How do we advocate for policies on healthy diet and physical activity?

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Where do we start?

Policy-making streams

- Stream of problems (framing the issue)
- Stream of policies (alternatives to existing policies)
- Stream of politics (external opportunities)
Framing the issue

- Disease burden of NCDs/CVD
- Economic burden of NCDs/CVD
- Evidence on diet and PA and CVD
- Evidence on impact of policy measures
Framing the issue

- Disease burden of CVD/NCDs
  - Chronic Non-Communicable Diseases Account for 86% of all deaths in Europe
  - Cardiovascular diseases (CVD) account for >50% of all deaths in Europe
Coronary heart disease mortality trends by age and deprivation in men and women (Scotland 1996-2006).
SIMD=Scottish Index of Multiple Deprivation

Framing the issue

- Economic burden of NCDs/CVD
  - Cardiovascular diseases cost the economies of the EU approximately **€192 billion/year** (2006 figures)
  - Of which:
    - €110bn (57%) was spent on healthcare
    - €42bn (22%) in informal care costs
    - €27bn (14%) due to early mortality and
    - €14bn (7%) due to absence from work
Framing the issue

- Evidence on diet and PA and CVD
  - Diet, physical activity and CVD prevention in Europe – EHN, November 2011
“Industrial trans fats account for approximately 0.8% of total UK dietary energy intake. Based on experience in Denmark, trans fat levels could be reduced by approximately 0.5% of total UK dietary energy intake. This would reduce the relative risk of death from cardiovascular disease by approximately 6%. Applying these benefits to the entire England and Wales population would prevent approximately 2,700 deaths annually and thus gain 570,000 life years, saving the equivalent of approximately £235m a year.”

Barton et al, BMJ 2011; 343
Alternatives to existing policies

- **Product**: legislation on trans fatty acids
- **Promotion**: legislation on advertising to children
- **Price**: taxes (unhealthy foods) and subsidies (fruits/vegetables)
- **Place**: schools/pre-schools
External opportunities

- Economic crisis
  - Governments need to generate income (taxes)
  - Governments need to cut costs (retirement age)

- Public support
  - Marketing to children
  - School fruit scheme
External opportunities

- Economic crisis

  - Governments need to cut costs → postpone retirement age

  - Average life expectancy in the EU (2008) = 79.4 years

  - Average healthy life years expectancy in the EU (2009) = 61.45
Economically advantageous

- “With respect to cardiovascular diseases, chronic respiratory disease, cancer, diabetes and mental health the macroeconomic simulations suggest a cumulative output loss of US$ 47 trillion over the next two decades”
  
  A report by the World Economic Forum and the Harvard School of Public Health - September 2011

- “Halving CVD events across England and Wales (50 mio people) would result in discounted savings in healthcare costs of approximately £ 14 billion a year”
  
  National Institute for Health and Clinical Excellence (NICE), UK; public health guidance 25 - June 2010

- “Reducing salt intake by 3 g/day might reduce mean population systolic blood pressure by approx. 2.5mm Hg – this would prevent approx. 4 450 death from CVD with total discounted savings overall of approx. £ 347 million over a decade”
  
  Barton et al, BMJ 2011; 343
Alliance

Common message

NGOs

Ministry of health

Experts

Political champion
Acknowledgement

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