Nutrition, health and consumer behaviour

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About EUFIC
Vision & mission

Vision

A world where people *choose* to live healthily because they *know how to*.

Mission

Offer accessible, appealing and actionable science-based information on food and health, to inspire and empower.
What do we do?

Content
- Articles, summaries, Q&As, Infographics, videos and audio

Outreach
- Websites (adult & children), social media, media

Consumer research
- EUFIC projects EU projects

Collaborations
- JPI, EU projects, EU Platform, national and international organisations, ETP

JPI = Joint Programming Initiative
ETP = European Technology Platform
Nutrition, health and consumer behaviour
Outline

• Diet, lifestyle and health
• The need for behaviour change, what are the options?
• Consumer trends
• How to stimulate healthier and sustainable diets?
Diet, lifestyle and health
Why is behaviour change needed?
Diet, lifestyle & health

NCDs responsible for 63% of global deaths

Cardiovascular Diseases  Diabetes  Chronic Respiratory Diseases  Cancer

89% of deaths by 2030

4 risky behaviours ...all modifiable
What is needed to improve health?

Evidence-based behaviour change approaches key to succeed
Behaviours are complex

Personal
- self-efficacy
- beliefs
- awareness
- attitudes
- knowledge

Social
- hunger
- thirst
- control
- effort
- situation
- location
- tradition
- culture
- norms
- portion sizes
- time of day
- celebrations
- distractions

Environmental
- good mood
- poor mood
- boredom
- unhappiness
- stress
- liking
- enjoyment
- variety
- taste
- familiarity
- society
- knowledge
- awareness
- situation
- location
- time of day
- control
- effort
- tradition
- culture
- norms
- portion sizes
- time of day
- celebrations
- distractions
Behaviour change at different levels

1. What do we want the person or group of people to do?
2. What will it take them to do it?
3. How are we going to get them to do it?
4. Did it work?
The environment & consumer trends
What interests consumers?

• **Sustainability** (food waste, local produce, plant-based proteins)
• **Authenticity & responsibility** (natural food, ethically produced)
• **Personalisation** (products that fit you, tailored communication)
• **Health & wellness** (healthy fast food, healthy living)
The digital revolution environment

How to change behaviour for public health?
Behaviour change needs 3 conditions

**Behaviour**
- **Capability**: Psychological / physical ability to enact the behaviour
- **Motivation**: Reflective and automatic mechanisms that activate or inhibit behaviour
- **Opportunity**: Physical / social environment that enables the behaviour

Michie, van Stralen & West, 2011
Nudging

Altering decision-making context, without removing options or changing the incentives, in order to promote healthier choices in accordance to people’s own preferences.
Habit-formation behavioural interventions

- Easy to implement
- High impact
- Breaking unhealthy habit
  - Reduce unhealthy habit cues
  - Environmental reengineering
  - Adding friction to unhealthy habit
- Promoting healthy habits
  - Associate context cues
  - Make healthy responses salient
  - Reward, incentivize repeated healthy responses

Wendy and Neal, Behavioural science and policy 2016
New technologies to deliver behaviour interventions

• Web-based interventions
  – low cost, adaptability, anonymity, reachability/ scalability, ubiquity, tailoring

• Mobile health
  – self-monitoring/ tracking, training

• Video game interventions
  – Fun & engaging
  – Novel perspective
Useful resources
EPODE International Network

- 2016, 46 member programmes in 29 countries
- Community-based interventions, using a multi-stakeholder approach, to prevent childhood obesity

http://epodeinternationalnetwork.com/
LiveWell for LIFE

• Aim: To contribute to reduce greenhouse gas emissions from EU food supply chain and demonstrate what sustainable and healthy diets could look like for different European countries.

• 8 policy recommendations:
  1. Implement no-regret policies
     – Revise national dietary guidelines to reflect sustainability and greenhouse gas mitigation objectives
     – Strengthen Green Public Procurement
     – Support food education
  2. Upgrade agricultural and nutrition policies to one sustainable food policy
  3. Strengthen preventive action on diet-related non-communicable diseases
  4. Make better use of economic governance
  5. Competition policy should not eclipse sustainability objectives
  6. Seek local-global synergies
  7. Ensure a supportive, cohesive policy environment
  8. Ensure food chain accountability

http://livewellforlife.eu/
Nourishing framework

• Tool designed to help policymakers, researchers and civil society organisations worldwide take action to tackle unhealthy diets.

• 10 policy areas across food environment, food system and behaviour
  
  • N = Nutrition label standards and regulations on the use of claims and implied claims on food
  • O = Offer healthy food and set standards in public institutions and other specific settings
  • U = Use economic tools to address food affordability & purchase incentives
  • R = Restrict food advertising and other forms of commercial promotion
  • I = Improve nutritional quality of the whole food supply
  • S = Set incentives and rules to create a healthy retail and food service environment
  • H = Harness food supply chain & actions across sectors to ensure coherence with health
  • I = Inform people about food & nutrition through public awareness
  • N = Nutrition advice and counselling in health care settings
  • G = Give nutrition education and skills change communication.

World Cancer Research Fund International,
http://www.wcrf.org/int/policy/nourishing-framework
Food for thought
Take home messages

• Behaviour change best served by a mix of interventions, delivered over a long period of time and modified in response to measured impact.
• Multi-sectoral approaches, involving all levels of society and addressing personal social and environmental factors.
• Novel technologies promising to deliver behaviour change interventions.
Thank you!