

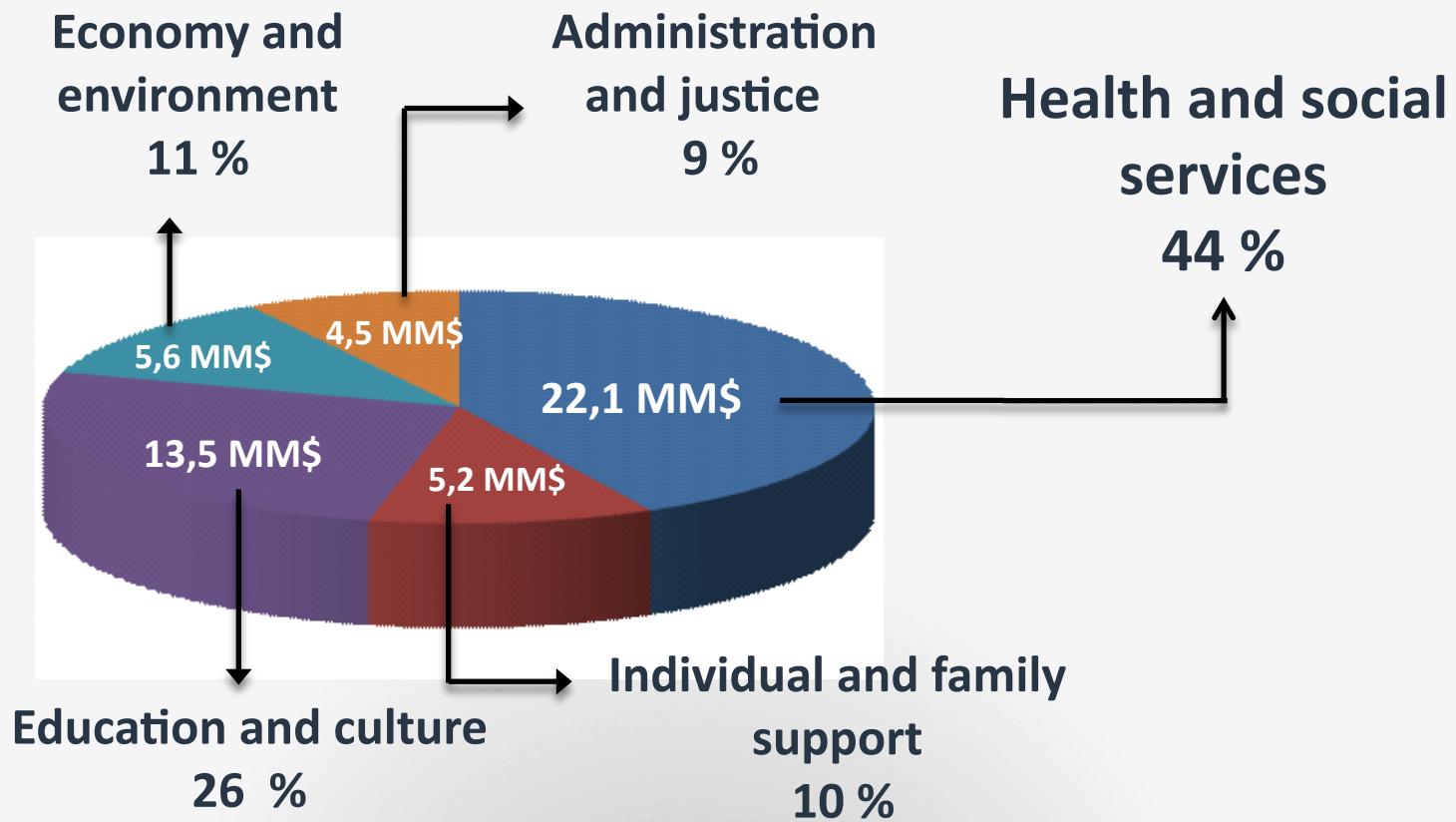
Healthful Diet Partnerships: Public Policy and Funding for Agri-Food Industry Projects

Food Industry Leaders' Summit
Canadian Agri-Food Policy Institute

Dr. Alain Poirier
Assistant Deputy Minister
Ministère de la Santé et des Services sociaux
and Chairman of the Board
Société de Gestion du Fonds pour la promotion des saines habitudes de vie.

Montreal, February 17, 2010

Excessive costs



P *I* *N* *V* *E* *S* *T* *I* *R* *P* *O* *U* *R* **L'AVENIR**

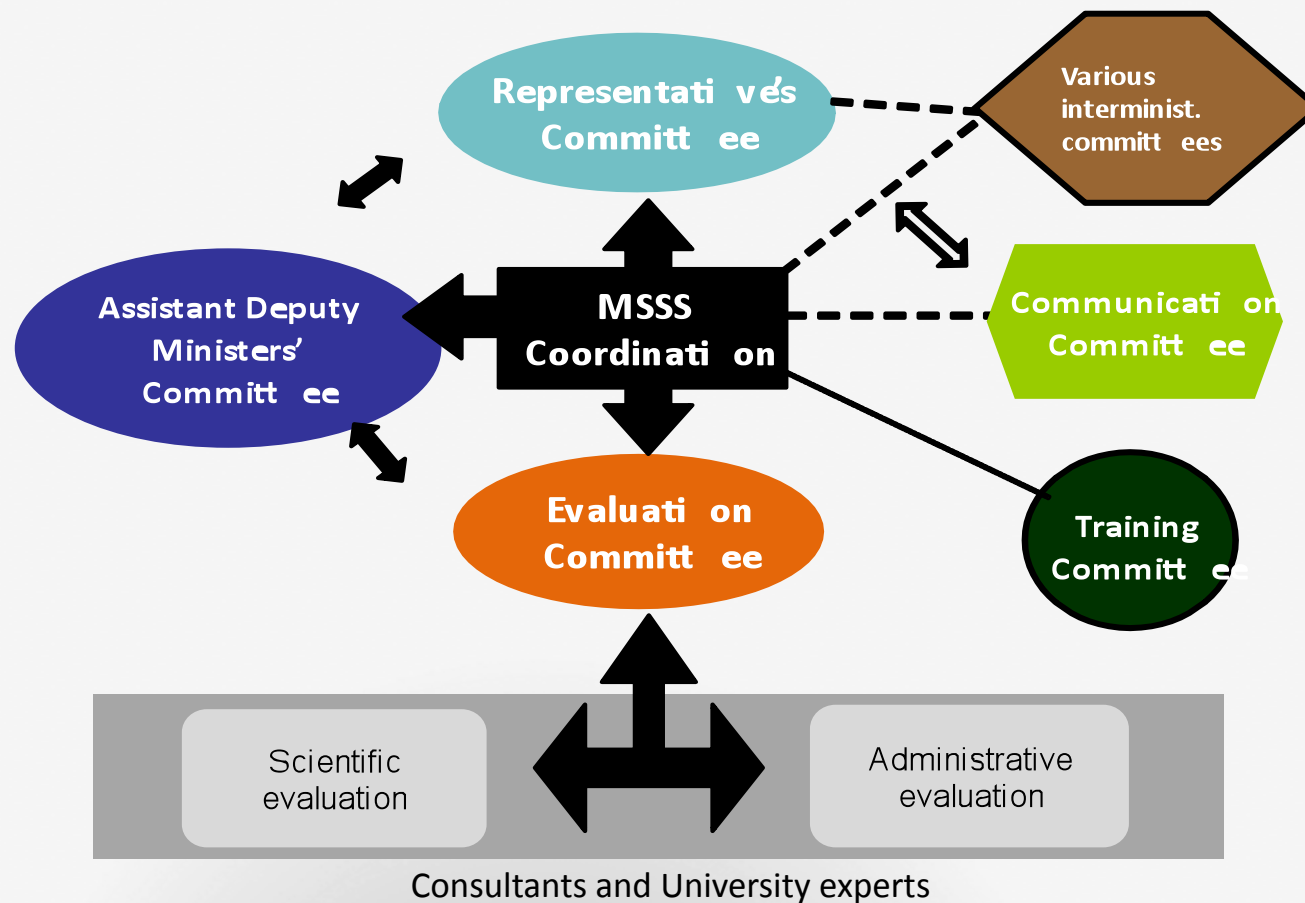
*PLAN D'ACTION GOUVERNEMENTAL
DE PROMOTION DES SAINES
HABITUDES DE VIE ET DE
PRÉVENTION DES PROBLÈMES
RELIÉS AU POIDS*

2006-2012



Québec 

Operating structure for the province – wide implementation of the government's action plan « INVESTIR POUR L'AVENIR » (GAP)



Implementation of the GAP actions as of March 31st, 2009

		Implementation started	Implementation not started	Number of actions
Objective 1	Promoting a healthful diet	17 81,0 %	4 19,0 %	21 100 %
Objective 2	Promoting an active lifestyle	21 80,8 %	5 19,2 %	26 100 %
Objective 3	Promoting favourable social norms	6 60 %	4* 40 %	10 100 %
Objective 4	Improving services for individuals with a weight problem	3 30,0 %	7 70,0 %	10 100 %
Objective 5	Fostering research and the transfer of knowledge	6 75,0 %	2 25,0 %	8 100 %
Total		53 70,7 %	21* 28,04 %	74/75* 98,7 %

Link between policy and the GAP

Diet and nutrition policy

*Overall diet quality
for the entire population :
0-100 years
Diet-based health
problems*

*Diet and active lifestyle
Targeted segment of the
population : 0-25 years
Weight-related problems*

GAP

SCHOOL

WORKPLACE

HEALTH SECTOR

MUNICIPALITIES



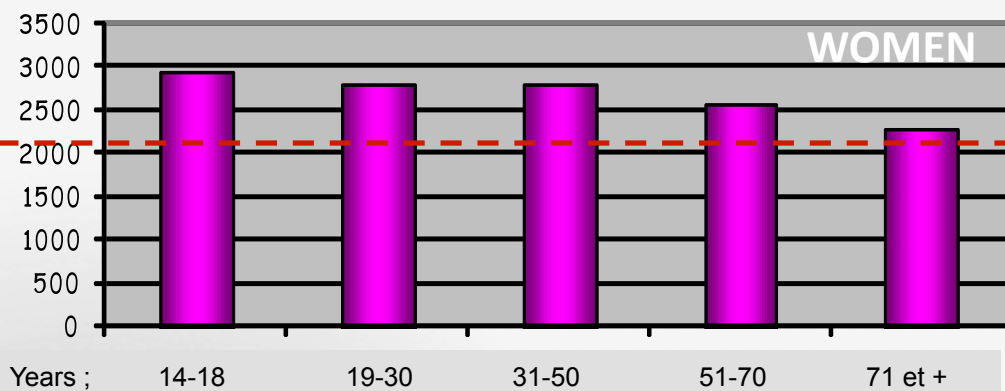
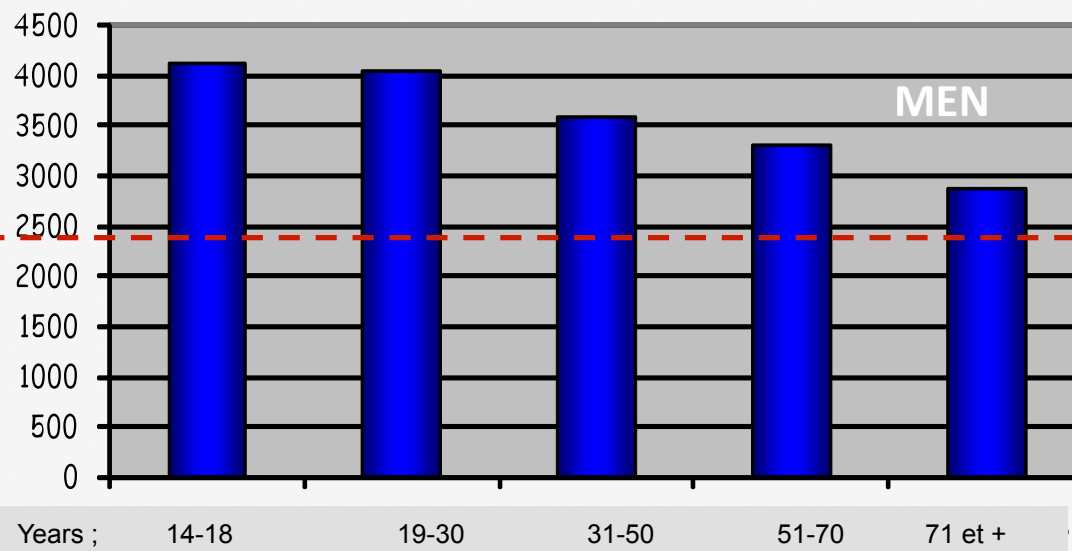
Quebec's dietary and nutritional policy

- To be harmonized with the Agri-Food Policy and based on global vision of a healthful diet.
- Will describe the provincial population's diet and the food offer in Quebec.
- Will identify elements that influence the population's diet (nutritional value, serving size, marketing and accessibility).

Excessive sodium intake

Tolerate upper intake :
2300 mg

Average intake
- Quebec: 3350 mg
- Canada: 3092 mg



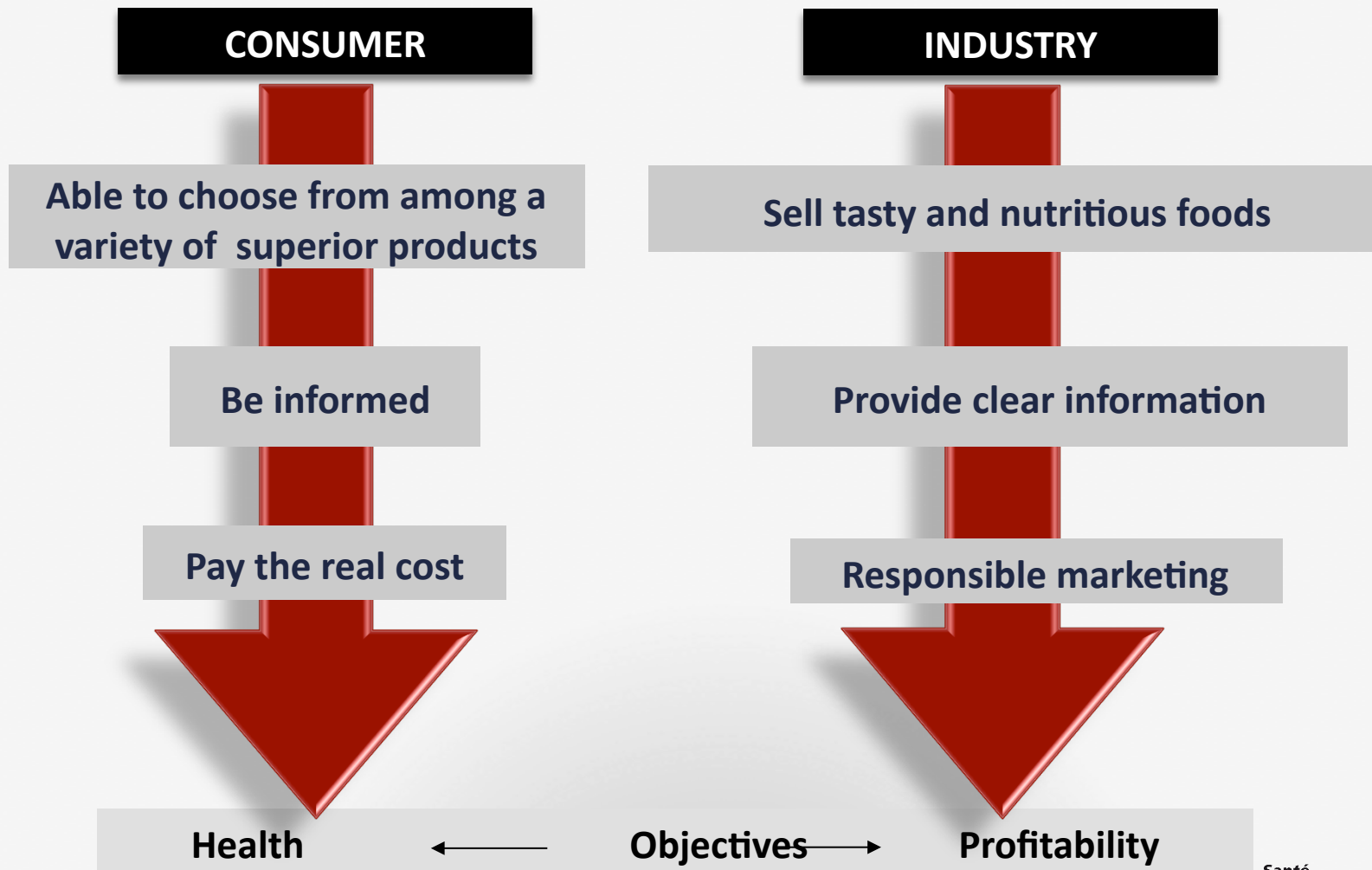
Healthy savings

The impact of reducing salt consumption by 4.6 g (1.8 g of sodium):

- 30% drop in cases of hypertension
- Treatment costs cut by nearly 60%

**The result : annual savings of 430 M\$
in Canada**

Seemingly different goals



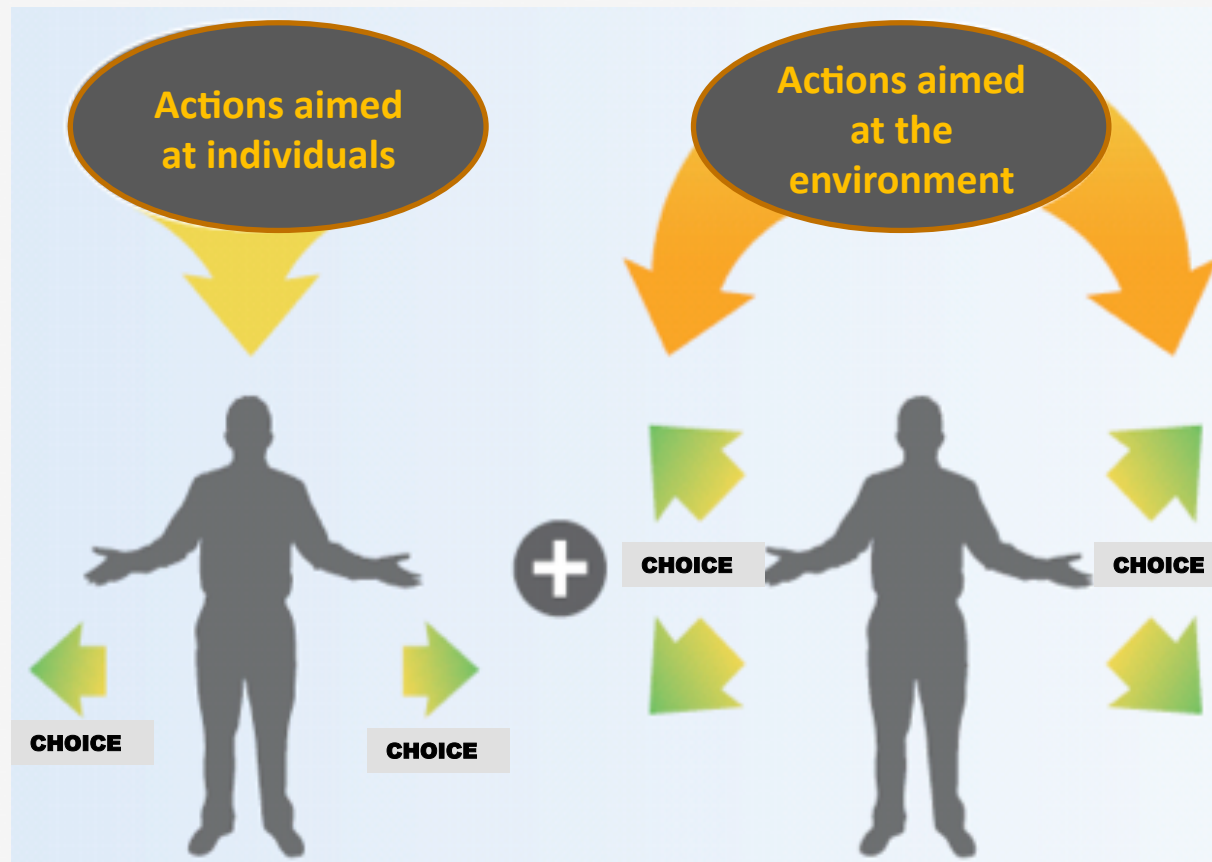
Vision

de la saine alimentation

POUR LA CRÉATION D'ENVIRONNEMENTS ALIMENTAIRES FAVORABLES À LA SANTÉ



Public policy



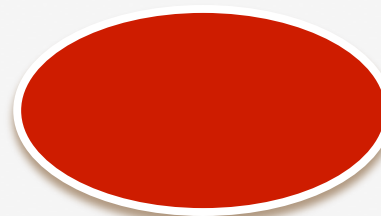
Making it easy
to make
healthfull
choices

Individuals make choices that are limited by their environment. Taking action to improve the overall dietary environment will make it easier for individuals to make healthfull choices.

Continuums



Low nutritional value



High nutritional value

S M T W T F S



Eat least often

S M T W T F S



Eat occasionally

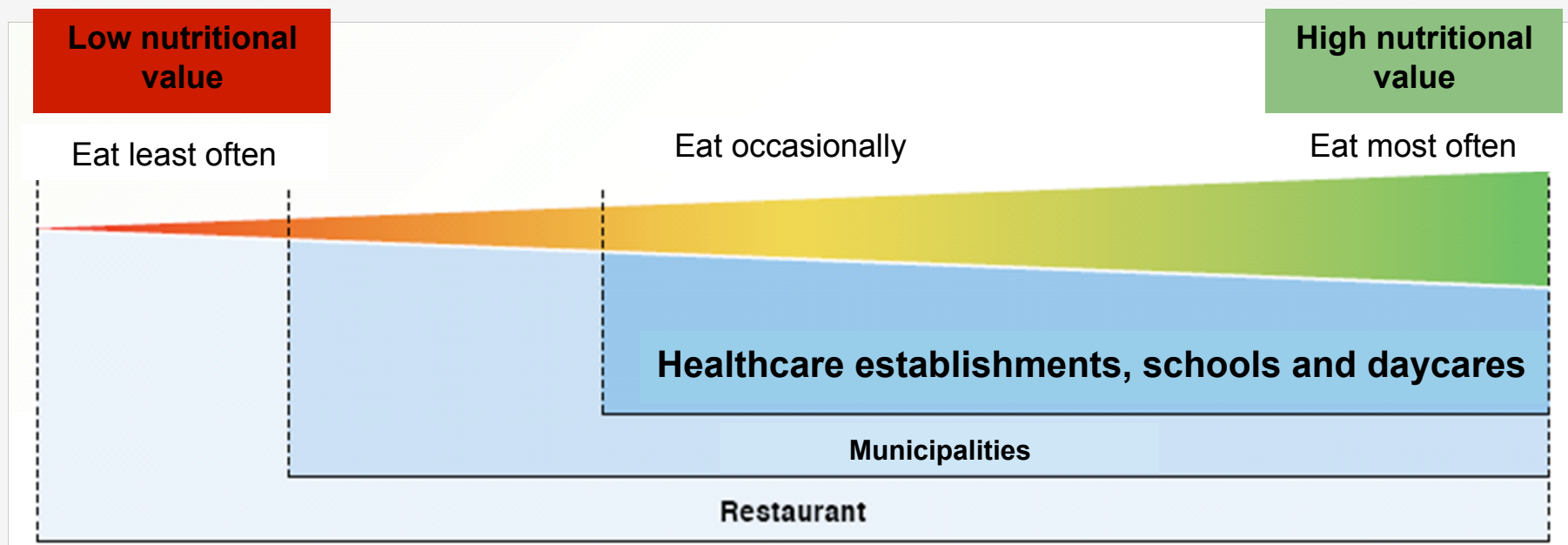
S M T W T F S



Eat most often

Continuums and environments

Coherence between mission and public responsibility



Different courses of action

- Subsidies to encourage the production of foods with high nutritional value.
- Preferential price policies to orient consumer's choices.
- Food policies (public establishments)
- Recognition of best practices.



Fonds pour la promotion des saines habitudes de vie

Origin of the Société de Gestion (SG)

An act to establish the fund for the promotion of a healthy lifestyle, June 2007.

Partnership

- Lucie and André Chagnon Foundation (LACF) and the Government of Quebec : 480 M\$ for 10 years (2007-2017)
- Only model of its kind in Canada

Mission and organization

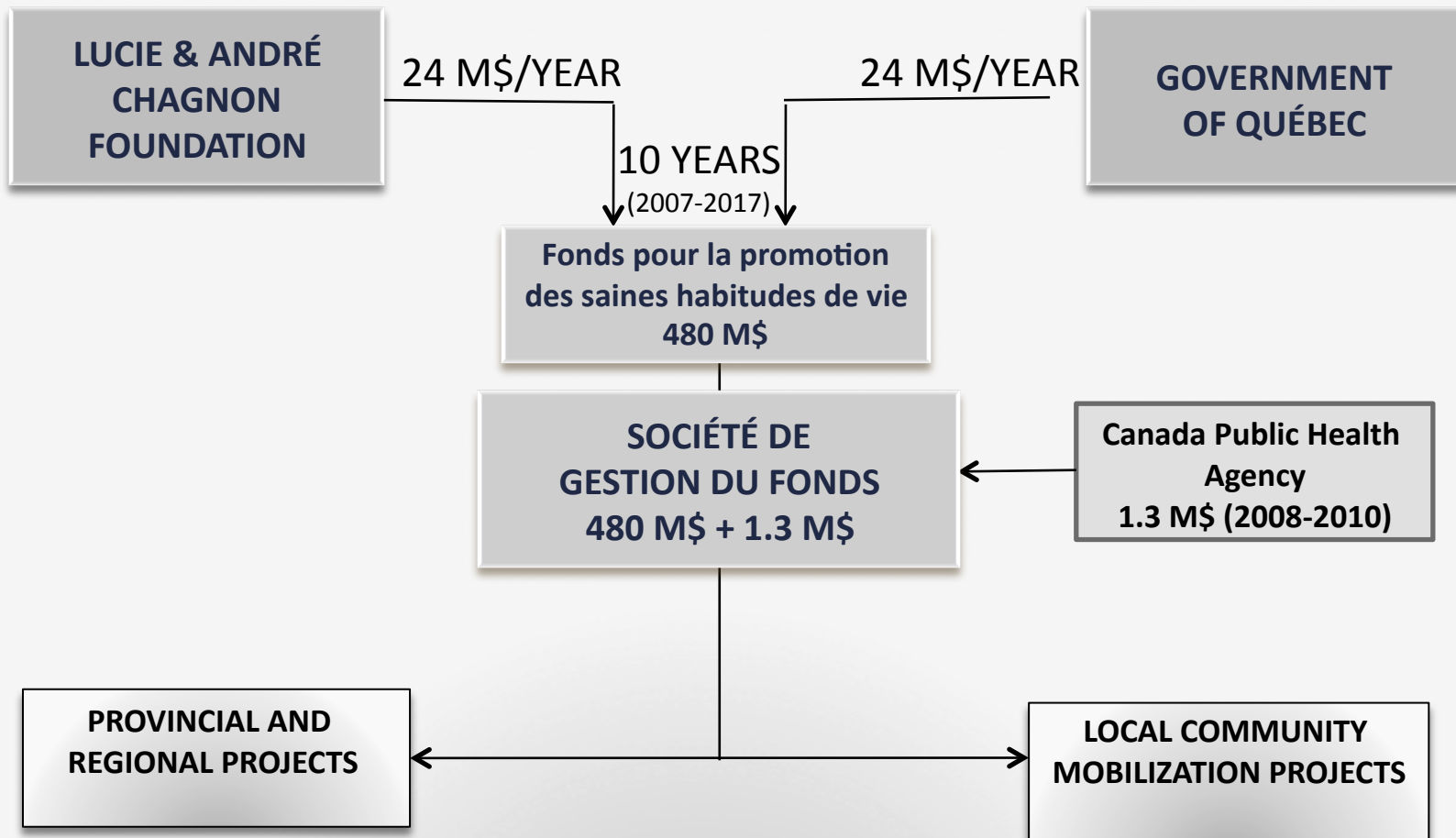
Mission

- Encourage young Quebecers to adopt a healthful diet and physically active lifestyle.
- Promote the implementation of favourable environments.

Organization

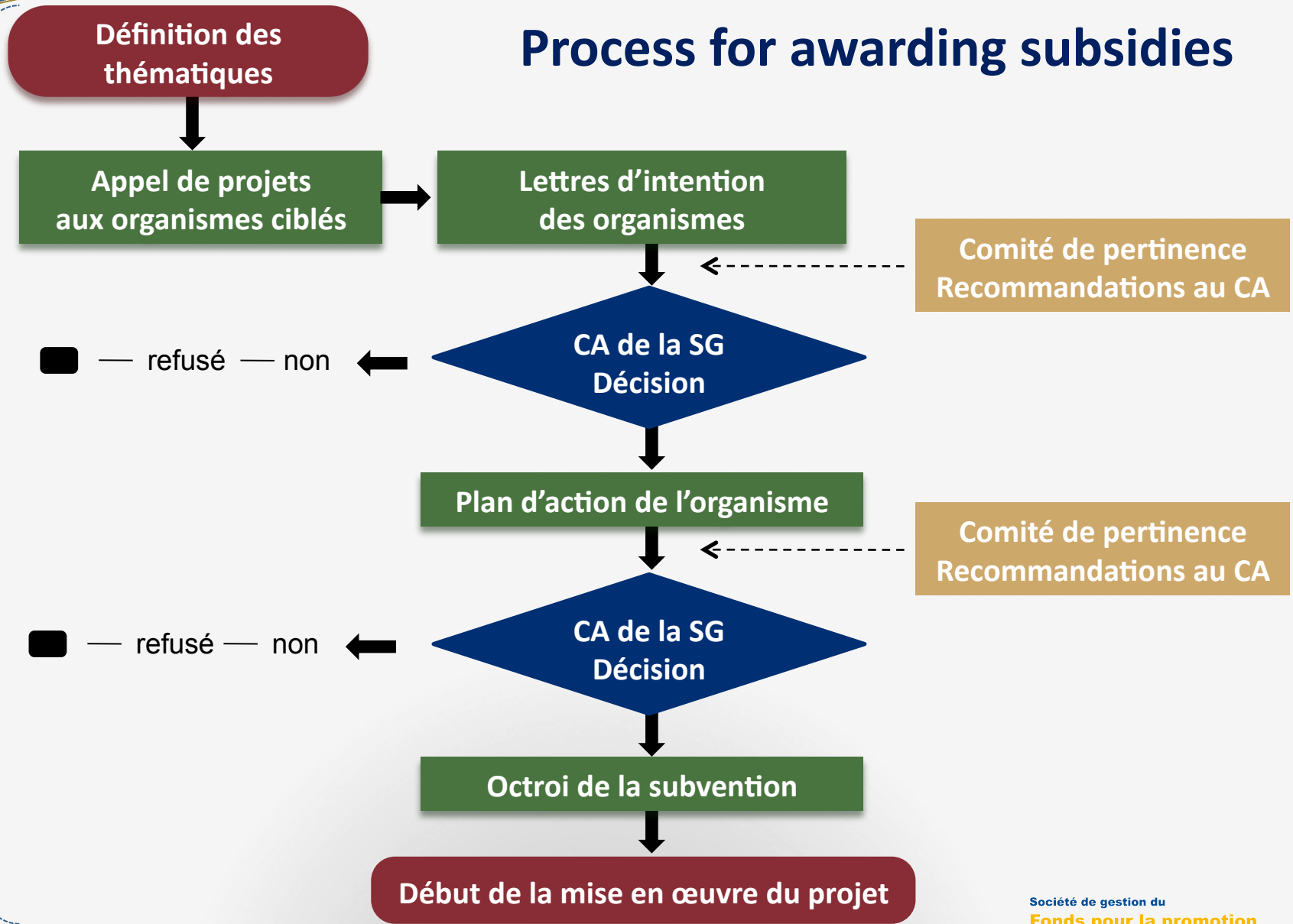
- Board of Directors:
 - Four Government of Quebec representatives
 - Four LACF representatives
- Relevance Committee
 - Makes recommendations to the board about which projects to fund.

Funding agreement



Process for awarding subsidies

Accompagnement de la Société de gestion auprès de l'organisme



A few facts

94 M\$ have been earmarked for provincial, regional and local community mobilization projects.

Provincial and regional projects

- 4 calls for proposals launched
- 112 requests received
- 12 provincial projects and 18 regional projects underway
- 5 projects under review

Local community mobilization projects

- 71 groups and some 30 communities deployed
- Increased ministerial commitment
- 305 000 children benefit from these projects

How are the SG projects linked to the industry ?

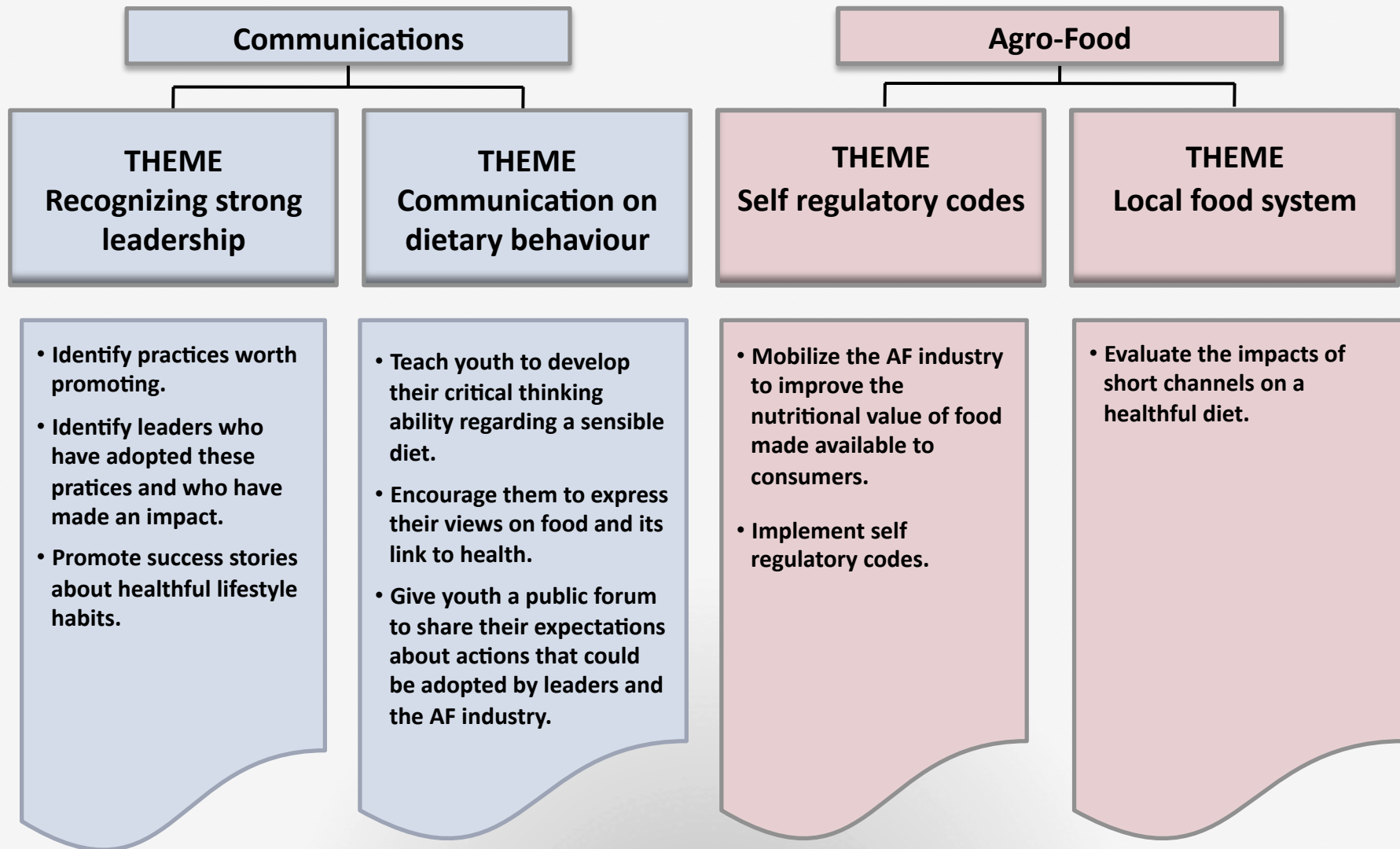
The industry is targeted by the SG's actions

Two themes to develop in the provincial call for proposals:

Communication and Agri-Food :

- Two advisory committees struck
- Committees proposed four themes (see diagram)
- Call for proposals launched in June 2009

Provincial call for proposals- June 2009



These themes relate to corporate responsibility, self-regulation, social groups and governmental intervention

Provincial call for proposals- June 2009

Agri-Food

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graph TD; A[Agri-Food] --> B[THEME  
Self regulatory codes]; A --> C[THEME  
Local food system]; B --- D["• Mobilize the AF industry to improve the nutritional value of food made available to consumers.  
• Implement self regulatory codes."]; C --- E["• Evaluate the impacts of short channels on a healthful diet."]
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THEME

Self regulatory codes

- Mobilize the AF industry to improve the nutritional value of food made available to consumers.
- Implement self regulatory codes.

THEME

Local food system

- Evaluate the impacts of short channels on a healthful diet.

In conclusion

- Business opportunities
- Reconcilable objectives
- Shared responsibility
- Harmonization of projects and initiatives with GAP directions



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