

Governance, Regulations and Public Health

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Laws and Regulations

- All societies need some regulation, either as laws or as rules according to laws
- Many of these regulations are because of health issues
- In former days that was most because of infections, accidents and violence
- To day one of the most serious threat is non-communicable diseases (NCD). We need regulations here!

Liberal or restrictive (L or R)?

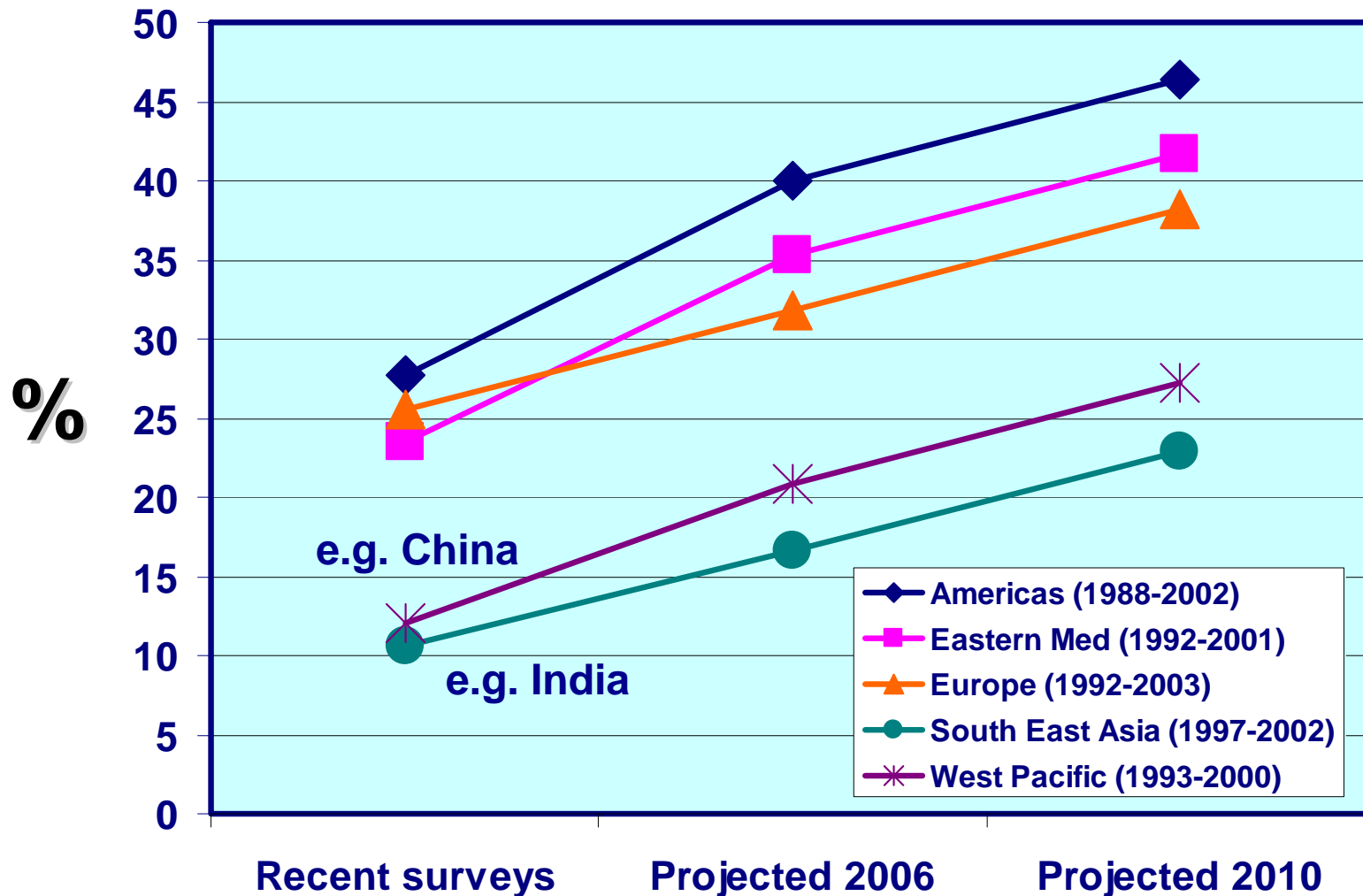
- L or R depends upon ability to understand the danger or threat. The less knowledge or understanding, more regulation is needed.
- Children have to be protected against what can be dangerous for them.
- Tobacco and alcohol are examples.
- What is the age we are discussing?
- UN has defined individuals under the age of 18 as children.

Obesity in children as an example

- Why?
- Obesity in children increase all over the world
- Obese children will be obese adults
- Obesity is a risk factor for several NCDs
- Obesity depends both on energy intake and output, that is food and physical activity
- I have time only to discuss food and beverages

Projected overweight (incl. obesity) rates for school age children

Prevalence



Obesity in children as an example

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Intake depends on

- **Price**
 - Unit price, two liters should cost twice of one liter
 - BOGOF
 - Taxes of unhealthy food and drinks
 - Subsidies of healthy food and drinks
 - One cal from apple costs 50 times more than from vegetable oil
- **Availability**
 - In or near schools and kindergarten
 - Product placements in stores and markets
 - Portion size
- **Marketing**

What is marketing?

- Advertising in newspapers and magazines
- TV-commercials
- Blogs, SMS, Webcast, "Personal" messages
- Product placements in TV and supermarkets
- "Free" toys
- "Walt Disney" figures in front of package
- Celebrities drinking and eating
- Branded vending machines
- Sponsoring schools and sport events

Marketing

- Marketing is crossing all borders
- Restrictions about marketing therefore have to be international or global
- Laws and restriction can only be done by the states or nations
- However, WHO can set rules and define regulations, like it is done for tobacco

Laws and Regulations 1

- The responsibilities for the Private sector is mentioned in the Global Strategy endorsed by WHA in 2004
- WHO EURO has a Charter Counteracting Obesity, and has given advise for the Member States
- WHO EURO has formed a group of Member States working with Marketing to Children

Marketing of foods to children – international action is essential

- National actions alone are inadequate
- International action is essential to ensure an effective overall approach
- The growth of marketing activities in emerging economic and developing countries is of special concern
- It is recommended that WHO take the lead in developing an international code on the commercial promotion of food and beverages to children

Marketing of food and non-alcoholic beverages to children. Report of a WHO Forum and Technical Meeting, Oslo, 2-5 May 2006

Situations from the European Charter on counteracting obesity

- "Government should ensure consistency and sustainability through regulatory action, including legislation"
- "Specific regulatory measures should include: the adoption of regulations to substantially reduce the extent and impact of commercial promotion of energy-dense foods and beverages, particularly to children, with the development of international approaches, such as a ***code on marketing to children*** in this area"

Laws and Regulations 2

- WHA 60 endorsed a Resolution on NDCs
- Norway proposed that it should contain a proposal for a Code of Conduct concerning Marketing to Children. In stead of Code it was said “a set of recommendations”
- WHA 61 has endorsed an Action Plan for the work with NCD. The text was strengthened by several Member States

Laws and Regulations 3

- WHO EMRO Resolution in 2007
- Consumers International has proposed a Code in 2008
- Private Sector proposes Self Regulation, which does not work well enough!
- We need WHO to take a leadership
- Work has started in the WHO HQ with "a set of recommendations"

Laws and Regulations 4

- The “set of recommendations” has to be worked out by WHO and **independent** experts
- The work has to be done in **consultations and discussions** with the private sector, but not with the private sector as member of the expert group
- Speed is important. The draft should be done within a year

**What can we learn from
tobacco control in order to
better address diet/nutrition
related epidemics?**

Derek Yach

Yale University

In Oslo November 2004

Tobacco control

What works

What doesn't

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Taxes

Education in schools



Ad bans

Voluntary agreements on ad bans



Smoke-free

Voluntary agreements on smoke-free areas



Litigation

Resistance from some in the Private Sector to the Global Strategy on Diet, Physical Activity and Health

- 2002-2004:
 - Undermine openly expert documents
 - Frigthen the sugar producers in the developing world
- Now:
 - Undermine regulations and recommendations more descrete
 - ***Hire experts and top political persons***
 - Influence WHO and EU via policy
- Both then and now:
 - Stress the Physical Activity issue, forget Food and Drink

How PepsiCo does it

- Derek Yach is hired by PepsiCo as a Director for Global Health, located in the PepsiCo Headquarter in New York
- Gro Harlem Brundtland, a former DG for WHO, is now a member of the PepsiCo Advisery Board.

Reversing the trend ?



1950



2010

Thank you