

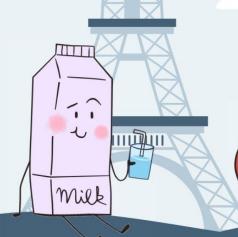


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Speakers
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18.09.2023



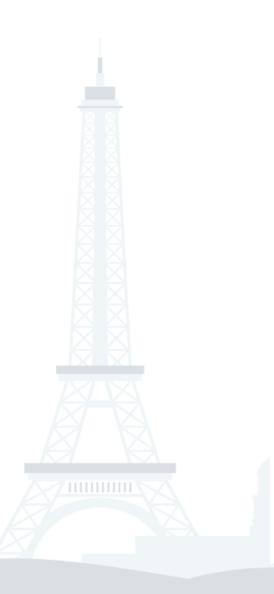


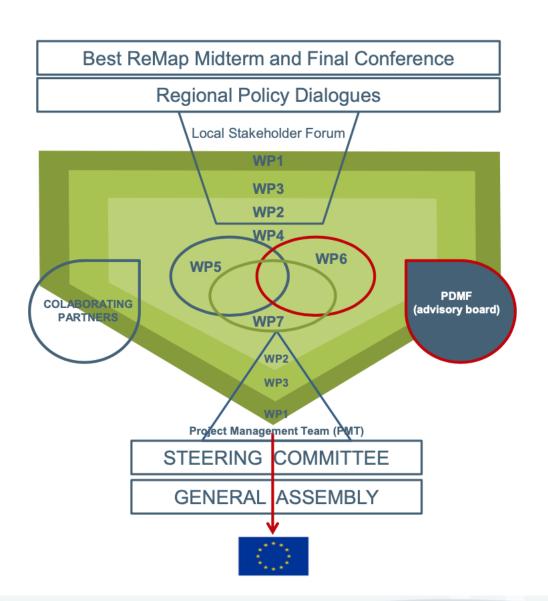




Best-ReMaP Management Structure



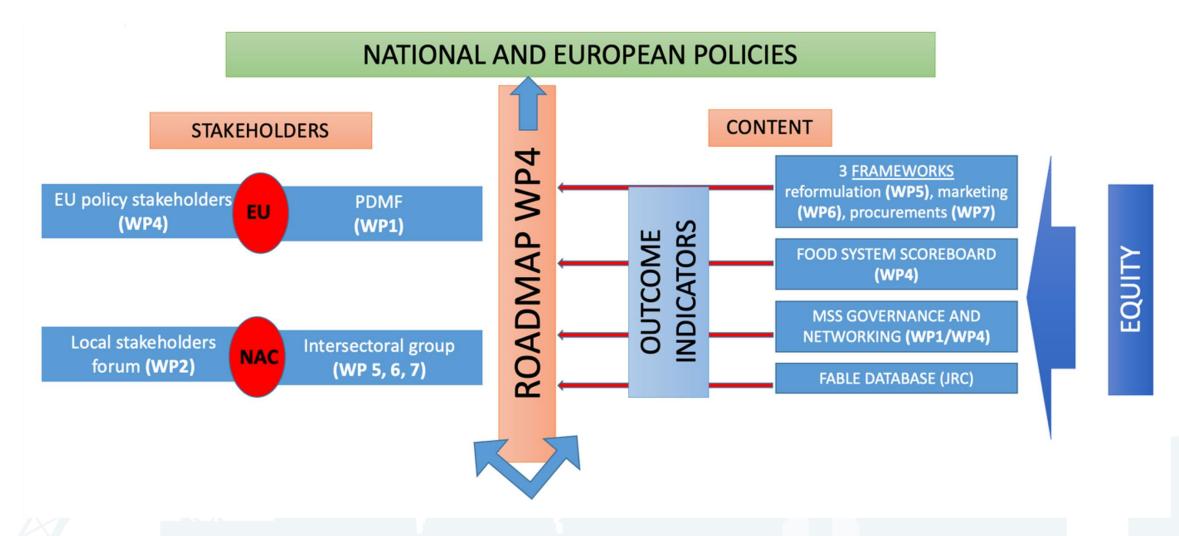




Best-ReMaP Roadmap

SUSTAINABILITY AND INTEGRATION IN NATIONAL POLICIES







WP5 FRAMEWORK FOR ACTION



ON FOOD REFORMULATION CREATING HEALTHIER DIETS FOR CHILDREN



OPTIMIZE MONITORING SYSTEM

01

Prioritize and target food categories with the most impact on children's health, focusing on bread products, breakfast cereals, delicatessen meats, dairy products, and soft drinks.



STANDARDIZE DATA CLASSIFICATION



Implement common data categorization for consistent comparisons of similar products and to identify reformulation opportunities.





Investigate crowdsourcing, open databases, and GS1 to complement or substitute traditional data collection methods.

STRATEGY, LANDSCAPE AND LEGISLATION



NETWORKING



IMPLEMENTATION APPROACHES AND TOOLS



06

EVALUATION



ESTABLISH CLEAR GUIDELINES



Develop comprehensive guidelines and common tools for data collection and data codification, ensuring uniformity among partners.

ENCOURAGE COLLABORATION



Foster multi-stakeholder collaboration among public and private sectors to work collectively towards food reformulation.

MONITOR PROGRESS



Regularly assess and evaluate the impact of nutrition policies and more specifically reformulation efforts on children's diets and health outcomes.

The European Framework for Action empowers stakeholders to reformulate food products and promote healthier diets for children, building a healthier future for Europe.



WP6 FRAMEWORK FOR ACTION



HARMONISED EU FRAMEWORK FOR ACTION FOR MARKETING REGULATION



HOW EU AND ITS MEMBER STATES CAN PROTECT CHILDREN FROM HARMFUL FOOD MARKETING

TIGHTEN FOOD MARKETING RESTRICTIONS

Adopt government-led regulatory approaches; develop a new legal framework at EU level; restrict marketing of unhealthy foods across marketing types and techniques and marketing communication channels: and raise the age threshold to 18 years old, following the technical guidance for codes of practice and the legal framework for children's protection.

ENGAGE, MOBILIZE AND EMPOWER **ALL STAKEHOLDERS**

Involve and empower different stakeholders (government sector, professionals, civil society, the private sector), as well as parents/ caregivers and youth. Increase literacy for all stakeholders on food marketing impact to facilitate this engagement.

USE EVIDENCE TO DEFINE UNHEALTHY **FOOD PRODUCTS**

Use an evidence-based and strict NPM to define unhealthy products. based on the WHO Europe Nutrient Profile Model (2023).

BE PREPARED TO ADDRESS THE CHALLENGES

Seek support from other countries and health organizations (such as WHO).

STRATEGY, LANDSCAPE AND **LEGISLATION**



NETWORKING



IMPLEMENTATION APPROACHES AND **TOOLS**



GUIDANCE FOR FUTURE ACTION



IMPLEMENT A CHILD RIGHTS-BASED APPROACH

Recognize that food marketing to children is a major children's right concern - legal framework for children's protection.

ENCOURAGE COOPERATION AND CAPACITY BUILDING



Use established networks (WHO European Action Network on Reducing Marketing Pressure to Children and the EU Expert Group) to promote MS cooperation, knowledge and experience exchange.

DEVELOP NEW TOOLS AND DATA

Food-branded databases (FABLE) and reliable and validated automated tools for marketing monitoring are needed to support policies restricting food marketing to children.

DEFINE AND ACTIVELY SUPPORT MONITORING AND ENFORCEMENT

A comprehensive, regular, transparent monitoring programme (using the EU-WHO Monitoring Protocol) in all MS and ensure adequate resources for its implementation including regular updates. Regular annual monitoring with obligatory reporting to the national parliaments and biannual to the EU Parliament, with provided budget in MSs.













WP7 FRAMEWORK FOR ACTION



HARMONISED EU FRAMEWORK FOR ACTION FOR PUBLIC FOOD PROCUREMENT



EU LEVEL

- Overview/situation analyses on the existing EU legislation, related to public procurement of foods, EU level strategy
- Identification of sectors and stakeholders, establishment of EUlevel working groups, stakeholders engagement
- Establishment of an EU Public food procurement officers network
- Knowledge building in public food procurement
- Mandatory minimum criteria for public food procurement (healthy, sustainable, equity)
- EU-level database for public procurement, aligned with food database for other nutrition public policies (i.e. FABLE JRC database)
- Public food procurement tool and documentation
- Regular evaluations and recommendations for upgrading sustainable policy development





NETWORKING

NATIONAL LEVEL

- Overview / situation analyses on the existing EU and national legislation, related to public procurement of foods
- Identification of sector and stakeholders, establishment of national inter-sectoral body, stakeholders engagement
- Establishment of a National public food procurement officers network identification of National Focal Points



IMPLEMENTATION APPROACHES AND TOOLS



- Knowledge building in public food procurement
- Mandatory minimum criteria for public food procurement (healthy, sustainable, equity)
- National database feeding to EU level database for public procurement, (i.e. FABLE JRC database)
- Public food procurement tool and documentation





Regular evaluations and recommendations for upgrading sustainable policy development





How large is the gap between the scientists/evidence and the policymakers/ national and EU policies?

Science does not necessarily address relevant policy questions and tends to be fragmented (e.g. UPF in children).

Production and synthesis of science is affected by publishing rules and limitations – the system has exploded with megajournals (1), poor reviews, publication bias, etc.

Policy-making is supposed to put together science and societal values and develop actionable guidelines with no interference from industry, but this is not always the case. Policy making should be protected from direct and indirect conflicts of interest

1. Ioannidis, JAMA 2023



What could the scientist and the policymakers on the respective side, do to fill this gap?



Improve scientific publishing with better rules, particularly for mega-journals that are highly cited. Policy-makers should commission good independent syntheses of the evidence. Funders should promote coordinated research that fills gaps in knowledge. The whole **production chain/ecosystem of scientific production** needs to be revised: too disperse, too fragmented, too related to scientific curiosity, affected by Col

When is the evidence enough for transfer into policy?

There is no clearcut threshold. Sometimes the evidence is still weak but mechanistic evidence can integrate epidemiological evidence (e.g. IARC Monographs; UPF and childhood obesity ...). Sometimes the evidence is very clear and easy to implement (e.g. fibers in WCFR classification). Sometimes the evidence is very clear but clashes with cultural values (elephant in the room: alcohol)

Deliberative democracy makes use of a top-down approach (good quality scientific evidence) combined with bottom-up (societal values). Profit should not be considered a value that overtakes public health



Food reformulation

- Nutrition policy relies also on consumer knowledge since the information of the public through education and dietary guidelines influences the behaviour of people to make better choices. What is the distance between the food reformulation and the actual food intake in EU pediatric population?
- What is the available scientific evidence on food reformulation?
- What is the role of private sector in the reformulation? Voluntary programmes or mandatory legislation
- Defining the dietary pattern is a complex issue. It is well-known that the interaction between all foods and nutrients and their frequency of consumption determines health status. This aspect goes beyond the food reformulation, what do you think about this issue?

Food marketing

- The definition of foods and beverages to be restricted from marketing should be based on a rigorous government-led Nutrient Profile Model (NPM), aligned with the WHO Europe NPM. How could we monitor its application?
- Through which instruments could we assess the impact of the NPM implementation on children's diets?
- The objective is to eliminate the marketing of unhealthy foods through various marketing types and techniques, how this could be monitored and assessed?

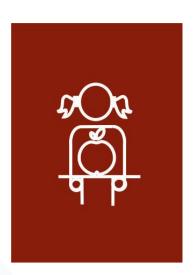






Public Food Procurement

- Considering that children spend a significant amount of time in school, it is crucial to provide them with healthy foods that guarantee a balanced nutrient profile. How are the EU schools facing this aspect, right now?
- The economic aspect is still one of the main drivers, guiding the food choices inside public institutions. How could we overcome this aspect?
- All the aspects discussed so far are strongly interconnected, in your opinion how the messages that emerged in the context of this JA could be transmitted to both national and EU-level decisors and policy-makers?





Thank you for your attention!

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

