



World
Cancer
Research
Fund International

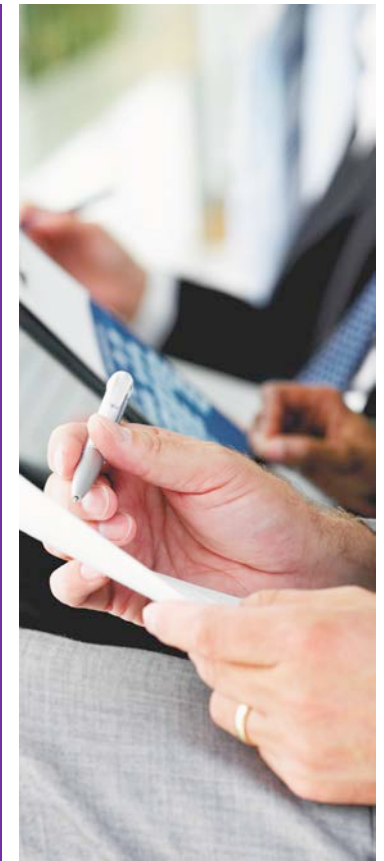
NOURISHING

A policy framework and database to promote healthy diets

Bryony Sinclair, MPH

Senior Policy & Public Affairs Manager

Policy & Public Affairs Department



Outline

- Context: global burden of malnutrition and NCDs
- NOURISHING framework and policy database
- Double-duty actions



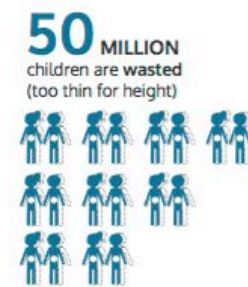
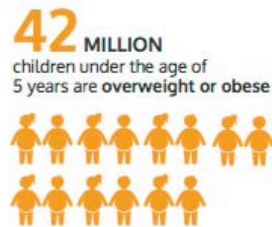
World
Cancer
Research
Fund International

Context

Global burden of malnutrition



ACROSS THE GLOBE



Global burden of NCDs

60% of global deaths
(38 million)

74% of NCD deaths
in LMICs
(28 million)

42% of NCD deaths
before age 70
(16 million)

82% of premature
NCD deaths in
LMICs
(13.1 million)



72% of global NCD deaths are due to
cardiovascular diseases, cancers, and
diabetes
(27.2 million)

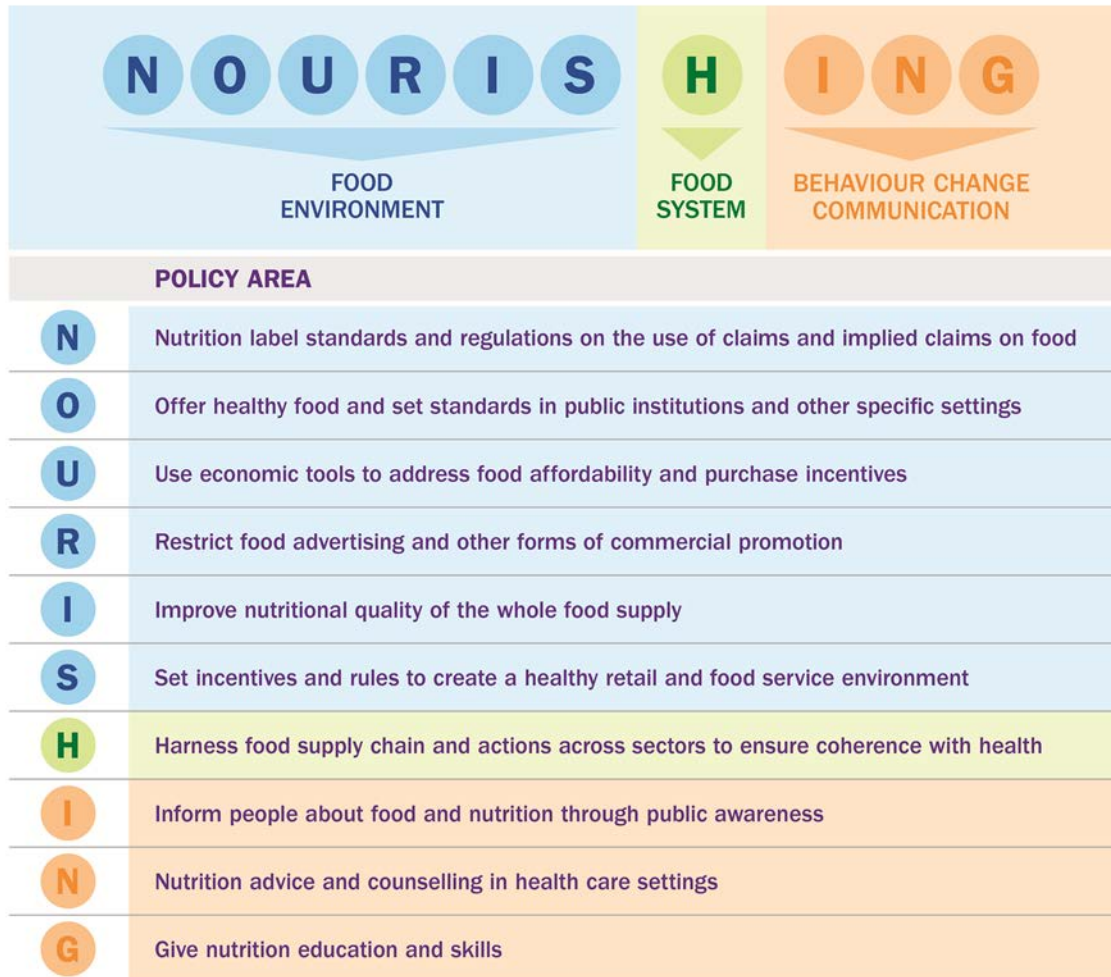
Source: WHO



World
Cancer
Research
Fund International

NOURISHING framework and policy database

Our NOURISHING framework



© World Cancer Research Fund International

How NOURISHING can be used

- Policymakers
 - To identify where action is needed to promote healthy diets
 - Select and tailor options suitable to their populations
 - Assess if an approach is sufficiently comprehensive
- Civil society organisations
 - To monitor what governments are doing around the world, benchmark progress and hold them to account
- Researchers
 - To identify the evidence available for different policies, identify research gaps and act as a resource for policy monitoring & evaluation

NOURISHING policy database

www.wcrf.org/NOURISHING

Filter by country or access the full database below

- Food environment
- Food system
- Behaviour change

Choose a country

- N Nutrition label standards and regulations on the use of claims and implied claims on foods
- O Offer healthy foods and set standards in public institutions and other specific settings
- U Use economic tools to address food affordability and purchase incentives
- R Restrict food advertising and other forms of commercial promotion
- I Improve nutritional quality of the whole food supply
- S Set incentives and rules to create a healthy retail and food service environment
- H Harness supply chain & actions across sectors to ensure coherence with health
- I Inform people about food & nutrition through public awareness
- N Nutrition advice and counselling in health care settings
- G Give nutrition education and skills

H
Harness supply chain & actions across sectors to ensure coherence with health
^

Policies within this category aim to harness the whole food system, and the sectors which influence it, to ensure coherence with healthy eating. This is because the food system, and the policies that affect it, influence our food environment.

What our food industry produces is in part a response to incentives in the supply chain. Sectors outside of health influence our ability to take policy action. Likewise, if governments implement policies contained in NOURISHING, they have repercussions upstream for the actors and activities in food systems. This wider relationship to the food supply chain presents an opportunity to support all the policies in NOURISHING with actions in the food supply chain.

Download the table

Examples of policy actions

- Working with food suppliers to provide healthier ingredients
v
- Nutrition standards for public procurement
v
- Public procurement through "short" chains (eg local farmers)
^

What the action involves and where implemented

In Brazil, a 2009 law (Ley 11.947/2009 Regulamento de Programa Nacional de Alimentação Escolar) requires that 30% of the national budget for food served in the school meals programme must be spent on food from family farms, with priority given to food produced using agroecological methods.


The Food Acquisition Programme (Programa de Aquisição de Alimentos) allows states, municipalities and federal agencies to buy food from family farms through a simplified public procurement procedure. The programme thereby encourages the purchase of perishable food and minimally processed food and makes them available to public institutions (eg hospitals, social assistance agencies, schools etc).

The Brazilian Institute of Horticulture and the Brazilian Central Food Supply Association are responsible for the promotion, regulation and organisation of food sales in the country. The Brazilian Market Modernisation Programme (Programa Brasileiro de Modernização do Mercado Hortigranjeiro) supports states and municipalities to modernise and adapt the supply of food to meet local needs. For example, supply centres (CEASAs) initiated the campaign Encouraging Intake of Fruit and Vegetables in the Central Food Supply. The first phase focuses on internal CEASA stakeholders (dealers, licensees and producers) and aims to increase the availability of fruit and vegetables. The second phase will target external audiences in the form of consumer information and promotion of healthy eating.

BRAZIL

390
implemented
policies across
125 countries

70 evaluations





Updating the database

Two step process:

1. Sourcing and reviewing policy actions
2. Verification process with in-country specialists

NOURISHING

**Methods
for compiling and updating
the database**

Last updated 24/10/2016

Please note: This is a working document that describes the methods for populating and updating our NOURISHING policy database. It will be updated on an on-going basis as needed, and reviewed annually.

Inclusion criteria for policies

1. Must be related to reducing obesity and/or diet-related NCDs through promoting healthy diets, and include an explicit public health aim
2. Must be a government policy action
3. Must be implemented
4. Must fit one of NOURISHING's ten policy areas



World
Cancer
Research
Fund International

Double-duty actions

Definition

“**double-duty actions** include interventions, programmes and policies that have the potential to simultaneously reduce the risk or burden of **both** undernutrition (including wasting, stunting, and micronutrient deficiency or insufficiency) **and** overweight, obesity or diet-related NCDs (including type 2 diabetes, cardiovascular disease and some cancers). Double-duty actions leverage the coexistence of multiple forms of malnutrition and their shared drivers to offer integrated solutions.”

Source: WHO. Double-duty actions. Policy brief. Geneva: World Health Organization; 2017.

WHO/NMH/NHD/17.2

Double-duty actions for nutrition

Policy Brief

Addressing contrasting and confounding forms of malnutrition need not be a zero-sum game

Double-duty actions have the potential to improve nutrition outcomes across the spectrum of malnutrition, through integrated initiatives, policies and programmes



INTEGRATED ACTION ON THE DOUBLE BURDEN OF MALNUTRITION

In the framework of the Sustainable Development Goals (1), the *United Nations Decade of Action on Nutrition (2)* aims to trigger intensified action to end hunger and eradicate all forms of malnutrition worldwide. This effort includes conditions associated with undernutrition, such as wasting, stunting and micronutrient deficiencies, as well as those associated with dietary imbalance and excess, such as overweight, obesity, or diet-related noncommunicable diseases (NCDs). The coexistence of contrasting forms of malnutrition is known as the double burden of malnutrition. A global challenge, this double burden is united by shared drivers and solutions and therefore offers a unique opportunity for integrated nutrition action. This policy brief sets out the potential for double-duty actions to contribute to this intensified effort by addressing both sides of malnutrition through common interventions.

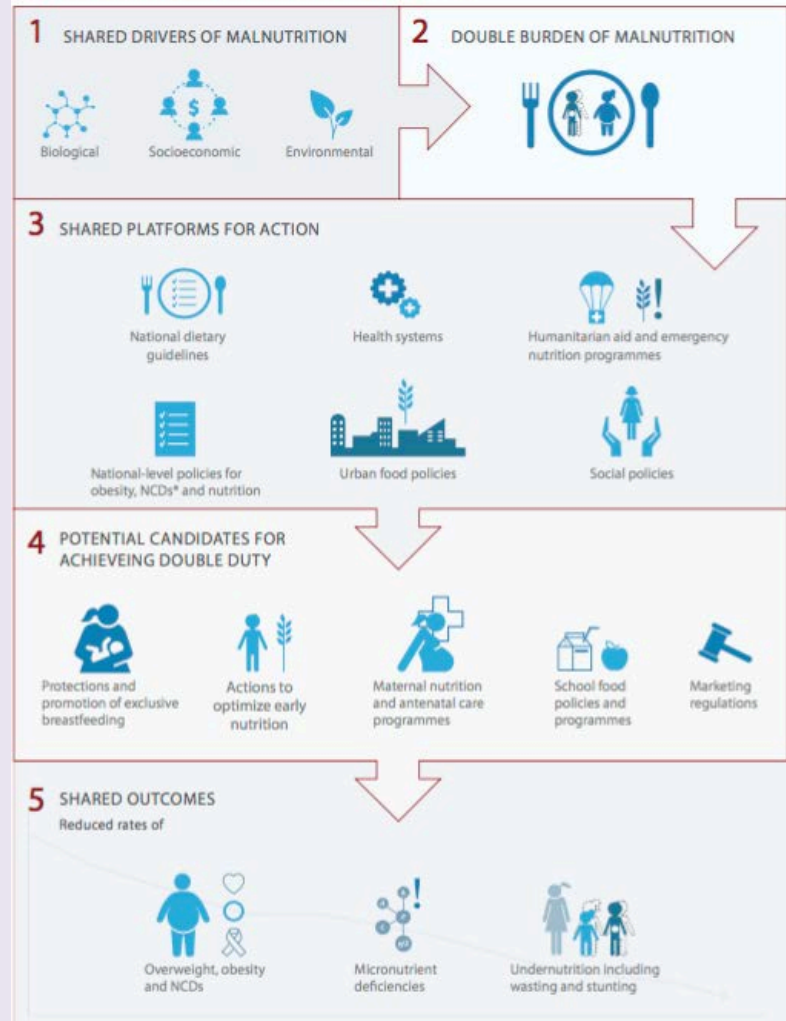
WHAT IS THE DOUBLE BURDEN OF MALNUTRITION?

In 2014, approximately 462 million adults worldwide were underweight, while 1.9 billion were overweight or obese, and 264 million women of reproductive age were affected by iron-deficiency-related anaemia (3, 4). In 2016, an estimated 41 million children under the age of 5 years were overweight or obese, while 155 million suffered from stunting (low height-for-age associated with chronic or recurrent undernutrition) (5). Nutrition-related factors contribute to approximately 45% of deaths in children aged under 5 years, while most low- and middle-income countries are now witnessing a simultaneous rise in childhood overweight and obesity (4, 6).

The global burden of malnutrition

- 462 million adults worldwide continue to be underweight (4)
- 1.9 billion are overweight or obese (4)
- 264 million women of reproductive age around the world are affected by iron-deficiency-related anaemia (3)
- 155 million children under the age of 5 years around the world are stunted (low height for age) (5)
- 41 million children under the age of 5 years worldwide are overweight (5)

Fig. 4. Shared drivers and platforms for double-duty actions



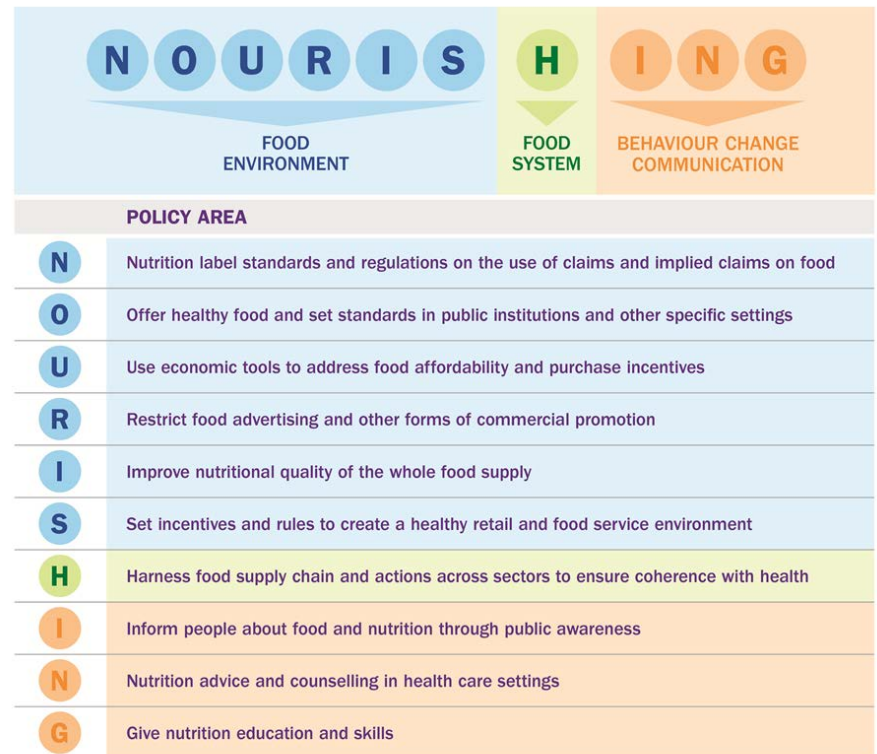
NOURISHING as a lens for double-duty actions

School food policies

Marketing restrictions
(breastmilk substitutes and unhealthy foods)

Multi-sectoral governance structures

Nutrition advice and counselling (e.g. antenatal care programmes)





**Ambitious, SMART commitments
to address NCDs, overweight & obesity**

Make the UN Decade of Action on Nutrition
count for all forms of malnutrition

Case for double-duty actions

- Governments are off-track to meet global nutrition and NCD targets
- SMART commitments and action are needed
- Opportunity for double-duty actions

www.wcrf.org/SMART



World
Cancer
Research
Fund International

Thank you!

For further information

Bryony Sinclair, MPH

Senior Policy & Public Affairs Manager



b.sinclair@wcrf.org



[@wcrfint](https://twitter.com/wcrfint)



facebook.com/wcrfint

www.wcrf.org