



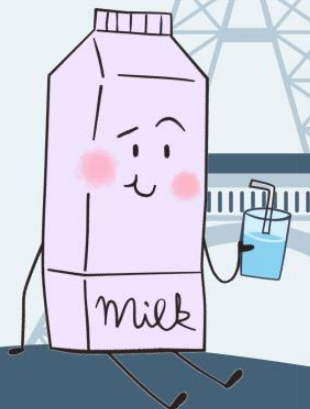
Best-ReMaP

Healthy Food for a Healthy Future

NATIONAL EXPERIENCES AND OPPORTUNITIES FOR IMPLEMENTATION OF BEST-REMAP RECOMMENDATIONS AT EUROPEAN LEVEL

Isabel Peña-Rey. Spanish Food Safety and Nutrition
Agency
Minister of Consumer Affairs

18,09,2023



Co-funded by
the Health Programme
of the European Union



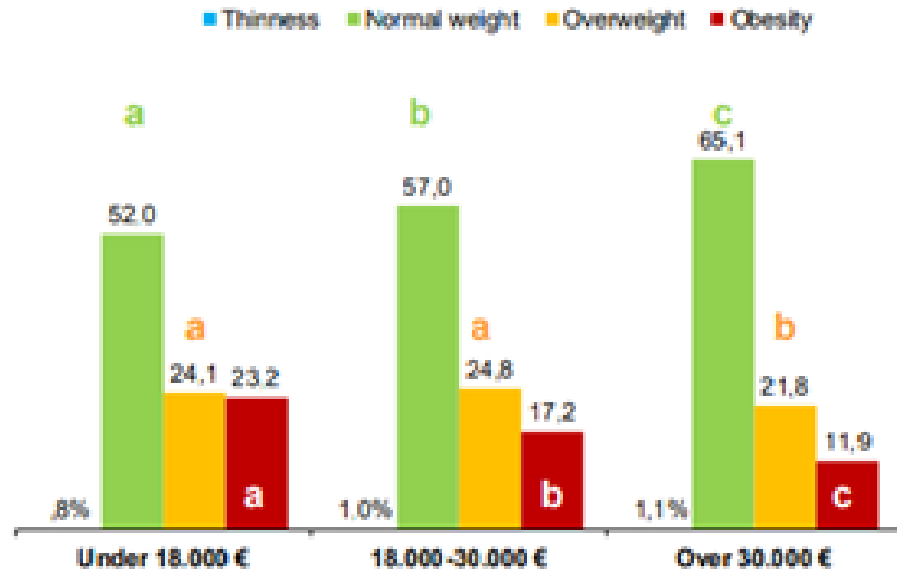
NOWADAYS

- **29 %** of children aged 7–9 years living with overweight (including obesity) in Europe according to WHO definitions (**39 %** Spain)
- **8.4 %** – of the health budget of OECD countries that will be spent to treat the consequences of being overweight over the next thirty years (**9.7 %** Spain).
- **3.3 %** – loss of GDP caused by treatment of obesity in OECD countries and 28 EU Member States (**2.9 %** Spain)
- **2.7 years** – Average life expectancy reduction by overweight and its associated chronic diseases in OECD countries (**2.6** Spain)



SOCIAL DETERMINANTS AND INEQUITIES

Weight status according to
household income



Obesity prevalence in Spain:

- in the lowest income stratum is almost double that in the highest one

Overweight prevalence:

- significantly higher in the two lowest income strata than in the highest one.





Policies for promoting healthy and sustainable diets to reverse the overweight tendency

Need to bring together food, health and sustainable development

- ✓ No single measure or actor can achieve this change.
 - ✓ Scientific evidence is essential.
- ✓ Different and complementary policies are needed (regulatory system, soft law, codes of conduct...)



STRATEGY FOR NUTRICIÓN, PHYSICAL ACTIVITY AND OBESITY PREVENTION

Reverse the trend in obesity prevalence, **reduce** the high morbidity and mortality rates attributable to non-communicable diseases and inequalities in health **by promoting healthy eating and physical activity.**

2005

Launched of the Strategy

2011

Consolidated and strengthened by Law 17/2011 of Food Safety and Nutrition

2013

Creation of Observatory for Nutrition and obesity surveillance

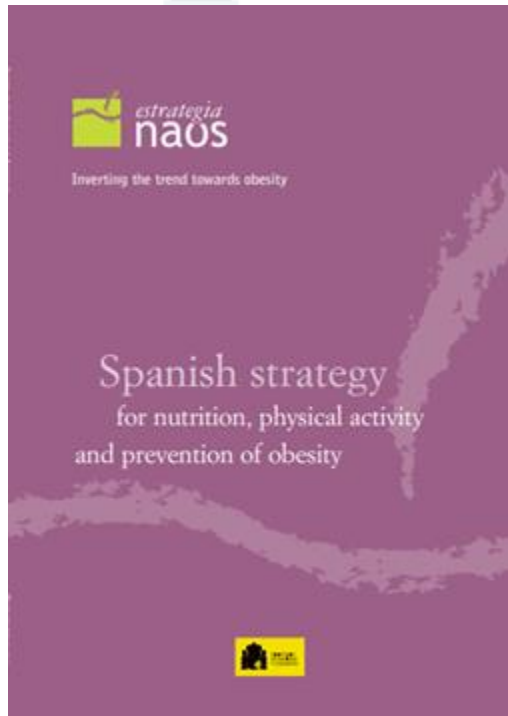
2022

Creation of a Deputy direction on Nutrition

Childhood obesity **major public health concern**



Top priority for Spanish Government



2005



2022

Included in the **agenda of Spanish Presidency** of the Council of the European Union



SPAIN PROMOTES HEALTHY, EQUITABLE AND ENVIRONMENTALLY-FRIENDLY FOOD



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SCHOOL MEALS

PRICING POLICIES

FRONT OF PACK LABELS



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**FOOD
REFORMULATION**

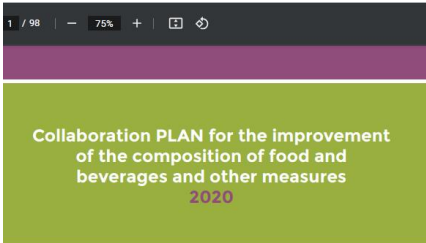


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**FOOD MARKETING
INTENDED TO
CHILDREN**

FOOD REFORMULATION – VOLUNTARY MEASURES



182 agreements to improve composition of different groups of foods and beverages and out of home food supply



Nearly **300 companies**, in 5 food sectors:

- Manufactures
- Retailers
- Social catering
- Restaurants and pubs
- Vending machines



99% of the quantitative commitments to reduce sugars, salt, saturated fat and total fat have been met.

- ✓ **Sugar reductions:** between 25 % and 60 %.
- ✓ **Salt reductions:** between 21.8 % and 33.3 %.
- ✓ Reductions in **saturated fat:** between 45.5 % and 76.9 %.
- ✓ **Total fat reduction:** between 24.9 % and 36 %.

With **AESAN Leadership and involvement of all type of companies (SMEs)**

FOOD REFORMULATION - REGULATORY MEASURES



Real Decreto 308/2019, de 26 de abril, por el que se aprueba la norma de calidad para el pan.

Ministerio de la Presidencia, Relaciones con las Cortes e Igualdad
«BOE» núm. 113, de 11 de mayo de 2019
Referencia: BOE-A-2019-6994

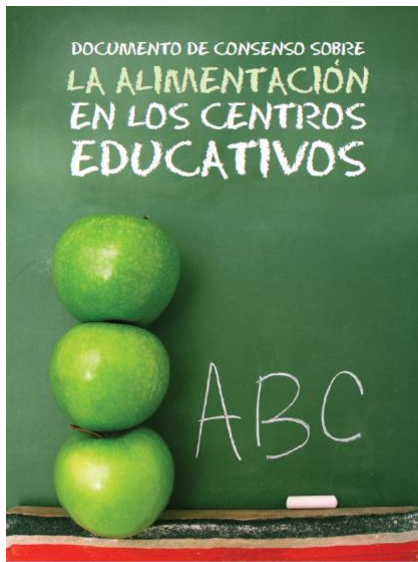
Limit of salt content in common bread established by **Royal Decree 308/2019**

1.66 grams of salt per 100 grams of bread (16.6 g of salt per kilogram of bread or the corresponding 0.66 g of sodium per 100 g of bread), analyzed by determination of total sodium.

Mandatory from 1 April 2022



SCHOOL MEALS: CONSENSUS AGREEMENT



2010

Consensus guidelines

- Schools are key environments for promoting healthy habits also in relation to dietary and nutrition.
- Recommendations addressed to the authorities and institutions responsible for school canteens to provide balanced diets.

National Plan for Official Control of the Food Chain 2021-2025

- To improve monitoring and control of nutritional quality of food and beverages offered in schools.
- Avoid disparities in official controls.



2020

National Plan for Official Control of the Food Chain
2021-2025



PROTOCOLO DE CRITERIOS MÍNIMOS PARA LA EVALUACIÓN DE LA OFERTA ALIMENTARIA EN CENTROS ESCOLARES: COMEDORES ESCOLARES, MÁQUINAS EXPENDEDORAS DE ALIMENTOS Y BEBIDAS Y CAFETERÍAS DE ACUERDO AL PROGRAMA 16 DEL PLAN NACIONAL DE CONTROL OFICIAL DE LA CADENA ALIMENTARIA 2021-2025



Versión 1
Aprobado en Comisión Institucional
16 de marzo de 2022
AESAN



2022

SCHOOL MEALS: REGULATORY MEASURES



Draft Royal decree to establish minimum criteria of nutritional quality and sustainability that guide public procurement and supply of food and beverages **in schools**



PROYECTO DE REAL DECRETO POR EL QUE SE ESTABLECEN NORMAS DE DESARROLLO DE LOS ARTÍCULOS 40 Y 41 DE LA LEY 17/2011, DE 5 DE JULIO, DE SEGURIDAD ALIMENTARIA Y NUTRICIÓN, PARA EL FOMENTO DE UNA ALIMENTACIÓN SALUDABLE Y SOSTENIBLE EN CENTROS EDUCATIVOS

VERSIÓN
2 de septiembre de 2022

INDICE

Capítulo I. Disposiciones generales

Artículo 1. Objeto
Artículo 2. Ámbito de aplicación
Artículo 3. Definiciones

Capítulo II. Criterios nutricionales y de sostenibilidad para la contratación, adquisición y oferta de alimentos y bebidas en centros educativos

Artículo 4. Criterios generales de calidad nutricional y de sostenibilidad, a contemplar en los pliegos de prescripciones técnicas, que orientan la contratación, adquisición y oferta de alimentos y bebidas en comedores escolares
Artículo 5. Prohibición de venta de alimentos y bebidas con un alto contenido en ácidos grasos saturados, ácidos grasos trans, sal y azúcares en centros educativos
Artículo 6. Prohibición de venta de bebidas refrescantes con un alto contenido en cafeína en centros educativos
Artículo 7. Requisitos adicionales a la oferta alimentaria en máquinas expendedoras de centros educativos

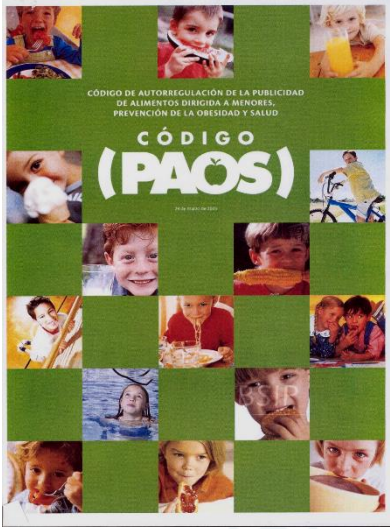
Capítulo III. Medidas especiales dirigidas a la programación de los menús escolares

Artículo 8. Requisitos y criterios para la programación de los menús escolares
Artículo 9. Información de los menús al entorno familiar

Capítulo IV. Control y régimen sancionador

Artículo 10. Control
Artículo 11. Régimen sancionador

Disposición derogatoria única. Derogación normativa
Disposición final primera. Título competencial
Disposición final segunda. Habilitación normativa
Disposición final tercera. Entrada en vigor



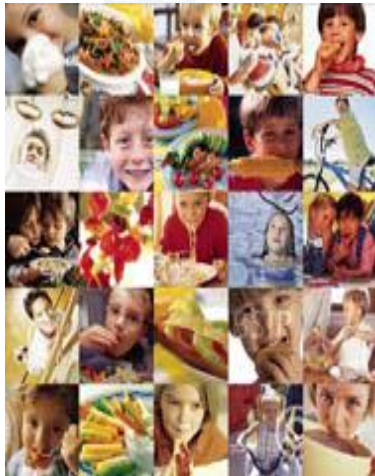
FOOD MARKETING



PAOS CODE - CORREGULATION:

- ✓ advertising for food products directed at children under the age of 12 in television, radio, press, and outdoor advertising,
- ✓ directed at children under 15 in the case of online advertising.

Monitoring Committee chaired by AESAN + Ministry of Agriculture, Secretariat for Telecommunications, Council of Consumers and Users, Spanish Association of Advertisers, FIAB, Autocontrol, and food retailers, hospitality, and restaurant industries.



No limit advertising of products that fail to meet specific “nutrient profiles”

FOOD MARKETING: REGULATORY MEASURES



SECRETARÍA GENERAL DE
CONSUMO Y JUEGO

CONSULTA PÚBLICA PREVIA
REAL DECRETO SOBRE PUBLICIDAD DE ALIMENTOS Y BEBIDAS DIRIGIDA AL
PÚBLICO INFANTIL

DIRECTIVE (EU) 2018/1808 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

of 14 November 2018

amending Directive 2010/13/EU on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) in view of changing market realities

Encourages Member States to **enhance the protection of minors against advertising** for “foods and beverages containing nutrients and substances with a nutritional or physiological effect, in particular fat, trans-fatty acids, salt or sodium and sugars, of which excessive intakes in the overall diet are not recommended.”



Ban the broadcasting of commercial communications directed at children based on **WHO European Region nutrient profiles**.

Develops legal measures for promoting **co-regulation mechanisms** to facilitate compliance with the obligations to set out and to prevent that food and beverage advertising in general can have an undesirable impact on minors (under 16).

Scope: children's and general television channels; cinemas, print media, websites, apps, social networks, and video-sharing services.

HEALTHY AND SUSTAINABLE DIETARY RECOMENDATIONS FOR THE SPANISH POPULATION



2023

Based on the Report of the Scientific Committee of the AESAN with the most recent scientific evidence, taking into account the dietary habits, uses and customs of the Spanish population.

Intake of products of vegetable origin (fruit, vegetables and pulses), preference for whole grain cereals (wholemeal) and healthy fats such as olive oil and those present in oily fish and drinking tap water whenever possible.

Intake of processed meats, saturated fats, sugar and salt.

**Promoting a sustainable consumption model
that also cares about the health of the planet**

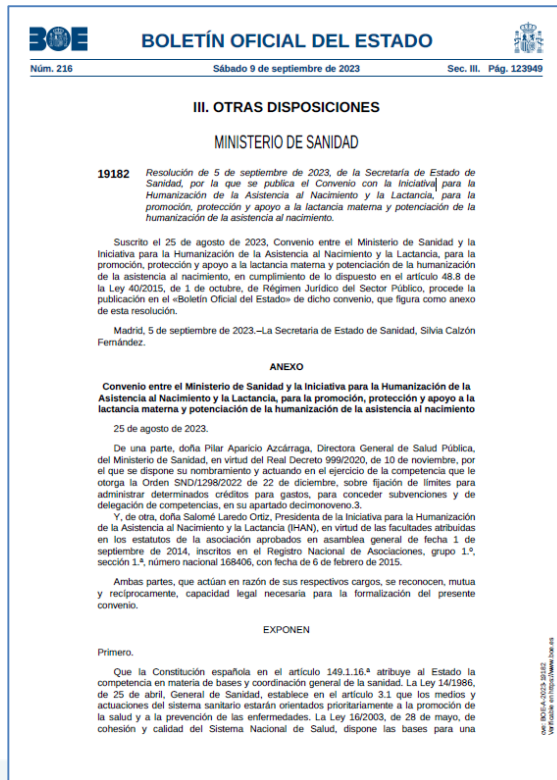
BREASTFEEDING



Annual Agreement between Ministry of Health and the Initiative for Humanization of birth care and breastfeeding

On protection, promotion and support of breastfeeding and empowerment of humanization of birth care in Spain

Funding from Ministry of Health: 150.000 €



Lines of action



HEALTHY SETTINGS



Local settings: municipalities

Ministry of Health in coordination with Spanish Federation of Municipalities and Provinces

Healthy cities network

Local Implementation of the National Strategy on Health Promotion and Prevention



Guía para la implementación local de la Estrategia de Promoción de la Salud y Prevención en el SNS

LOCALIZA salud
MAPA DE RECURSOS PARA LA SALUD

<https://www.sanidad.gob.es/areas/promocionPrevencion/entornosSaludables/local/home.htm>



The Prevention and Health Promotion Strategy of the Spanish NHS.

Estrategia de promoción de la salud y prevención en el SNS
En el marco del abordaje de la cronicidad en el SNS
Estrategia aprobada por el Consejo Interterritorial del Sistema Nacional de Salud el 18 de diciembre de 2013

Executive Summary:

<https://www.sanidad.gob.es/areas/promocionPrevencion/estrategiaSNS/docs/ExecutiveSummary.pdf>

Schools settings

Ministry of Health and Ministry of Education

Developing a Health Promoting Schools Approach at national level:

- Working group coordinated by Ministry of Health and Ministry of Education, with the participation of other Ministries, Regional departments, experts
- Elaborating a Guide on Health Promoting Schools
- Exploring how to develop a National Network of Health Promoting Schools

Coming soon: Guide on Health Promoting Schools

<https://www.sanidad.gob.es/areas/promocionPrevencion/entornosSaludables/escuela/home.htm>

Spanish Presidency Conference "Childhood Obesity - A Global Framework to Reduce Childhood Obesity in the EU"



16-17 OCTOBER 2023, PALMA DE MALLORCA (SPAIN)

U
23

OBJECTIVES:

- ✓ Move towards an innovative cross-sectoral and multi-stakeholder comprehensive framework for addressing childhood obesity.
- ✓ Sharing joint learning of effective experiences and best practices.
- ✓ Advance in the creation of a large European multi-stakeholder alliance for the reduction of childhood obesity.

NAOS Annual meeting “Passing the conclusions of Best ReMap Joint Action to public policies



22/23 NOVEMBER 2023, MADRID (SPAIN)

OBJECTIVE:

- ✓ Discuss about how to pass evidence and conclusions of Best ReMaP JA into public policies.

TENTATIVE AGENDA:

- ✓ OPENING CONFERENCE: Presentation of the main findings of the joint action and next steps.
- ✓ ROUND TABLE: How to advance in the transfer of the results of the Best ReMap Joint Action.
 - ✓ Healthy and sustainable public procurement.
 - ✓ Spanish reformulation plan.
 - ✓ Food marketing intended to children.



Best-ReMaP

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Thank you for your attention!

Isabel Peña-Rey

Executive Director of AESAN

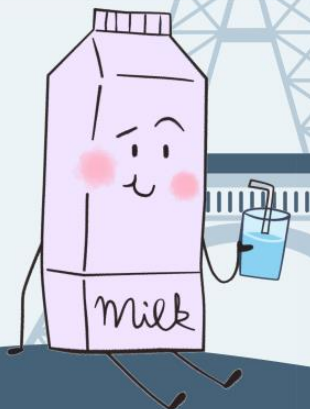
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<http://www.aesan.gob.es/>

www.eu2023.es

[@eu2023es](https://twitter.com/eu2023es)

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



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