Obesity in Canada – Prevention to Treatment
1st Annual Conference of the Canadian Association of Bariatric Physicians and Surgeons

Update on (some) Federal Activities related to Obesity
June 8th 2012

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Office of Nutrition Policy and Promotion
Health Canada
Outline:

- Context
- Overview of Framework
  - Strategies
  - Recommendations
  - Federal/Provincial/Territorial Group on Nutrition (FPTGN) Activities
- Healthy Eating Awareness and Education Initiative
- Conclusion
Context

October 2005:
  • Pan-Canadian Healthy Living Strategy

September 2009:
  • Strengthened Pan-Canadian Healthy Living Strategy

September 2010:
  • Declaration on Prevention and Promotion (Declaration)
  • Curbing Childhood Obesity: A Federal, Provincial, Territorial Framework for Action to Promote Healthy Weights (Framework)

November 2011:
  • Actions Taken and Future Directions 2011 (First report on the Framework)
## Curbing Childhood Obesity: A F/P/T Framework for Action to Promote Healthy Weights - Overview

<table>
<thead>
<tr>
<th>Strategy 1</th>
<th>Making childhood overweight and obesity a collective priority for action for F/P/T Ministers of Health and/or Health Promotion/Healthy Living</th>
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<tr>
<td>Strategy 2.1</td>
<td>Making social and physical environments where children live, learn and play more supportive of physical activity and healthy eating</td>
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<td>Strategy 2.2</td>
<td>Identifying the risk of overweight and obesity in children and addressing it early</td>
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<tr>
<td>Strategy 2.3a</td>
<td>Looking at ways to increase the availability and accessibility of nutritious foods</td>
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<td>Strategy 2.3b</td>
<td>Looking at ways to decrease the marketing of foods and beverages high in fat, sugar and/or sodium to children</td>
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<td>Strategy 3</td>
<td>Measuring and reporting on collective progress in reducing childhood overweight and obesity, learning from successful initiatives, and modifying approaches as appropriate</td>
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Strategy 1: Making childhood overweight and obesity a collective priority

F/P/T governments are engaging Canadians:

- *Our Health Our Future: A National Dialogue on Healthy Weights 2011*
- *Summit on Healthy Weights 2012*

**Recommendation 1:**
Work with colleagues in sport, physical activity, recreation and education in particular, as well as other sectors, to explore ways to further support physical activity and healthy eating for children.

February 2011 - F/P/T Ministers of Sport, Physical Activity and Recreation (SPAR) endorse the *Declaration* and *Framework* with a focus on the after-school time period.
Strategy 2.1/2.2 - Making social and physical environments where children live, learn and play more supportive; Identifying risk and addressing it early

**Recommendation 2:**
Build on successful practices to promote supportive environments and early action across jurisdictions

**Recommendation 3:**
Support multi-sectoral planning on healthy eating and physical activity in community design and the built environment
Strategy 2.3A - Looking at ways to increase the availability and accessibility of nutritious foods

**Recommendation 4:**
Support actions to improve the availability and accessibility of nutritious foods in urban, rural, remote and northern communities, particularly among vulnerable populations.

FPT Group on Nutrition (FPTGN) Activities:
- Food retail availability reports
  - Working with Grocers to Support Healthy Eating
  - Measuring the Food Environment in Canada
Strategy 2.3A - Looking at ways to increase the availability and accessibility of nutritious foods

**Recommendation 5:**
Support cross-sectoral collaborative efforts to increase the availability of nutritious foods in places where children live, learn and play, including the development and implementation of guidelines for the provision and procurement of food

**FPTGN Activities:**
- Improving consistency of school food and beverage criteria
Strategy 2.3A - Looking at ways to increase the availability and accessibility of nutritious foods

**Recommendation 6:**
Work with colleagues in the education, sport, physical activity and recreation sectors to identify opportunities to enhance food skills and create supportive environments both at school and in the after-school time period.

**FPTGN Activities:**
- Healthy Eating After-School: Integrating Healthy Eating into After-School Physical Activity Initiatives’ Report
- The State of Home Economics - Nutrition and Food Skills Education in Canadian Schools: Feasibility Study
Strategy 2.3A - Looking at ways to increase the availability and accessibility of nutritious foods

Recommendation 7:
Promote awareness of and access to nutritious foods and beverages to make the healthier choice the easier choice

FPTGN Activities:
- Healthy Eating Awareness and Education Initiative
Strategy 3 - Measuring and reporting on collective progress; learning from successful initiatives; and modifying approaches as appropriate

Measurement, monitoring and reporting on progress are key to curbing childhood obesity and supporting healthy weights, and in the overall success of the Framework.

Recommendation 10:
Report publicly every two years on childhood obesity trends (using identified indicators) and on the progress of actions taken to advance the Framework and provide progress updates to Deputy Ministers and Ministers on planned activities, through the Public Health Network Council.
Healthy Eating Objectives

• Improve Canadians’ awareness and understanding of healthy eating, in a manner that motivates Canadians to make healthy food choices for themselves and their families.

• Increase Canadians’ understanding of the principles of healthy eating, including following *Eating Well with Canada’s Food Guide* and understanding nutrition labelling, reducing sodium intake and working towards healthy weights.

• Increase Canadians quality of life by improving their overall health and decreasing their risk of obesity, hypertension and other nutrition-related chronic diseases through a healthy diet.

• Collaboratively work with our network of partners, such as the Provinces and Territories, Health Professional Associations and NGOs to promote and support healthy eating.
Healthy Eating Awareness and Education Initiatives

2011

Healthy Eating with Canada’s Food Guide

Phase 1:
Healthy Eating & Nutrition Labelling

Phase 2:
Healthy Eating & Sodium Reduction

Phase 3:
Healthy Eating & Healthy Weights

2012

2013

2014
Healthy Eating Platform

- **Awareness & Educational messages** to cut through the clutter and to reach and motivate parents to take action: marketing messages such as surprising facts.
- **Campaign Look & Feel**: to hook our target audience, sustain engagement and implement a cohesive branding.
- **Campaign products**: ready-to-use materials such as fact sheets, Twitter and Facebook messages, interactive tools, quizzes, articles, etc. - for use by all partners.

Outreach Channels

- Intermediaries
  - PTs
  - NGOs
- Media Partnerships
- Retail Partnerships
- Public Relations
- Web & Digital Engagement
Healthy Eating Awareness and Education Initiatives

2011

2012

2013

2014

Healthy Eating with Canada’s Food Guide

Phase 1:
Healthy Eating & Nutrition Labelling

Phase 2:
Healthy Eating & Sodium Reduction

Phase 3:
Healthy Eating & Healthy Weights
NFEC Campaign Tactics

Trying to Make More Informed Food Choices?

The % Daily Value in the Nutrition Facts table can help.

Nutrition Facts

Use the % Daily Value to compare food products. Choose a higher % Daily Value for the nutrients you want more of—like calcium or fibre. Choose a lower % Daily Value for the nutrients you want less of—like saturated and trans fats or sodium. Remember to compare similar amounts of food. Making informed food choices can benefit you and your family.

Learn how to use the % Daily Value at: http://healthcanada.gc.ca/dailyvalue

www.healthycanadians.gc.ca/dailyvalue
Healthy Eating Awareness and Education Initiatives

2011  2012  2013  2014

*Healthy Eating with Canada’s Food Guide*

Phase 1:
Healthy Eating & Nutrition Labelling

Phase 2:
Healthy Eating & Sodium Reduction

Phase 3:
Healthy Eating & Healthy Weights
Healthy Eating and Sodium Reduction

The purpose of this phase is to:

• Increase Canadians quality of life by improving their overall health and decreasing their risk of hypertension, heart disease and other nutrition-related chronic diseases through a healthy diet.

• Improve awareness and understanding of healthy eating, including following *Eating Well with Canada’s Food Guide* and understanding nutrition labelling information to make healthy food choices.

• To reduce consumers’ intake of sodium in the context of healthy eating.
British Columbia’s Ministry of Health, Dietitians of Canada, EatRight Ontario and Health Canada worked in collaboration to develop and test national sodium reduction messages with the public and health intermediaries.

Four Key Facts and supporting points:

- Sodium is found in salt.
- We eat too much sodium.
- Eating too much sodium can be harmful to our health.
- Most of the foods we eat contain too much sodium.
- Tips on choosing lower sodium foods at the grocery store, limiting sodium at home and eating less sodium when eating out have also been developed.

www.healthycanadians.gc.ca/sodium
Healthy Eating Awareness and Education Initiatives

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<tr>
<th>Year</th>
<th>Phase 1: Healthy Eating &amp; Nutrition Labelling</th>
<th>Phase 2: Healthy Eating &amp; Sodium Reduction</th>
<th>Phase 3: Healthy Eating &amp; Healthy Weights</th>
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Healthy Eating with Canada’s Food Guide
Improving Cooking and Food Preparation Skills

Building on current work:
Defining “Food Skills”

Food Skills include:

• **Knowledge** – about food, nutrition, grocery shopping, label reading, food safety, ingredient substitution

• **Planning** – organizing meals, food preparation on a budget, teaching food skills to children

• **Conceptualizing food** – creative use of leftovers, adjusting recipes

• **Mechanical techniques** – preparing meals, chopping / mixing, cooking, following recipes

• **Food Perception** – using your senses – texture, taste, when foods are cooked

(Vanderkooy, 2010)
Thank you!

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Eating Well with Canada’s Food Guide [www.health.gc.ca/foodguide](http://www.health.gc.ca/foodguide)

Eat Well and Be Active Educational toolkit [www.health.gc.ca/eatwell-beactive](http://www.health.gc.ca/eatwell-beactive)

% Daily Value [www.healthycanadians.gc.ca/dailyvalue](http://www.healthycanadians.gc.ca/dailyvalue)

Sodium [www.healthycanadians.gc.ca/sodium](http://www.healthycanadians.gc.ca/sodium)