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Dear Dr Puska

RE: Joint FAO/WHO consultation on diet nutrition and the prevention of chronic diseases.

Thank you for providing the European Food Information Council (EUFIC) the opportunity to submit comments on the draft FAO/WHO Report. You may understand that in view of the very short notice we can only submit general principles at this time and we would welcome the opportunity to come back with more detailed comments at a later stage

EUFIC is a non-profit organisation which provides science-based information on food and food related topics to the media, health and nutrition professional educators and opinion leaders. The organisation's goal is to enhance the public's understanding of nutrition and food safety; thus raising consumer's awareness of the active role they play in choosing a well-balanced healthy diet

EUFIC welcomes that FAO and WHO recognise the importance of nutrition education and their recommendation for more action in this field. Consumers receive information on nutrition from a wide array of sources. Unfortunately the increased level of media coverage in Europe over the past years has not always brought clarity and improved understanding. This is due to multiple factors including the evolutionary nature of nutrition research and poor communication of science based information. Hence there is a growing demand for credible, balanced information on which consumers can base their choice. In this context broad consensus of the scientific findings underpinning the messages communicated to the public is of great importance.

Research in the field of effective nutrition communication indicates that messages have to be positive, relevant and easy to be understood in order to achieve behaviour change. Some of the scientific recommendations in this report appear to be inappropriate for effective communication and have to be adapted to consumer psychology and understanding to achieve the public health objective.

We would be interested to be a part of you future discussion on this topic and remain

Yours sincerely,

Anna Jung
Director General