

→ NPH

→ Kristen

15 April 2002

Dr. Derek Yach  
Executive Director for Non-Communicable Diseases  
and Mental Health  
World Health Organization  
20 Avenue Appia  
Geneva 27  
Switzerland

Dear Dr. Yach:

Re: Joint WHO/FAO Expert Consultation on Diet, Nutrition and the Prevention of Chronic Diseases

We wish to support efforts by the World Health Organization (WHO) to reduce the global burden of chronic disease caused by nutritionally inappropriate diets and a lack of physical activity. Poor diets coupled with a sedentary lifestyle needlessly increase the rate of heart attack, stroke, cancer, diabetes, osteoporosis, obesity and dental disease. The costs to society, in terms of premature death, health care expenses, and lost productivity, are enormous.

We understand that a Joint WHO/FAO Expert Consultation is developing recommendations to civil society, national governments, and the food industry to help promote health through better nutrition and increases in physical activity in both developed and developing countries. We urge that the following policy recommendations be issued:

- Food Labeling and Advertising
  1. Restrict advertising of high-calorie, low nutrient foods on television programming commonly viewed by significant numbers of children;
  2. Require food labels to provide simple symbols to enable consumers to identify healthy foods and provide more detailed information about calorie, saturated fat, trans fat, and added sugars content;
  3. Require fast food and other chain restaurants to provide nutrition information, including calorie content on menus and menu boards as well as more complete nutrition and ingredient information on food wrappers, containers, and in brochures.
- Taxes
  1. Establish taxes on soft drinks and other foods high in calories, saturated or trans fat, or added sugars to fund campaigns to promote good nutrition and physical activity and to subsidize the cost of nutritious foods;

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In the office of  
Dr. D. Yach, EXD/NLEP

2. Remove taxes on the purchase of exercise equipment, weight management programs and other products and services that have been demonstrated to improve nutritional habits and increase physical activity.
- Schools
    1. Set nutritional standards for meals served in schools and integrate such standards into nutrition education curricula;
    2. Restrict or eliminate the sale in schools of foods of low nutritional value;
    3. Require schools to provide ample nutrition and physical education;
    4. Require that educational materials supplied by industry or that contain advertising, be scrutinized carefully and used only if they present unbiased educational advice.
  - Educational Programs
    1. Provide funding for mass media health promotion campaigns that emphasize good nutrition and healthful patterns of physical activity;
    2. Require instruction in nutrition and weight management in health professional, medical, and teaching curriculums;
    3. Develop culturally appropriate nutrition and physical activity programs for population sub-groups that are at particular risk of chronic disease related to dietary patterns.
  - Research
    1. Develop and fund a research agenda focusing on behavioral determinants of poor dietary patterns, including the impact of marketing practices;
    2. Develop and fund research on cost-effective methods for promoting healthy lifestyles including dietary modifications and increases in physical activity.

We hope that that these recommendations can be taken into account and included in the publication of the final report.

Sincerely,

Name of Individual *Symon Walters*  
 Name of Organization *Cooling with Kids*

I hereby authorize my name and the name of my organization to be added to the above letter to the World Health Organization.