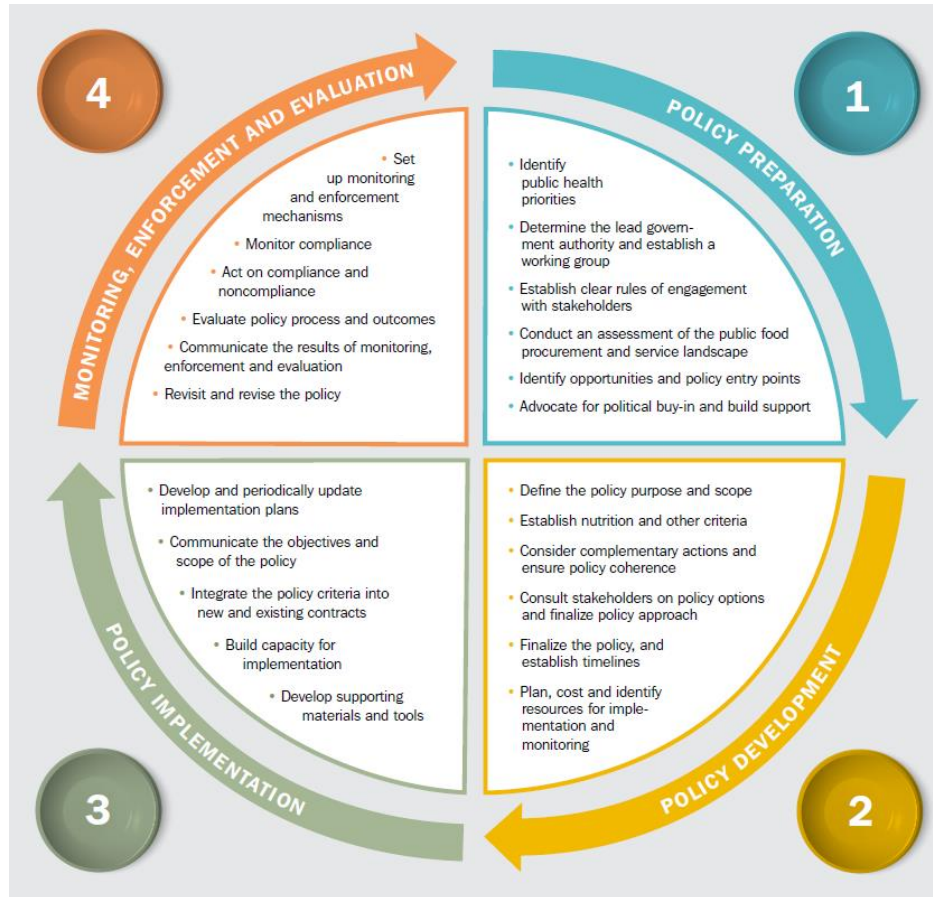


Action framework for developing and implementing public food procurement and service policies for a healthy diet

Kaia Engesveen

Department of Nutrition and Food Safety, WHO HQ

The action framework is a tool for countries aiming to make public food procurement and service healthier



- Steps around the policy cycle
 1. Policy preparation
 2. Policy development
 3. Policy implementation
 4. Monitoring, enforcement and evaluation
- Country examples
- Links to relevant resources and tools

- With government funds, served/sold in any public setting

- Any foods, beverages, ingredients, meals or snacks covered by the policy

- Entire process of purchase, subsidy, provision, distribution, service and sale

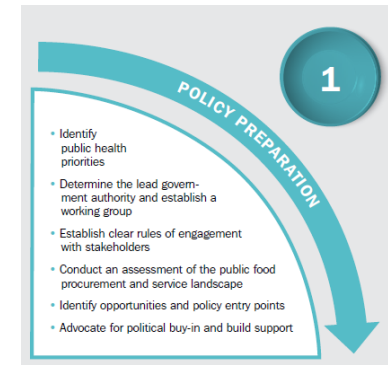
Healthy public food procurement and service policy

- Limit the intake of free sugars
- Shift fat consumption away from saturated fats to unsaturated fats and eliminate industrially produced trans fats
- Limit sodium consumption and ensure salt is iodized
- Increase consumption of whole grains, vegetables, fruits, nuts and pulses
- Ensure the availability of free, safe drinking water

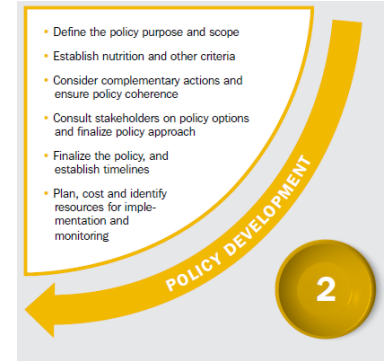
- Policies, strategies, directives, legislation, rules, standards or guidelines; mandatory as well as voluntary

1. Policy preparation

- Identify public health priorities
 - *How will healthier food help achieve national goals?*
- Determine the lead government authority and establish a working group
 - *Who will lead the process and whom to involve?*
- Establish clear rules of engagement with stakeholders
 - *How to prevent and manage potential conflict of interest?*
- Conduct an assessment of the public food procurement and service landscape
 - *Where, what and how is food purchased, served and sold? What policies exist?*
- Identify opportunities and policy entry points
 - *Are there opportunities to strengthen or expand policies in place or under development?*
- Advocate for political buy-in and build support
 - *What advocacy activities are needed to get support from different audiences?*



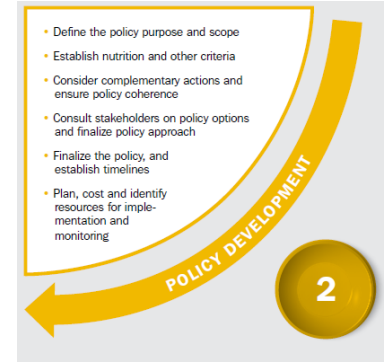
2. Policy development



- Define the policy purpose and scope
 - *What immediate and long-term outcomes? Which settings, venues and types of food to be covered?*
- Establish nutrition and other criteria
 - *How to define nutrition criteria for healthy diets, and other criteria for safe, sustainable, local food?*
- Consider complementary actions and ensure policy coherence
 - *What other policy measures (e.g. nutrition labelling, marketing restrictions) are needed for coherence?*
- Consult stakeholders on policy options and finalize policy approach
 - *How to ensure stakeholders are given opportunity to comment through transparent consultations?*
- Finalize the policy, and establish timelines
 - *When will it come into effect? What monitoring and enforcement mechanism will be used or established?*
- Plan, cost and identify resources for implementation and monitoring
 - *What resources will be required for implementation, monitoring, enforcement and evaluation?*

Nutrition criteria

are established to define food to be encouraged, limited or prohibited in public food procurement and service in order to promote healthy diets



Examples

- **Nutrient-based criteria**

- National or regional dietary recommendations
- WHO Regional Nutrient Profile Models
- WHO Healthy Diet factsheet

➤ *Snacks served in all city agencies may not contain more than 230 mg sodium per serving (Philadelphia, USA)*

- **Food-based criteria**

- National or regional FBDGs
- WHO 5 keys to a healthy diet

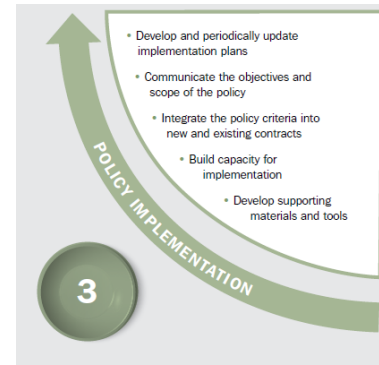
➤ *School canteens may not sell pickled items (Malaysia)*

- **Other nutrition-related criteria**

- Targeting the preparation or service of food
- Cooking methods, portion sizes, placement of food or menu labelling

➤ *Salt containers that are visible to students and whose purpose is to add it to prepared foods shall not be allowed inside schools (Uruguay)*

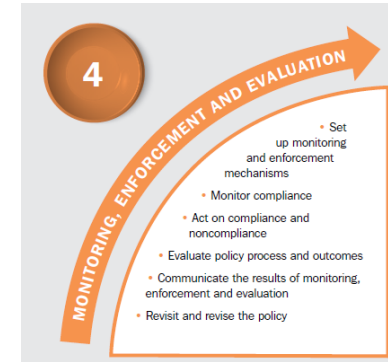
3. Policy implementation



- Develop and periodically update implementation plans
 - *What activities to be undertaken when and by whom? How to overcome bottlenecks?*
- Communicate the objectives and scope of the policy
 - *What communication strategies will be used to reach different audiences about the policy?*
- Integrate the policy criteria into new and existing contracts
 - *Which contracts need to be established or amended?*
- Build capacity for implementation
 - *What training and technical assistance are needed for staff and other actors involved in implementation?*
- Develop supporting materials and tools
 - *What guides, recipe books, food catalogues, training materials, administrative aids etc. are needed?*

4. Monitoring, enforcement and evaluation

- Set up monitoring and enforcement mechanisms
 - *What new or expanded procedures and platforms are needed?*
- Monitor compliance
 - *Where, what and how to monitor to ensure policy compliance?*
- Act on compliance and noncompliance
 - *Which sanctions and rewards will be employed?*
- Evaluate policy process and outcomes
 - *What are the challenges, barriers, successes and enablers; and the short, medium and long term effects?*
- Communicate the results of monitoring, enforcement and evaluation
 - *How can reports of compliance, sanctions or rewards, and evaluations be shared to foster learning?*
- Revisit and revise the policy
 - *When and how to revisit the policy to close loopholes and make updates?*



Way forward

- Support countries making their public food procurement and service healthier
- Scaling up existing policies
 - From a limited number of institutions, settings and venues to all
 - From local to national
 - From limited/weak criteria to comprehensive/strong
 - From voluntary to mandatory
- Introducing policies to meet national healthy diet-related policy goals



155 countries have [sodium-reduction related policy goals](#)



Thank you!

Writing team

- WHO: Kaia Engesveen, Katrin Engelhardt, Chizuru Nishida, Rain Yamamoto
- RTSL: Nicole Ide, Laura Cobb, Ashley Lederer, Christine Johnson Curtis, Aaron Schwid