Global Strategy on Diet, Physical Activity and Health

Promoting Fruit and Vegetable Consumption

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Death, by broad cause group 2000

Total deaths: 55,694,000

- Noncommunicable conditions (59.0%)
- Injuries (9.1%)
- Communicable diseases, maternal and perinatal conditions and nutritional deficiencies (31.9%)

Deaths, by broad cause group and WHO Region, 2000

Diet and risk of NCD

Eating healthily, maintaining normal weight, not smoking, and being physically active throughout the life span can prevent:

• Up to 80% of cases of coronary heart disease
• Up to 90% of type 2 diabetes
• About one third of cancers
What Obstructs Prevention?

• Myths: diseases of affluence, ageing, etc
• Prevention Potential and Quickness of Impact not well understood
• Low public visibility vs. sick patients’ needs
• Gains of prevention often invisible
• Powerful commercial interests block policies
• Conflicting messages, often from commercial interests
• Health personnel favour curative care
• Inertia in change: institutes, financing, services etc
Healthy diet and physical activity are

- For the individual: an effective way to prevent disease and promote health
- For society: a cost effective and sustainable way to improve public health

The Global Strategy on Diet, Physical Activity and Health is of great importance for global public health.
Global strategy on diet, physical activity and health: our mandate

- WHA resolution on a Global Strategy for prevention and control of NCDs (2000)
- WHA discussion paper on health promotion (2001)
- WHA resolution on diet, physical activity and health: calls for preparation of Global Strategy (2002)
The Big Picture

WHO Strategy on Diet, Physical Activity and Health

Preparation of consultation process and finalization of expert report

Phase III

WHO Strategy on Diet, Physical Activity and Health

WHA 2004

EB Jan 2004

Secretariat

Reference group

Consultation Process

Phase II

Consultation Process

Member states

UN Agencies

Civil Society

Private sector

Phase I

Preparation of consultation process and finalization of expert report
The Regional Consultations

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<td>SEARO</td>
<td>10 - 12 March 2003</td>
<td>New Delhi</td>
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<td>AFRO</td>
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<td>WPRO</td>
<td>9 - 11 June 2003</td>
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Other Consultations

• Private Sector
  - DG-CEO Roundtable, 9 May 03
  - Consultation with industry associations, 17 May 03

• NGOs
  - On-line discussion via Stakeholder Forum
  - Meeting with DG - 16 May 03
  - Formal consultation - 17 May 03

• UN Organisations
  - Consultation on 4 June 03
Why fruit and vegetables?

• WHR 2002 - “Reducing Risks Promoting Healthy Lives”
• WHO/FAO Expert Consultation Report
• Member States are concerned
• F&V - eat more -> a positive message
• Several issues are in their infancy and need more investigation and discussion
WHO Fruit & Vegetable meeting

Meeting objectives:

• Preparation for a scientific meeting aimed at reaching consensus on definitions and portions sizes, (March 04 in Kobe/Japan)

• Advise WHO on the creation of a new initiative on F&V
Expected outcomes

- Identify key topics for which scientific reviews will be commissioned for the meeting in Kobe
- Advise WHO how to take the promotion of F&V forward, including:
  - Overall scope, short and long term goals for the WHO F&V initiative
  - Consider ways to involve the agricultural sector, NGOs and industry
  - Guidance to countries to start F&V programmes (framework for tool kit)
  - Fundraising
Thank you