

Principles and Philosophies for the
Development of Ongoing
Partnerships to Support
Food for Health

Introduction

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Advocacy in CNS: Food For Health

- ✓ Advocate for the importance of food and nutrition to health by raising awareness with key decision makers and influencers.
- ✓ As a catalyst for change, work to influence/inform health policy by promoting nutrition as an effective strategy to maintain and improve the health of Canadians and mitigate the impact of chronic illness on the health care system (prevention).
- ✓ Enable/facilitate connectivity across the food-health continuum by building linkages and forums for dialogue and information sharing.
- ✓ Put in place mechanisms and programs to begin to address barriers to effective knowledge transfer and translation and collaborative, practical research initiatives.

What CNS has Learned: Food For Health

1. There is a Knowledge Translation and Transfer Gap hindering progress on Food for Health.
2. A piecemeal approach to food-health initiatives is one of the major reasons for the KT gap and slow progress on consumer acceptance.
3. There is a leadership gap in food for health which is impeding progress on the health agenda.
4. There are multiple stakeholders with differing priorities which poses challenges to partnership and collaboration.
5. Research and evidence supporting the role of food in disease modification or amelioration needs to be scientifically valid and credible.
6. The healthcare community at large currently is not engaged and empowered to use food- health strategies to reduce the burden of chronic disease through modifiable risk factors.
7. There is a need to focus on practical solutions that connect better with consumers if gains are to be made in maintaining and improving the health status of Canadians.

Conflict of Interest: Food For Health

- 1) Realization that the research marketplace has evolved toward industry and academia collaborations and there has been shift towards public–private partnerships (PPP) making competing interests unavoidable.
- 2) That if forward progress is to be made, there must be a move to a reasonable weighing of both benefits and risks and focus on scientific integrity.

Communication and Food Messaging: the Consumer Disconnect

Food For Health

- Consumer Perspective on Communication and Food Messaging -Dialogue on the Communications Disconnect to support Go Forward Action: The Processor/Manufacturer, and Retailer Perspective on Success in Making Consumer Breakthrough/Achieving Consumer Adoption.
- From Scientific Findings to Useful Consumer Information: The Researcher/Funder/Government Perspective on Communicating with Canadians on Nutrition/Making Consumer Breakthrough/Achieving Consumer Adoption

Partnerships to Achieve Sustainable Change

Food For Health

WHO 2003, Gortmaker et al 2011

- Diet and nutrition education in formal and informal learning venues
- Communicating information on food products
- Controlling advertising and marketing of food products
- Increasing or decreasing access to food products
- Conducting or supporting research
- Developing or reformulating food products
- Health Promotion and communication campaigns
- Developing recommendations, guidelines, advice, and strategies for governments and industry
- Encouraging private sector action in general, such as providing a forum for commitments
- Funding for above activities connected to healthy eating