement enacted
- **5 November**  
Board of Directors of the GCC Standardization Organization (GSO) approved Standard GSO 2483/2015 limiting TFAs to 2 per cent for fats and oils and 5 per cent for all other foods
- **25 November**  
SFDA Board of Directors approved the GCC Standard GSO 2483/2015, thus enacting the GCC TFA limits nationally

2016

- **September**  
TFA labelling requirement took effect

2017

- **November**  
TFA limit of 2 per cent for fats and oils and 5 per cent for all other foods took effect

2018

- **February**  
SFDA inspection campaign found that 94 per cent of products met the 2 per cent and 5 per cent TFA limits
- **September**  
SFDA Healthy Food Strategy rolled out and voluntary agreements with industry signed
- **December**
  - ➔ PHO ban enacted
  - ➔ Under voluntary agreement, deadline for large multinational companies to limit PHOs to less than 1 per cent by weight

2020

**1 January 2020**  
PHO ban takes effect



# Saudi Arabia: Success Factors



- Part of broader Healthy Food Strategy
- Multi-sectoral approach
  - Voluntary agreement with multinational food companies
  - Workshop for small manufacturers to learn from larger ones
  - Support from CSOs and academia
  - Technical assistance from World Health Organization

# Saudi Arabia



***“In Saudi Arabia, they have a strong FDA; they have Vision 2030; there is political will from the Minister of Health to implement [policies]. There is also proper coordination between all sectors, . . . participation from academia, [and a] good working relationship between WHO and the government in Saudi Arabia.”***

Dr. Ayoub Al-Jawaldeh, Regional Advisor for Nutrition,  
WHO EMRO

# Slovenia: Policy Overview



- Prior to policy enactment, TFA in biscuits, cakes, and cookies was high:
  - Up to 17.9% of total fat in 2014
  - Many Western European countries were TFA-free
  - Most high-TFA products were imported or produced locally by small bakeries
- 2018: TFA limit of 2 grams per 100 grams fats and oils enacted
- 7 April 2019: TFA limit implemented

# Slovenia: Success Factors



- International and national research on TFAs in the food supply
- Education and advocacy regarding research findings
- Collaboration among Ministries - Health; Agriculture, Forestry & Food; and Commerce
- Delay in EU regional policy

# Slovenia



***“A legal limit on TFAs in foods is the most effective way to protect the entire population, especially vulnerable groups such as children and pregnant women, . . . and especially those population groups with the highest consumption of such foods. In addition, consumers who have not reached awareness of presence of TFAs would also be protected.”***

Mojca Triler, Senior Advisor, Ministry of Health of Slovenia

# South Africa: Policy Overview



- 2011: Enacted TFA limit of 2g/100g fats and oils
  - 2007: Draft TFA labelling regulation
  - TFA limit deemed to be more effective
  - Informed by legislation and international experience
- Formal policy development process involved multiple stakeholders
- Policy impact unclear

# South Africa



*The South Africa Department of Health supported moving forward with a TFA limit, rather than a labelling requirement, to accelerate and fast track the process of reducing this dietary risk factor associated with chronic diseases.*

# Thailand: Policy Overview



- 2018: Enacted PHO ban to stop production and importation of Western-style foods high in PHOs
- Most traditional Thai foods are low in TFAs
- Many foods with TFAs sold in Thailand had TFA-free versions sold in other countries



# Thailand: Success Factors



- Limited PHO production facilities allowed targeting of the supply chain
- Collaboration and communication among government, academia, public health experts, and food producers and importers
- Oil and food industry readiness for change
- Product database to facilitate monitoring

# Thailand



***“We think that cutting off PHOs is more practical and economical than limiting the amount of TFAs in food products.”***

Mayuree Ditmetharaj, Professional-level Food & Drug Technical Officer, Thailand Food & Drug Administration

# USA: Policy Overview



- 2006: TFA labelling requirement
- Beginning in 2006: States and localities passed their own TFA limits or bans
  - Primarily in California and Northeast
  - 2010: 20% of US population covered by a policy
- 2015: Prohibited the use of PHOs in foods by revoking its “GRAS” status
  - 2018: In effect with extended timeline for very limited number of products

# USA: Success Factors



- Evidence on health effects of PHOs
- State and local policies helped to pave the way
  - “Proof of concept”
  - Provided evidence of health impact
- Effective advocacy - Citizens petitions, call out “bad actors”, traditional and social media
- Food industry petition for exemptions denied, but implementation timeline extended



***“State and local policies were proof of concept . . . in part, [they] showed that companies could reformulate their products and still make good-tasting products that people would buy.”***

Dr. Margo Wootan, Vice President for Nutrition, Center for Science in the Public Interest (CSPI)

# Key Conclusions & Recommendations

- Reducing or eliminating TFAs is politically and technically feasible
- Research on TFA in the food supply is key for making the case for policy and identifying targets
- Consider the broader nutrition and health strategy
- Learn from international experience

# Key Conclusions & Recommendations

- Collaboration is key
  - Within government
  - With CSOs, academia, and industry
- CSOs can play a key role
  - Conduct and fund research
  - Educate the public and policy-makers
  - Use the media
  - Convene stakeholders
  - Engage in direct advocacy

# Key Conclusions & Recommendations

- WHO can be a useful resource for governments
- Guidance and technical assistance for manufacturers and importers may help to support policy implementation
  - *Particularly important for smaller companies*



# Key Conclusions & Recommendations

- More research and evaluation of policy impact are needed
- Consider TFA replacements
- As TFA policies spread, places without policies may find TFA a growing problem

# Thank you!

**Melissa Maitin-Shepard**

Independent Public Policy Consultant

Washington, DC, USA

<https://www.linkedin.com/in/melissa-maitin-shepard-694a30a/>

**Trans Fat Free by 2023: Case Studies in Trans Fat  
Elimination**

<https://ncdalliance.org/resources/transfatfree2023report>

A close-up photograph of a large assortment of baked goods, including muffins with raspberries, white cream rolls, chocolate-drizzled rolls, and various scones and pastries. The background is filled with these items, creating a rich, textured scene.

# Q & A



NCD Alliance



2009-2019



# Advocacy for Trans Fat Elimination:

*Mexico*



México **Saludhable**



# COALICIÓN MÉXICO SALUD- HABLE

Somos un grupo de organizaciones sin fines de lucro, trabajando por un país más sano y sin muertes por ENTs (enfermedades no transmisibles).

#ACCIONESPORTUSALUD

## Trans Fat Elimination in Mexico

**Ana Larrañaga**

Coordinator, Nutrition and Health Chapter  
Mexico SaludHable Coalition

## Who are we?

Mexico SaludHable is a coalition of more than 100 NGOs working on public health issues.

Our objective is to promote changes in public policies and government action to address noncommunicable diseases and especially main risk factors (diet, tobacco, alcohol, physical activity) with a comprehensive approach.

We work on trans fat elimination in Mexico under a grant from NCD Alliance and as part of Resolve to Save Lives' initiative on trans fat elimination.

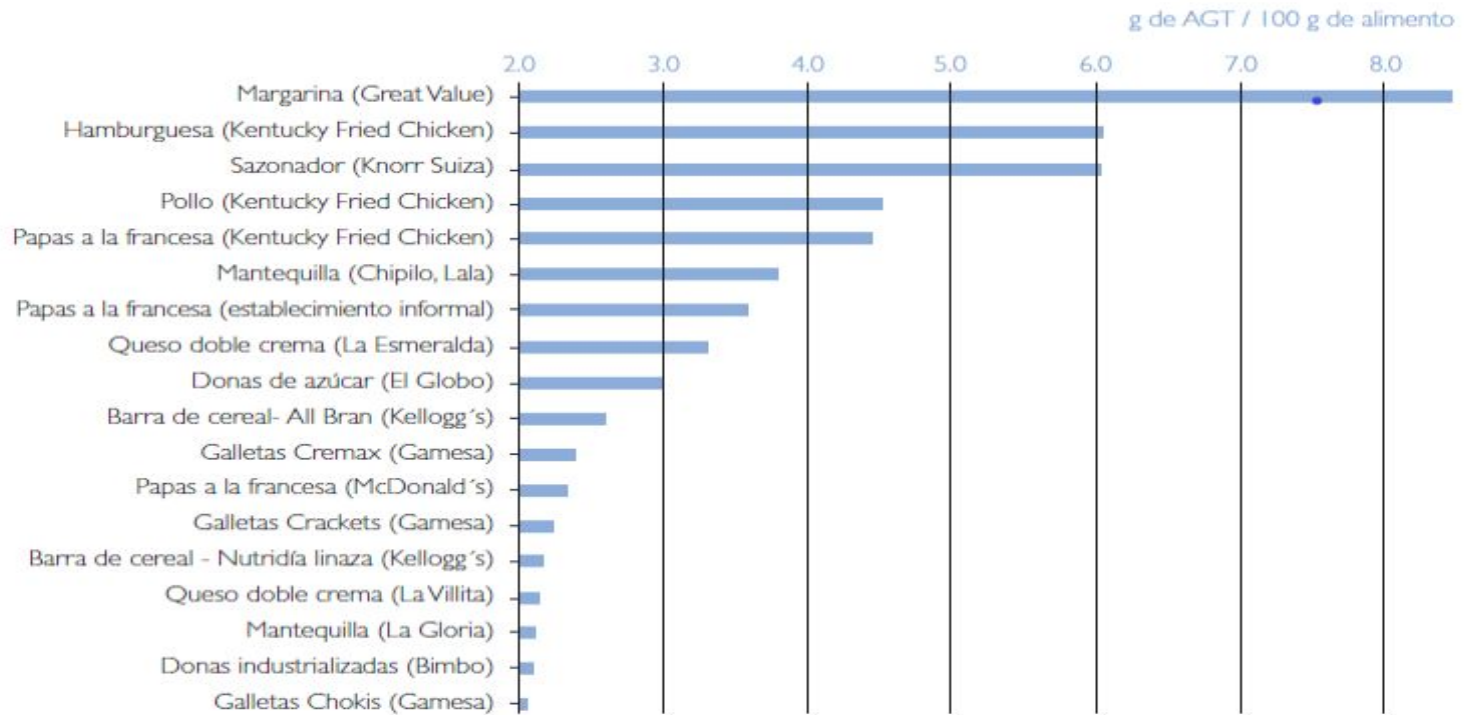
# Overview of national daily intake of trans fats

Daily intake of energy, fatty acids and trans fat with percentage contribution

Population	Energy (mean)	Fatty acids + %	Trans fat + %
Children of school age (5 -11 years)	1396	39.5 g/day (26.7%)	<b>0.5 g/day (0.4%)</b>
Adolescents (12 – 19 years)	1662	46.4 g/day (26.6%)	<b>0.5 g/day (0.4%)</b>
Adults (20 – 60 years)	1655	43.5 g/day (25.1%)	<b>0.5 g/day (0.4%)</b>
More than 60 years	1338	34.4 g/day (24.6%)	<b>0.4 g/day (0.4%)</b>

**Source:** Ramírez-Silva et al. Fatty acids intake in the Mexican population. Results of the National Nutrition Survey 2006, *Nutrition & Metabolism*, 2011, **8**:33.

# Foods with higher content of trans fatty acids in Mexico (2007)



**Source:** Villalpando et al. **Fats, diet and health. Tables of fatty acid composition of frequent foods in the Mexican diet**, INSP, Cuernavaca, November 2007, p. 21.



# TFA consumption in Mexico

To estimate the consumption of TFAs we reviewed:

- Detailed registries of population consumption, provided by National Health and Nutrition Survey (ENSANUT).
- Records of the content of trans fatty acids for foods consumed in the country, obtained from food labeling contents.

## •Results:

- TFA consumption in adolescents and adults: 0.5 grams per day on average (0.4% of total energy intake).
- 2.6% of adolescents and 4% of adults exceed the WHO recommendation of maximum intake of 1% of energy.
- If foods with a higher content of trans fatty acids were replaced by other foods with contents within recommendations, the **median intake could be reduced by 20%**.



## Conclusions:

- Overall, consumption of trans fatty acids is “relatively” low in Mexico when analyzing packaged foods only
- But: more data is needed because Mexicans eat a lot of unpackaged foods that is potentially high in TFAs
- There is still room to further reduce TFAs intake.

# Stakeholder Mapping

Relevant actors from:

- Executive level (Government institutions)
- Congress
- NGOs
- Academia and Opinion Leaders
- Private Sector (Possible opposition)

Organización	Nombre y Cargo de representante	Contacto /Página Web	Relevancia	Tipo de Actor / Postura
Asociación Mexicana de Hepatología	Dra. Graciela Castro Narro Presidenta  Instituto Nacional de Ciencias Médicas y Nutrición Salvador Zubirán	<a href="http://www.hepatologia.org.mx/">http://www.hepatologia.org.mx/</a> <a href="mailto:amh@hepatologia.org.mx">amh@hepatologia.org.mx</a>	Agrupar a los médicos especialistas en esta rama, así como a los miembros de otras profesiones afines, que dentro de su especialidad lleven a cabo de manera preferente, trabajos relacionados con la hepatología. Tienen como meta la promoción de la investigación de la patología del hígado y del sistema biliar, en función de establecer la prevención y un tratamiento oportuno.	 -
Asociación Latinoamericana para el Estudio del Hígado (ALEH)	Dr. Raymundo Parana. Presidente	<a href="mailto:info@alehlatam.org">info@alehlatam.org</a> <a href="mailto:info@alehlatam.org">info@alehlatam.org</a> <a href="https://alehlatam.org/">https://alehlatam.org/</a>	ALEH es una sociedad científica sin fines de lucro, que tiene el objetivo primordial de promover y difundir la Hepatología en el ámbito Latinoamericano, a través del fluido intercambio con especialistas del área, instituciones locales e internacionales y la comunidad en general.	 -

## Legal analysis: main findings

---

The legal framework that regulates TFAs in Mexico is limited:

- Local and federal authorities have the authority to regulate some aspects of TFAs → no single or unified regulation regarding TFAs
- Main regulations concerning TFAs are included in the “Official Mexican Standards”, or NOMs, which are legal tools that regulate technical specifications.
  - **NOM-043-SSA2-2005**: Criteria to provide food and nutrition guidance
  - **NOM-051-SCFI/SSA1-2010**: Regulates FOPL, but doesn't include TFAs on back-of-pack mandatorily.
  - **NOM-037-SSA2-2012**: Prevention and control of dyslipidemia
- General guidelines regarding food distribution in schools recommend a 0.5 g limit of TFAs in foods sold at schools.

## Challenges

---

- Currently, the Federal Government has 4 particular programs to address overweight and obesity. Although there are considerations and goals on changing eating habits, **none of them specifically addresses TFA consumption or content.**
- Compliance of regulations at schools.
- Lack of specific laws or regulations that limit the use of TFAs in processed and ultra-processed foods.
- FOPL: Must include the total energy content and its sources, (optional for TFAs). **Initiatives are currently discussed at the Chamber of Deputies. (Industry interference)**
- No regulations regarding the refining and / or hydrogenation process of oils and fats.

# Opportunities

**Multi-sectoral Action:**  
 Foodsystems: working  
 group with the Secretaries of  
 Agriculture, Health and  
 Welfare "GISA"

School breakfasts

SEGALMEX as exclusive distributor of food in  
 public entities

Subsidies of foods from the basic basket to  
 promote a healthy diet

FOPL

Food advertising aimed at children.

Over healthy foods in the school  
 environment and its surroundings.

# Key actors and critical processes

**President and cabinet  
(programmatic)**

National Development Plan 2018-2024

Health Sector Program 2018-2024

**Congress  
(national regulation)**

General Law of Health

New labeling law

**COFEPRIS  
(national rules)**

New guidelines

New NOM

# Next steps

## Main goal

Promote a comprehensive policy on trans fatty acids (TFA) Ban + Limits: To define

## July - December: Advocacy Period

- National Meeting on the Elimination of Trans Fat: Strategic actors identified through mapping (government, academia, decision makers and NGOs)
- Strategic advocacy agenda
- Collaboration with PAHO on the Regional Plan of Action

## Expected outcome

- Inclusion of REPLACE as part of the Health Sector Plan (Derived from the National Development Plan).
- Regulation on trans fats

### **Advocacy materials:**

- Policy Brief
- Campaign (social networks / traditional media)
- Website update on trans fats



**Updates will be posted  
on Mexico  
SaludHable's website**

**[www.mexicosaludhable.org](http://www.mexicosaludhable.org)**

**Thank you!**

**Twitter @MxSaludHable**





# Advocacy for Trans Fat Elimination:

*Pakistan*

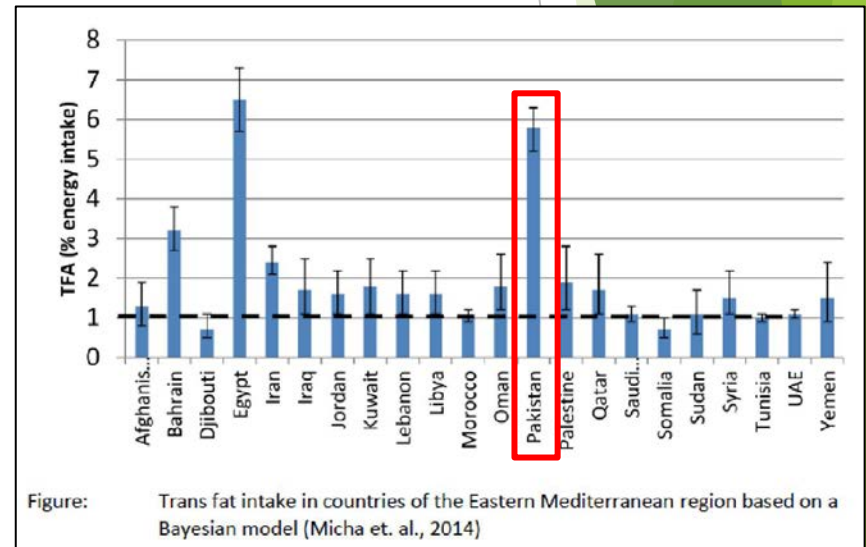
# Eliminating TFA in Pakistan: An overview

Ammar Rashid  
30<sup>th</sup> May, 2019

*Heartfile*

# NCD burden and TFA intake in Pakistan

- ▶ Non-communicable diseases (NCDs) responsible for 58% deaths per annum in Pakistan
- ▶ 80 million people suffer from chronic NCDs
- ▶ Cardiovascular diseases (CVDs) are the prime reason for 29% of NCD-related mortalities
- ▶ Pakistan has the 2<sup>nd</sup> highest per capita TFA intake in the WHO-EMRO region (after Egypt)



# Main dietary sources of TFA in Pakistan

Source	Average TFA range (%)
Vanaspati Ghee	14.2% - 34.4%
Margarines	11.5% - 34.8%
Shortenings	7.3% - 31.7%
Cooking oil	0.4% - 1.8%



# TFA levels in major food products in Pakistan

Food product	Average TFA range (%)
Biscuits	9.3% - 34.9%
Chocolates	4.56% - 8.49%
Pastries	3.92% - 10.97%
Parathas	11%
Cakes	12%
French fries	0.11% - 24%
Breakfast cereals	14.4%



# The problem is mainly local

- ▶ Main industries responsible for TFA:
  - ▶ Edible oil (specifically vanaspati ghee manufacturers)
  - ▶ Dairy (particularly margarine, cream and spreads products)
  - ▶ Bakery sector
- ▶ The bulk of trans fat sources in Pakistan (98%) are locally produced
- ▶ While Pakistan imports a major portion of its edible oil needs, the production of PHOs (vanaspati ghee) takes place domestically.

# Key government stakeholders

- ▶ Pakistan Standards and Quality Control Authority (PSQCA)
- ▶ Provincial food authorities
  - ▶ Punjab Food Authority
  - ▶ Khyber Pakhtunkhwa Food Safety and Halal Food Authority
  - ▶ Sindh Food Authority
  - ▶ Balochistan Food Authority
- ▶ Ministry of National Health Services Regulation and Coordination (Nutrition wing)
- ▶ Provincial departments of health



# Key industry and civil society actors

- ▶ Local industry associations:
  - ▶ Vanaspati Ghee Manufacturing Association
  - ▶ Pakistan Dairy Association
  - ▶ Pakistan Biscuit and Confectionery Manufacturers Association
  - ▶ Pakistan Food Association
  - ▶ International Food and Beverages Association
- ▶ Civil society and consumer groups:
  - ▶ GAIN
  - ▶ Scaling up Nutrition (SUN) Network
  - ▶ Pakistan NCD Alliance
  - ▶ Consumer Association of Pakistan





# Key regulatory challenges

- ▶ A food regulation framework that has historically been weakly enforced
- ▶ Issues of both state capacity and collusion with food industry
- ▶ Constitutional decentralization of regulatory system from federal to provincial levels in 2010
- ▶ Since then, improvement in some provinces but fragmented and uneven
  - ▶ Most functional regulatory body is Punjab Food Authority (for largest province with 52% of population) formed in 2011, and updated regulations in 2018
  - ▶ More recently, regulation has also improved in Khyber Pakhtunkhwa (18% of population)
  - ▶ Sindh and Balochistan yet to establish effective food regulatory framework
- ▶ Contestation of jurisdiction and regulatory authority between federal and provincial governments

# Existing TFA regulations in Pakistan

- ▶ Punjab (introduced in 2018)
  - ▶ Ban on Vanaspati ghee (a partially-hydrogenated oil) to come in effect from July 2020
  - ▶ TFA limit of 0.5% of total fatty acids for vanaspati (before ban), shortening, margarine and spread, and 3% for infant formulae
  - ▶ Labelling requirements (TFA % mentioned on label) for cream analogues, margarine, infant formulae and dried ice cream
- ▶ Khyber Pakhtunkhwa (introduced in 2018)
  - ▶ TFA limit of 10% for Vanaspati ghee and 5% after three years
  - ▶ TFA limit of 5% for shortening, table margarine and 3% for infant formulae
  - ▶ Labelling requirements (TFA % mentioned on label) for cream analogues, table margarine, infant formulae and dried ice cream
- ▶ Sindh
  - ▶ No TFA-specific regulations
- ▶ Balochistan
  - ▶ No TFA-specific regulations
- ▶ Federal (PSQCA)
  - ▶ TFA limit of 10% only on Vanaspati ghee.

# Key challenges for TFA elimination

- ▶ Harmonizing limits across provincial and federal levels
- ▶ Extending ban on vanaspati to other provinces
- ▶ Imposing penalties for non-compliance
- ▶ Standardized nutrient profiling and labelling for TFA
- ▶ Generating data on intake, particularly on population sub-groups
- ▶ Tackling industry lobbying while pushing for replacement

# Key challenges for TFA elimination (cont'd)

- ▶ Strengthening enforcement and testing capacities
- ▶ Streamlining federal and provincial regulatory roles
- ▶ Lack of public awareness and demand
- ▶ Research and support for replacement and reformulation, particularly for SMEs
- ▶ Stewardship for TFA elimination in a fragmented system (MoH, WHO)

# Next steps for Pakistan

- ▶ Form and convene national Working Group for TFA elimination with key federal, provincial, government and non-government stakeholders
- ▶ Dissemination of key evidence around TFA and the route to its elimination among policymakers, producers, suppliers, civil society and the public
- ▶ Government-led multi-stakeholder agreement on a national plan for TFA elimination by 2023
  - ▶ Prioritize harmonizing regulations to WHO recommended levels and ensuring compliance through penalties and effective monitoring
- ▶ Communication efforts through print, electronic and social media to support a shift in consumption habits and public demand

# Recommendations to advocates working on TFA elimination

- ▶ In fragmented regulatory settings with divided responsibilities, important to ensure multi-stakeholder forums to ensure uniformity and effectiveness of regulations
- ▶ In the context of industrial lobbying and weak regulatory regimes, work to ensure industry actors are not able to influence decisions and outcomes in decision-making committees
- ▶ However, also advocate for adoption and popularization of healthier replacements by industry
- ▶ Cultivate support for TFA elimination among key champions in government at national and subnational levels who can steward the process

# Further updates and contacts

- ▶ Website: [www.heartfile.org](http://www.heartfile.org) (will include updates on evidence and updates on TFA)
- ▶ Emails:
  - ▶ Ammar Rashid ([ammar@heartfile.org](mailto:ammar@heartfile.org))
  - ▶ Dr. Saba Amjad ([saba@heartfile.org](mailto:saba@heartfile.org))
  - ▶ Kassim Nishtar ([kassim@heartfile.org](mailto:kassim@heartfile.org))

*Heartfile*

A close-up photograph of a variety of baked goods, including muffins with raspberries, cinnamon rolls, chocolate-drizzled rolls, and scones, arranged on a wooden surface.

# Q & A



NCD Alliance



2009-2019



# Knowledge Exchange Network on TFAs

- Hosted by the NCD Alliance
- Discussion platform to share learnings, challenges and successes on TFA elimination
- Provides peer to peer support
- Open to NCD Alliance members
- Sign up here:  
<https://ncdalliance.org/form/knowledge-exchange-network-on-trans-fat-elimination>

# THANK YOU

SHARE. DISCUSS. ENGAGE. CHANGE.



#NCDs @ncdalliance



MAKING NCD PREVENTION AND CONTROL A PRIORITY, EVERYWHERE