Norwegian experience on engaging non-state actors in nutrition

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WHO, Geneva 04.02.2019
The common quantitative targets in the partnership by the end of 2021

<table>
<thead>
<tr>
<th>Target</th>
<th>Description</th>
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<tr>
<td>A 20% increase in consumption of whole grain products</td>
<td>To reduce salt intake from 10 to 8 g per day</td>
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<td>A 20% increase in consumption of vegetables and 20% increase in consumption of fruits and berries</td>
<td>Reduced content of saturated fat in the diet to 13 E%</td>
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<td>A 20% increase in consumption of fish</td>
<td>≥ 12.5% reduction of added sugar in the diet</td>
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Partnership for a healthier diet: Organizational model

The Minister’s food industry group

Reference group
Advisory Expert Group

Coordination group
Representatives of the partners

Secretariat
Food and Drink Industry Professional Practices Committee (MFU)

Salt partnership
Reduction of saturated fat
Reduction of sugar
Increased intake of seafood, fruit, veg. and whole grain

Consumer behaviour
Monitoring
Food marketing to children

- MFU - the Norwegian Food and Drink Industry Professional Practises Committee
  - a self-regulatory body owned by the industry
  - established with the consent of the Ministries of Health and of Children
  - a Code and supplementary Guidance together with a Product List, specify the scope of the scheme
  - the product list is in line with a nutrient profile model developed by the government
  - MFU consists of seven members, the Norwegian Directorate of Health is one of those. In addition an independent organisation is represented

- Dialogue meetings twice a year between MFU and health authorities

- Evaluation of MFU – led by the health authorities - in 2016/17, the next in 2019
Key elements to reduce risk and conflict of interest

• Government led: The Directorate of Health has the secretariat
• We make the agenda and draft the notes for the meetings
• We ensure **transparency** in all aspects of the partnership. We publish:
  – The agreement and all involved partners
  – The agenda and notes from meetings
  – List of members and mandate of coordination group
  – The common goals of the agreement
  – Monitoring and level of achievements
  – The evaluation reports
Legal considerations

- We have a legal consideration of the agreement
  - It make sure that every activity is in line with competition law
  - Meeting participants has to sign a written consent that they obey these rules at all times
- All numbers we share are in retrospect
  - If some information is to be shared under confidentiality, it has to be explicitly stated on the information
Mutual understanding of the rules

• Our meetings is held under the Chatham House Rules - we make public all reports from meetings, but we don’t tell who said what
  – This eliminates the possibility of public disgrace
• Thus it enables free speech
• The notes from the meetings are our «law», as we don’t have any ruling body in the partnership
  – «We agreed upon ...»
The evaluation covers the whole period (2017-2021)

To ensure objectivity the evaluation is performed by an external third party company

The evaluation will consist of:
- Annual reports
- Midway evaluation
- Final report
- All made public
Is the partnership for a healthier diet an effective tool to make the Norwegian diet healthier?

What kind of actions is done in conjunction with the agreement (by the industry actors, trade organizations and the authorities)?

Does the involved parties experience the partnership as a valuable tool to promote a healthy diet?
Take home messages from Norway

• Government should be in charge (+ strong political commitment)
• Ensure transparency in all aspects
• Consider legal implications – competition law/written consent
• Mutual understanding of the rules
• Evaluate and make the reports public
Thank you for your attention

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Partnership for a healthier diet, homepage
One tool the Industry can use: The Keyhole label

The authorities own the label and set criteria of use
The Keyhole is notified as a nutrition claim in EU

Conditions for labelling foods with the Keyhole
(33 different food categories):
• Less and healthier fat
• Less sugar and salt
• More dietary fibre and wholegrain
• More fruit and vegetables

Our experience: The label stimulates product development/reformulation