

# Modern Nutrition Policy Concepts

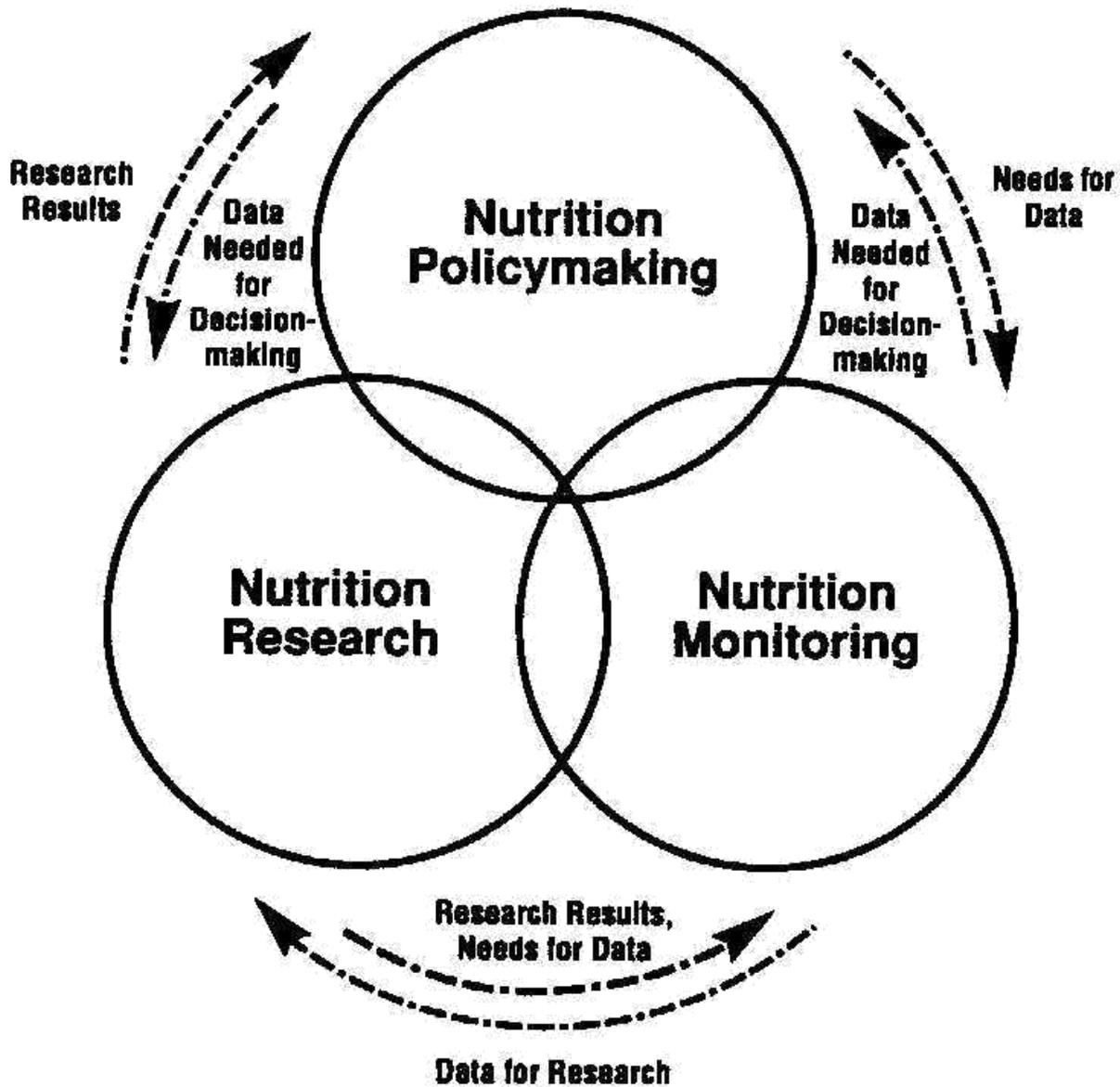
Ulrich Oltersdorf, BFEL

# **Outline**

## **Public Health / Community Nutrition**

### **Cycle of Nutrition Program Management**

- analyzing
- dietary goals
- nutrition program



# Public Health and Community Nutrition Practice Model

## Public health

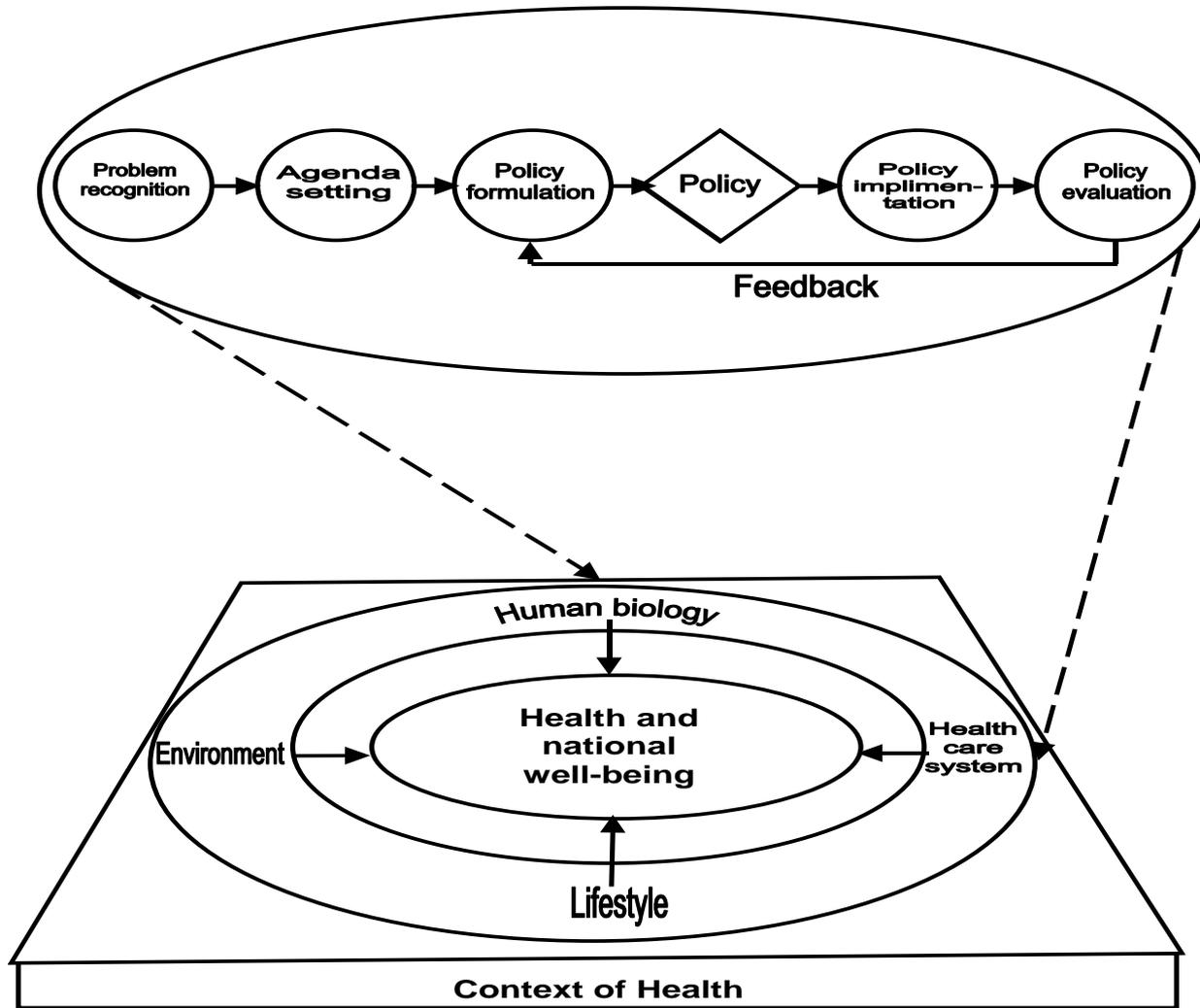
- Assessment, policy, assurance
- Health promotion and disease prevention
- Health protection

## Public health nutrition (community nutrition professional)

Develops interventions:

- Nutritional needs-lifecycle
- Advocacy for vulnerable groups
- Primary, secondary, and tertiary Prevention
- Leadership/management to Assess, set policy, and assure services

# PUBLIC POLICY PROCESS

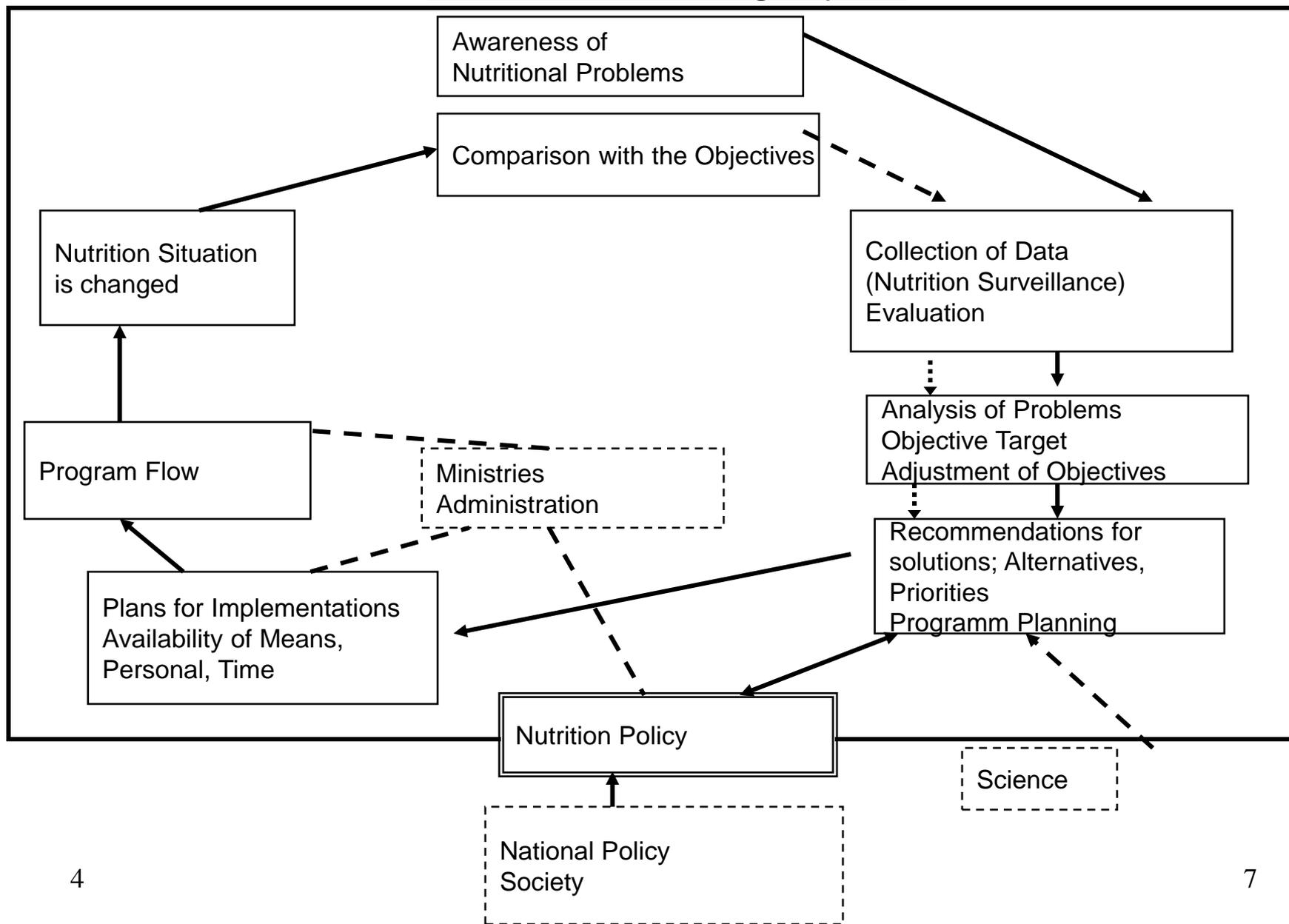


# Social Marketing Process-Modell

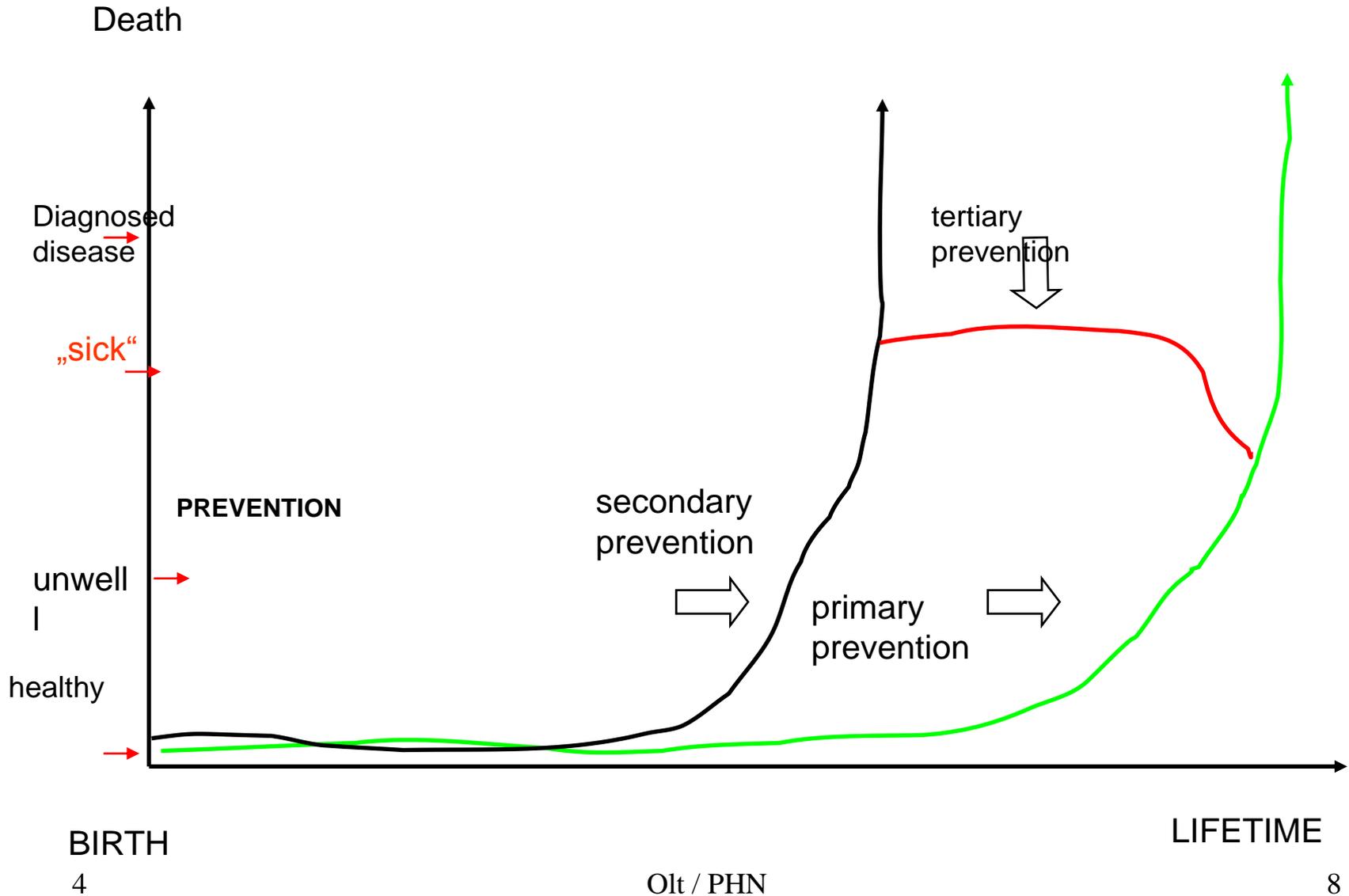
## SOCIAL MARKETING PROCESS



# Problem Solving Cycle



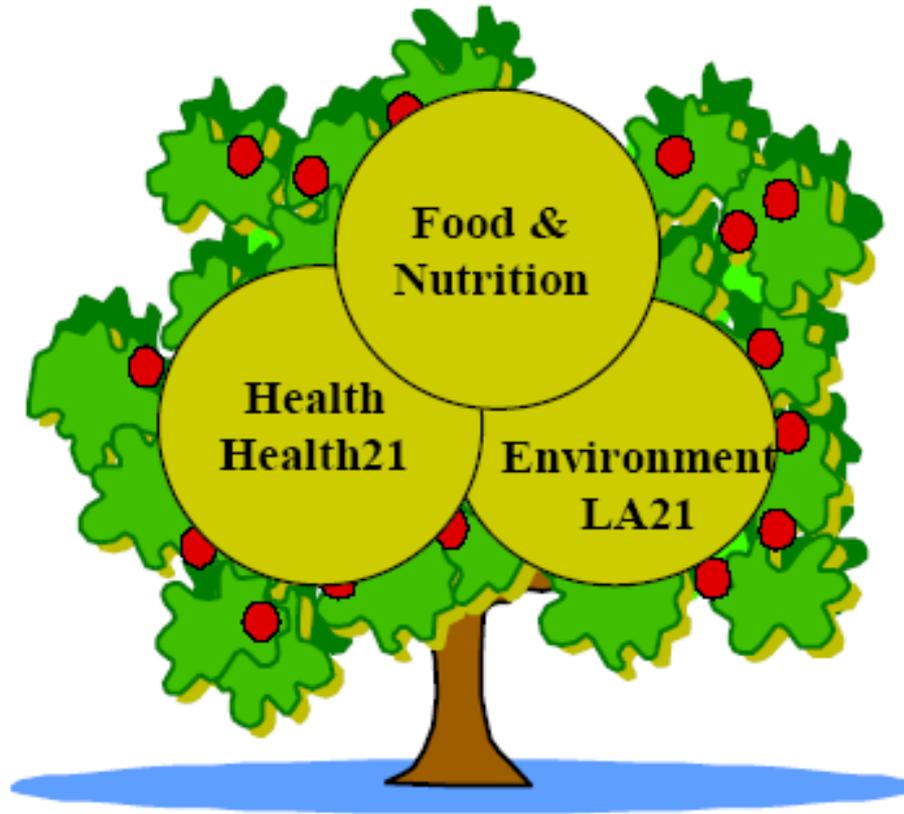
(Chart – health – disease – continuum / over time) Best – primary prevention



# **Formulating Policy**

## **Dietary Goals**

**Figure 6: An integrated approach to health, food and urban environment**



**Growing, buying and eating the right kinds of foods can reduce the risk of major diseases and simultaneously promote a sustainable environment**

## **Declaration for Health Promotion / Ottawa Declaration (WHO, 1986)**

Health promotion is the process of enabling people to increase control over, and to improve, their health.

To reach a state of complete physical mental and social wellbeing, an individual or group must be able to identify and to realize aspirations, to satisfy needs, and to change or cope with the environment. Health is, therefore, seen as a resource fo everyday life, not the objective of living.

Health is a positive concept emphasizing social and personal resources, as well as physical capacities.

Therefore, health promotion is not just the responsibility of the health sector, but goes beyond healthy lifestyles

to wellbeing.

### **Prerequisites for health**

The fundamental conditions and resources for health are peace, shelter, education, food, income, a stable ecosystem, sustainable resources, social justice and equity. Improvement in health requires a secure foundation in these basic prerequisites.

### **Advocate**

### **Enable**

### **Mediate**

### **Health Promotion Action Means**

### **Build healthy public policy**

### **Create supportive environments**

### **Strengthen community action**

### **Develop personal skills**

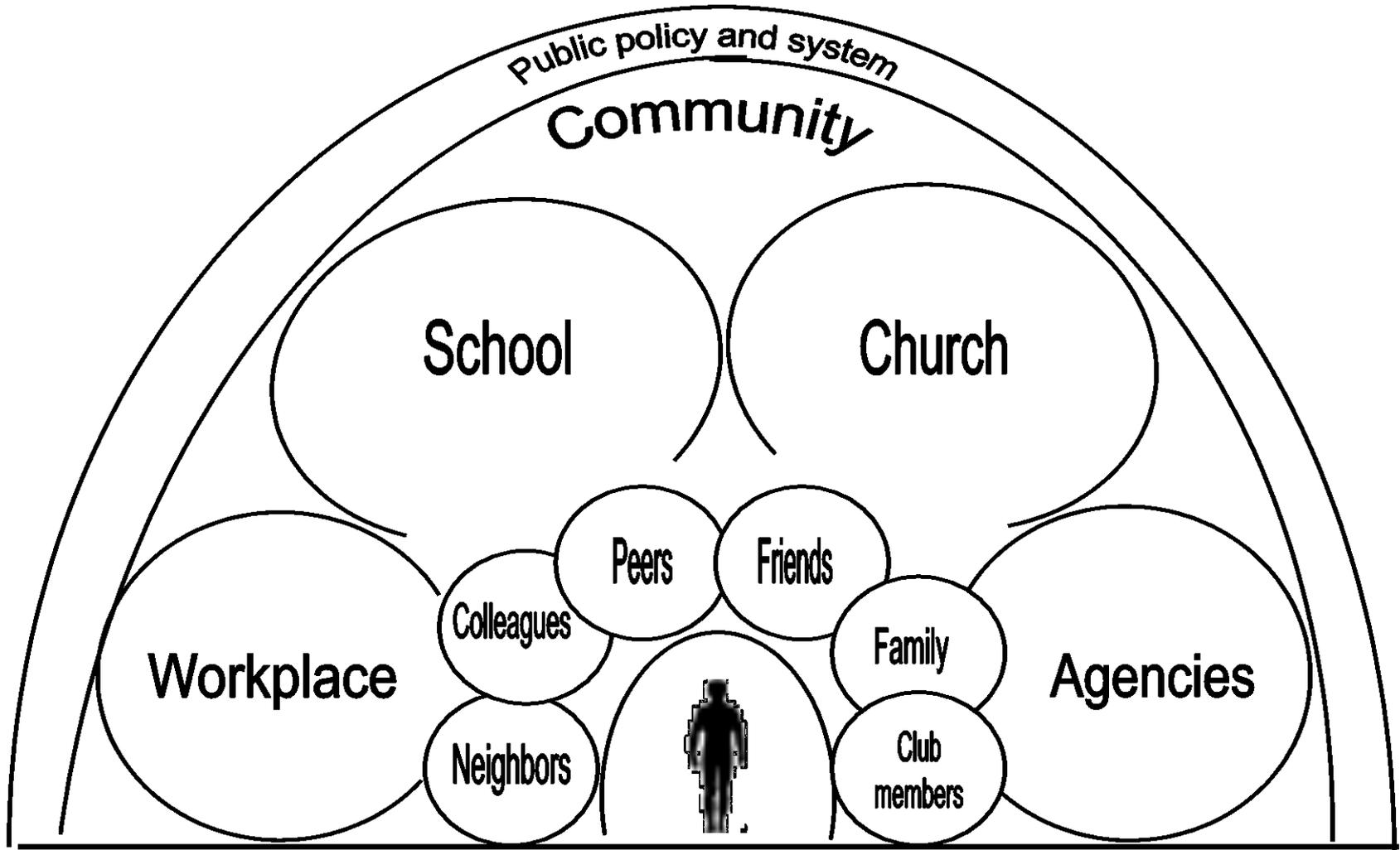
### **Reorient health services**

### **Moving into the future**

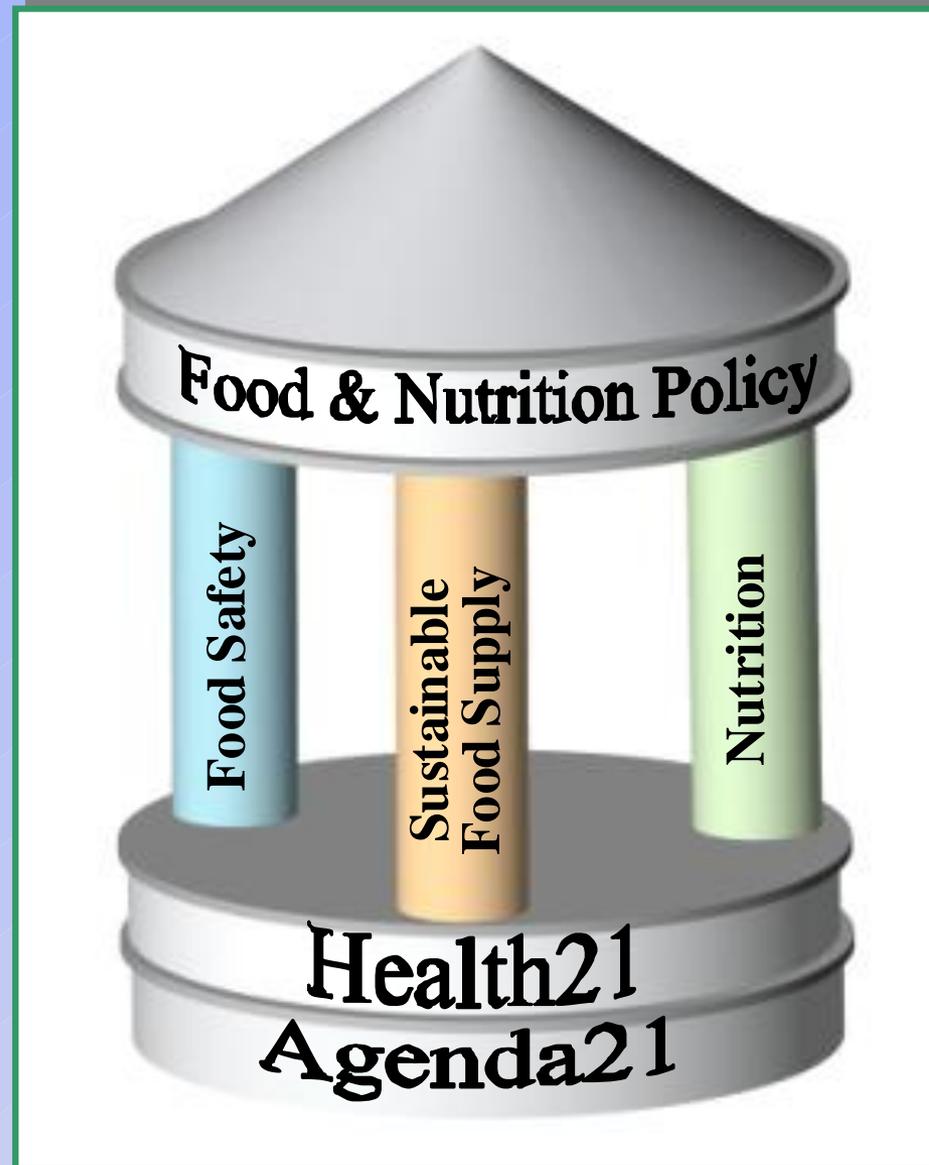
### **Commitment to health promotion**

# Considering – Socio-ecological Model

MULTILEVEL ECOLOGICAL PERSPECTIVE



# Framework of The First Action Plan for Food and Nutrition Policy, WHO European Region, 2000–2005



# NUTRITION POLICY OVERVIEW

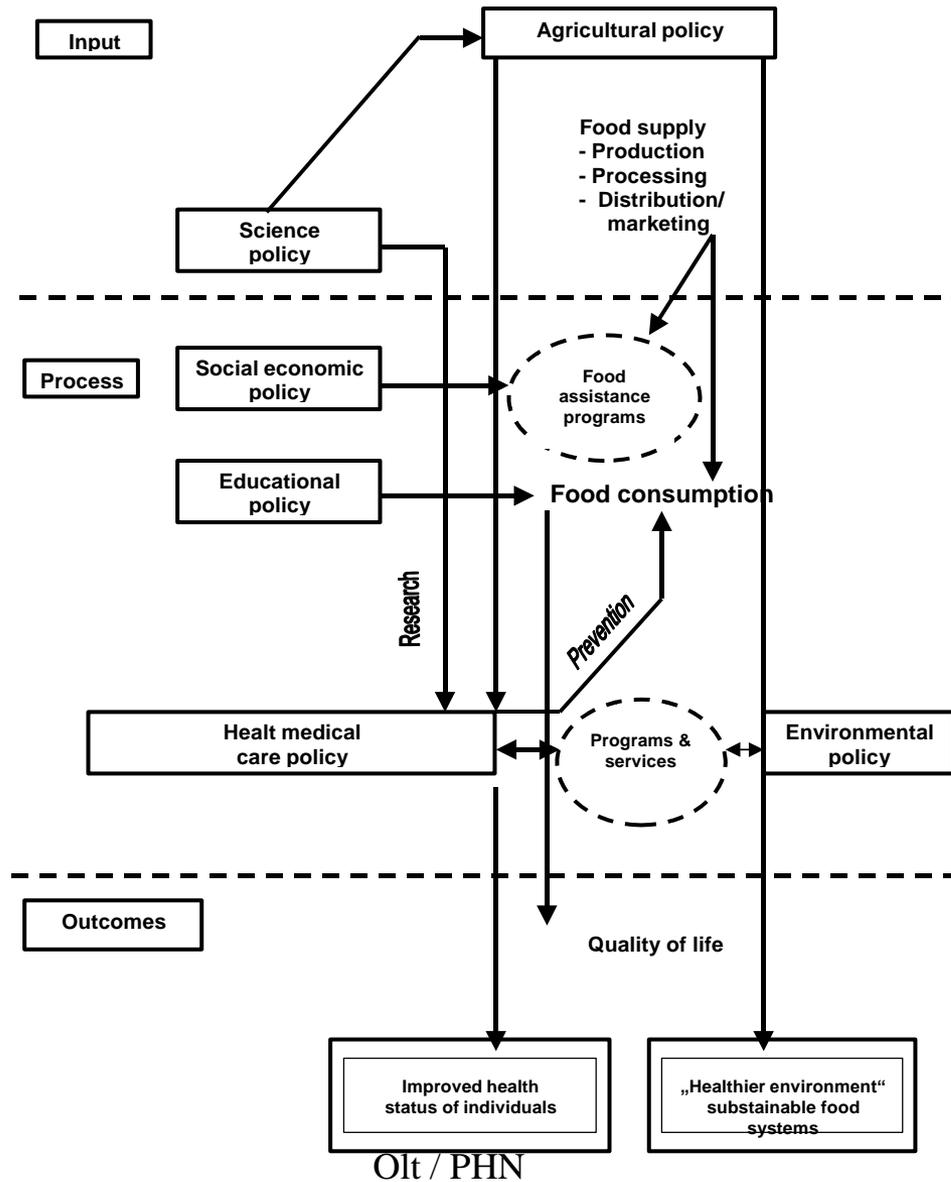
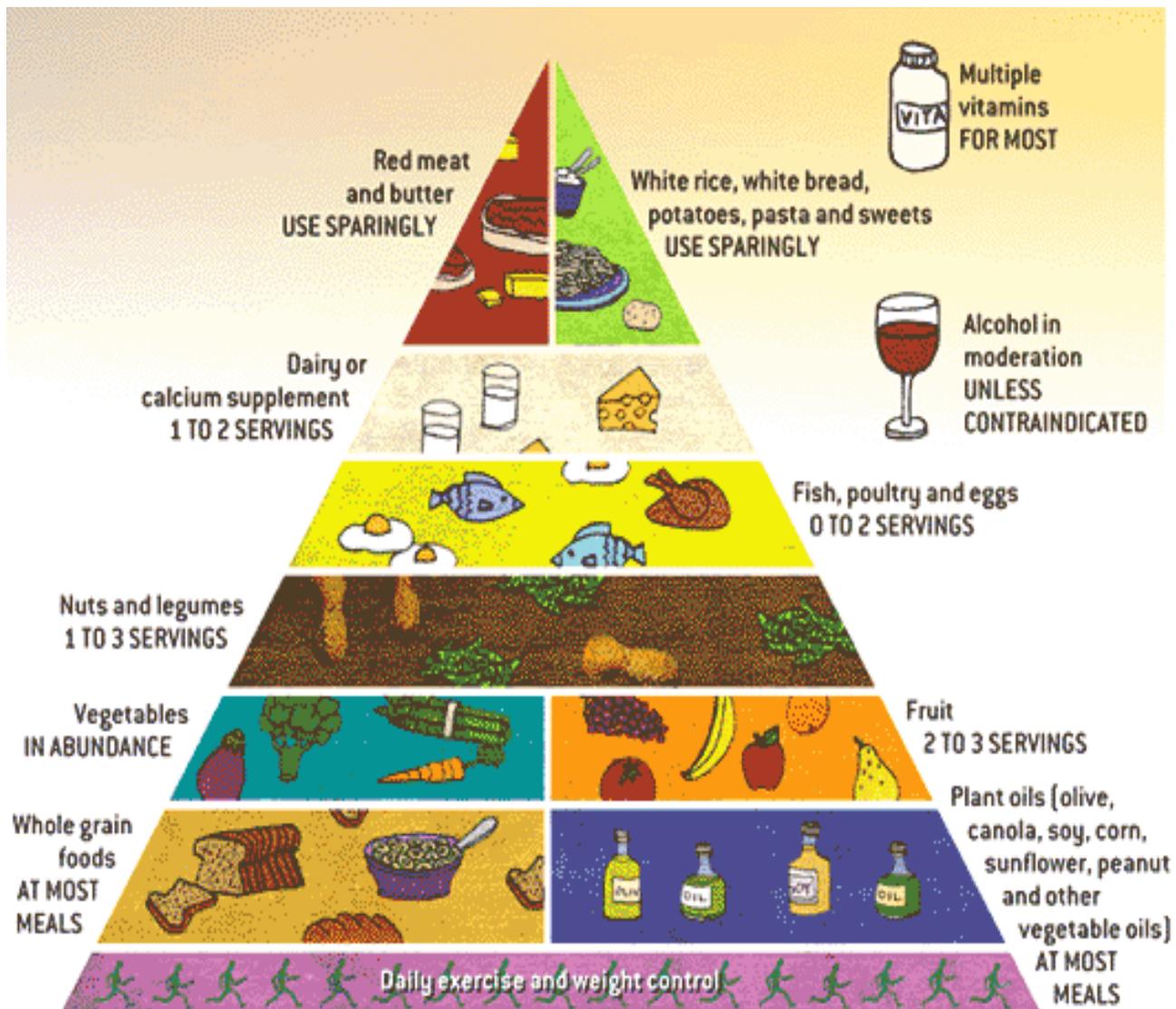


Table 1. Population goals for dietary recommendations in different countries of the European Region

Component	Goal
Proportion of total energy intake from:	
Total fat	Less than 30–35%
Saturated fat	Less than 10%
Sugar	Less than 10%
Fruit and vegetables	More than 400–600 g per day
Salt	Less than 5–8 g per day
Bodyweight	BMI of 18–27
Physical activity	30 min moderate exercise per day
Breastfeeding	4–6 months <sup>a</sup>

<sup>a</sup> Many countries are revising their breastfeeding recommendations to 6 months, in accordance with World Health Assembly resolution WHA54.2 ([http://www.who.int/gb/EB\\_WHA/PDF/WHA54/ea54r2.pdf](http://www.who.int/gb/EB_WHA/PDF/WHA54/ea54r2.pdf), accessed 15 September 2002).

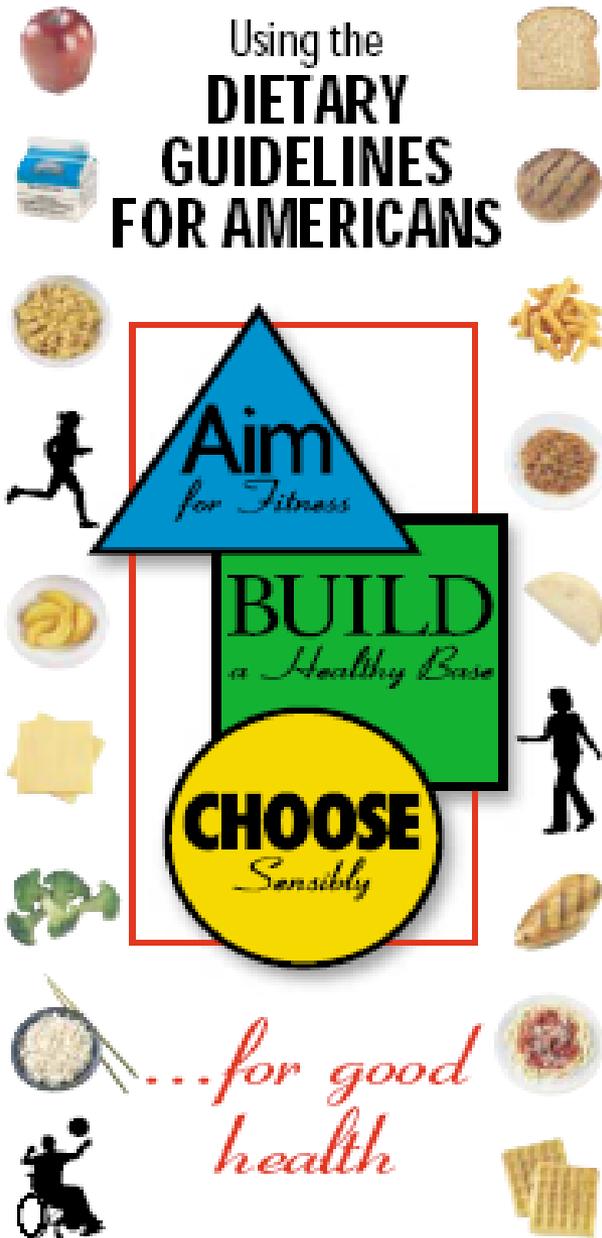
Source: *Food-based dietary guidelines in WHO European Member States (29)*.



## NEW FOOD PYRAMID

outlined by the authors distinguishes between healthy and unhealthy types of fat and carbohydrates. Fruits and vegetables are still recommended, but the consumption of dairy products should be limited.

Using the  
**DIETARY  
GUIDELINES  
FOR AMERICANS**



Obesity Prevention needs a long-term strategies. They should be part of an integrated, multi-sectoral, population-based approach, which includes environmental support for healthy diets and regular physical activity. Key elements include:

Creating supportive population-based environments through public policies that promote the availability and accessibility of a variety of low-fat, high-fibre foods, and that provide opportunities for physical activity.

Promoting healthy behaviours to encourage, motivate and enable individuals to lose weight by:

- eating more fruit and vegetables, as well as nuts and whole grains
- engaging in daily moderate physical activity for at least 30 minutes;
- cutting the amount of fatty, sugary foods in the diet;
- moving from saturated animal-based fats to unsaturated vegetable-oil based fats.

# **Nutrition Program Planning**

**transforming processes**

**Stage One: Getting started: building partnerships.**

1. Define the scope, goals and objectives of planning exercises, goals and objectives (review or develop new plans).
2. Understand food and nutrition issues and raise awareness.
3. Get the local council approval, form a stakeholder group and a working group.
4. Build appropriate partnerships with key actors.
5. Establish means for community participation.

**Stage Two: Knowing your city: issues analysis.**

1. Define the scope and the issues to be analysed.
2. Define food, health and environmental and priorities.
3. Implement detailed environment and health assessment to complete the analysis.
4. Set priorities based on previous analysis.

**Stage Three: Looking forward: the common vision**

1. Develop a common community vision based on strengths and weaknesses, opportunities and trends.
2. Identify key principles and values for a healthy and sustainable city.
3. Involve the community in the process.

**Stage Four: Getting organised: action planning.**

1. Define the action planning process and the framework of the action plan.
2. Establish strategic goals.
3. Set targets.
4. Select specific implementation strategies and programs.

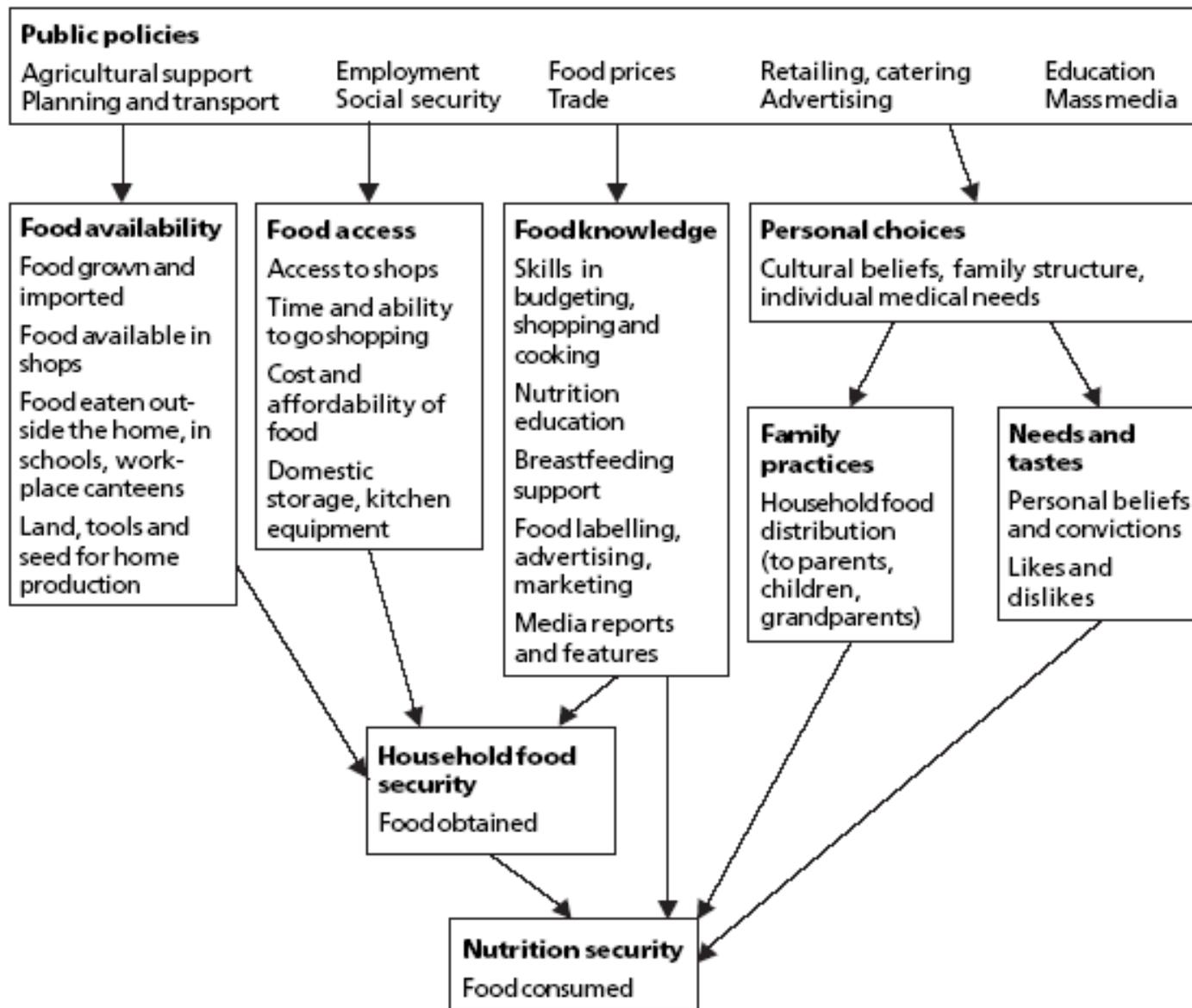
**Stage Five: Taking action: implementation and monitoring.**

1. Create effective structures and planning links.
2. Establish internal auditing and monitoring procedures.

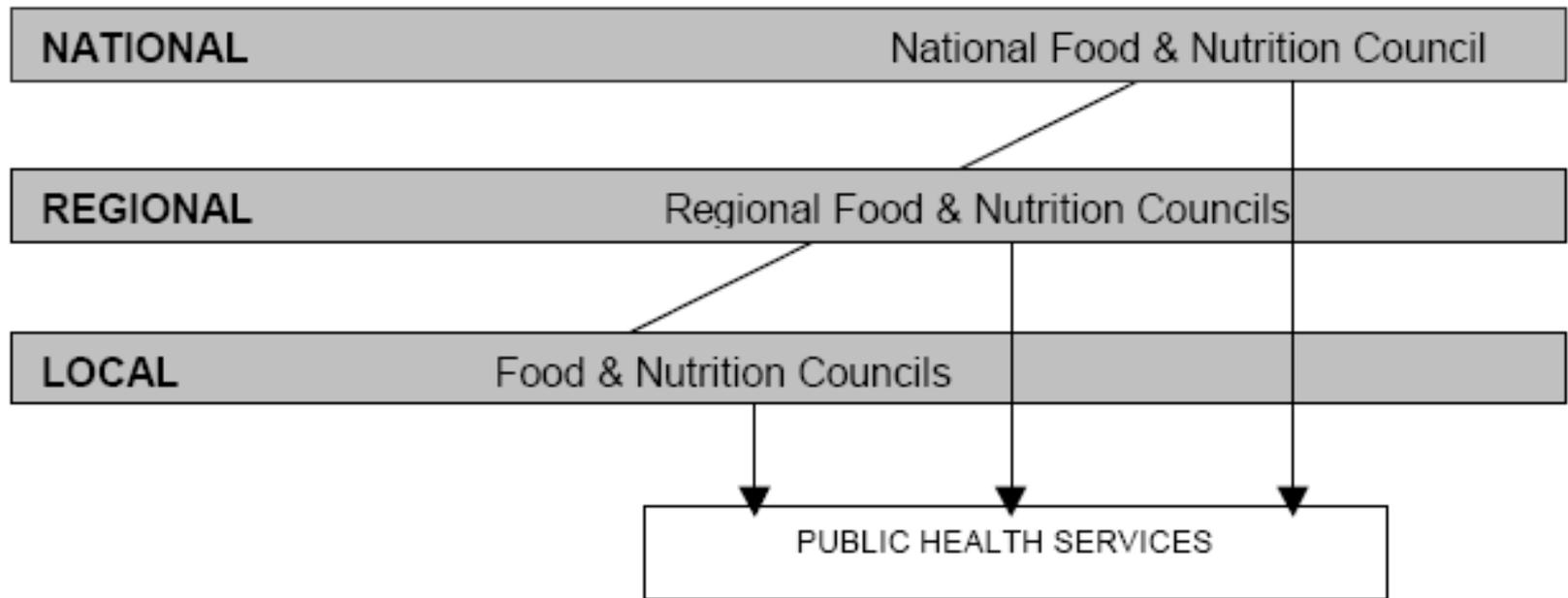
**Stage Six: Getting feedback: evaluation and feedback.**

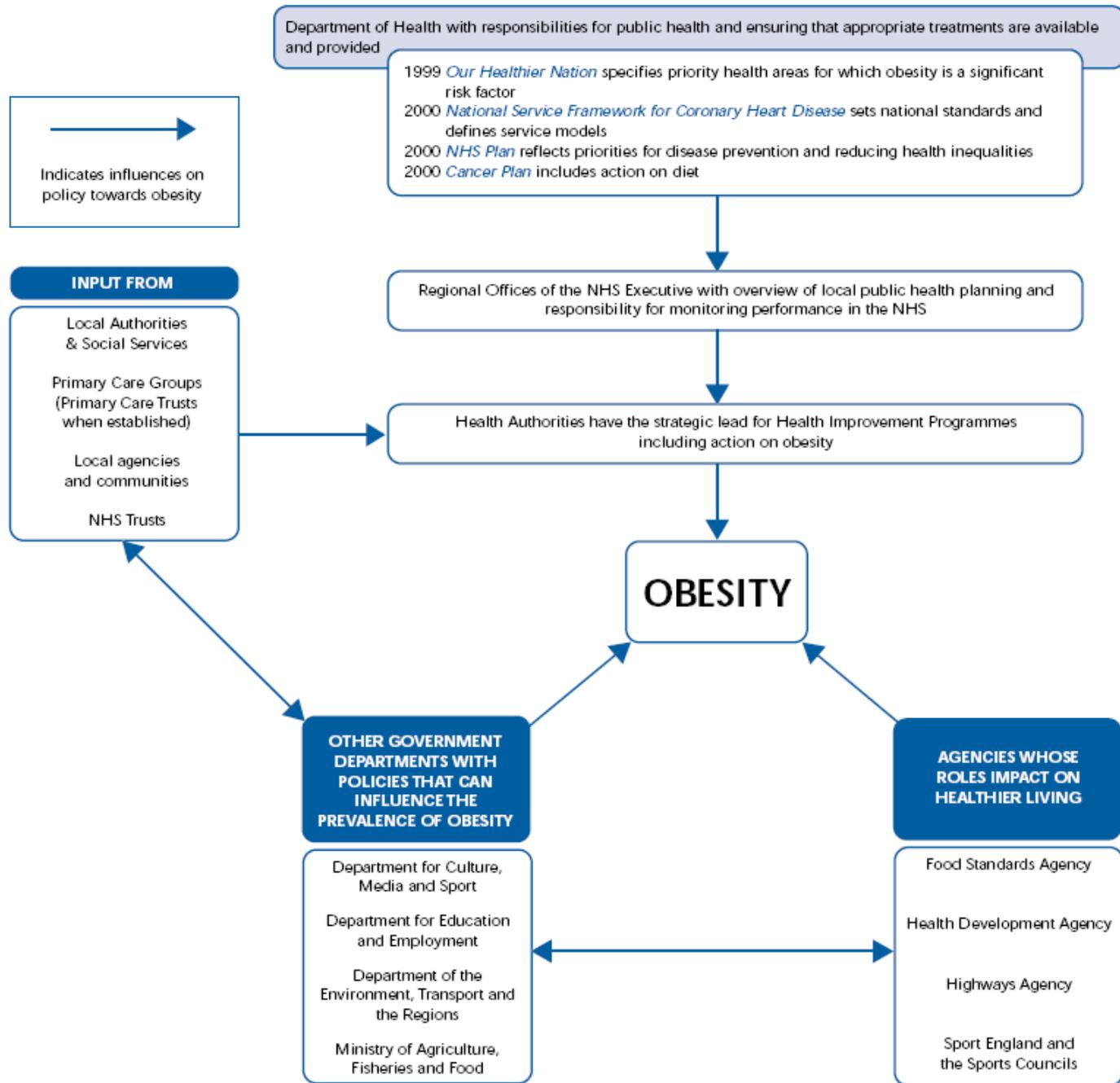
1. Selecting useful indicators for measuring progress.
2. Measure and report on performance and progress.
3. Get feedback from the community.

Fig. 5. Influences on food choices

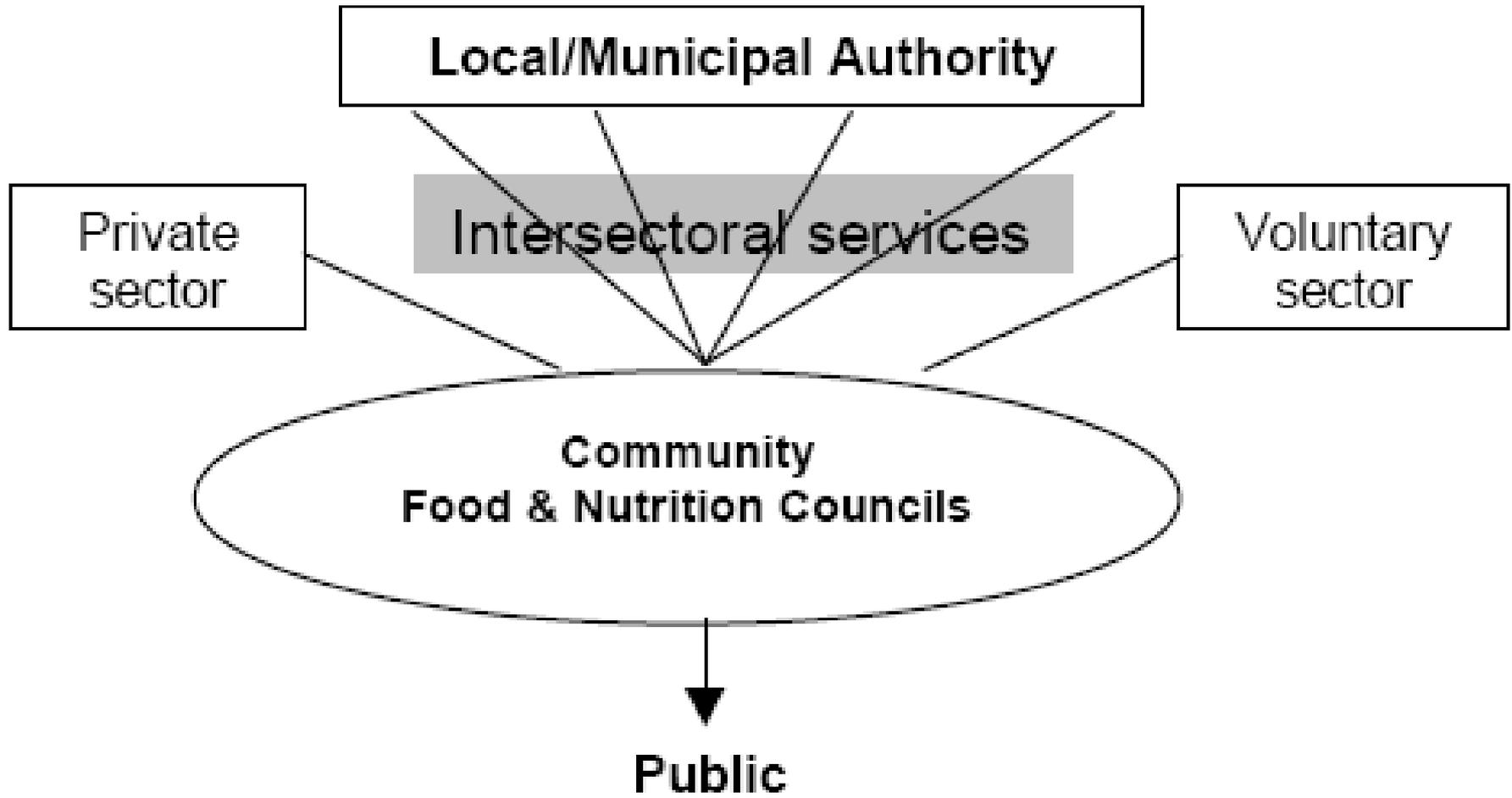


**Figure 10: Food Links Local and National Action – the decentralized role of Food and Nutrition Councils**





**Figure 7: Intersectorality of Community Food and Nutrition Councils**



## Applied Nutrition Programmes

### HEALTH

Nutrition surveys and investigations

Recording clinical and anthropometric data in clinics, schools, etc.

Preventive measures against infectious diseases

Training health personnel in nutrition

Food hygiene in markets, shops, eating places, institutions

Supplement foods for young children, pregnant and lactating women

Nutrition and cookery demonstrations at maternal and child health centres, antenatal, postnatal and child welfare clinics with emphasis on diet during pregnancy and lactation, breast-feeding and weaning practices, and child feeding

Nutrition rehabilitation centres

Under-five clinics

Nutrition and health education for hospitalized patients and outpatients

Nutrition education of the public

## EDUCATION

Breakfast and/or midday meals

Catering for boarders

School gardens (horticultural activities)

Animal production (poultry, rabbits, pigeons, guinea pigs, etc.)

Food and nutrition education in the classroom and through the medium of the above activities

Food and nutrition in home economics, health education, science

Introduction of nutrition education into curricula of primary, secondary, and teacher training schools

Food and nutrition in out-of school activities, youth clubs, cooperatives, etc.

Food and nutrition activities in parent's associations

Community participation in food and nutrition activities in the school

## AGRICULTURE (INCLUDING LIVESTOCK PRODUCTION AND FISHERIES)

### Increasing production and use of animal protein

Milk production and milk processing

Poultry: hens, ducks, geese, etc.

Fish ponds

Fishing: ocean and internal waters

Small animal production: guinea pigs, rabbits, etc.

Meat production: cattle, goats, sheep, etc.

Activities related to the above: disease control, feeding schemes (e.g. controlled grazing; preparation of animal and poultry feedstuffs), watering places

### Increasing production and use of vegetable protein

Increasing ratio of cereal to root production

Improving varieties and yields of cereals

Increasing indigenous legumes

Introducing new legumes

Improving production of crops with fertilizers, rotation, pest control, mechanization, improved seed, hybrid varieties irrigation

## Horticulture

Increasing production of vegetables and fruits

Home and community gardens and orchards

School gardens and orchards

Urban schemes of fruit and vegetable growing including allotments and backyard garden

Production of improved seeds

Demonstration projects

Horticultural teaching

General method of improving productions (see under „vegetable protein“)

## Extension

Agricultural extension and education

Home economics extension and education

General methods, which include increasing availability of calories

Improved cultivation methods – ox ploughing, tractors, crop rotation, fertilizers and composts, erosion control

Irrigation including bore holes, dam construction, etc.

Improved seeds, i. e. hybrid and other high yield varieties, high nutrient varieties

Food storage and pest control

Food protection and processing

Improved transport and marketing chains

## COMMUNITY DEVELOPMENT

Nutrition education of the public – using talks, demonstrations, mass media, learning by doing

Homecraft teaching: food storage in the home, food preservation and processing (canning and bottling, cheese-marking), cooking methods to maintain nutritive value, family budgeting

Nutrition as part of adult literacy programmes

Organization of women's groups, youth clubs, community centres

Instruction in weaning foods and toddler diets in collaboration with the health services

Cottage industries related to food products.

## COOPERATIVES

Cooperative marketing of staple food crops

Cooperative marketing of dairy and poultry products

Use of cooperatives for improving agriculture – supply of fertilizer, tested seed, insecticides, setting standards for produce, extension work, etc.

Cattle and similar cooperatives

Retail cooperatives: general stores, butchers, dairies, etc.

## COMMERCE AND INDUSTRIE

Manufacture or production of low-cost, protein-rich food supplements for children

Industrial processing of other foods: canning of meat, fish, horticultural products; drying milk, manufacture of fish meal, meat powder, etc.

Enrichment of milled cereals and other foods with protein, amino acids, minerals, vitamins

Salt iodization

Feeding schemes for workers

Production of animal feedstuffs

Consumer information by means of mass media (daily or weekly food market reports)

## TRANSPORT AND COMMUNICATIONS

Improving channels of transport and marketing of food

Improving communications and access to mass media

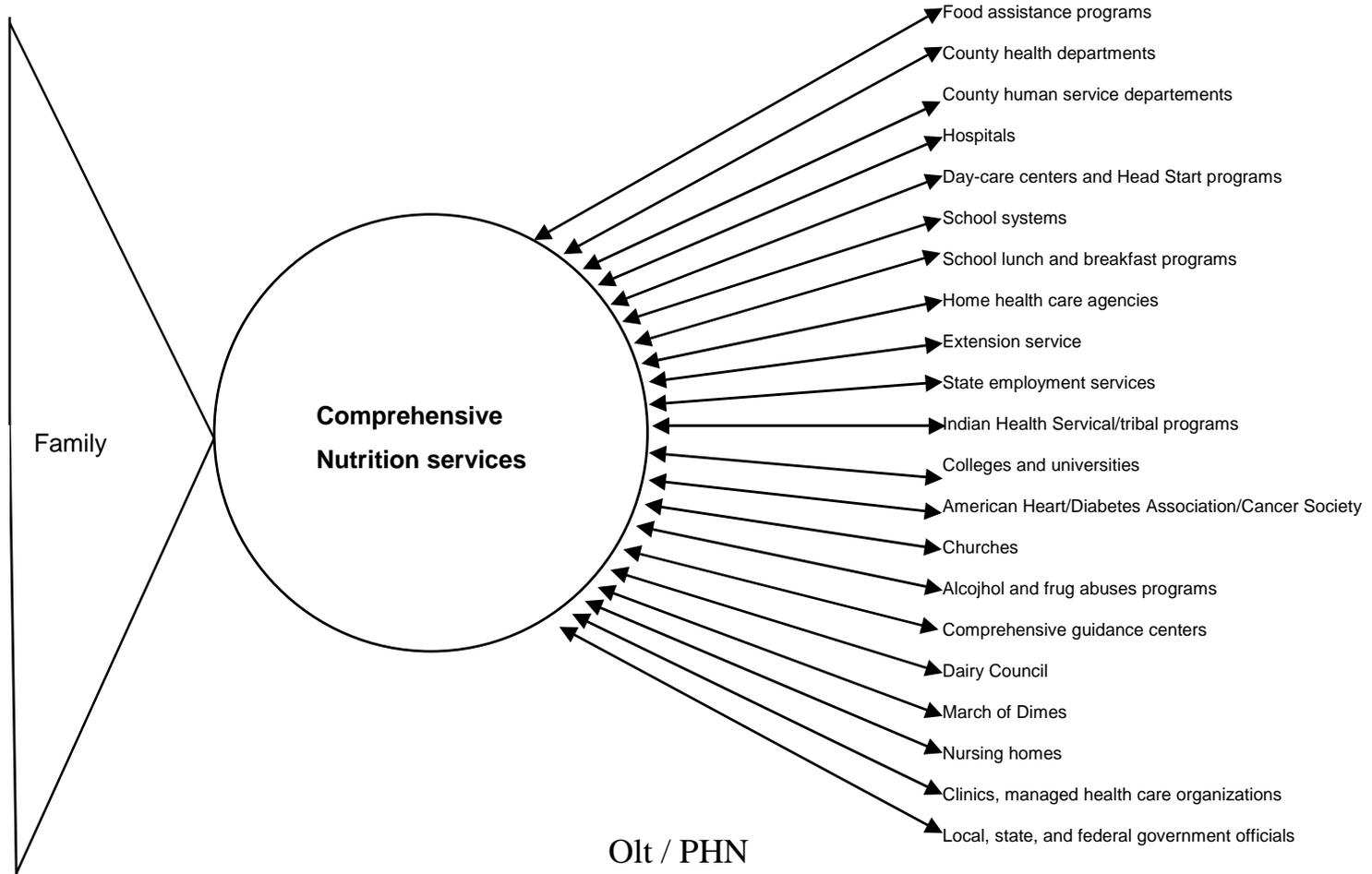
Improving means of transport for farmers and farm produce (e.g., improving roads), making available cheap carts for farmers, bus services, commercial vehicles, refrigerated transport

## GENERAL

Legislation to permit the establishment of a nutrition committee or other nutrition services, to ensure enrichment of cereals, iodization of salt, fluoridation of water; to control the advertising of weaning foods, carbonated beverages, etc.

# Comprehensive Nutrition Service

## COMPREHENSIVE NUTRITION SERVICE



## Sequential steps activities

Step number	tasks	Due date	Results	Responsibility	Whom to Involve/contact	Budet and cost	Other categories
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## Definition of terms uses in the action planning grid

### Step number

Simple numbering is used most frequently to indicate the sequence of events, but you may use some other code if you like.

### Sequential steps/activities/tasks

Enter, in chronological order, each task that is part of this activity. For example, if the step involves „data collection“, then the tasks might be (1) develop operational definitions, (2) prepare checksheets, (3) test and refine checksheets, (4) train data collectors, (5) collect data.

### Result

Each discrete step produces some result; for example, a report, a tangible change, a decision, a phone call, a meeting. There is always something that indicates the completion of a step. Enter here a word or phrase describing what that completion sign is for this step.

### Responsibility

Enter here the name of one or two people who are responsible for seeing that this task gets done. Note: They do not necessarily carry out the action themselves. They may just coordinate the actions of others.

### Due date

The calendar date when this step should be finished.

### Whom to involve/contact

If appropriate, enter here the names of people who should be part of the team working on this task, or who should at least be contacted and informed of progress or events.

### Budget/cost

If funds have been allocated for this activity, or if there is a limit to expenditures, enter that figure.

### Other categories

### Customers

This column lets you keep track of people who are particularly interested in or concerned about the successful outcome of this step or the project as a whole. Typically, this includes people whose work depends on what is accomplished at this step.

### Limitations/specifications

Enter here any constraints under which the people involved with this step must operate, such as amount of time per week they can spend on the task, how many other people they can call on for help, the maximum time they can stop a process (if at all), and so forth. Note: You may also enter time and money limits here, though the categories of „budget“ and „due date“ usually indicate the same thing.

### Hazards/pitfalls

Past experience with this activity may lead you to expect trouble in some form. Enter here any information that will help the team avoid pitfalls.

### By-products

Many times a team will be given secondary objectives: „While you’re at it, see if you can do this for another purpose.“ Although secondary purposes should not be allowed to interfere with the primary objectives of the activities, they should be allowed if they may lead to useful results without detracting.