



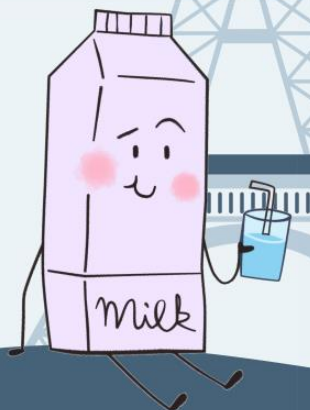
Best-ReMaP

Healthy Food for a Healthy Future

WHO Europe – Priority actions and innovative monitoring tools

Dr Kremlin Wickramasinghe, WHO Europe, Special Initiative for NCDs and Innovation and WP 6

18.09.2023



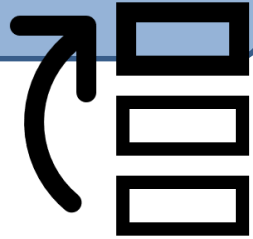
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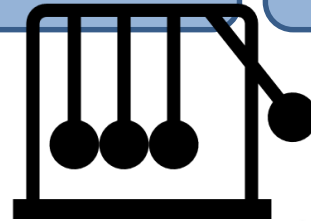
New NCD agenda



Prioritizing NCDs on global agenda



Momentum for NCD prevention and control



Importance of target setting and funding



UN High level meeting of 2025
SDGs deadline 2030

Revolutions for NCDs



1

NCDs and permacrisis

2

Rebalancing priorities

3

Social and commercial determinants of NCDs



Dual track strategy of WHO Euro



Race to finish

Vision 2050

Importance of target setting

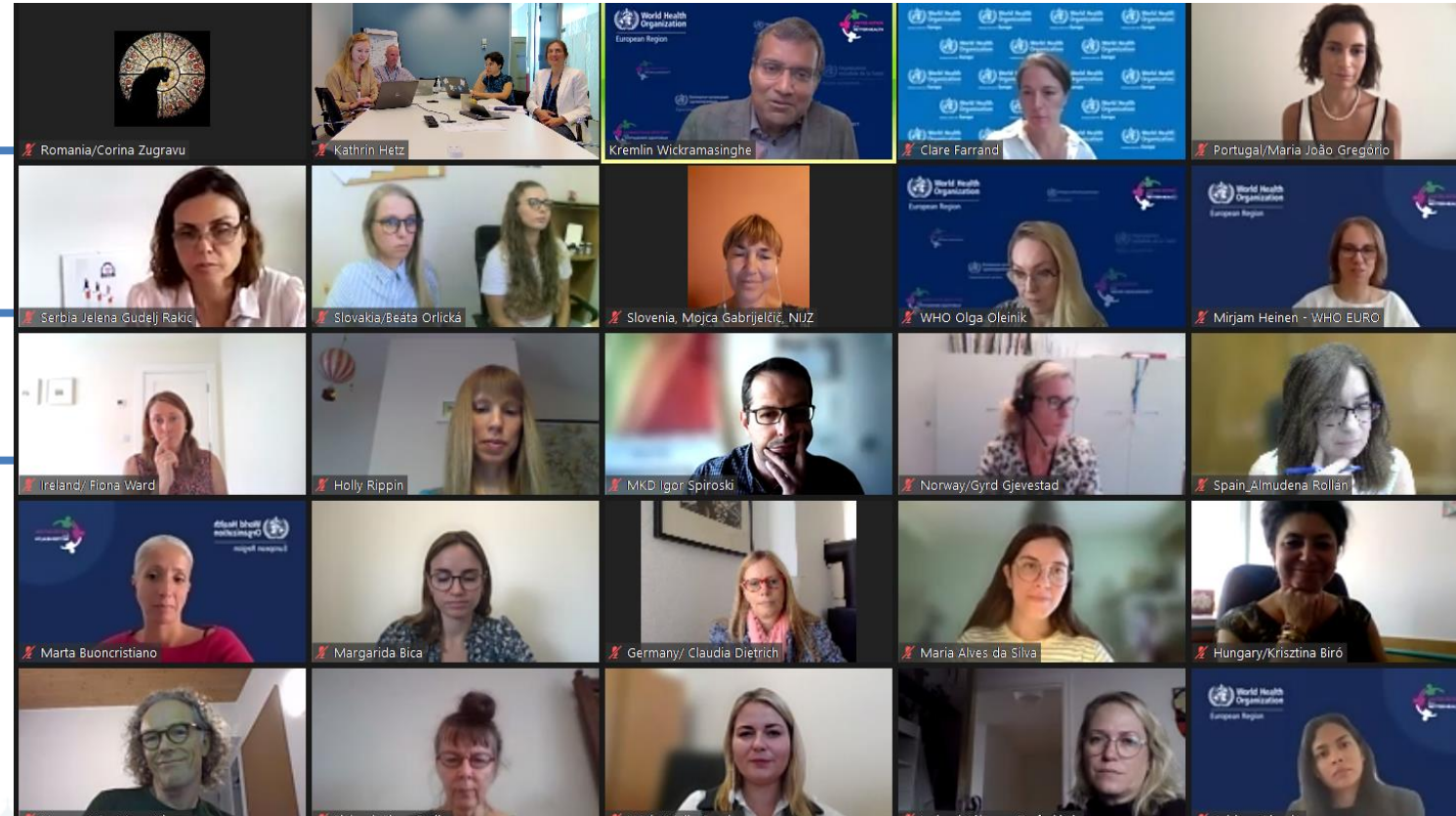
WHO's advocacy for policy-making



Strong networks

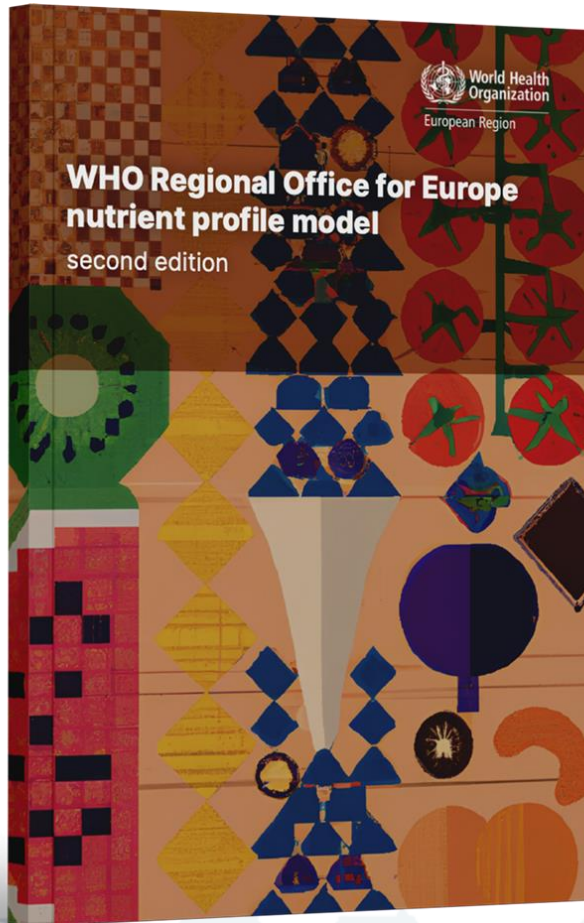
Experience sharing

Resilient systems



Reestablished Nutrition and obesity focal point network – 5 September 2023

WHO Europe Nutrient Profile Model 2023



Category no.	Product category	Examples	Total fat (g)	Saturated fat (g)	Total sugars (g)	Added sugars (g)	Non-sugar sweeteners (g)	Sodium (g)	Energy (kcal)
1	Chocolate and sugary confectionery	Chocolate confectionery Sugar confectionery (including jellies and boiled sweets; chewing-gum and bubble gum; caramels; liquorice sweets,							
	4.4	Energy drinks				0	0		
2	Cakes, pastries and biscuits	4.5 Softeners							
		5 Edible oils							
3	Savory breads	6 Bread							
		11 Bread, bread products and crisp breads							
4	Beverages	12 Fresh or dried pasta, rice and grains							
		13 Fresh and frozen meat, poultry, fish and similar							
4.1	Juices	7 Yoghurt							
		14 Processed meat, poultry, fish and similar							
4.2	Dairy products	8 Cheese							
		15 Fresh and frozen fruit, vegetables and legumes							
4.3	Plant-based products	9 Ready-to-eat							
		16 Processed fruit and vegetables							
		17 Savoury plant-based foods/ meat analogues							
		18 Sauces, dips and dressings							

Marketing is prohibited of any product, regardless of category, that contains > 1 g per 100 g total fat in the form of industrially produced trans fatty acids.

Development of NPM



2021

Planning of the testing

Development of the new proposal

EU Joint Action
Best-ReMaP
NPM expert meeting

Mar – Jun 2022

Testing

13 countries - Belgium, Croatia, Estonia,
Finland, France, Greece, Ireland, Latvia,
Portugal, Serbia, Slovenia, Spain, and
Romania

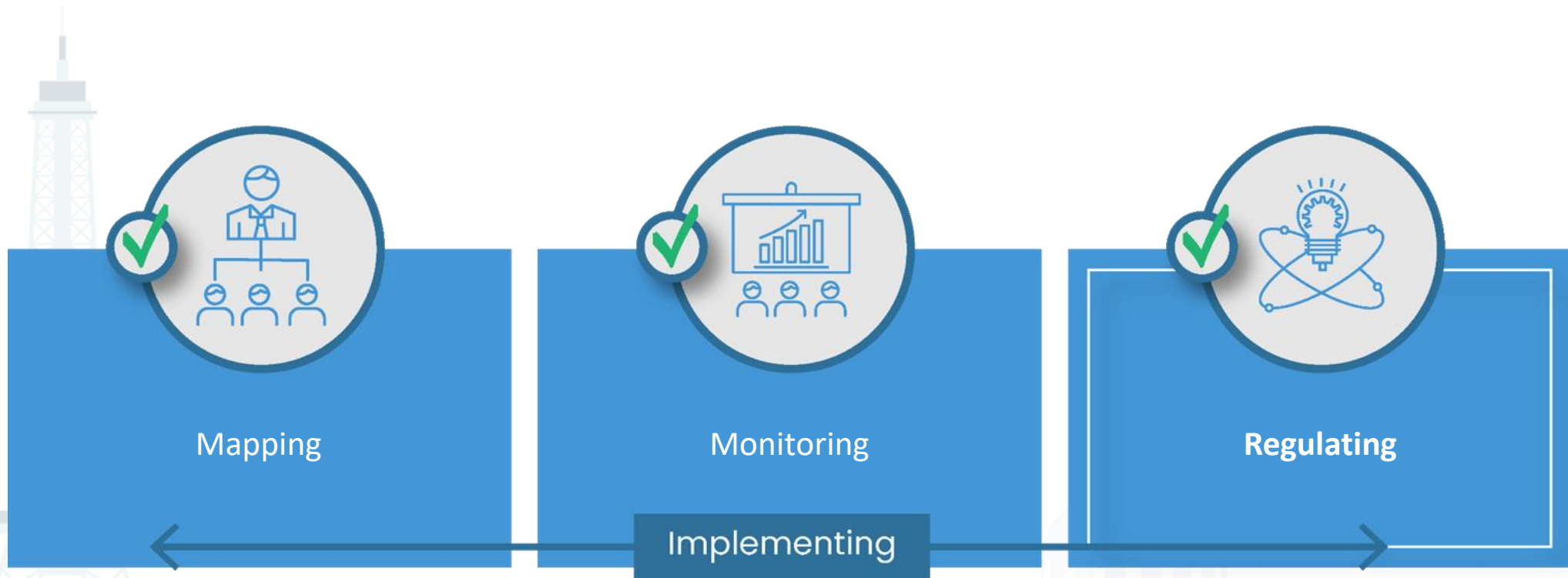
Jun – Oct 2022

Jun – Oct 2022

Adjustment and finalisation of the model

Making Europe the safest place for children to go online

Collaboration with Best ReMap on different levels



Evidence informed policies



Policies to protect children from the harmful impact of food marketing

WHO guideline



Marketing monitoring



C
L
I
C
K

Comprehend the ecosystem

World Health Organization European Region

C
L
I
C
K

Capture on-screen

World Health Organization European Region

C
L
I
C
K

Knowledge sharing

World Health Organization European Region

CLICK

C Comprehend the digital ecosystem

L Landscape of campaigns

I Investigate exposure

C Capture on-screen

K Knowledge sharing

Innovations - KidAd App and AI mechanism



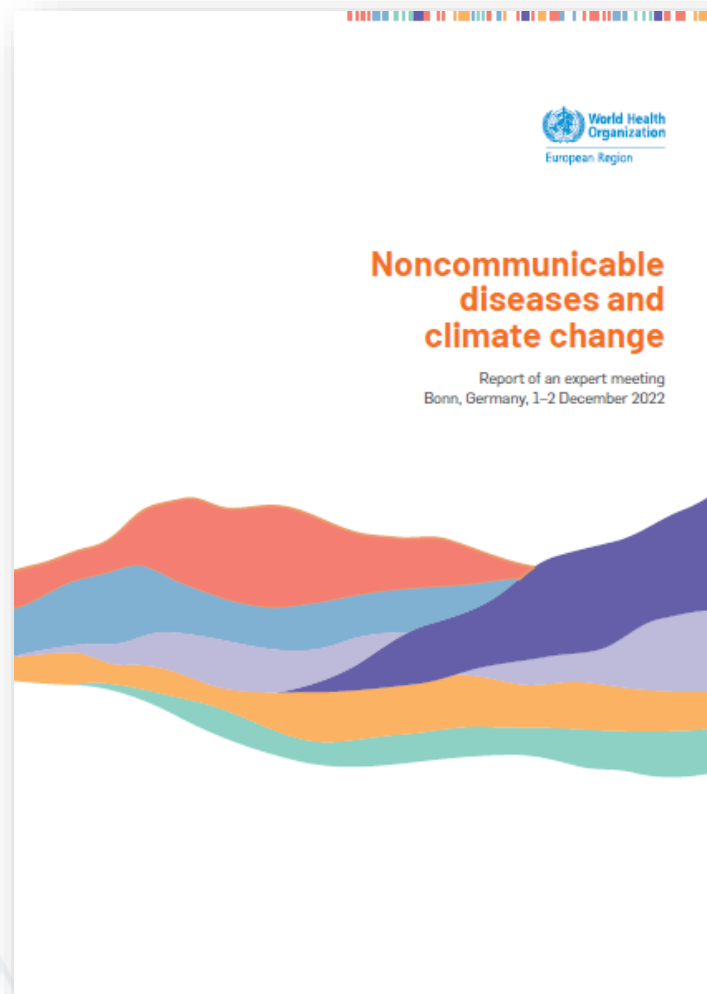
“A set of monitoring tools that capture screenshots and metadata from interactive digital media sources, securely transferring and storing collected data in the cloud”

Version 1

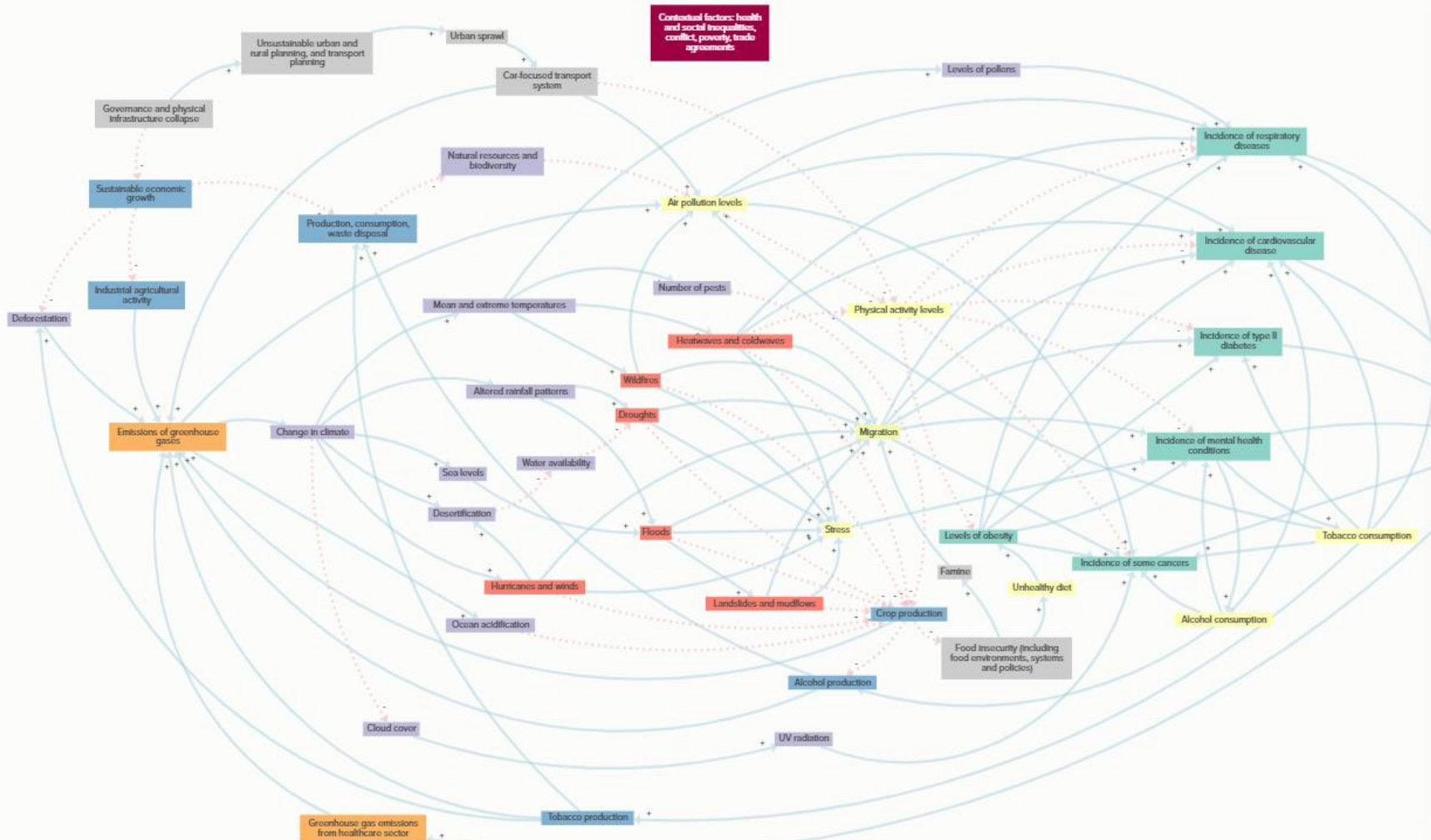
- A mobile app that can be installed on children's Android smartphones, taking screenshots when pre-defined apps are used
- The monitoring period can be varied, capturing real-life marketing exposure rather than a short lab experience.
- Collected screenshots and metadata are securely transferred to a cloud database via the KidAd API
- A responsible team manually analyses images to detect advertising of unhealthy foods in screenshots.



Sustainable public food procurement manual and NCDs and climate change

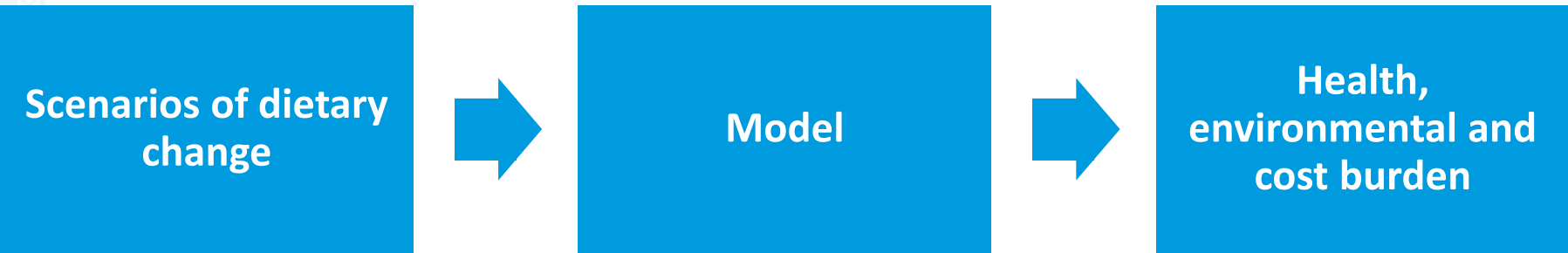


WHO systems thinking manual for noncommunicable disease prevention policy





New modelling tool for the analysis of the health, environmental, sustainability and affordability implications of diets and dietary change.



- Output
- Cost
 - avoidable
 - change
 - use



Policy makers

Nutrients

Sodium

Sodium/Salt as first nutrient, to be extended later with other nutrients

Health impact and why to reduce?

Health impact assessment -> reduction advice policym.

Reformulation process, policies, legislation, incentives

All food groups

Bread

Meat

Cheese

Sauces

Soups

subA

subB

subC

Subgroups for each food group

Nutrient composition, targets/feasible reduction

Functionalities

Taste

Texture

Preservation

Etc.

Reduction strategies -> Reduction advice for food manufacturer



Food Industry (SME)

The way forward – Strong and resilient networks



Engaging with domain experts & Policy transfer from Best-ReMap

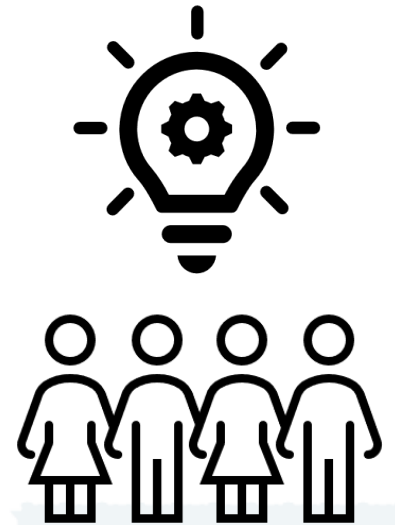
Technical Advisory Group (TAG) on Brand Marketing

WHO European Action Network on Reducing Marketing Pressure on Children

WHO European Salt Action Network (ESAN)

WHO Sugar and Calorie Reduction Network (SCRN)

WHO Legal Network on Marketing Restrictions (*incl. model laws*)





Best-ReMaP
Healthy Food for a Healthy Future

Thank you for your attention!

Kremlin Wickramasinghe

wickramasinghek@who.int

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



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