

How can the EU agri-food promotion policy support the shift to more plant-based, healthy dietary practices, in the context of the beating cancer plan?

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Top 10 risk factors attributed to death and causes of death in the EU in 2019

European Union
Both sexes, All ages, Deaths per 100,000

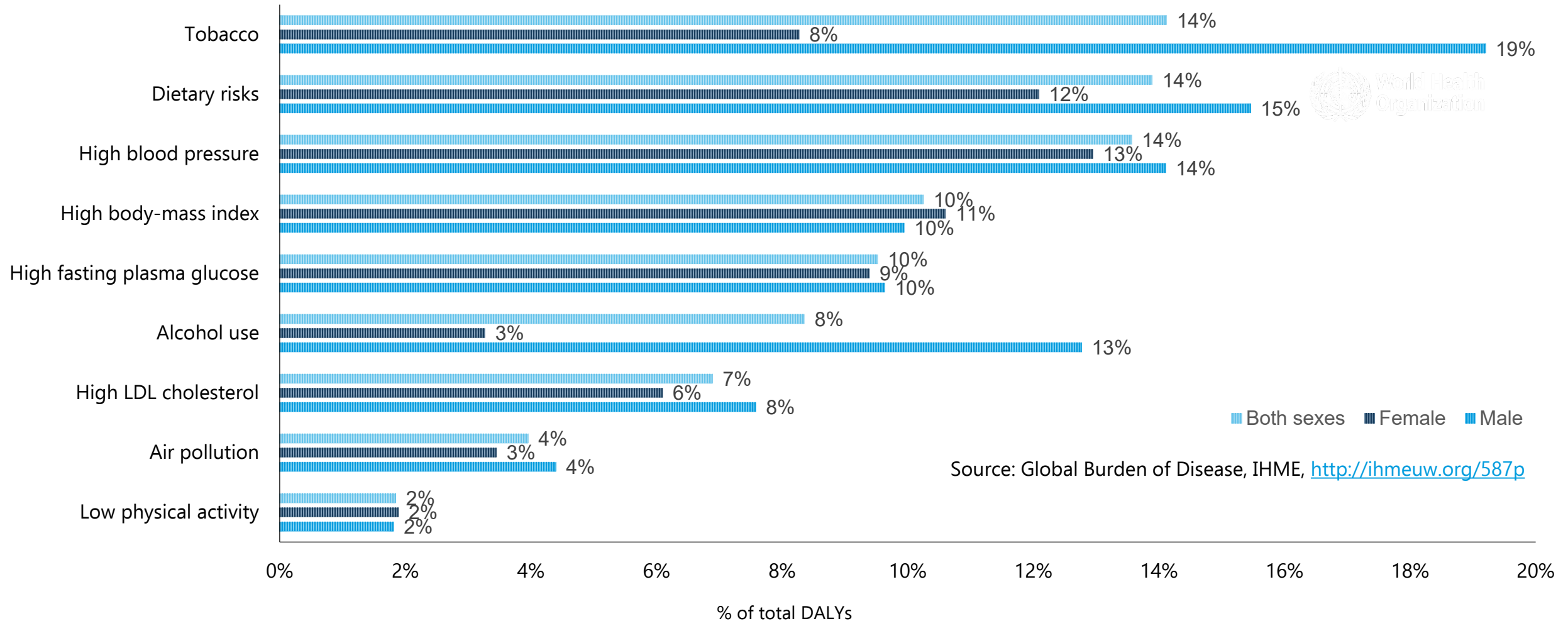
2019 rank



1 Ischemic heart disease	Communicable, maternal, neonatal, and nutritional diseases
2 Ischemic stroke	
3 Lung cancer	Non-communicable diseases
4 Alzheimer's disease	
5 COPD	Injuries
6 Colorectal cancer	
7 Lower respiratory infect	
8 Hypertensive heart disease	
9 Intracerebral hem	
10 Breast cancer	

1 High systolic blood pressure	Metabolic risks
2 Smoking	
3 High fasting plasma glucose	Environmental/occupational risks
4 High body-mass index	
5 High LDL cholesterol	Behavioral risks
6 Alcohol use	
7 Kidney dysfunction	
8 Low temperature	
9 Diet low in whole grains	
10 Ambient particulate matter pollution	

Burden of disease in the WHO European Region attributable to selected risk factors, 2017



Healthy and Sustainable Food Systems

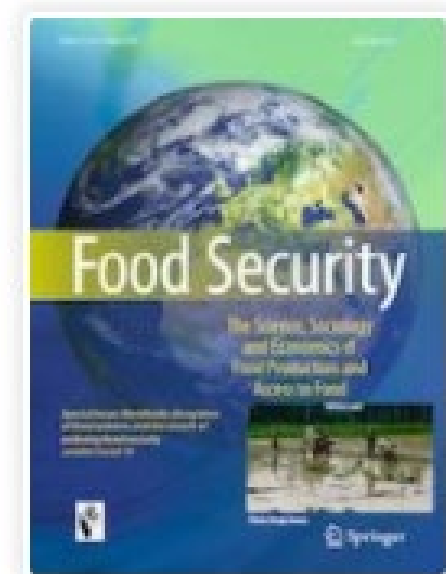
Opinion Piece | [Open Access](#) | Published: 23 July 2020

Disrupted food systems in the WHO European region – a threat or opportunity for healthy and sustainable food and nutrition?

[Holly L. Rippin](#), [Kremlin Wickramasinghe](#) , [Afton Halloran](#), [Stephen Whiting](#), [Julianne Williams](#), [Kathrin Hetz](#), [Adriana Pinedo](#) & [João J. Breda](#)

Food Security **12**, 859–864(2020) | [Cite this article](#)

814 Accesses | **14** Altmetric | [Metrics](#)



Healthy and Sustainable Food Systems

We want to strengthen the capacities of countries to respond to immediate and long-term health and environmental challenges



Plant-based Diets

1) Systematic review

– adequacy of vegan diets.

2) Review of plant-based substitutions.

3) Investigation into ultra-processed plant-based foods (vegan burgers).

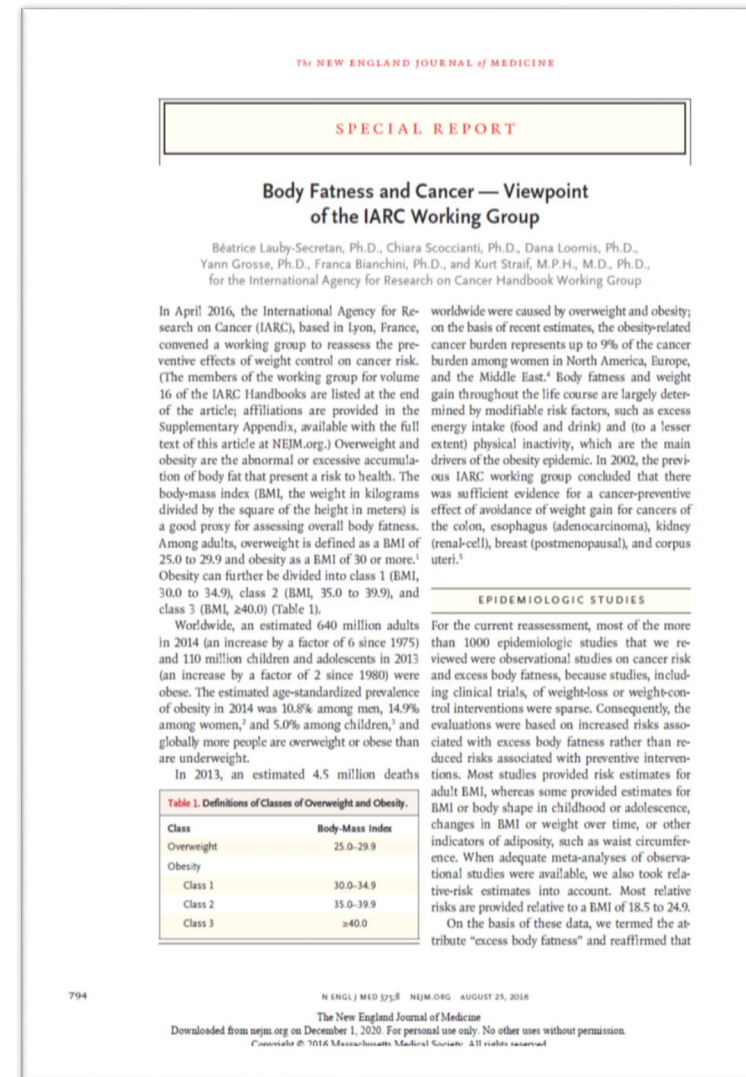
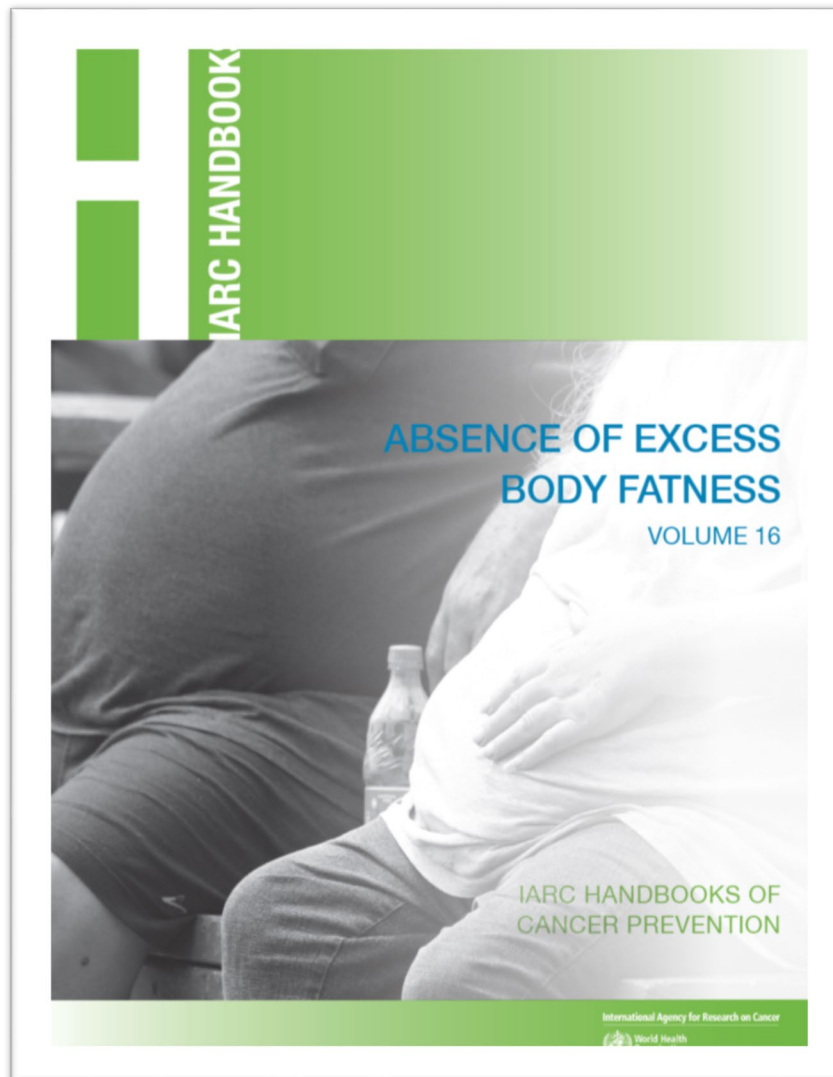
- Supermarket data.
- Out of home sector.

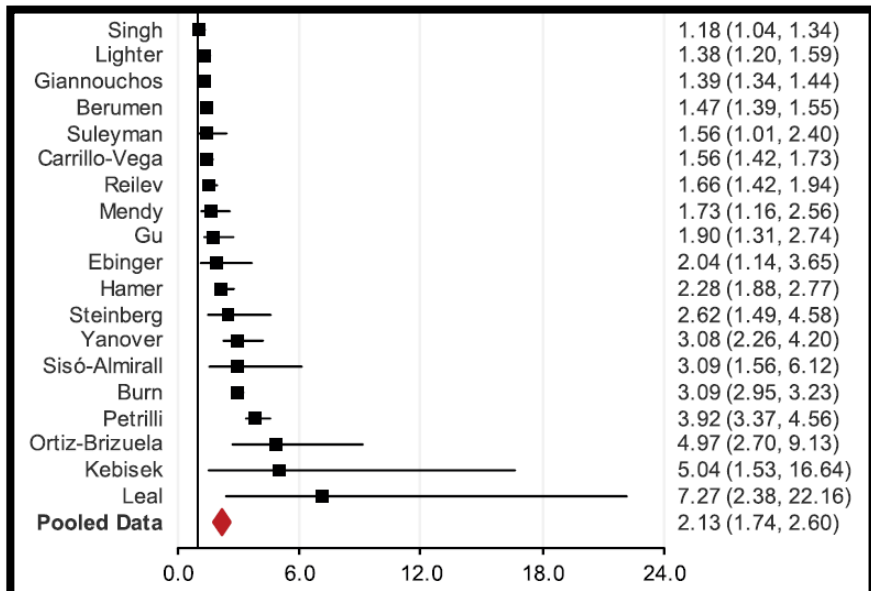
• **Potential:** expansion into all food categories and all countries



Body fatness and Cancer

Confirmed 6 cancers & added 8 more





Popkin et al. 2020

Obesity and COVID-19: data usage to inform policies

Virtual expert meeting – 22 October 2020



Individuals with obesity have twice the risk of hospitalization with COVID-19

Covid-19 pandemic has made more difficult to implement WHO recommendations

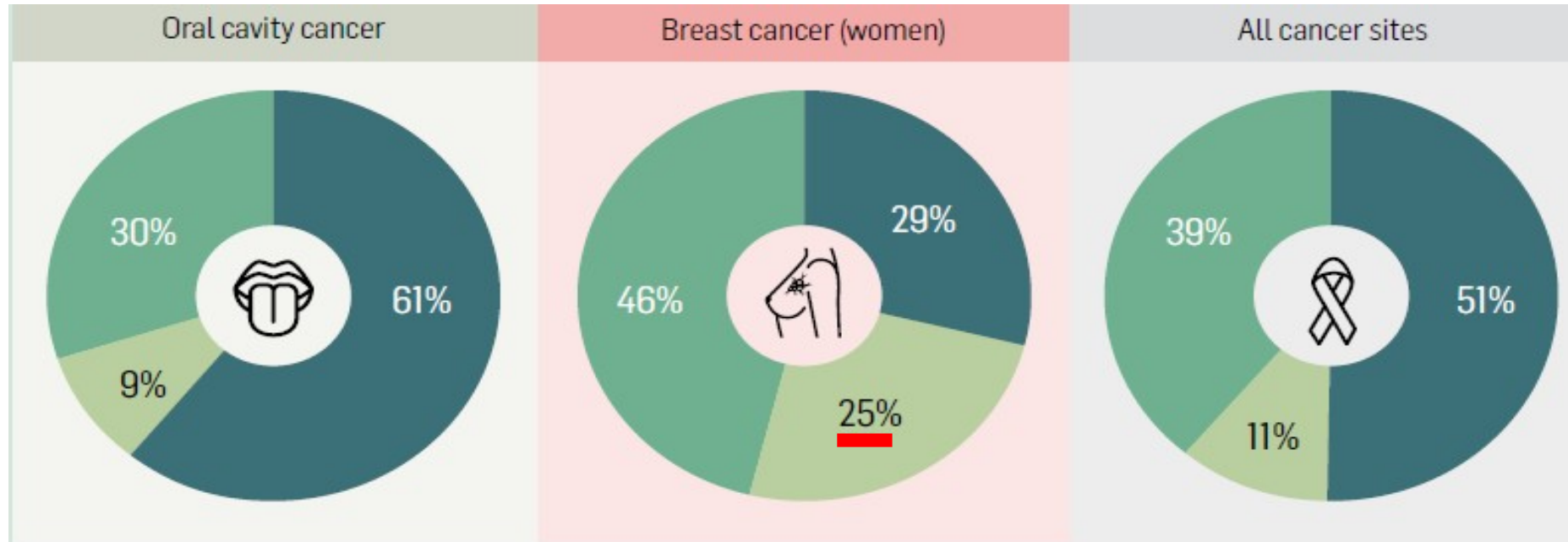


- Reduced access to fresh food
- Reduced mobility
- Increased screen time
- Reduced access to antenatal care
- Messages discouraging breastfeeding
- Increased promotion of breastmilk substitutes
- Disruption of school feeding programs
- Reduced access to counselling services

Commercial baby foods



No safe level of consumption



Moderate drinking:
a maximum of two drinks,
or 20 g of pure alcohol, per day



Risky drinking:
3–6 drinks, or a maximum of
60 g of pure alcohol, per day



Heavy drinking:
six drinks, or 60 g of pure alcohol,
or more per day

Recommendations

- **Maintenance of a healthy weight**
- **Avoid processed meat**
 - Carcinogenic
 - Contain high amounts of calories, saturated fat and salt → obesity, CVD, other diseases
- **Limit red meat consumption**
 - Include valuable nutrients (proteins, iron)
 - In high amounts → possibly carcinogenic, high saturated fat intake
- **Whole grains in preference to processed (refined) grains**
- **Eat plenty of fresh fruits and vegetables**
 - They help to maintain a healthy weight and contain nutrients that prevent cancer and other diseases
- **Limit salt and sugar**
- **Avoid alcohol**

COVID19 & Increased food insecurity







- **disruptions along food supply chains** that complicate the transportation of food to markets
- **restrictions of movement** that impact the access to markets by consumers
- **price increases** in particular in import-dependent countries
- **loss of jobs** and incomes
- interruption or **lack of social protection** mechanisms
- **Affected production and transportation** of high-value, labour intensive, perishable and nutritious foods, such as fruits and vegetables, meat, milk and other dairy products
- **school closures** leading to **missed meals and nutrition education**



Article

Use of Online Food Delivery Services to Order Food Prepared Away-From-Home and Associated Sociodemographic Characteristics: A Cross-Sectional, Multi-Country Analysis

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Received: 17 June 2020; Accepted: 15 July 2020; Published: 17 July 2020



Abstract: Online food delivery services like Just Eat and Grubhub facilitate online ordering and home delivery of food prepared away-from-home. It is poorly understood how these services are used and by whom. This study investigated the prevalence of online food delivery service use and sociodemographic characteristics of customers, in and across Australia, Canada, Mexico, the UK, and the USA. We analyzed online survey data ($n = 19,378$) from the International Food Policy Study, conducted in 2018. We identified respondents who reported any online food delivery service use in the past 7 days and calculated the frequency of use and number of meals ordered. We investigated whether odds of any online food delivery service use in the past 7 days differed by sociodemographic characteristics using adjusted logistic regression. Overall, 15% of respondents ($n = 2929$) reported


Rapid expansion of online food delivery

- Out of home food sector
- Nutrition information
- Portion sizes

Healthy Cities Improve Access to Affordable and Healthy Foods

- Cities need to explore which regulatory powers lie in local planning laws and which lie with national government
- Areas to address:
 - Affordability of fruit and vegetables
 - Density of fast food outlets in poor areas and around schools
 - Advertising of unhealthy foods

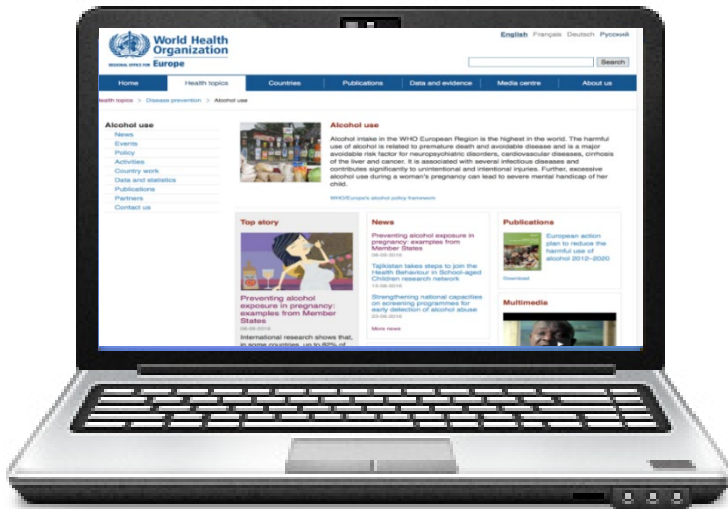




PROMOTE THE GAINS OF A
HEALTHY LIFE THROUGHOUT THE
LIFE-COURSE, ESPECIALLY FOR
THE MOST VULNERABLE



HEALTH SYSTEMS TO PROMOTE HEALTHY & Sustainable behaviors



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Thank you!

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