



Best-ReMaP

Healthy Food for a Healthy Future

Best-ReMaP and the OECD

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Co-funded by
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BEST-REMAP AND THE OECD WORK ON BEST PRACTICES ARE COMPLEMENTARY IN STEERING ACTION ACROSS THE EU/EEA

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Three in five people living in the EU is **overweight**



Almost one in four people has **obesity**...



... of which almost one in three has **morbid obesity**





Overweight And Its Associated Chronic Diseases Carry Significant Burden For EU Countries And Their Citizens



8%

of healthcare budgets in EU countries is spent to treat conditions caused by overweight



-3.3%

Reduction in GDP due to conditions caused by overweight in EU countries



+11%

Chances to perform well at school in European teenagers who are healthy-weight



220 EUR

Equivalent tax increase per capita due to overweight in EU countries



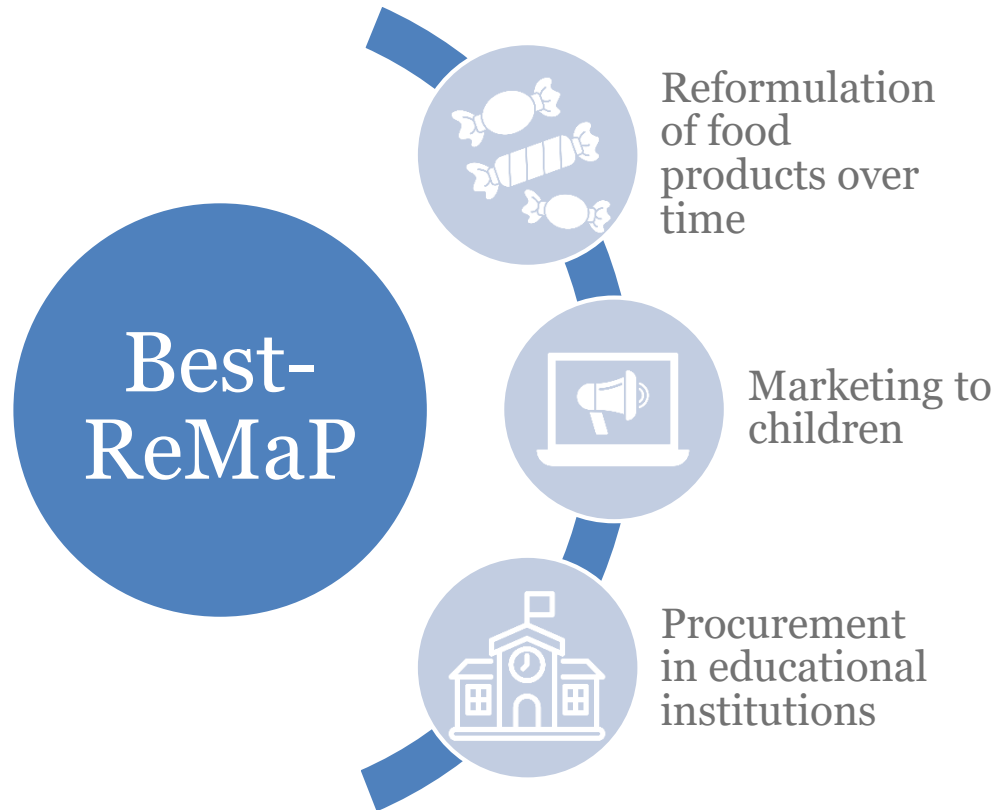
Action Is Needed: The EC And EU Member States Focus Is On Identifying and Transferring Best Practices

- In the last few years, the EC and the Public Health Expert Group (PHEG - formerly SGPP) have placed high priority on identifying what works best across EU MSs and supporting mutual learning;
- The EC has also guided Joint Actions, including Best-ReMaP, to test or scale up new policies on the ground;
- This priority is confirmed (and possibly further reinforced) in the EU NCD initiative – Healthier Together.





Best-ReMaP Tested Three Policy Actions That Are Of High Interest And Potential To Promote Healthier Diets



- Best-ReMaP is part of the EC and PHEC's 'best practice strategy' as it tests procurement policies;
- Best-ReMaP is also expected to consolidate monitoring systems, e.g., for food reformulation;
- Outputs from Best-ReMaP will be useful to help other countries implement and transfer such policies;
- The OECD has been working together with Best-ReMaP to provide the economic assessment and rationale for further upscaling and the transferring.



How Best-ReMaP and OECD Collaborated on Reformulation, Marketing And Procurement



Reformulation – if data allows, OECD is considering to use the final output from the Best-ReMaP analysis to evaluate the health and economic impact of changes in food nutrients



- Marketing – OECD is using the outputs from Best-ReMaP to compare how voluntary and mandatory marketing regulation may impact population health and healthcare expenditure



Procurement – OECD provided guidance and advice on indicators to collect and will analyse the potential health and economic impact of using the food catalogues used for school food procurement in Slovenia



A Focus On Food Marketing: How The OECD SPHeP-NCD Model Will Be Used To Gauge The Impact Of The Policy

Marketing regulation
impacts calorie and salt
consumption

Best-ReMaP work
identified evidence
suggesting a 9% decrease
in junk food purchase
following compulsory
regulation

Using standard approach
OECD calculated this
translates in a 0.25 BMI
point reduction over one
year, compared to a
business as usual
scenario

This data is fed to the
model that will calculate
the impact on the other
dimensions

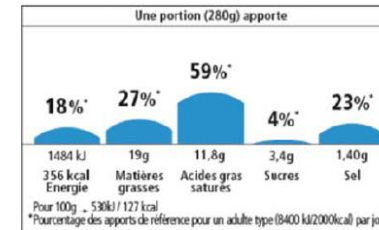


Outputs From The OECD And Best-ReMaP Complement Each Other: The Case Of Labelling And Reformulation

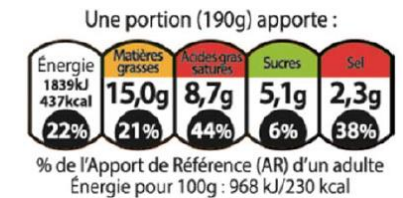
- The EU is discussing the rolling out of an harmonized labelling scheme, taking as starting point four potential options;
- OECD was tasked to carry out an economic assessment to compare the potential impact of the different options;
- If scaled up across a sufficient number of countries, an effective surveillance system such as the one supported by Best-ReMaP could be used to monitor the real-world impact of this intervention and guide future refinements of the policy.

The labelling options under consideration

Nutrirepere



Nutri couleurs



Nutriscore

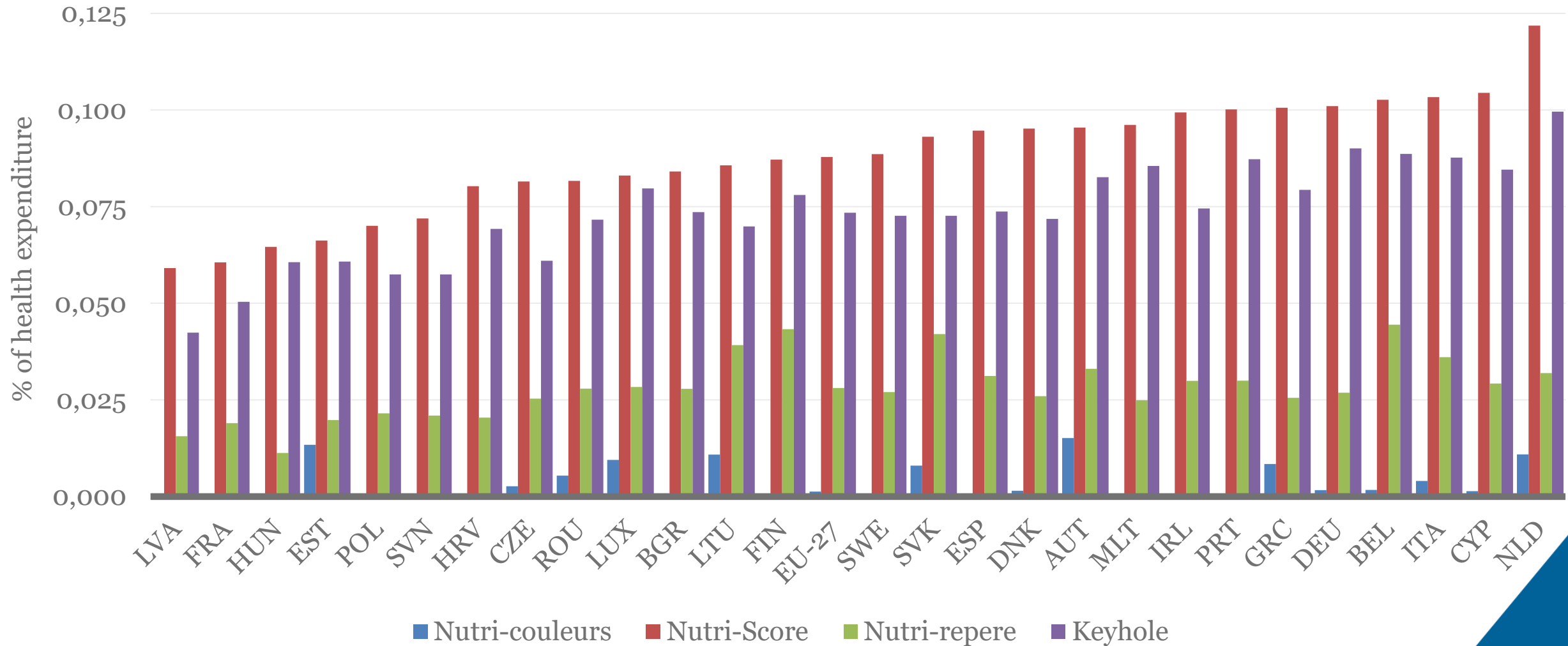


Keyhole logo





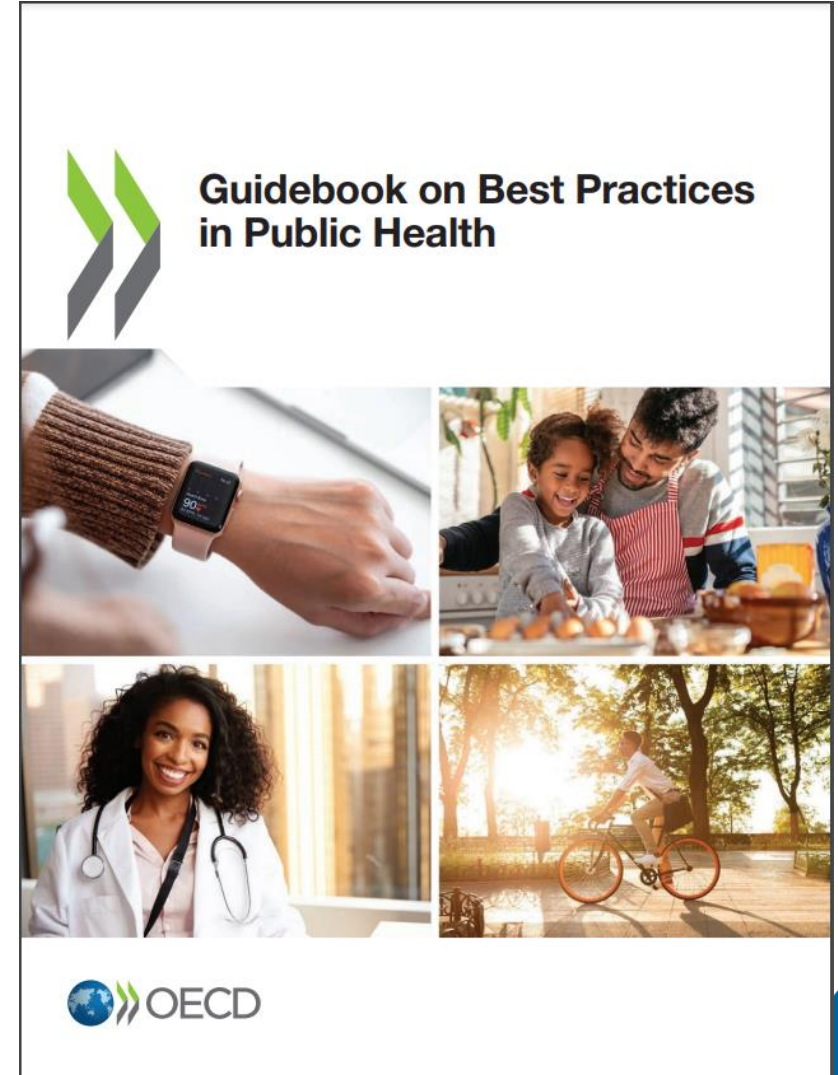
The Nutri-score Food Labelling Approach Is Expected To Produce The Highest Impact On Health Expenditure





The Way Forward: We Need To Transfer and Scale Up The Identified Best Practices

- Many of the tested actions were implemented at the pilot level, with limited population coverage or as ‘one-off’ interventions;
- Priority is now to ensure sustainability and scale up nationally and internationally actions that were successful;
- Leaving good evidence on lessons learnt, dos and don’ts as well as information on the policy context should remain as legacy of this JA for future transfers.





Read 'The Heavy Burden of Obesity' And The Publications On Best Practices to Get to Know More

Contact me:

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Data, country notes and much more on overweight at: oe.cd/obesity2019

Dos and Don'ts on best practices and assessment of policies to promote healthy eating and active lifestyles at oe.cd/best-practices



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Thank you for your attention!

Michele Cecchini

Joint Action on implementation of validated best practices in nutrition
(Reformulation, Marketing and Public Procurement)



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