

1 National Food and Health Plan

The Belgian experience

Federal Public Service of Public Health, Safety of the food chain and Environment



22 sep '06, JASP



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2 National Food and Health Plan



A science-based, multi-disciplinary approach of obesity and chronic non-communicable diseases related to unhealthy diets and lack of physical activity

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National Food and Health Plan



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National Food and Health Plan



Key events:

Oct 2003: Start of Belgian reflections

2004: WHO global strategy on diet, physical activity and health

2004: Creation of Expert Group within the Federal Public Service Health, Food Chain Safety and Environment: Discussion document

2005: Protocol agreement between the different Federal, Regional and Community Governments (13/06/2005)

Jan-Nov 2005: Intensive multi-stakeholder consultation

Dec 2005: Finalisation and approval of the NFHP-B

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Multi-stakeholder consultation in 10 fields of action (10 working groups)

- 1. Nutrition of the young
- 2. Undernutrition in hospitals, nursing homes and home care
- 3. Physical activity
- 4. Scientific validation
- 5. Nutritional labelling - Claims - Publicity
- 6. Healthy nutrition
- 7. Breast feeding and infant nutrition
- 8. Micronutrients
- 9. Catering - Horeca
- 10. Information - education - communication

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Incorporation of the conclusions of the 10 working groups in the plan

Strategic Policy Options:

1. Communication
2. Creating an environment promoting healthy eating habits and physical activity
3. Commitment of the private sector
- 4a. Breast feeding and infant nutrition
- 4b. Selective deficiencies and optimal nutrition
5. Undernutrition in hospitals, nursing homes and home care
6. Food intake data
7. Scientific research on nutrition and nutritional behaviour

National Food and Health Plan



National Food and Health Plan



Methodology:

Strategic Policy Options:

1. **Communication**
2. Creating an environment promoting healthy eating habits and physical activity
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Reference Point

Communication

Objectives:

Creation of a reference point for clear and correct information on diet and physical activity in order to allow the public, both consumers and professionals to have access to a validated source of correct, science-based and coherent information



Reference Point
Nutritional Objectives

Communication

Objectives:

Development of nutritional objectives for the Belgian population based on scientific principles and available intake data in consultation with the competent regional and community governments and the civil society



**Reference Point
Nutritional Objectives
Guidance**

Communication

Objectives:

Provision of guidance to public and private institutions and organisations on the principles for successful actions in the framework of the NFHP-B, strengthening the coherency and consistency of nutritional messages to the population



**Reference Point
Nutritional Objectives
Guidance
Easy Identification**

Communication

Objectives:

Creation of a logo to enable the public to identify initiatives that are in line with the principles of the NFHP-B and to enable all actors involved to have their initiatives validated with regard to consistency with the NFHP-B

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Communication

NFHP-Logo

To be attributed to public and private initiatives that are in conformity or support the NFHP-B



Reference Point
Nutritional Objectives
Guidance
Easy Identification

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Communication

Media Campaign

On major national TV-channels

Reference Point
Nutritional Objectives
Guidance
Easy Identification

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.be

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National Food and Health Plan



Communication

Web-site - News letter

To become the reference point of objective information on nutrition and physical activity

www.mijnvoedingsplan.be

www.monplannutrition.be

Reference Point
Nutritional Objectives
Guidance
Easy Identification



**Reference Point
Nutritional Objectives
Guidance
Easy Identification**

Communication

Food Guides

General

1-3 years of age

3-12 years of age

12-18 years of age

Elderly



Methodology:

Strategic Policy Options:

1. Communication
2. **Creating an environment promoting healthy eating habits and physical activity**
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Education

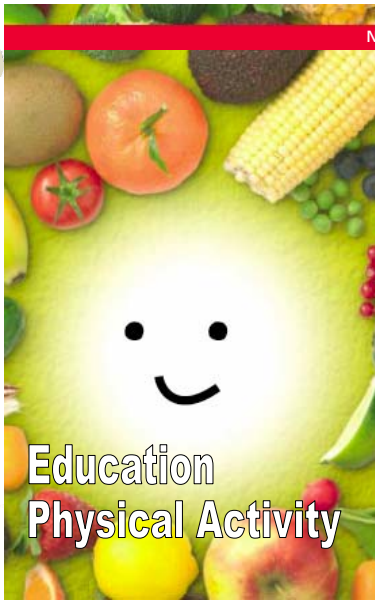
Environment

Objectives:

Improve education on food and nutrition

At all levels of the educational system

Especially in health care workers and other professions



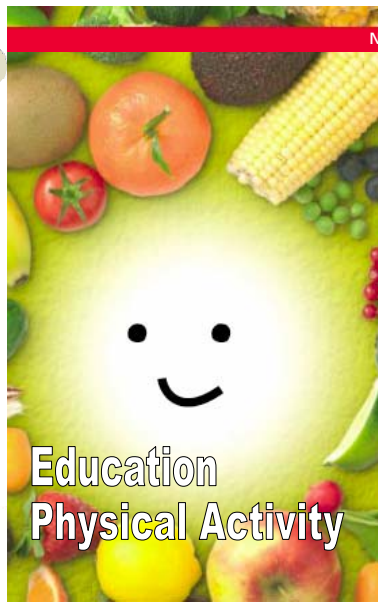
Education
Physical Activity

Environment

Actions

Create working group with representatives of domain of education to adapt curricula to generate recommendation for a module on healthy eating on all levels of education and also for health professionals (in coop with communities)

- website as communication channel to support



Education
Physical Activity

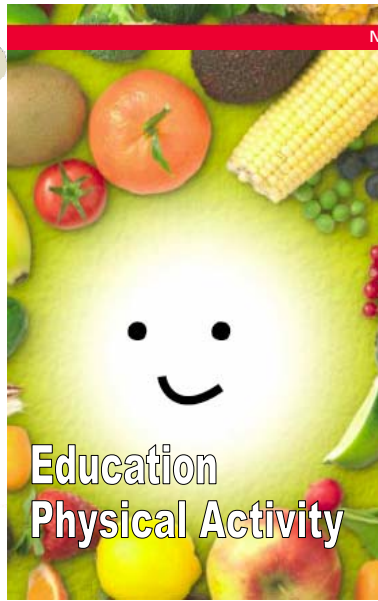
Environment

Actions

- guidelines for school meals to improve nutritional quality

(create ad hoc group)

- yearly conference to stimulate debate on healthy eating and lifestyle within school environment: exchange of best practices



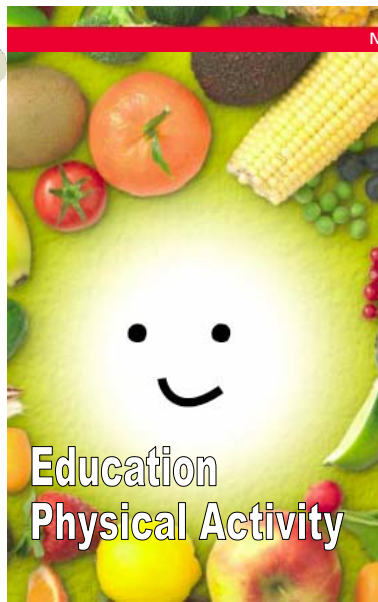
Education
Physical Activity

Environment

Actions:

- create guide in collaboration with the responsible sector federations to sensibilise health professionals and to improve the dialogue with the patient

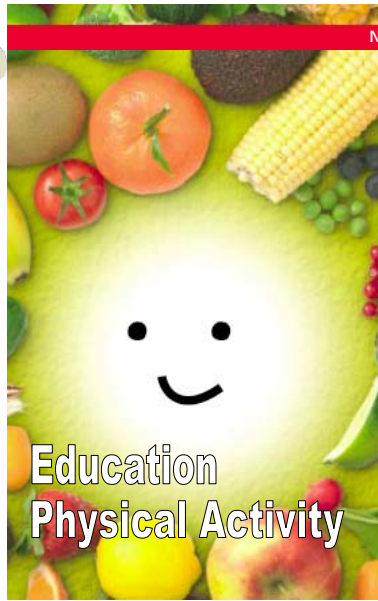
- improve the access for a dietary advice and other interventions (concensus conference in 2007)



Environment

Objective

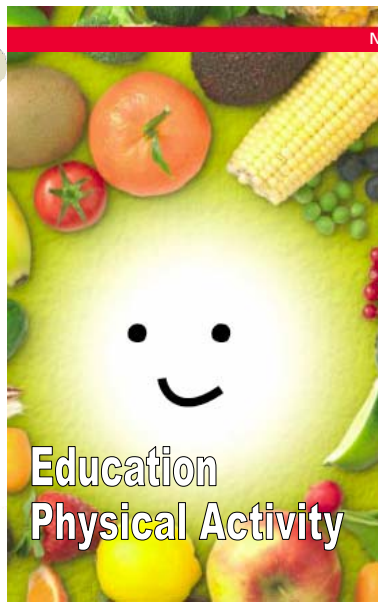
- stimulate actions and initiatives that promote physical activity to obtain a certain level for all individuals at all levels of society
- Exchange practices that promote physical activity



Environment

Actions

- Ministerial circular letter to communities, regions and municipalities to encourage actions in relation to sport and infrastructure and road safety
- information on website
- workshops



Environment

Actions

'Commune en forme'

Jury: logo committee

Minister will financial support the municipalities selected by the jury

Education
Physical Activity



Methodology:

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Sensibilisation

Private Sector

Objectives:

Increase awareness about healthy nutrition for those professionals involved in food processing and product development

Promote the application of the principles of the NFHP-B by mass caterers, horeca and food industry



Sensibilisation Composition

Private Sector

Objectives:

Increase availability of foods, meals and menus enabling consumers to select a healthy diet

Improve the nutritional composition of foods, meals and menus



Sensibilisation Composition

Private Sector

Actions:

Inventory of commitments regarding the composition of food stuffs, dishes and menus

Yearly report with initiatives and realisations



Sensibilisation Composition Information

Private Sector

Objectives:

Increase availability of information on the nutritional composition of foods, meals and menus and the role they play in a healthy diet

Identify the necessary information and requirements for consumer education (including claims)



**Sensibilisation
Composition
Information**

Private Sector

Actions:

Recommandations for improving labeling aspects

- nice to know aspects
- obligatory aspects
- nutritional labeling

WG labeling within Advice Council of Federal Public Service



**Sensibilisation
Composition
Information**

Private Sector

Actions:

Provide input on the list of generally accepted claims based on sufficient scientific grounds and to support discussions on European level

WG labeling within Advising Council of the Federal Public Service



**Sensibilisation
Composition
Information
Auto-control**

Private Sector

Objectives:

Publicity and advertising in line with the principles of the NFHP-B (auto-control)

Avoidance of unhealthy lifestyle messages

Exploration of role of media for disseminating messages in line with the NFHP-B



**Sensibilisation
Composition
Information
Auto-control**

Private Sector

- stakeholder meetings

- Advice council Food policy within FPS

WG labeling, claims and public

WG Food policy

WG Consumer matters

- yearly reports with initiatives



Methodology:

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Sensibilisation

Breast feeding

Objectives:

50% breast feeding at the age of 3 months in 2010

90% breast feeding for 6 months in 2015

25% Baby-Friendly Hospitals by 2010

Coherent breast feeding policy (Breast Feeding Committee)



Sensibilisation

Breast feeding

Action:

Promotion and support of BFHI by Federal Breast feeding committee

Coherent breast feeding policy



**Sensibilisation
Education &
Expert information**

Breast feeding

Objectives:

Application of the WHO code on breast feeding substitutes (WHO 1981)

Improved education of health care workers

Provision of objective science-based and independent information on breast feeding and infant nutrition (Creation of expert committee)



**Sensibilisation
Education &
Expert information**

Breast feeding

Action:

Application of the WHO code on breast feeding substitutes (WHO 1981) by Federal Agency of the control of the food chain (FAVV-AFSCA)

Q3 2006: specific control actions

Negotiation with sector when unacceptable practices occur



**Sensibilisation
Education &
Expert information**

Breast feeding

Action:

Food habits on infants, search and solve bottlenecks for the promotion of breast feeding

Conduct a national policy by Federal Breast feeding Committee: development, implementation and follow-up



Iodine deficiency

Optimal nutrition

Solving Iodine issue:

Iodisation of salt

Raising awareness

Appropriate measures in specific population groups (pregnant women, infants, ...)

Iodine supplementation in pregnant women



**Iodine deficiency
Pregnancy**

Optimal nutrition

Iron & Folic Acid:

Sensibilisation of the population, especially in women at child-bearing age

Raising awareness with health care professionals

Information campaign



Methodology:

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Optimal nutrition

Calcium and Vit D:

Sensibilisation of the population

Information campaign

Iodine deficiency
Pregnancy
Elderly
Adolescents

Optimal nutrition:

Intake of selected vitamins, minerals and other substances through food (supplements)



Methodology:

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Screening

UNDERNUTRITION

Hospital:

Efficient screening at admission for patients at risk

Appointment in each hospital of a health care worker responsible for nutrition

Creation in each hospital of a nutrition committee



**Screening
Scientific advice**

UNDERNUTRITION

Expert Committee:

Creation of a national expert committee on undernutrition

- Advice on best scientific methodology
- Advice on required measures and means
- Advice on transfer of data between different settings
- Advice on accessibility of nutritional interventions and reimbursement



**Screening
Scientific advice
Accreditation**

UNDERNUTRITION

Nursing Homes:

Creation of a manifesto on nutritional care in nursing homes to be included in federal, community and regional legislation

Elaboration of accreditation requirements for good nutritional practice



UNDERNUTRITION

Home care:

Sensibilisation campaign of health care workers and patients

Elaboration of a systematic methodology for transfer of information on the nutritional status of the patient between the different settings

Screening
Scientific advice
Accreditation
Transfer of information



UNDERNUTRITION

Accessibility of nutritional care interventions

Advice by the national expert committee

Education

Health care professionals

Screening
Scientific advice
Accreditation
Transfer of information
Education



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Food Intake Survey

Food Intake

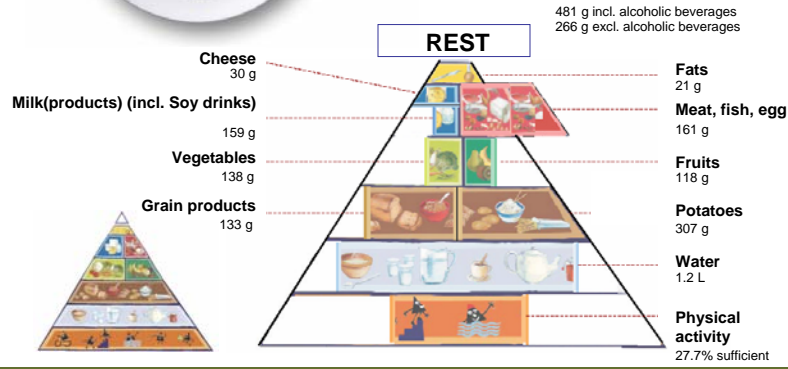
Objectives:

New edition and adaptation of the national food consumption survey to address specifically:

- Specific subpopulations (children, adolescents, pregnant woman, ...)
- Micronutrients (iodine, zinc, ...)
- Undernutrition
- Other food components



Food intake:



Food Intake

Objectives:

Continuation of the food composition table project (NuBel)

Food Intake Survey
NuBel





Food Intake Survey NuBel Scientific Research

Scientific Research

Objectives:

Identification of research needs
in relation to

- nutrition
- food behaviour
- physical activity

Testing of the efficacy of the
NFHP-B



- Elaboration of the plan
- Strategic policy options
- Operational Plan
- Organizational structure
- Budget
- International developments
- Conclusions

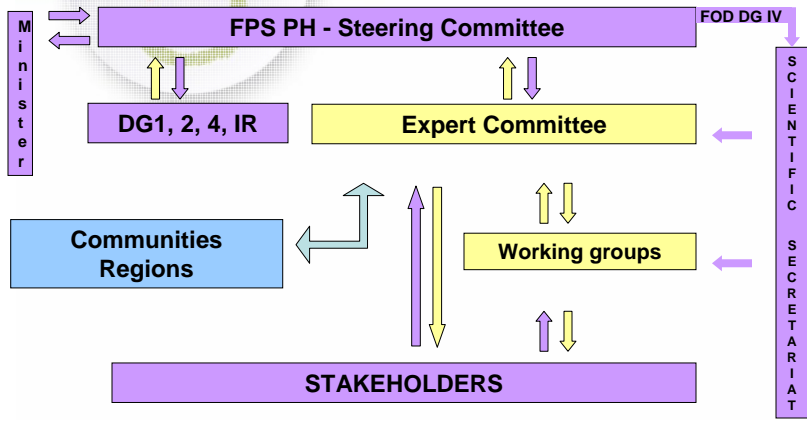


- Expert Committee and structure of NFHP-B
- 60 actions
- Definition of objectives and timings
- 1 president per strategic policy option in charge of working group with all necessary actors and stakeholders
- Monitoring of progress and evaluation by expert committee



National Food and Health Plan

General Structure



National Food and Health Plan



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Budget NFHP

Inter DG buget program 2006

Total: 1 027 000 Euro

Current head count:

- 1 coordinator
- 1 expert nutrition
- 1 communication expert

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Budget NFHP

Inter DG buget program: 2007

Total: 885 000 Euro

Included:

Expert Committee	32 900 Euro
Logo committee (10):	4525 Euro
Committee infant nutrition – DG4 (11):	550 Euro
Committee undernutrition – DG1 (17):	1350 Euro

Total committees: 39 325 Euro

Extra personnel 106 000 Euro



Budget program: 2007

885 000 Euro

- A new media campaign: TV spot, 2nd edition of certain food guides, new food guide for health professionals, food guides in German, distribution of food guides, further elaboration of website
- brochure with recommendations for nutrition of infants (breast feeding and bottle feeding)
- Information campaign towards women regarding Fe and folic acid
- Information campaign towards women regarding Ca and vit D
- Advice from expert group on undernutrition – food status book
- Organisation of symposia on priority themes
- Functioning of expert committee NFHP





International

2006

- European Commission
NPA: Green paper: 25 sep – 1 dec
Platform for diet, physical activity and health: 13 Mar – 11/12 June
- WHO: 3 MS consultations, 4 meetings of drafting committee for charter on obesity and Ministerial Conference (Istanbul, Nov '06)
- Council of Europe
9 oct 2006: expert committee on nutrition, food and consumer health
10 oct 2006: expert meeting on undernutrition



- Introduction M. De Win
- Strategic policy options
- Operational Plan
- Organizational structure
- Budget
- International developments
- Conclusions



- **Well elaborated operational plan with clear objectives, description of actions, timings and responsible ministry / societal actor**
- **A clear and transparant organisational structure with involvement of actors on the field through consultations**
- **Detailed impact assessments to obtain the required budgets**
- **In case of shared / mixed responsibilities, a coherent policy is needed**