"GAINING HEALTH" THE ITALIAN STRATEGY TO MAKE HEALTHY CHOICES EASIER

NON COMMUNICABLE DISEASES
86% OF DEATHS IN EUROPE 75% OF DEATHS IN ITALY

Causes of chronic diseases are well established and well known

**SOCIETY**

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2007 ACTIONS
- Agreements with School
- Agreements with Food Industries and Consumers Association
- Informational Campaigns
- Surveillance Systems

What is Gaining Health (Guadagnare Salute)?

- A coordinated action plan for counteracting 4 leading risk factors for non-communicable diseases: physical inactivity, poor nutrition, alcohol, tobacco consumption
- A Government initiative, led by the Ministry of Health based on:
  - Institutional alliance with Regions and Municipalities
  - Partnership with food industry, distribution networks, consumer associations

Who is participating in the platform?

Ministries - Departments
- Health
- Education
- Agriculture
- Economy
- Transport
- Environment
- Family Policy
- Young People and Sports

Local and other Institutions
- Regions for public health services
- Association of municipalities
- National Health Institute
- Institute for Nutrition Research
- Institute for Occupational Health and Safety

NGOs and Associations
- Food Industry
- Consumer Associations
- Trade Unions

Ministries
WHO - Europe
WHO - Rome Environment & Health
WHO - Collaboration Treat Childhood Health
Private Sector Producers Association
Institute for Nutrition Research
CCM – Italian CDC

Who is participating in the platform?

- An example: Actions for promoting a healthy diet
- Encourage healthy behaviours (e.g., breastfeeding, Mediterranean diet)
- Healthy foods in school, hospital and workplace cafeterias
- Availability of healthy foods to encourage healthy choices (e.g., agricultural policy, content of commercially-available foods)
- Encourage healthy consumption (education, marketing, availability, favourable pricing)
- Provide information for consumers and protect minors (labelling, control of advertising)

Ministries
Primary producers (farmers, food industry): reduce content of salt, sugar, and total fats
Ministries of the Economy and Agricultural Policy: incentives for the production of fruit and vegetables
Ministry of Regional Development: encourage short production chains and improve quality of local products to favor the consumption of fruits and vegetables; improve logistics to ensure local availability of quality products
Local authorities: encourage local markets and increase the number of sales points of fruits and vegetables, in busy areas
Media, in combination with the producers, restaurant owners, and consumer organizations: re-launch the traditional Mediterranean diet, which is rich in vegetables

Institute for Nutrition Research
National Institute of Health