Meeting the challenges of a new era for achieving healthy diet and nutrition in Finland

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Some general approaches/ principles

- Community and population-based action rather than risk group approaches
- Mostly long/term structural measures, very little projects or campaigns
- Inter-sectoral co-operation important, horizontal committees, Health in all Policies
Some examples of long term on-going activities

- Fortification since 1940’s (iodine, selenium, vitamin D)
- Monitoring on dietary intake since 1982 with FinnDiet survey every 5 years, including health status
- Cooking skills, nutrition and health education are part of educational system, mandatory to all (but very popular!)
- Support for breastfeeding, healthy food habits, weight management at maternity and child health clinics to all families free of charge
- “Better choice” heart symbol indicates foods and meals with less salt, less saturated and transfats, less sugar and more fibre
- EU school milk subsidies are given only to low fat, low salt products
Some milestones since ICN2

- 2014 Dietary guidelines including sustainability, programme for climate friendly agriculture
- 2015 Government programme with healthy lifestyle and sustainability, development program with food insecurity
- 2016 Dietary guidelines for families and for students, implementation of best practices in nutrition, consumer info on unpacked foods
- 2017 Guidelines for meals at school and preschool, tools to promote reformulation
Improving sustainability of Finnish food system, integrating different policies

Addressing whole food system

Changes towards more plant-based diet
  – reducing meat consumption
  – implementing nutrition recommendations
  – communication of sustainable choices
  – traceability and responsibility systems, local foods, less food loss
Food services

- Free school meals since 1948: improving health, school attendance, learning and supporting families
- Subsidised meals for students and at work places
- Quality criteria for procurement of meals (nutrition ==> sustainability)
- New dietary guidelines coming in 2017 for schools and kindergarden, includes also food education
Health, well-being and sustainability are part of governments strategic programme

- Restructuring health care system
- Implementation of best practices to improve lifestyles and mental health during 2017-2018: tools to health care professionals and others to support families, patients & communities
Improving nutrition globally

Priorities of our new development policy emphasize rights of women and girls and include food security, better access to water and sustainability

- 50 videos of healthy choices utilizing local foods to improve complementary feeding and family diets
- Targeted at mothers, also illiterate audiences
- Effectiveness tested in Kenya, produced by University of Helsinki, available in multiple languages  www.glocalnutrition.com
Tools for better diet: easily accessible information for consumers

Gradually setting tighter limits for "highly salted" warning labels and expanding the system to certain unpacked foods 13.12.16

<table>
<thead>
<tr>
<th></th>
<th>New, includes natural Na and also unpacked foods (13.12.16)</th>
<th>Current since 2009 (added Na, prepacked only)</th>
<th>1992-2009 (added Na, prepacked only)</th>
<th>Before 1992 (added Na, prepacked only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bread</td>
<td>1,1</td>
<td>1,2</td>
<td>1,3</td>
<td>1,7</td>
</tr>
<tr>
<td>Cheese</td>
<td>1,3</td>
<td>1,3</td>
<td>1,4</td>
<td>No limit</td>
</tr>
<tr>
<td>Sausages</td>
<td>2,0</td>
<td>1,7</td>
<td>1,8</td>
<td>2,2</td>
</tr>
</tbody>
</table>
Finland has a long tradition of sustainable development policies: 1990 → 2017 we plan to have a tool for nutrition commitments for stakeholders as part of sustainability commitments