

BACKGROUND

The rapid growth in industrialization, urbanization and market globalization had a significant impact on population diets and lifestyles. At the same time, the living standards improved, the food availability expanded and became more diversified. However, it occurred a change in the dietary patterns and an increase of physical inactivity, which led to a rise in the chronic non-communicable diseases (NCDs), including obesity, diabetes, cardiovascular disease, hypertension, stroke and cancer. It was determined that in 2001 chronic diseases contributed to 46% in the world for the global burden diseases and will increase to 57% by 2020. The study was developed within the project “A Quadruple Helix Atlantic Area Healthy Food Ecosystem for Growth of SME’s” (AHFES). This project aims to improve the competitiveness and growth of Small and Medium-sized Enterprises (SMEs) in the value chain of healthy eating and lifestyles, contributing to the development of a transnational innovation ecosystem that helps entities to access information, and partners and markets to align their products and services to the needs and expectations of the European consumer/community.

Research Question

What is the state of strategies and policies in health and food lifestyles in Europe?

MATERIAL AND METHODS

In the present study data were collected from multiple sources:

Key Information collected from AHFES project partners about their region/country:

- Healthy food and lifestyles and innovation policies applied
- Innovation tools in healthy food and lifestyles
- Existing support structures and reforms in healthy food and lifestyles

Literature review with application of different terms:

“Healthy Food Policies”

“Food Policy”

“Healthy Lifestyles Policies”

RESULTS

Overall, countries are increasing the policies and measures to be implemented in the area of health.

Most countries have very similar national plans. However their policies and levels of implementation vary between them. The measures and policies applied to increase and encourage society to modify its diet and lifestyle were diverse and can be grouped into five categories: nutrition and diet counselling, portion size control, regulation of marketing to children, reformulation and dietary guidelines.



Figure 1. Food-based dietary guidelines models

So far, the political measures implemented in the area of marketing restriction, mainly aimed at the children's age group, are legal regulation, self-regulation or a mixture of the two. These measures can be divided according to the medium used for marketing, that is, from traditional transmission marketing to marketing carried out in stores and outdoor.

All countries have implemented measures to reformulate the processing and nutritional properties of food, with collaboration between different actors, such as universities, investigation centers and industry. Highlight the results already achieved in terms of the content of salt, sugar and trans fatty acids:

Salt

France: 12% in bread, 32% in soups and 23% in pizzas

Ireland: 28% (2005-2017)

Spain: 23% in bread (2005 - 2009)

UK: 20 to 40% (2006-2014)

Sugar

France: produced less than 10.4 tonnes / year

Ireland: 8% (2005 -2017)

Portugal: 15% reduction in total sugar

Spain: 23% in soft drinks (2005 -2014)

UK: 19% (between 2013 and 2018)

Trans Fatty Acids

France: -2.14 tons per year of saturated fatty acids

Ireland: 10% (2005-2017)

• **UK:** 70% for saturated fats

Innovation tools

- The innovation tools are directly related to science programs/calls. In general, Europe has three principal calls in the area of Healthy food and lifestyles: INTERREG, PRIMA and HORIZON 2020.

- Although each country has national calls to improved innovation products in the area of healthy food.

Support structures and reforms

To promote healthy eating and lifestyles are some support structures and reforms for better consumer awareness:

- Awareness campaigns
- Education in specific contexts
- Funded projects
- Taxes and nutrition labels



CONCLUSIONS

- The countries of the Atlantic area are increasing policies and measures to be implemented in the area of health.
- All countries have defined very similar national plans. However, the approach and the level of implementation vary between them.
- The implementation of the measures cannot be only at the national level, but there is a need for greater government participation at the regional level.

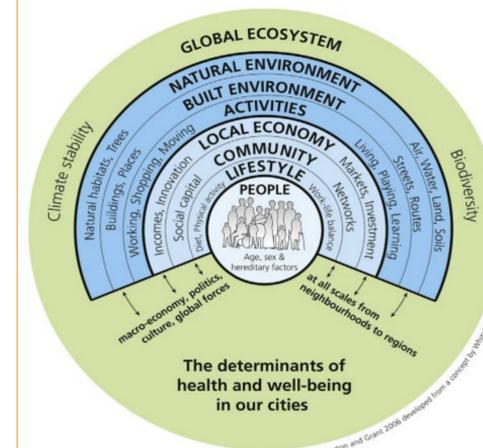


Figure 2. Global determinants

- It is necessary to increase the cooperation of the 4-helix actors so that the implementation of the measures and strategies are successful and reach a more significant number of individuals.

REFERENCES

WHO. Health 2020. A European policy framework and strategy for the 21st century
<https://ec.europa.eu/jrc/en/health-knowledge-gateway/promotion-prevention/nutrition/food-based-dietary-guidelines>.

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