



Best-ReMaP

Healthy Food for a Healthy Future

SUSTAINABILITY AND INTEGRATION IN NATIONAL POLICIES

What are the strategic orientations for the future?
Presentation of Best-ReMaP Final Roadmap

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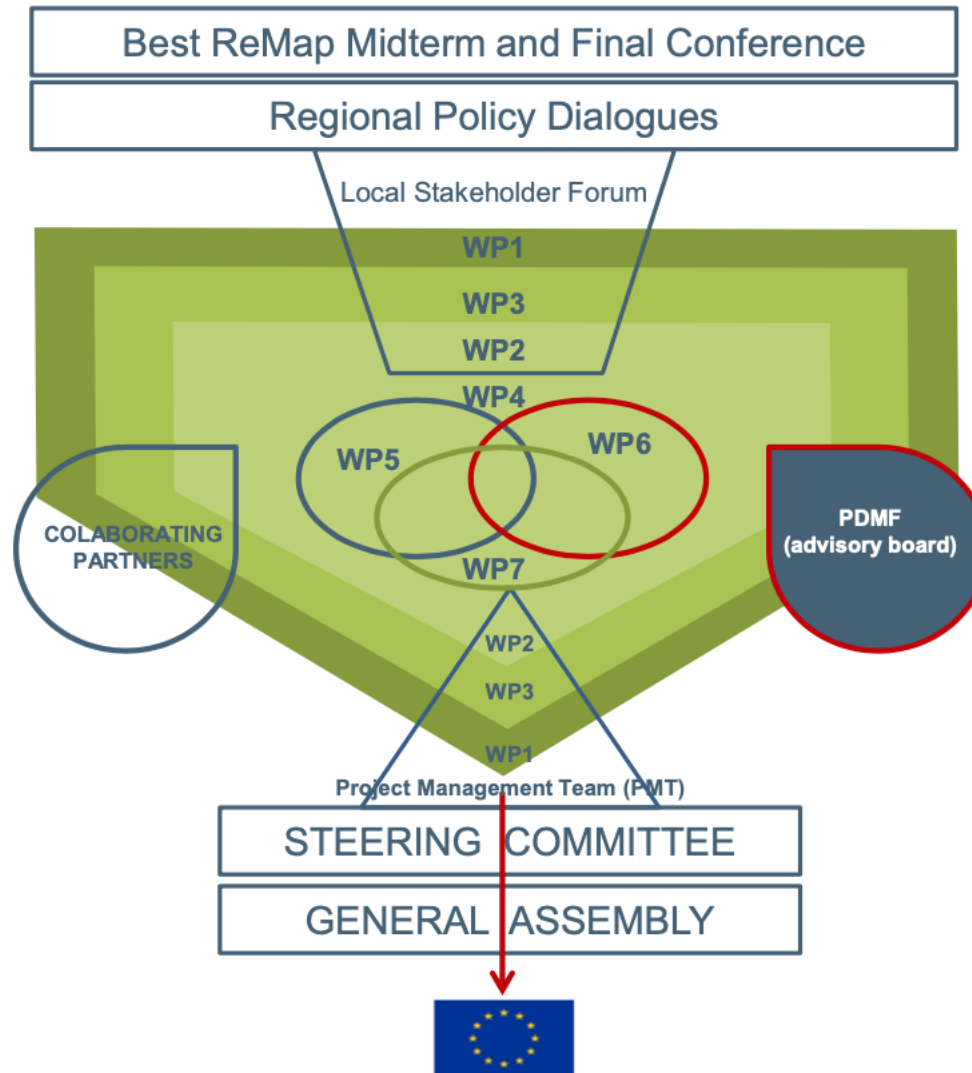


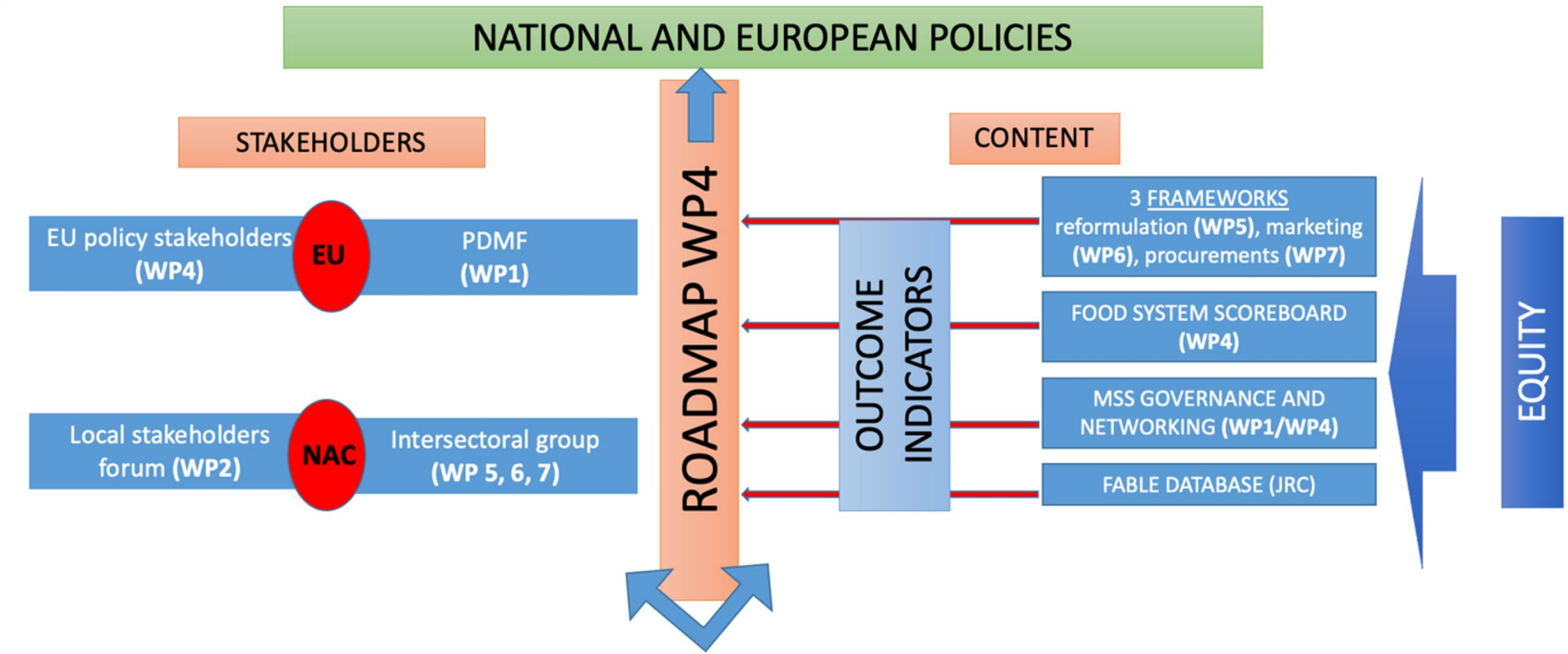
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SUSTAINABILITY AND INTEGRATION IN NATIONAL POLICIES

Best-ReMaP Management Structure



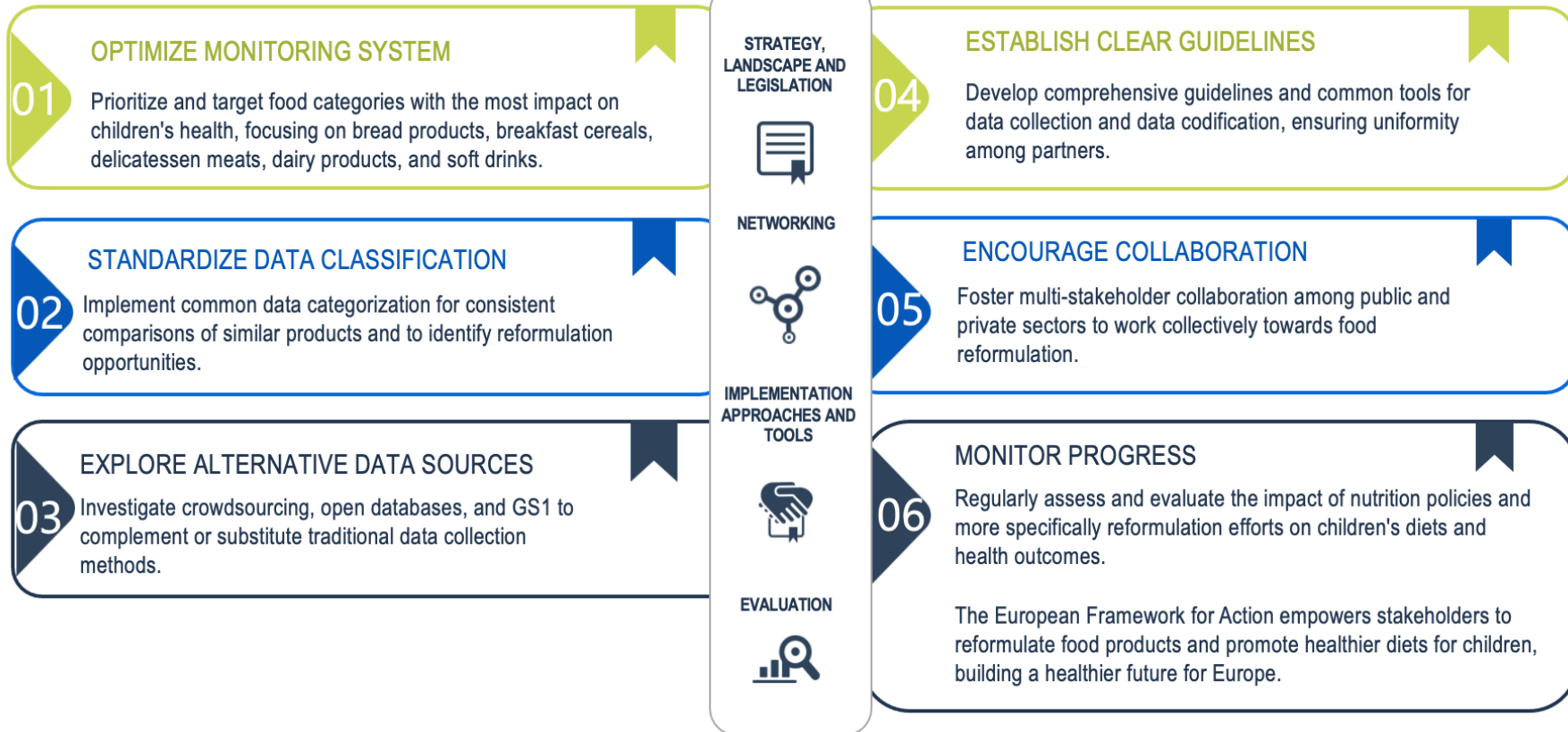


SUSTAINABILITY AND INTEGRATION IN NATIONAL POLICIES

WP5 FRAMEWORK FOR ACTION



HARMONISED EU FRAMEWORK FOR ACTION ON FOOD REFORMULATION CREATING HEALTHIER DIETS FOR CHILDREN



SUSTAINABILITY AND INTEGRATION IN NATIONAL POLICIES

WP6 FRAMEWORK FOR ACTION



Best-ReMaP
Healthy Food for a Healthy Future

HARMONISED EU FRAMEWORK FOR ACTION FOR MARKETING REGULATION



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

01 **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**.

02 **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.

03 **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).

04 **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



05 **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**.

06 **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.

07 **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.

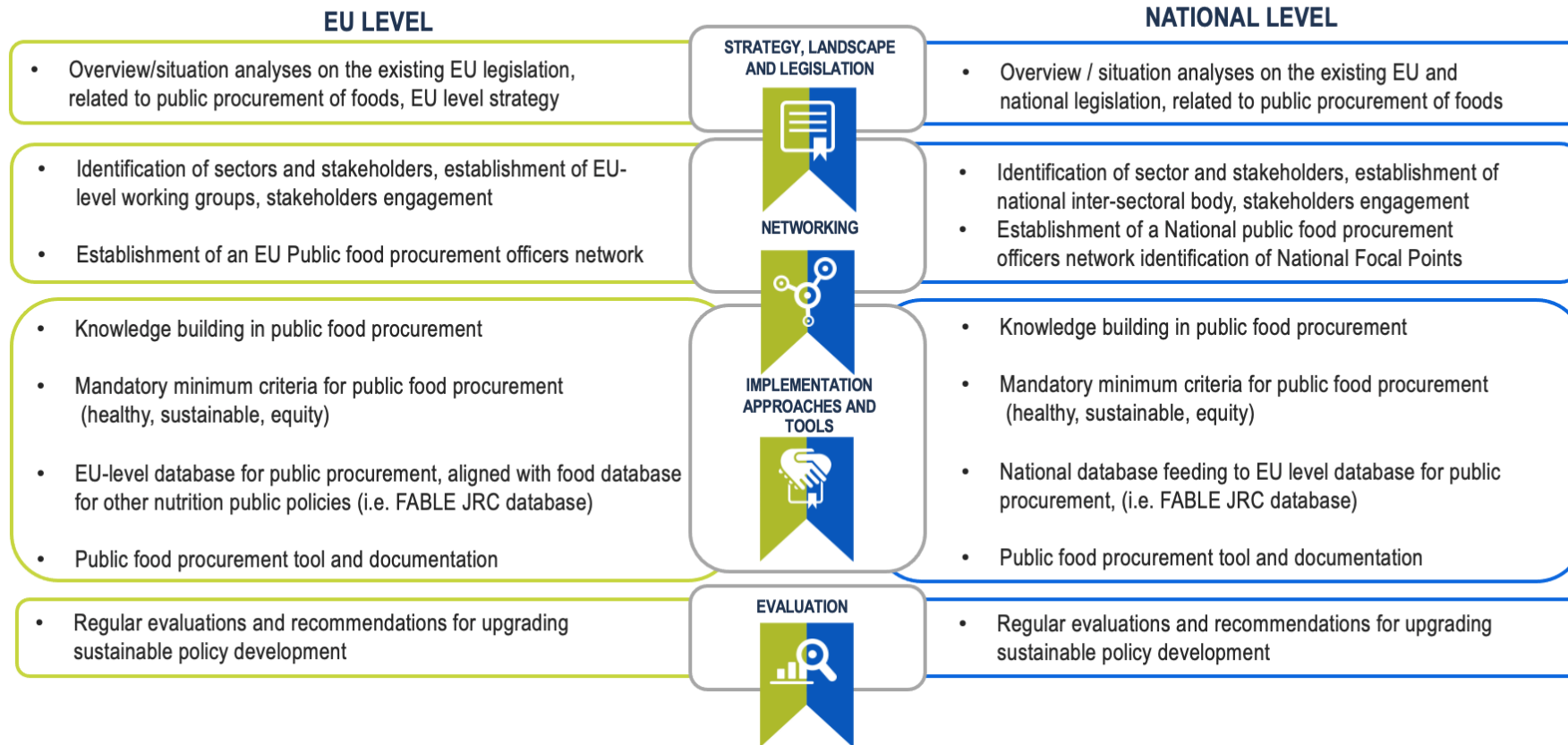
08 **DEFINE AND ACTIVELY SUPPORT MONITORING AND ENFORCEMENT**
A **comprehensive, regular, transparent monitoring programme (using the EU-WHO Monitoring Protocol)** in all MS and ensure adequate resources for its implementation including regular updates. **Regular annual monitoring with obligatory reporting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

SUSTAINABILITY AND INTEGRATION IN NATIONAL POLICIES

WP7 FRAMEWORK FOR ACTION



HARMONISED EU FRAMEWORK FOR ACTION FOR PUBLIC FOOD PROCUREMENT



SUSTAINABILITY AND INTEGRATION IN NATIONAL POLICIES



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 mega-journals (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. Policymakers 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 dispersed, 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

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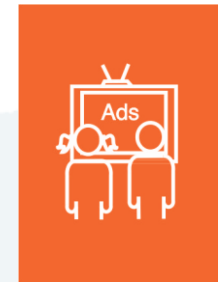


Food reformulation

- 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?

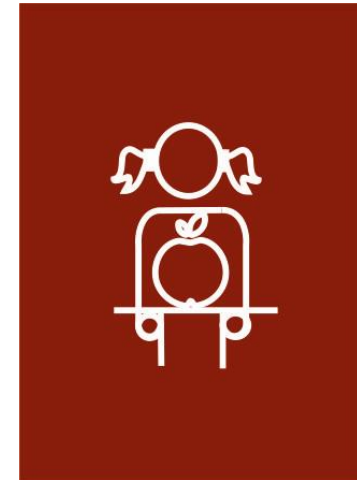


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Public Food Procurement

- 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?





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Thank you for your attention!

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



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