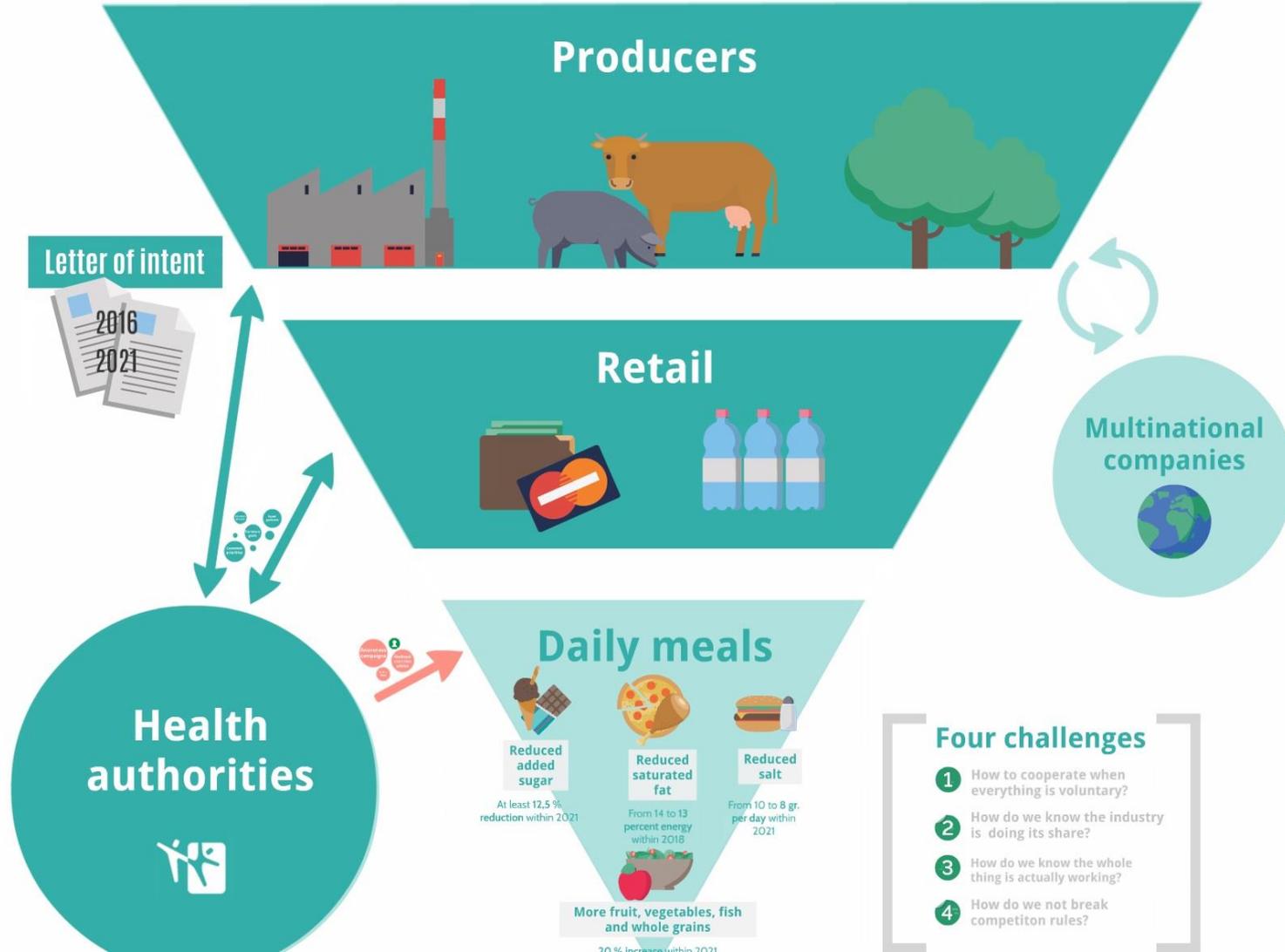


Partnership for a healthier diet

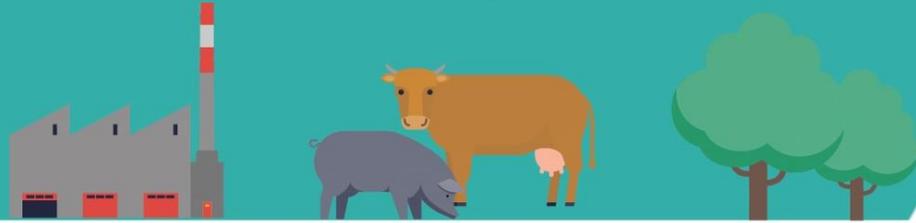
between the food industry and health authorities

Ole Berg, senior advisor RD MSc

Warsaw 14.12.2017



Producers



Letter of intent



Retail



Multinational companies



Health authorities



Daily meals



Reduced added sugar

At least 12,5 % reduction within 2021

Reduced saturated fat

From 14 to 13 percent energy within 2018

Reduced salt

From 10 to 8 gr. per day within 2021

More fruit, vegetables, fish and whole grains

20 % increase within 2021

Four challenges

- 1 How to cooperate when everything is voluntary?
- 2 How do we know the industry is doing its share?
- 3 How do we know the whole thing is actually working?
- 4 How do we not break competition rules?

Daily meals



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At least 12,5 %
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**Reduced
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From 14 to 13
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within 2018



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From 10 to 8 gr.
per day within
2021



**More fruit, vegetables, fish
and whole grains**

20 % increase within 2021

What is in it for the industry partners?

We have a health trend in Norway

In Norway the food industry do a lot already, this is a possibility to showcase their efforts

Awareness of corporate social responsibility (CSR) is increasing. Signing is good for CSR

It is a good neutral ground for networking, both with other companies and the authorities

Insight and influence on official communication towards health

They get an official channel to the health authorities and our Health Minister



Take home messages

- It is important that health authorities coordinate the work
 - Understand your role as a **partner** in a partnership
 - Get the **trade organizations** on board
 - Establish systems for **monitoring and evaluation**
 - Most importantly, **political attention** is necessary



**Learning
outcomes**

Thank you for your attention

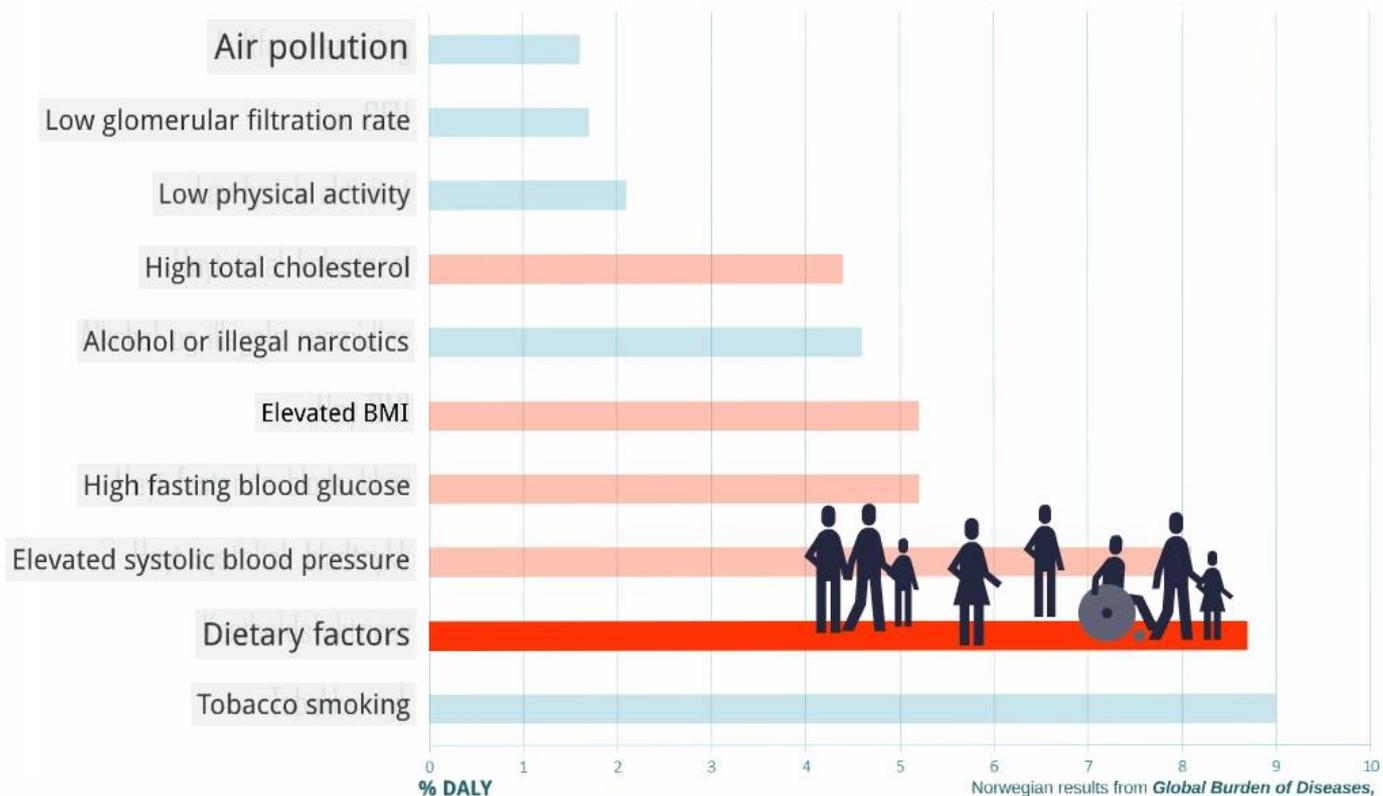
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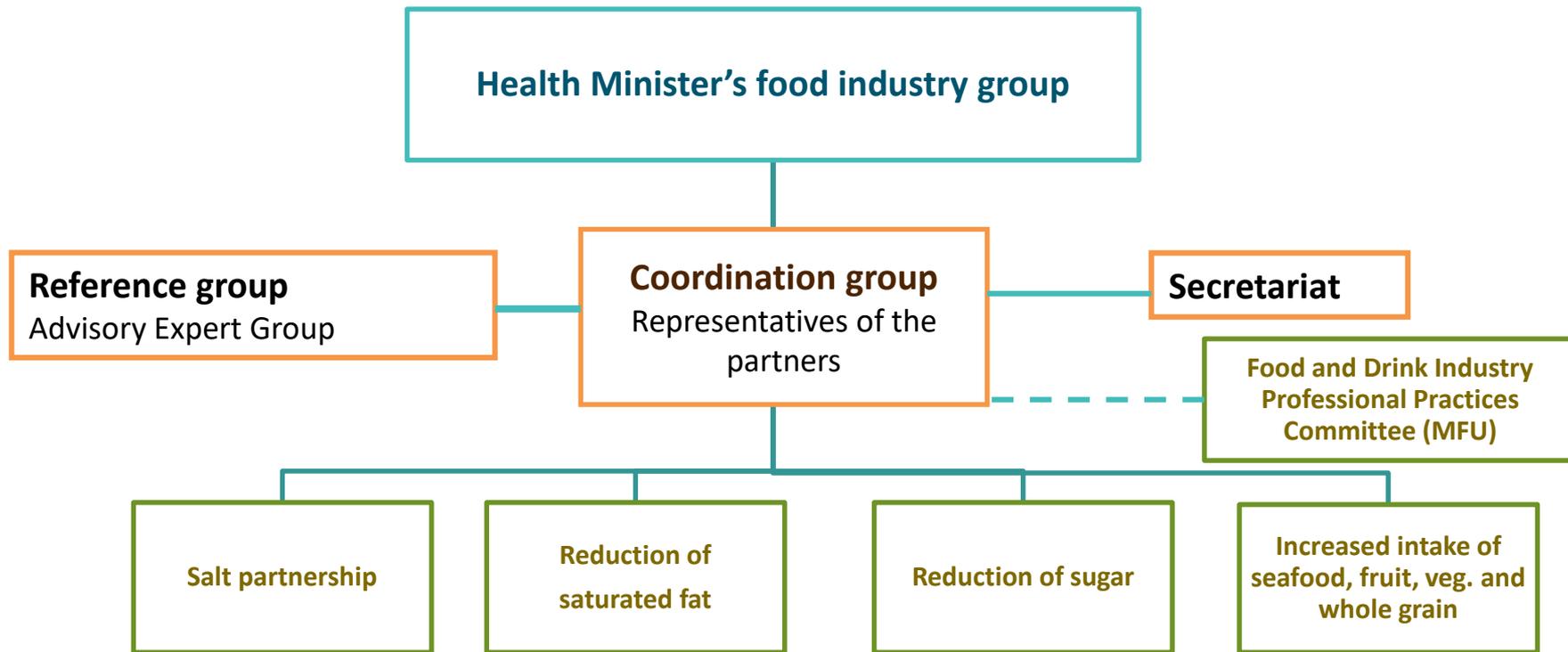
Foto: Lisa Westgaard/Helsedirektoratet



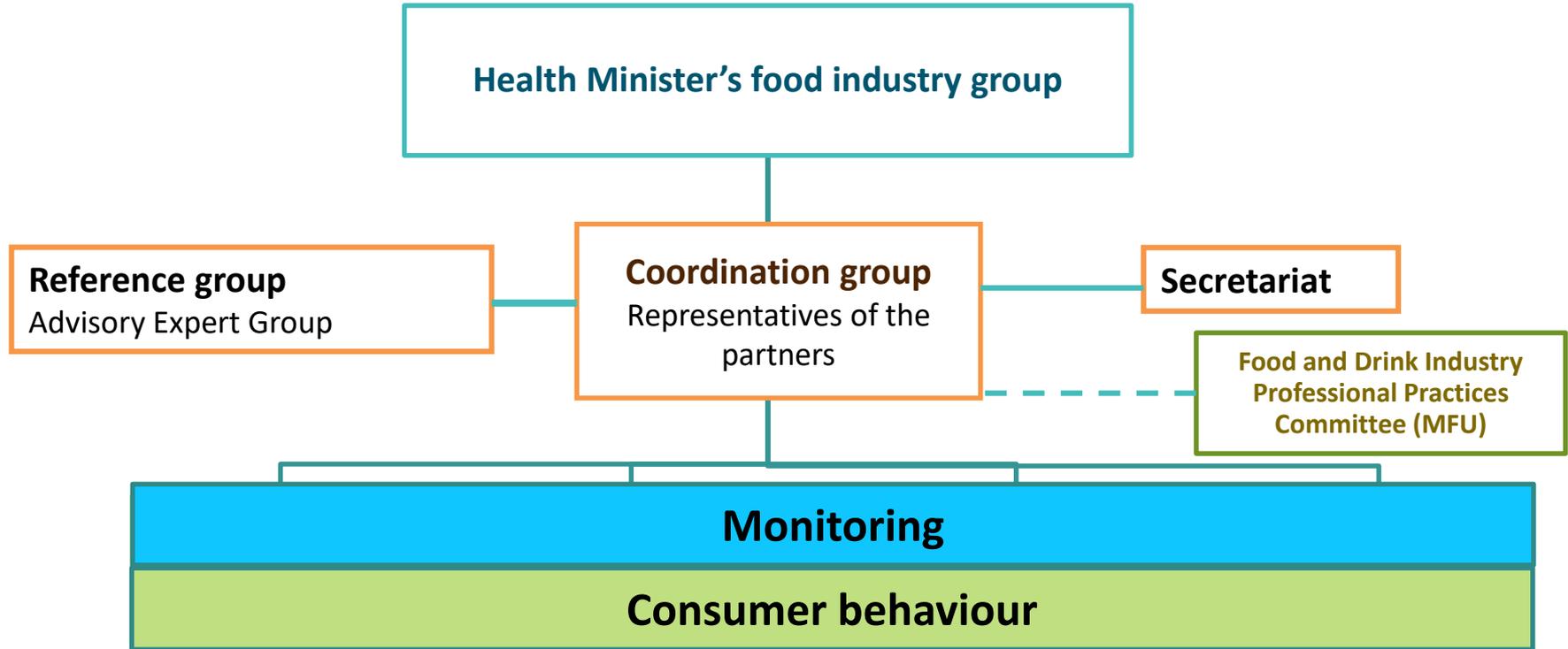
Burden of disease for the ten most common risk factors in Norway



Organizational model



Organizational model



Success criteria for partnership; WHO

- political commitment
- strong leadership from government
- intersectorial partnerships with dialogue between commercial operators, NGOs, research and government
- balance of participants in the steering committee
- clear and defined goals
- advisory / expert
- a good, transparent and comprehensive monitoring system which should preferably be independent of commercial interests