The French National Nutrition and health Programme (PNNS)

Options, realisations, challenges

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PNNS 2001-2005, initiated by the Prime Minister as a multisectorial Programme coordinated by the Ministry of Health

Nutrition = food and physical activity

PNNS 2006-2010, a continuation of the PNNS1

In 2010: introduction of the PNNS within the Public Health Code as a quinquenental governmental Programme (CSP L3231-1) through the Law on agriculture. The link between the Food and the Health policies is made.

A continuum:

- Promotion
- Prevention
- Screening
- Treatment
- Rehabilitation

Programme national nutrition santé 2011-2015

Plan obésité 2010-2013
On nutrition intake
Reduce the average salt intake to achieve:
- 8 g/d for adults men;
- 6,5 g/d for children and adult women

On physical activity
• Increase the proportion of adults within the « high » physical activity by at least 20 % in men and 25 % in women;
  « medium » physical activity class by at least 20 %

On pathologies
• Reduce the prevalence of overweight and obesity by at least 15%
  - in children and adolescents 3 to 17 years old
  - in children and adolescents 3 to 17 years old from low SES families
Main strategic options

➢ To allow an informed consumer choice (individual freedom)
  • Information, education, communication TV campaigns, leaflets, pedagogical tools, labelling

➢ Early detection and treatment of nutritional diseases
  • Through the health system
Many leaflets on « how to do » to go towards the consumption references for the population
La Fabrique à menus

Avec la Fabrique à menus, fini la panne d’inspiration ! Découvrez des idées de menus de saison variés pour manger équilibré toute la semaine en accord avec les repères nutritionnels du Programme National Nutrition Santé.

CHOISISSEZ VOS CRITÈRES POUR PERMETTRE À LA FABRIQUE DE VOUS PROPOSER DES MENUS :

- Votre semaine ? 7 jours
- Pour combien ? 4
- Déjeuner, Diner

VOIR LES MENUS

Enregistrez vos favoris et recevez des menus personnisés directement dans votre boîte mail.
Main strategic options

➢ To allow an informed consumer choice (individual freedom)
  • Information, education, communication TV campaigns, leaflets, pedagogical tools, labelling

➢ To improve the nutritional environment (social responsibility of all stakeholders)
  : make the healthy choice the easiest.

• Many combined ways to act:
  • Regulation, law
  • Public local, regional and national initiatives
  • Private self regulation and initiatives

➢ Early detection and treatment of nutritional diseases
  • Through the health system
Voluntary actions

Within a frame proposed and controlled by the National Public authorities (to maintain the coherence with the PNNS)
Documents produced by NGO’s or the private economic sector

Specifications given in a decree « a priori » validation by INPES

Consumption of FV at school canteen
Charters for local governments

- Signature of the Mayor and the Minister of Health
- The Mayor engages on implementing actions each year coherent with the PNNS options (for instance to use only documents with the logo of the PNNS)

About 13M citizen live in a « PNNS » town (for a global population of 65M)
Charters for companies

• Signature by the Director and the regional director of the Health Agency. The aim is to improve the nutritional situation of the employees.

• Condition: more than 50 employees

• Conditions: to have each year at least 3 actions in at least 3 of the following options:

1. Food offer,
2. Physical activity offer
3. Information-éducation,
4. Training,
5. Participation in research,
6. Screening (work medicine),
7. Facilitating the treatment for pathologies linked to the nutritional status
Reformulation

Charters of commitments to nutritional improvements

Standard reference document for voluntary charters of commitments to nutritional improvement

Very strict conditions of agreement by an independent committee

36 signatures of companies since 2007
<table>
<thead>
<tr>
<th></th>
<th>Fats</th>
<th>SFA</th>
<th>TFA</th>
<th>Qual FA</th>
<th>Sugars</th>
<th>Salt (Na+)</th>
<th>Fibres</th>
<th>Ca - Vit D</th>
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<tbody>
<tr>
<td><strong>Total nbre of signatures:</strong></td>
<td>35</td>
<td>18</td>
<td>12</td>
<td>9</td>
<td>4</td>
<td>14</td>
<td>25</td>
<td>3</td>
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<td><strong>«interval» of commitments</strong></td>
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<td>-5 à -25% (jusqu'à -50%)</td>
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<td>-3 à - 20% ; suppression huile de palme</td>
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<td>&lt;1% du produit fini, pas huiles hydrogénées</td>
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<td>Riches en omega 3 ; omega 6/omega 3 &lt;5</td>
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<td>-5 à -16% (jusqu'à -50%)</td>
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<tr>
<td>-5 à -25% ; jusqu'à -60%</td>
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<tr>
<td>Farine type 80/ type 65/+ de céréales complètes</td>
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<td>enrichissement ; + 38% de Calcium</td>
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**Products improved**

- Margarines, PLF, poissons panés, produits frits, fromages fondus, plats préparés, Pâtisseries, glaces, Biscuits, sauces, charcuteries, divers
- poissons panés, produits frits, plats préparés, pizzas, tourtes, confiseries chocolatées, huiles de fritures, biscuits,
- huiles, viandes, lait, œuf, divers produits distribueurs, jambons rotis, plats cuisinés,
- Céréales petit déjeuner, desserts divers, boissons sucrées, compotes, confitures, fruits au sirop, divers produits distributeurs,
- viandes préparées, charcuteries, fromages fondus, divers produits distribueurs, pains, sandwiches, poissons préparés, plats préparés, margarines, céréales petit déjeuner,
- Pâtes pour pizzas, tourtes, céréales petit déjeuner, pains
- Produits laitiers frais, huiles
Regulation

• National
  – Nutritional quality of school meals (2010-2011)
  – Nutrition messages on all ads and all supports (2004-2007)
  – Use of the PNNS logo (2005)
  – Soda Tax (2012)
  – Energy drink tax (2014)

• European
  • Health and Nutritional Claims
  • Consumer information
Public food policy aims to ensure that the population has access, under economically acceptable conditions by all, a safe, diverse, sufficient, good quality taste and nutrition, produced in a sustainable manner. It aims to offer everyone the terms of choice of food according to its wishes, its constraints and its nutritional needs for his well-being and health.

Actions implemented in the field of education and information regarding balance and dietary diversity as well as in the field of nutritional quality of the food supply follow the guidelines of the national program on nutrition and health as defined in Article L. 3231-1 of the Code of public Health.
ACT No. 2004-806 of 9 August 2004 on the public health policy

- Vending machines for drinks and food accessible to students is prohibited in schools as of September 1, 2005
- Television or radio ads for beverages with added sugar, salt or artificial sweeteners and processed food products, [...] shall contain a sanitary character information. The same information obligation is required for all actions which promote these products and beverages (a decree was published in February 2007)
ACT No. 2010-874 of 27 July 2010 on the modernization of agriculture and fisheries.

- Public and private managers of services of school meals [...] are required to comply with rules determined by decree, on the nutritional quality of meals they offer.

(decree published in September 2011 with a health, agri, education and consumer ministers signature)
• **Article 26 and 27**: There shall be a levy on beverage and liquid preparations for beverages for human consumption:
  - Falling within CN codes 2009 and CN 2202 Customs Tariff
  - **Containing added sugar**;
  - Containing artificial sweeteners and not containing added sugar;

• **Except**: infant formulas for first and second ages, milk growth and enteral nutrition products for sick people; the food for special medical purposes as well as high protein foods for undernourished

• **The amount of the contribution is set at € 7.16 per hectolitre**

Since 2013, the totality of the contribution is allocated to the National Social Health Insurance (art 24 de la LFSS 2013)
Act n° 2013-1203 of 23 décembre 2013 for the financement of the social security for 2014

- Article 18 — There shall be a levy on the so called “energy beverage” for human consumption containing at least 220 milligrammes of cafeine per 1 000 milliliters:
  - Falling within codes NC 2009 et NC 2202 Customs tariff;

— The contribution is set at 100 € per hectolitre
### Recorded Price Evolution of sweetened beverages between August 2011 and June 2012 (centimes €/l)

<table>
<thead>
<tr>
<th>Category</th>
<th>janv-12</th>
<th>avr-12</th>
<th>juin-12</th>
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</thead>
<tbody>
<tr>
<td>Flavored waters</td>
<td>3,7</td>
<td>5,6</td>
<td>5,9</td>
</tr>
<tr>
<td>Fruit drinks</td>
<td>2,4</td>
<td>4,4</td>
<td>3,8</td>
</tr>
<tr>
<td>Soft drinks</td>
<td>3,5</td>
<td>7,1</td>
<td>7</td>
</tr>
</tbody>
</table>

Drinks: Evolution of the sales volumes (super and Hypermarkets) France 2008-2012

Source: SymphonyIRI 2013
I agree with a taxation on soft drinks

I agree with a taxation but on other food products

I agree with a taxation on « unhealthy » foods

I agree with a taxation only if there is a price reduction on « healthy » food products

I agree with a taxation only if the money is used to improve the health system
Presentation of the future act on Health

• “I am in favor of a tool to make understandable the information today too complex, on the nutritional quality of processed foods.” (M. Touraine; Minister of Social Affairs and Health)
Some results (on obesity)

Evolution of the prevalence of obesity in French adults 1997-2012

Source: OBEPI
Evolution between 2001 and 2013 of the prevalence of overweight and obesity in school children (IOTF references) (source: DREES)

- **Blue**: 5-6 years old  
  - 1 = 2001  
  - 2 = 2006  
  - 3 = 2013

- **Red**: 9-10 years old  
  - 1 = 2002  
  - 2 = 2005  
  - 3 = 2008

- **Green**: 13-14 years old  
  - 1 = 2001  
  - 2 = 2004  
  - 3 = 2009
Evolution of the prevalence of overweight and obesity in school children according to their parent’s SES

Source: DREES
Evolution of the prevalence of obesity according to the family income (€) Adults, France 1997-2012
Conclusion

Most of the main kind of actions to improve the situation are known.

A variety of strategies:

- Information (also to maintain a strong social demand on nutritional improvements)
- Environments (food, physical)
- Surveillance

A diversity of means:

- Voluntary (controlled) and regulation

The problem of the delay between a measure and its impact

The right time for the right measure

Evidence based? What does it mean?
Merci