

The role of evidence in shaping healthy and sustainable school foodscapes –

the case of EU School Fruit Scheme

FOODPRINT 2009

25th - 26 November



Key Messages

- Evidence based policy – which evidence?
- Scaling up change – using local evidence to influence macro policy
- We have enough evidence – focus on action
- Evidence is important – but political will, building partnerships, packaging and marketing evidence are essential
- Effective change = Environmental change and adequate Public Policy

About EAHC

- EAHC is a Brussels based alliance of European public health organisations advocating for a public health nutrition dimension in the Common Agriculture Policy
- European Heart Network, European Public Health Alliance, EuroHealthNet, Heart of Mersey, National Heart Forum and North West Health Brussels Office



About EAHC

Public Health Nutrition

- joined up approach targeting healthier environments and adequate public policy to tackle chronic disease and health inequalities
- Not just health education, campaigns, social marketing, informed choice...



Evidence based policy

- Policy should be based on evidence
- Policy without evidence
- Policy in spite of evidence
- Evidence without policy

Which evidence?

Systemized
Reviews

Randomized
Control

Systematic
Reviews

Control

Prospective

(Co
Co

Case Studies

Comp
Analysis

Good Practice

der
ysis

EU SFS – based on evidence



EU SFS – based on evidence

- Increasing fruit and vegetable consumption is an important strategy in Chronic Disease prevention
- School Fruit Schemes change school eating environments and increase FV consumption
- School Fruit Schemes work in a variety of social and cultural contexts
- School Fruit Schemes have a positive effect on health outcomes

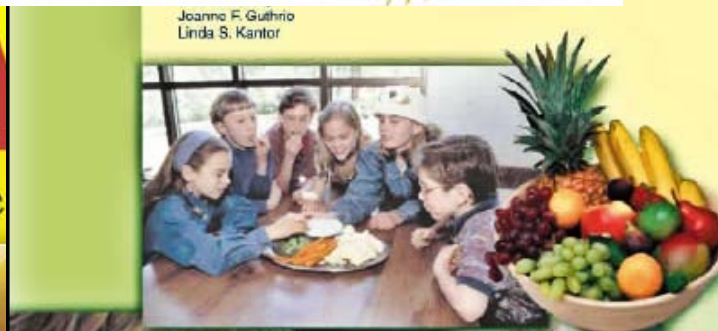


SFS – an efficient tool

- A School Fruit Scheme could be the driver for **change in school curricula** establishing a real **nutrition policy** for school children
- School children whose habits are formed **towards higher consumption of F&V** remain high consumers of F&V as adults and low consumers remain so as they grow up;
- A SFS is an important part of a strategy to **address childhood overweight and obesity.**



Scaling up change



Joanna F. Guthrie
Linda S. Kantor



Food Assistance & Nutrition
Research Program



Scaling up change – EU SFS

90 Million / year for

- ❖ Produce
- ❖ Related costs of logistics, distribution & equipment
- ❖ Monitoring & evaluation
- ❖ Communication

Scaling up change – EU SFS

A sustainable multiannual financial framework to allow MS to establish and expand on existing local, regional and national programmes

- ❖ **Purchase and distribution** of fruit & vegetables in schools
- ❖ **Accompanying measures** for information on health benefits, involvement of teachers and parents, re-establish link to agriculture (no EU co-financing)
- ❖ **Monitoring, evaluation & information** as integrated part of any Member State SFS



Evidence to Policy – key success factors

- Partnership with the fruit and vegetable sector
- Consensus
- Legislative vehicle(s)
- Packaging and (relentless) marketing of the evidence
- Political Champions

EP Briefing – marketing the evidence

- Background, The ask – 100 M Euro/ year
- Representation from FV Industry, public health
- DG AGRI and DG SANCO, Public Health NGOs at the same table



Political Champions



Policy development – putting evidence into practice

- Explicit public health goal*
- Champions at all levels
- Engaging public health and sector stakeholders*
- Transparency*
- Establishing an adequate legal basis*

*Mittermayer, F. (2008). *Increasing the Consumption of Fruit & Vegetables by School Children: Which Role for the European Union?* Scripta Horticulturae, 8, 79-94



Windows of opportunity

- Budget Review 2008/2009
- Post 2013 CAP debate

CAP 2013 – important drivers

- Climate Change – both adapting to and mitigation of
- Limited land and water resources
- Global Food Security or Sufficiency
- Quality as competition parameter
- Public goods for Public money
- Budget reform 2008/2009

Political change – public support

*“What you are asking us to do, is put **Obesity** alongside **Climate Change** on our agenda, and to do this you have to help us build public support”*

Lars Hoelgaard, Deputy Director-General DG AGRI



Reform or a radically different food system?

Moving from CAP to a Common Sustainable Food Policy ...

...this requires addressing how health, environment, infrastructure and agriculture can be better linked to encourage healthier, more sustainable eating environments



Thank you!

