

NCD

Trailblazers

*Healthy,
sustainable food
systems and
policies to reduce
diet-related NCDs*

Tuesday 26 November 2019



NCD Alliance



Speakers

➤ **Dr Trudy Wijnhoven**

- Nutrition Officer - Nutrition and Food Systems Division, FAO
- *Introduction to food systems, & how they are addressed under the UN Decade of Action on Nutrition (2016-2025) & the Nutrition for Growth summit in 2020*

➤ **Mr Jo Jewell**

- Nutrition Specialist (Child Overweight and Obesity Prevention) Nutrition Section, UNICEF
- *Children, food and nutrition - Growing well in a changing world*

➤ **Ms Johanna Ralston**

- CEO, World Obesity Federation
- *The Global Syndemic of Obesity, Undernutrition and Climate Change*

➤ **Ms Cheryl Toner MS, RDN**

- *Director of Food Sector Engagement, American Heart Association*
- *American Heart Association Food Systems Strategy - the Foodscape Innovation™ Initiative*

➤ **Ms Kate Oldridge-Turner**

- *Head of Policy & Public Affairs, World Cancer Research Fund International*
- *Designing and implementing robust nutrition policies: The NOURISHING framework & Building Momentum Series*

➤ **Chair: Lucy Westerman Policy & Campaigns Manager, NCD Alliance**

Introduction to food systems, & how they are addressed under the UN Decade of Action on Nutrition (2016-2025) & the Nutrition for Growth summit in 2020

Dr Trudy Wijnhoven, Nutrition Officer - Nutrition and Food Systems Division (ESN) - FAO





Food and Agriculture Organization
of the United Nations

UNITED NATIONS DECADE OF
ACTION ON NUTRITION
2016-2025

Food systems

UN Decade of Action on Nutrition (2016-2025)

Nutrition for Growth summit 2020

**Dr Trudy Wijnhoven, FAO, Nutrition and
Food Systems Division (ESN)**

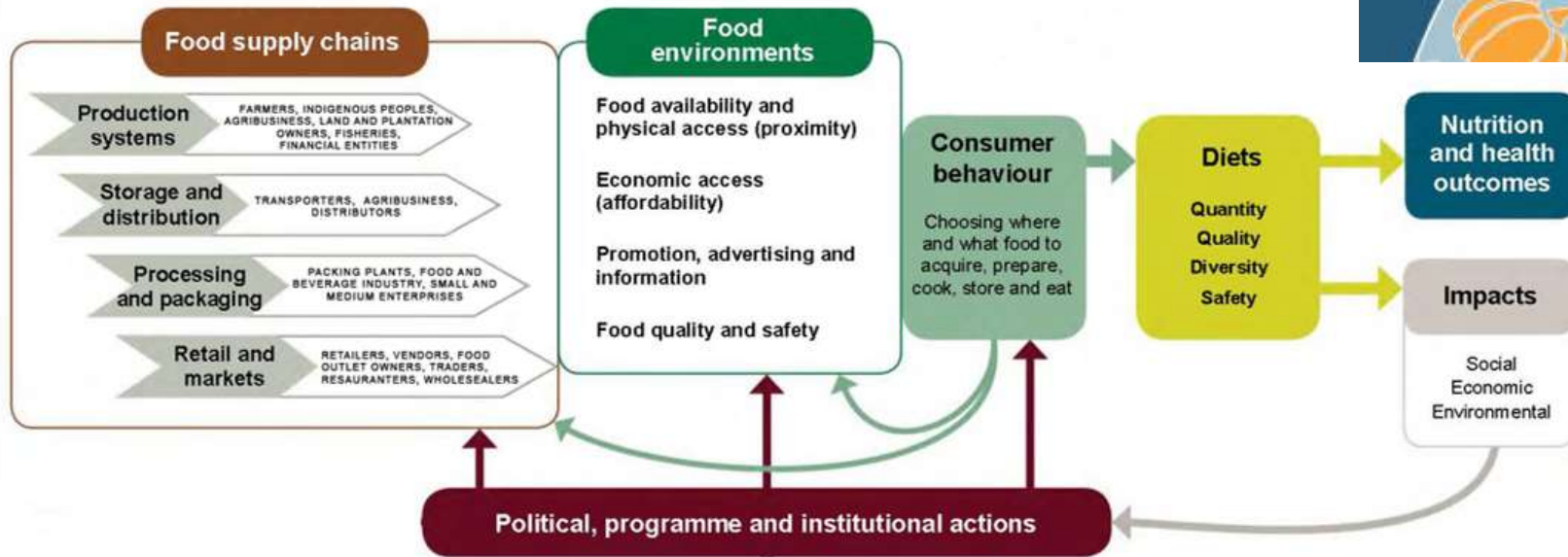
Healthy, sustainable food systems and policies to reduce diet-related NCDs
NCD Alliance – Webinar, 26 November 2019



Food systems that ensure sustainable healthy diets for all



SUSTAINABLE HEALTHY DIETS
GUIDING PRINCIPLES



Source Figure: Adapted from the High Level Panel of Experts on Food Security and Nutrition. HLPE 2017. <http://www.fao.org/3/a-i7846e.pdf>



Outcomes of the Second International Conference on Nutrition



Rome Declaration on Nutrition: 10 commitments

- Eradicate hunger and prevent all forms of malnutrition
- Increase investments
- Enhance sustainable food systems
- Raise the profile of nutrition
- Strengthen human and institutional capacities
- Strengthen and facilitate, contributions and action by all stakeholders
- Ensure healthy diets throughout the life course
- Create enabling environment for making informed choices
- Implement commitments through Framework for Action
- Integrate vision and commitments into post-2015 agenda

Framework For Action (FFA): a set of 60 policy recommendations





UN Decade of Action on Nutrition 2016-2025 and global nutrition targets



UNITED NATIONS DECADE OF
ACTION ON NUTRITION
 2016-2025

The aim of the Nutrition Decade is to accelerate implementation of the **ICN2 commitments**, achieve the **global nutrition and diet-related NCD targets** by 2025 and contribute to the realisation of the **SDGs** by 2030.



www.un.org/nutrition/



Tokyo Global Nutrition Summit 2020

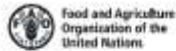
Food systems – commitment areas

1. Whole of Government National Food System Action Plan
2. Investor Coalition
3. Responsible Business Pledge
4. Workforce Nutrition Pledge
5. Scale up the ability of the SUN Business Network (SBN) to advance nutrition
6. Consumer demand
7. Nutritious Foods Financing
8. Guiding principles for sustainable, healthy diets
9. Data to inform food systems analysis & policy development

nutritionforgrowth.org



Some selected other resources related to food systems and nutrition



STRENGTHENING SECTOR POLICIES FOR BETTER FOOD SECURITY AND NUTRITION RESULTS

Food systems for healthy diets



Responding to the Challenge of Non-communicable Diseases
Food and Agriculture Organization of the United Nations

1. The food and agriculture sector is crucial for an effective response to NCDs.

The food and agriculture sector plays a major role in ensuring people by increasing the availability of and access to diets rich in nutritious food, which means dietary recommendations and policies relating to environmental sustainability.

Most of today's food systems need to be reimagined from the production of high-calorie staple food crops such as cereals to sustainable production of nutritious foods such as fruits and vegetables. This will address dietary diversity, improve food systems, and address all forms of malnutrition, such as underweight and obesity, as well as emerging chronic conditions such as diabetes. In today's food systems, the nutrition transition that moves us from diets that are not always available or affordable for many people to diets that are more nutritious, diverse, and healthy. This transition is essential for ensuring that people have access to safe, sufficient, and nutritious food, so that all people have the right to eat for health.

The use of obesity and NCDs is associated with rapid weight change, which is often accompanied by highly processed foods.

2. The food and agriculture sector is crucial for an effective response to NCDs.

High in refined starches, sugars, fats, and oils, and accompanied by an insufficient intake of fruits, oils, and vegetables, trans fats, sodium, and added sugars. This diet is associated with obesity, diabetes, and heart disease. The high prevalence of these conditions is a major public health concern and a leading cause of death and disability worldwide.

The way we produce, process, store, and sell our food affects our health. Small producers and suppliers have a role to play.

FAO School Food and Nutrition Framework

Home-grown school feeding resource framework

HOME-GROWN SCHOOL FEEDING RESOURCE FRAMEWORK

Nutrition-sensitive agriculture and food systems in practice
Options for interventions

KNOW WHAT PEOPLE EAT
BETTER DATA BETTER POLICIES BETTER DIETS

NUTRITION-SENSITIVE AGRICULTURE AND FOOD SYSTEMS
Interdisciplinary learning modules for policy and programme planning

Developed through a multi-stakeholder consultative process

A comprehensive and experimental learning approach

Covers all forms of malnutrition and a diversity of activities

Teaching guides for children and young students

Reducing food waste starting from schools

SAVE FOOD

THE NUTRITION CHALLENGE
FOOD SYSTEM SOLUTIONS

World Health Organization

EFFECTS OF FOOD TAXATION IN TONGA: A SNAPSHOT

THE WORLD BANK

HANDBOOK ON FOOD LABELLING TO PROTECT CONSUMERS

INTERNATIONAL STANDARDS FOR FOOD LABELLING

Q & A



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Children, food and nutrition - Growing well in a changing world

Jo Jewell

Nutrition Section, UNICEF



Children, food and nutrition

Growing well in a
changing world

Jo Jewell

UNICEF Nutrition Section

November 2019



Malnutrition in a changing world

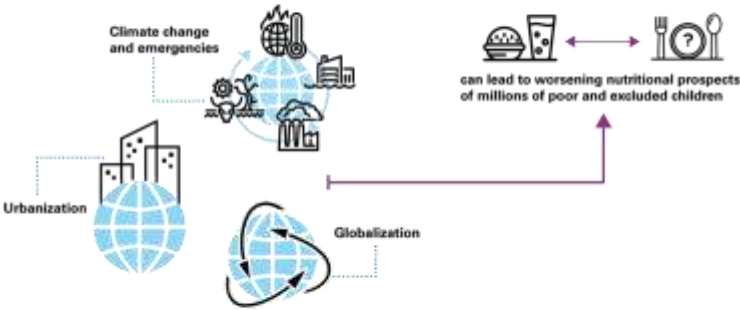
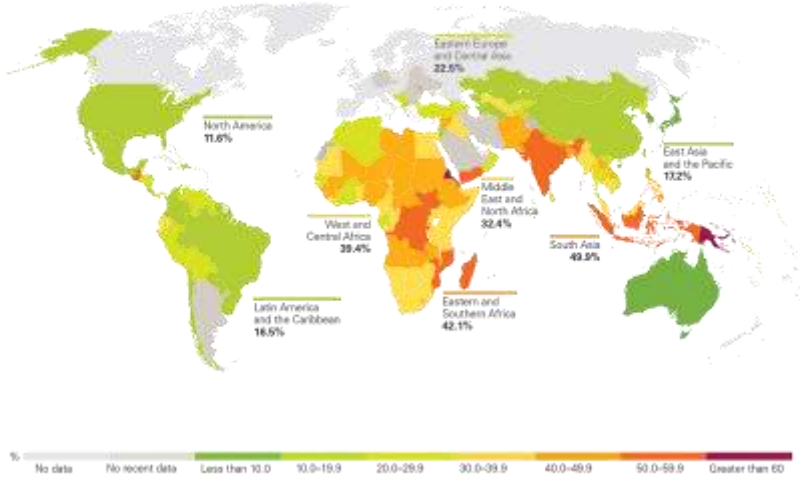


FIGURE A.1 | Prevalence of children under 5 who are not growing well (stunted, wasted or overweight), 2018



Malnutrition in a changing world

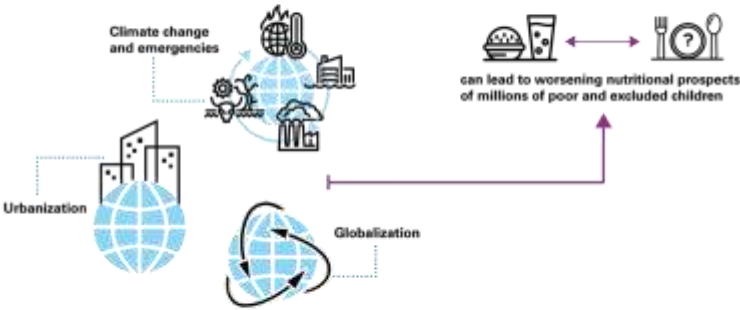
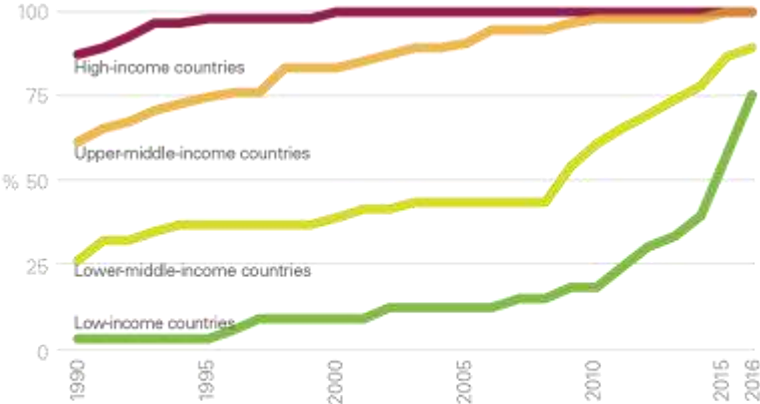
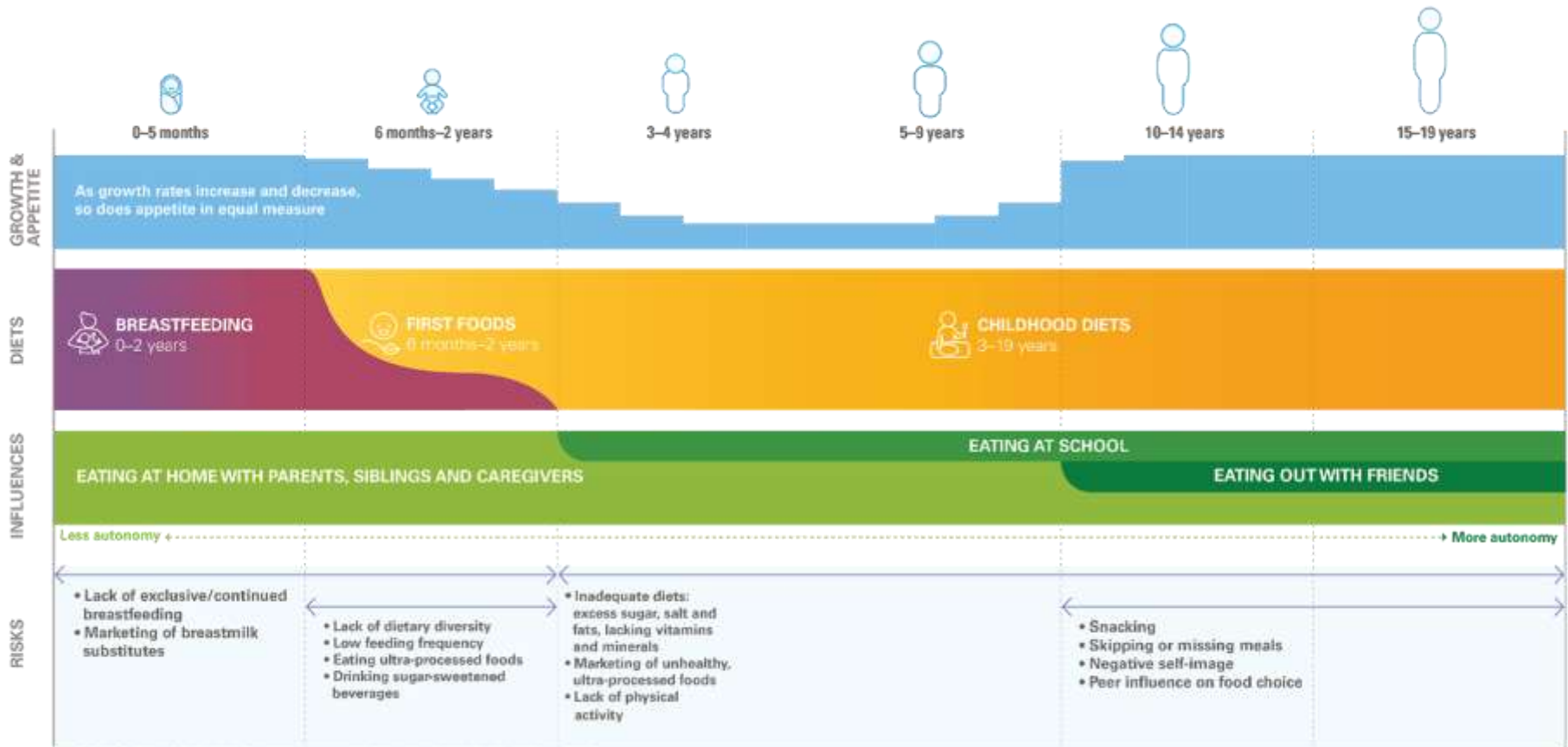


FIGURE 1.6 | Trend in percentage of countries by World Bank income group where at least 10 per cent of children aged 5–19 years are overweight

Low- and lower middle-income countries have seen a significant rise in overweight over the past decade.



Food and nutrition across childhood



Source: Elsiebeth Fox, 'Characteristics of children's dietary needs, intake patterns, and determinants that explain their nutrition behaviors' (unpublished).

1. Empower families, children and young people to demand nutritious food



- Understand and leverage family and community dynamics
- Improve nutrition education and improve food preparation skills to enable better lifelong dietary habits
- Improve the desirability of healthy foods
- Use effective legislation to reduce demand for unhealthy foods
- Leverage social protection to promote healthy diets

2. Drive food suppliers to do the right thing for children



- Provide economic incentives, and eliminate disincentives, for producers to supply more nutritious children's foods.
- Invest in the modernization of infrastructure and transport chains to reduce food and nutrient losses for fresh /whole foods
- Reduce the environmental impact of food production for today's and tomorrow's children

3. Build healthy food environments for all children

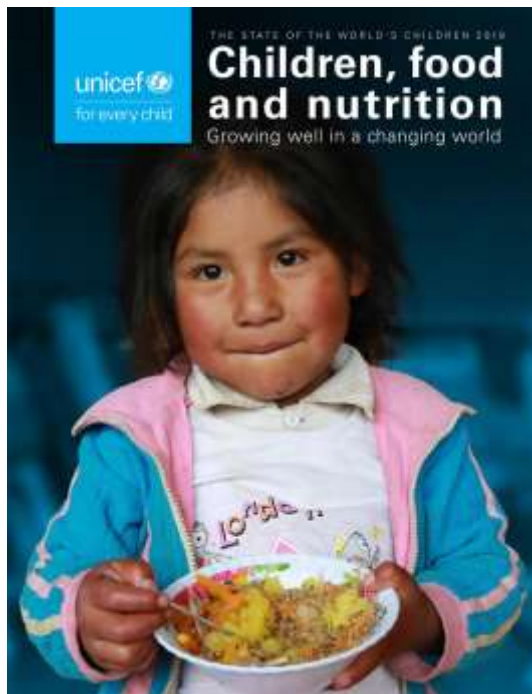


- Create environments that promote optimal breastfeeding and complementary feeding practices
- Enhance the transparency of nutritional information through consumer-friendly food labelling
- Regulate the marketing of unhealthy foods to children
- Reduce obesogenic influences around places designed for children, particularly schools
- Ensure that healthy food is available, affordable and convenient for all

4. Mobilize supportive systems to scale up nutrition results for all children



- **Health system:** integration of preventive actions into routine services
- **Water and Sanitation system:** access to safe drinking water and safe sanitation
- **Education system:** delivery of nutrition interventions including nutrition education and creation of healthy environments
- **Social Protection system:** safety net to protect the nutrition of most vulnerable families through use of cash transfers, food vouchers, etc.



unicef.org/nutrition

Q & A



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The Global Syndemic of Obesity, Undernutrition and Climate Change

*Ms Johanna Ralston
CEO,
World Obesity Federation*



THE LANCET

October 2019 www.thelancet.com

The Global Syndemic of Obesity, Undernutrition and Climate Change: The Lancet Commission report



The Global Syndemic of Obesity, Undernutrition and Climate Change

Johanna Ralston

CEO, World Obesity Federation

26 November 2019

The Lancet Commission on Obesity

- Followed two Lancet special reports on obesity
- Involved 43 global experts and early researchers 2016-2019
- Expanded focus from initial conception on obesity - GLOBAL SYNDEMIC

THE LANCET

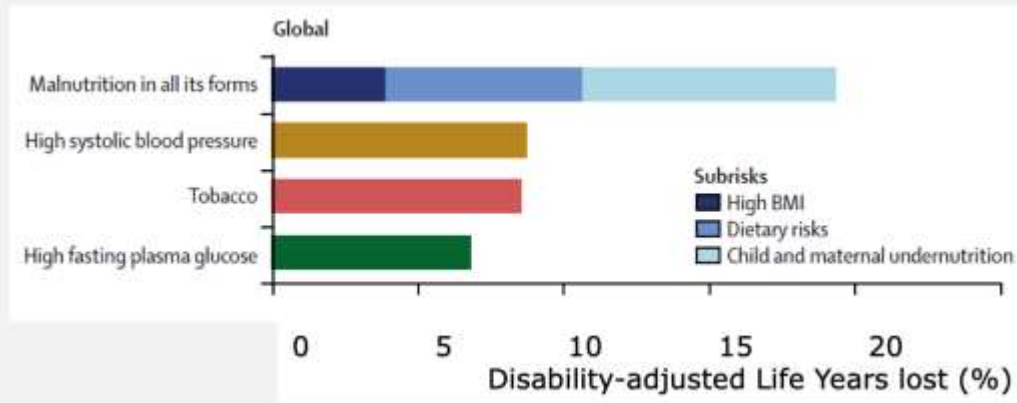
January 2009

www.thelancet.com

The Global Syndemic of Obesity, Undernutrition and Climate Change: The Lancet Commission report



Malnutrition in all its forms



Global

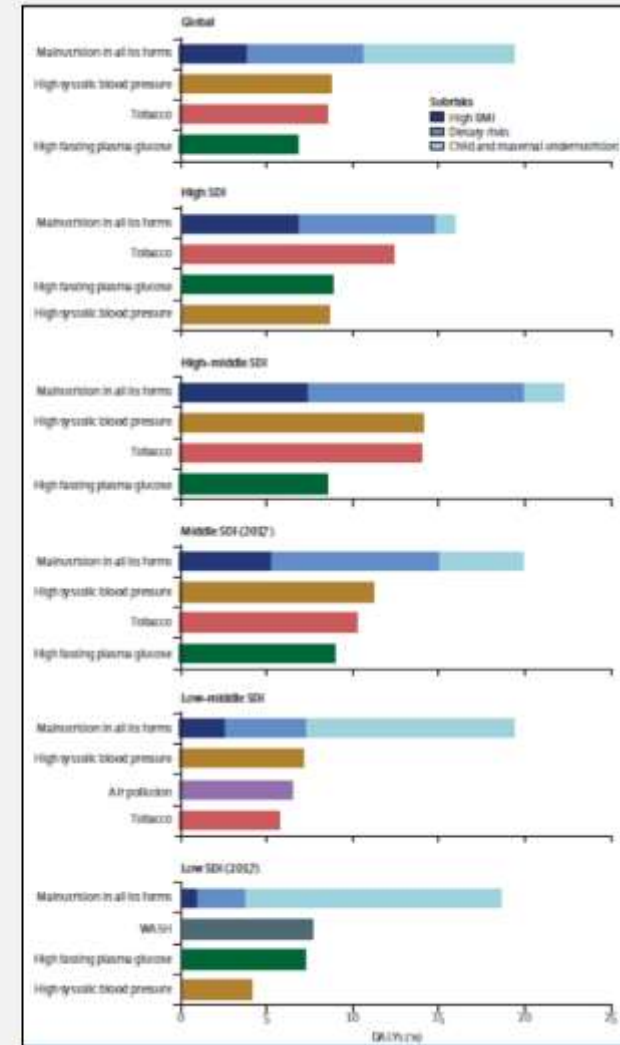
High

High-middle

Middle

Low-middle

Low



Lancet Commission on Obesity, 2019

Defining a 'Syndemic'

Two or more diseases at epidemic scale that interact in time and place, affect each other and have common economic, societal or environmental drivers



This Syndemic...

Double burden of undernutrition and obesity – leading cause of ill-health:

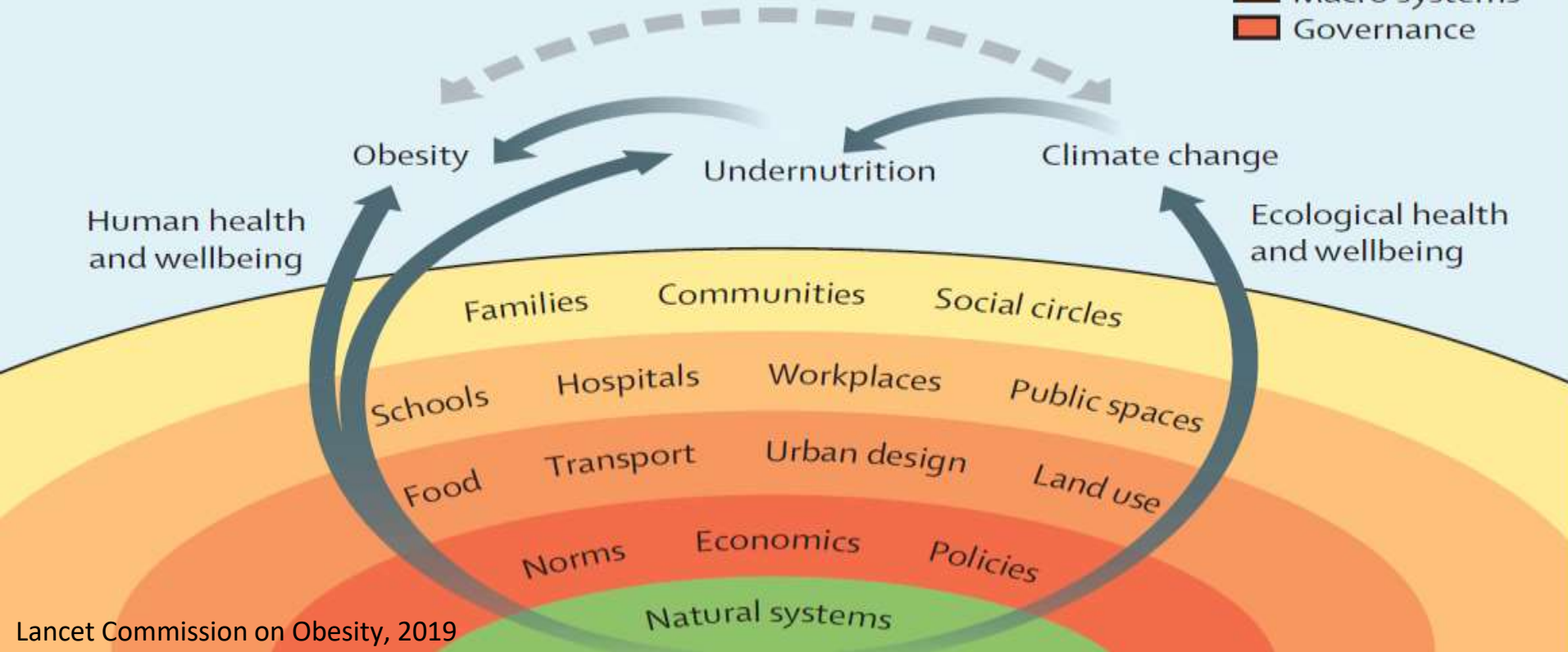
Diet and physical activity - driven by food, transport, urban design, and land use systems

Climate change – biggest human and planetary crisis of 21st century

Also driven by food, transport, urban design and transport systems

B Global Syndemic view

- Micro systems
- Meso systems
- Macro systems
- Governance



Lancet Commission on Obesity, 2019

Examples of specific interactions



Obesity and stunting in the same children and same population



Low Birth Weight and adult obesity



Car use, inactivity, and GHG emissions



Cattle production, GHG emissions, meat consumption and cancer, CVD, and obesity



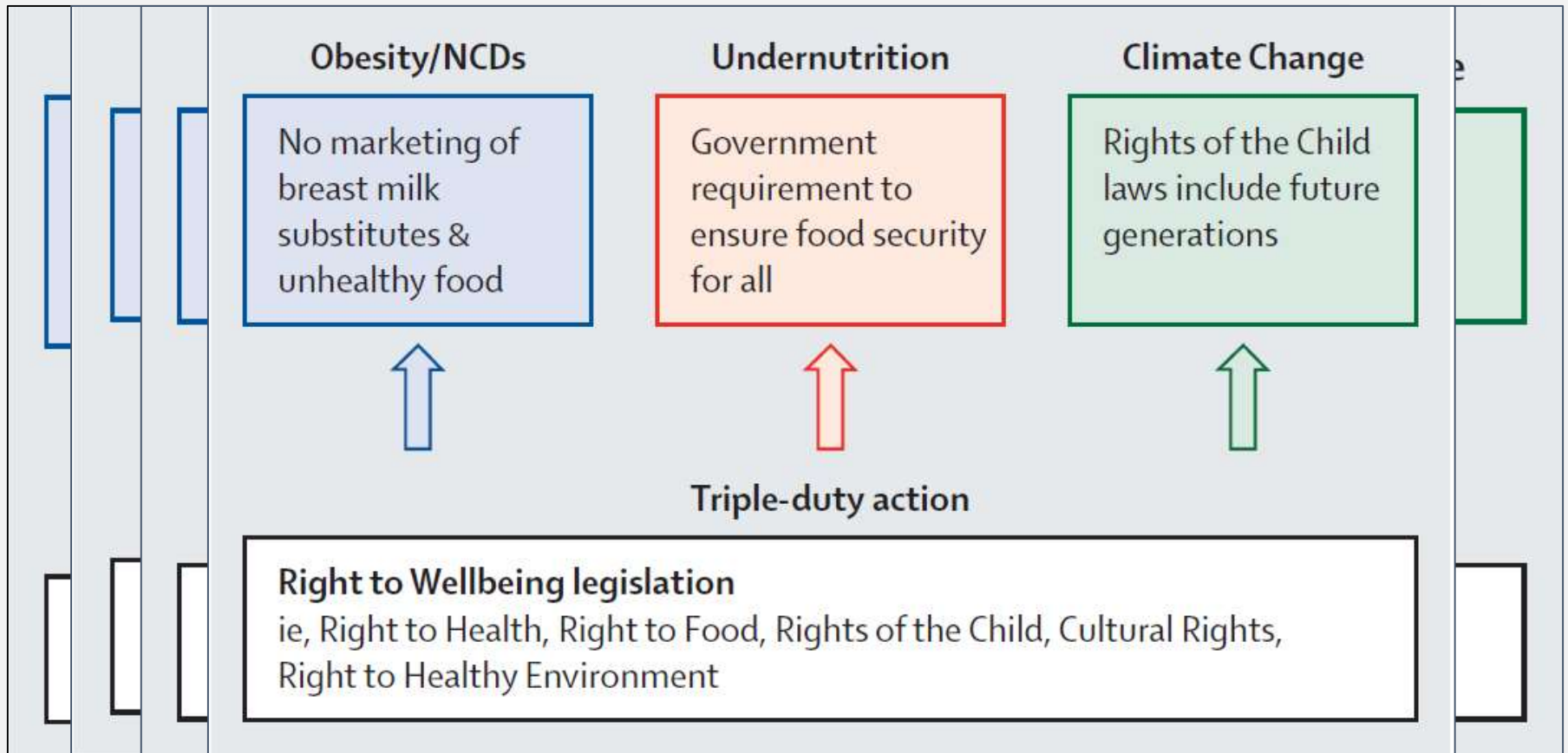
Climate change, catastrophic weather events, food insecurity



Air quality, walkability, outside play and obesity

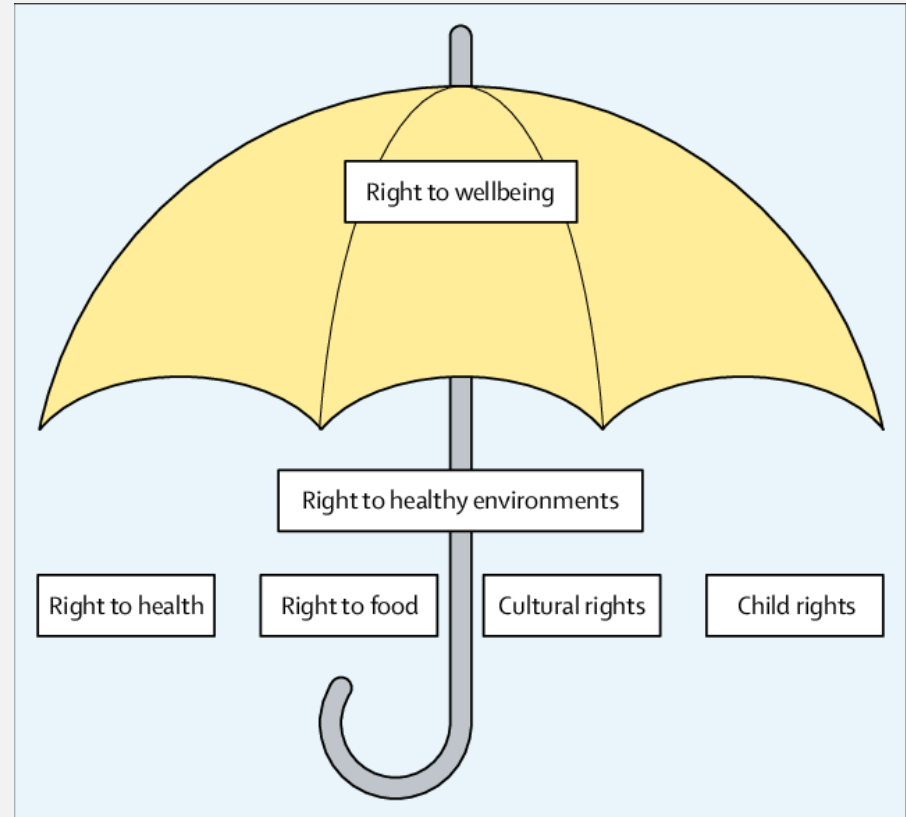
Triple-duty actions

Lancet Commission on Obesity, 2019



Human Rights

- Call to Dr Tedros and Michelle Bachelet to develop guidelines on human rights and healthy diets, co-authored w. 180 signatories
- Human Rights obligations used to frame HIV/AIDS
- LCO recommended The Right to Wellbeing approach as a powerful political lever for action



Lancet Commission on Obesity, 2019

THE LANCET

January 2019

www.thelancet.com

Thank you!

The Global Syndemic of Obesity, Undernutrition and
Climate Change: The *Lancet* Commission report



For more information visit:
www.worldobesity.org

Q & A



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American Heart Association Food Systems Strategy - the Foodscape Innovation™ Initiative

*Ms Cheryl Toner
Portfolio Lead, Food Industry,
American Heart Association*





FOODSCAPE INNOVATION INITIATIVE

Cheryl Toner, MS, RDN
Director of Food Sector Engagement

NCD Alliance
November 26, 2019




American
Heart
Association.

WHO WE ARE

The American Heart Association/
American Stroke Association is
not just a charity. We are
crusaders, innovators, scientists
and partners.

OUR MISSION

To be a relentless force for a world
of longer, healthier lives.

A decorative dotted line in red and grey curves along the left edge of the slide.

The American Heart Association
Foodscape Innovation™ Initiative
is working towards ***sustainable
nutrition security for all.***

- Improved environmental impact
- Improved healthfulness of foods and eating choices
- Equitable access to affordable, healthy food



LOCAL COMMUNITY PROGRAMS

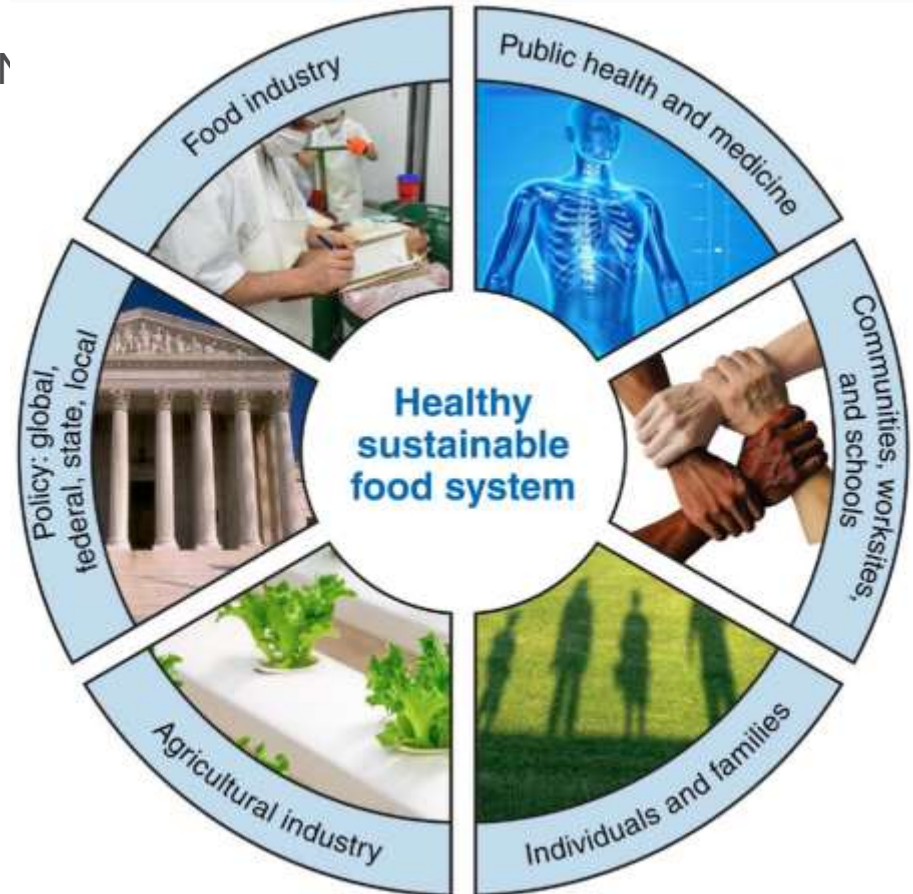
- Nutrition and cooking education programs such as Simple Cooking with Heart, Mobile Kitchens, Healthy for Life, and Kids Cook with Heart.
- Backpack food program, 3 meals a day
- Fruit and Vegetable Prescriptions within healthcare systems
- Recovering food waste (such as 412 Food Rescue)
- Urban farming or Community Gardens



AHA SCIENCE ADVISORY

INNOVATION TO CREATE A HEALTHY AND SUSTAINABLE FOOD SYSTEM

“Developing a *healthy and sustainable food system* requires a **multi-level innovative approach** that includes global, federal, state, and local policies; the food industry; the agricultural industry; public health and medicine; communities, worksites, and schools; and individuals and families.”



<https://www.ahajournals.org/doi/10.1161/CIR.0000000000000686>

FOODSCAPE INNOVATION™

Key approaches

- Listen to stakeholders throughout foodscape and within AHA
- Convene foodscape innovators in strategic dialogue
- Inspire and recognize good work
- Lead collaboratively towards action
- Drive consumer demand
- Evaluate and evolve

American Heart Association
Healthy for Good™

4TH ANNUAL FOODSCAPE INNOVATION™ SUMMIT

September 27, 2019
8:00 a.m. - 3:30 p.m.
Hyatt Regency Crystal City, 2799 Jefferson Davis Highway, Arlington, VA

Hosted by Eduardo Sanchez, MD, MPH, FAAP,
Chief Medical Officer, American Heart Association

Facilitated by Sylvia Rowe, SR Strategy, LLC

Join the American Heart Association and leaders from industry, government, and non-profit sectors of the foodscape to accelerate science-based approaches to ensure sustainable nutrition security for all:

- Collaborate and be inspired by others in a collaborative learning environment.
- Create ideas, insights, and emerging trends from thought-provoking speakers, breakout sessions, and strategic dialogue.
- Contribute to research, innovation, and business models and define new opportunities for people and planet.
- Network with leaders across the foodscape.
- Adorn opportunities for the AHA's Foodscape Innovation Initiative.

Breakfast and lunch will be served.

The Summit is an invitation-only event. We welcome SUSTAIN suggestions for our consideration if you are unable to personally attend.

To RSVP by September 3, 2019 or for questions, contact: Alan Arora at alan.arora@heart.org.



Kroger is proud to support the American Heart Association Healthy for Good™ initiative.



Thank you!

cheryl.toner@heart.org

Q & A



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Designing and implementing robust nutrition policies: The **NOURISHING** framework & Building Momentum Series

*Kate Oldridge-Turner
Head of Policy & Public Affairs
World Cancer Research Fund
International*



Designing and implementing robust nutrition policies: The NOURISHING framework & Building Momentum Series



NCD Trailblazers: Healthy, sustainable food systems and policies to reduce diet-related NCDs Webinar

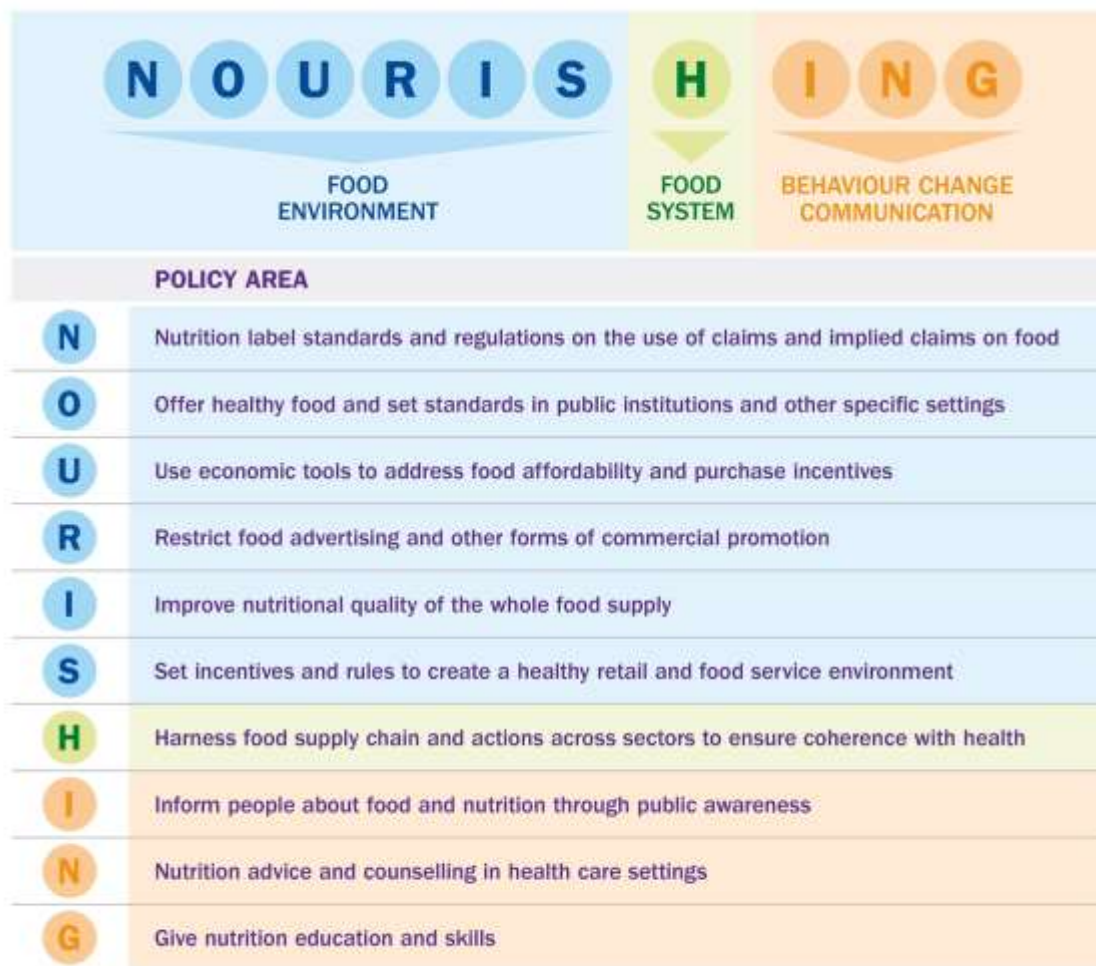
Kate Oldridge-Turner
Head of Policy & Public Affairs



26 November 2019

wcrf.org

The NOURISHING framework



© World Cancer Research Fund International

Building momentum: lessons on implementing a robust SSB tax



World Cancer Research Fund International

Sugar sweetened beverages



contribute to weight gain



leads to being overweight or obese



Increases risk of diet-related NCDs

wcrf.org/buildingmomentum
© World Cancer Research Fund International

Building momentum: lessons on implementing a robust Front of Pack Label



Types of FOPL

NUTRIENT-SPECIFIC SYSTEMS

NUTRIENT-SPECIFIC SYSTEMS

A) Interpretive:
 Definition: Provides nutrition information for one or more nutrients as guidance rather than specific facts

- Underlying nutrient profile:
 - Nutrients are kept separate
 - Thresholds are set for each nutrient

B) Non-interpretive:
 Shows information only, with no specific context, eg. judgement or recommendation

SUMMARY INDICATOR SYSTEMS

SUMMARY INDICATOR SYSTEMS

Definition: Combines several criteria to establish one indication of the healthiness of a product and shows judgement or recommendation

Underlying nutrient profile:

- Nutrient levels combined to give overall rating
- Thresholds for combined score for half star, one star etc., for green, for yellow etc.

Abbreviations: GDA = Guideline Daily Amount

wcrf.org/frontofpack
© World Cancer Research Fund International

Building momentum: lessons on implementing a robust front-of-pack food label



Building momentum Three: Restricting Marketing to Children



**BUILDING
MOMENTUM:
LESSONS ON
IMPLEMENTING
ROBUST FOOD
& NON-
ALCOHOLIC
BEVERAGE
MARKETING
RESTRICTIONS**

Thank you

Email: k.olderidge-turner@wcrf.org

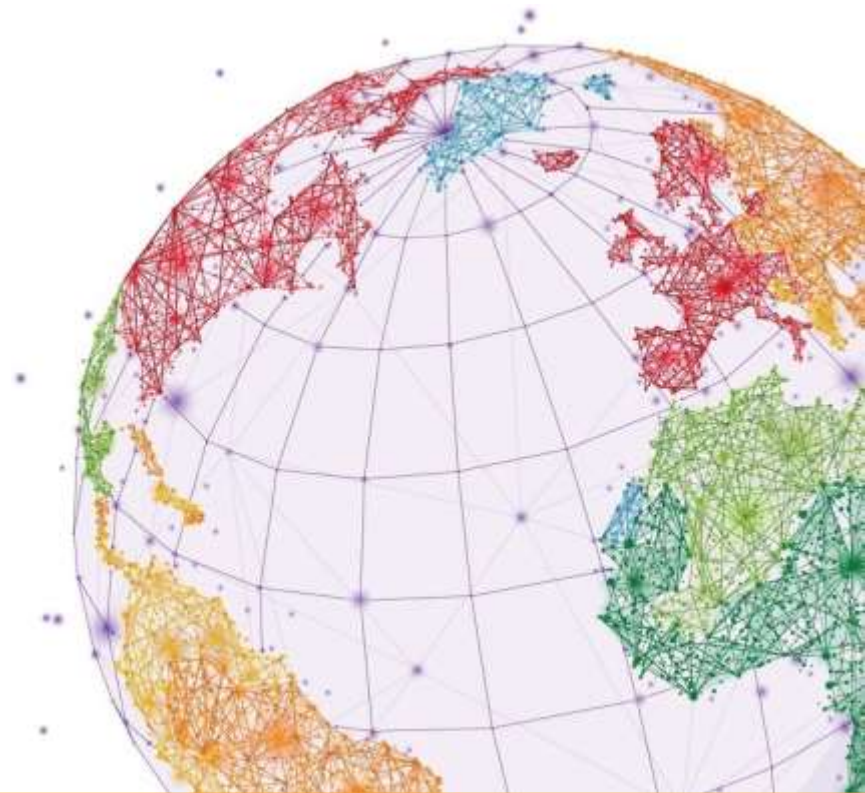
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Q & A



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Webinar slides and recording

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WEBINARS



**TAILOR-MADE
RESOURCES**

**VISIBILITY
OPPORTUNITIES**



&

**UP TO TWO FREE INVITATIONS
to attend the Global NCDA
Alliance Forum 2020**



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Friends Of Chartered Engineers

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SHARE. DISCUSS. ENGAGE. CHANGE.



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MAKING NCD PREVENTION AND CONTROL A PRIORITY, EVERYWHERE