

Review of the Scottish Diet Action Plan 1996-2005

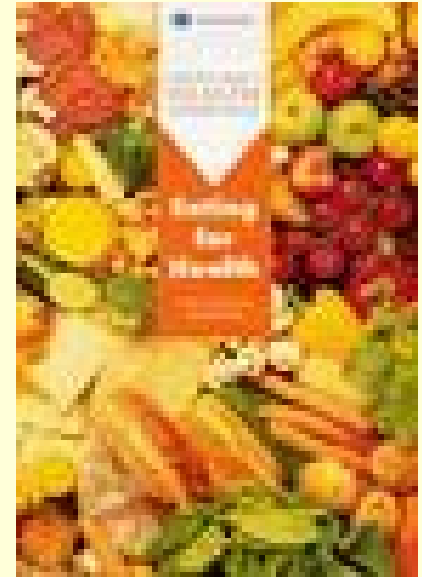
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[http://www.healthscotland.com/understanding/evaluation/
policy-reviews/review-diet-action.aspx](http://www.healthscotland.com/understanding/evaluation/policy-reviews/review-diet-action.aspx)

Scottish Diet Action Plan (1996)

- built on *The Scottish Diet* (1993) chaired by Philip James: academics, consumers, retail
- developed by a cross sectoral group, chaired Scottish Office Minister of State, after consultation
- → what actions, by whom, timescale, to deliver specified dietary targets
- 71 actions across nine sectors – practical measures
- cut across whole foodsystem



Scottish Dietary Targets for 2005

<p>Fruit & vegetables Av intake x 2 to > 400g/day</p>	
<p>Bread av intake ↑45% (now 106g/day) mainly wholegrain</p>	
<p>Breakfast Cereals av intake x 2 (17→35g/day)</p>	
<p>Fats ↓ av intake total fat 40.7%→ max 35% food energy ↓ av intake sat fatty acids 16.6%→ max 11% food energy</p>	
<p>Salt ↓ av intake 163mmol/day→ 100mmol/day</p>	
<p>Sugar av intake NME stay same adults; ↓ children 50%</p>	
<p>Breastfeeding ↑ prop 1st 5 weeks 30%→ >50%</p>	
<p>Total Complex Carbohydrates ↑ av intake 25% from 124g/day: ↑ fruit, veg, bread, pasta, rice, bkfst cereal, ↑ 25% potato</p>	
<p>Fish white maintain current ; oily x 2</p>	



rationale for the Review

- Health Scotland: co-ordinate evaluation of health improvement policy in Scotland, set out in *Improving Health in Scotland – The Challenge (2003)*
- food and health longest established area of HI policy (Action Plan 1996; targets set for 2005); this was first in series Health Scotland policy reviews
- report to Scottish Food & Health Council

approach taken

- based on methodology used by the Australian Govt Dept of Health & Family Services (Mental Health Branch) for an Evaluation of their National Mental Health Strategy (1997)
- developed significantly to meet SDAP needs
- qualitative, iterative, reflexive



SDAP Review, 2005-06

Terms of Reference:

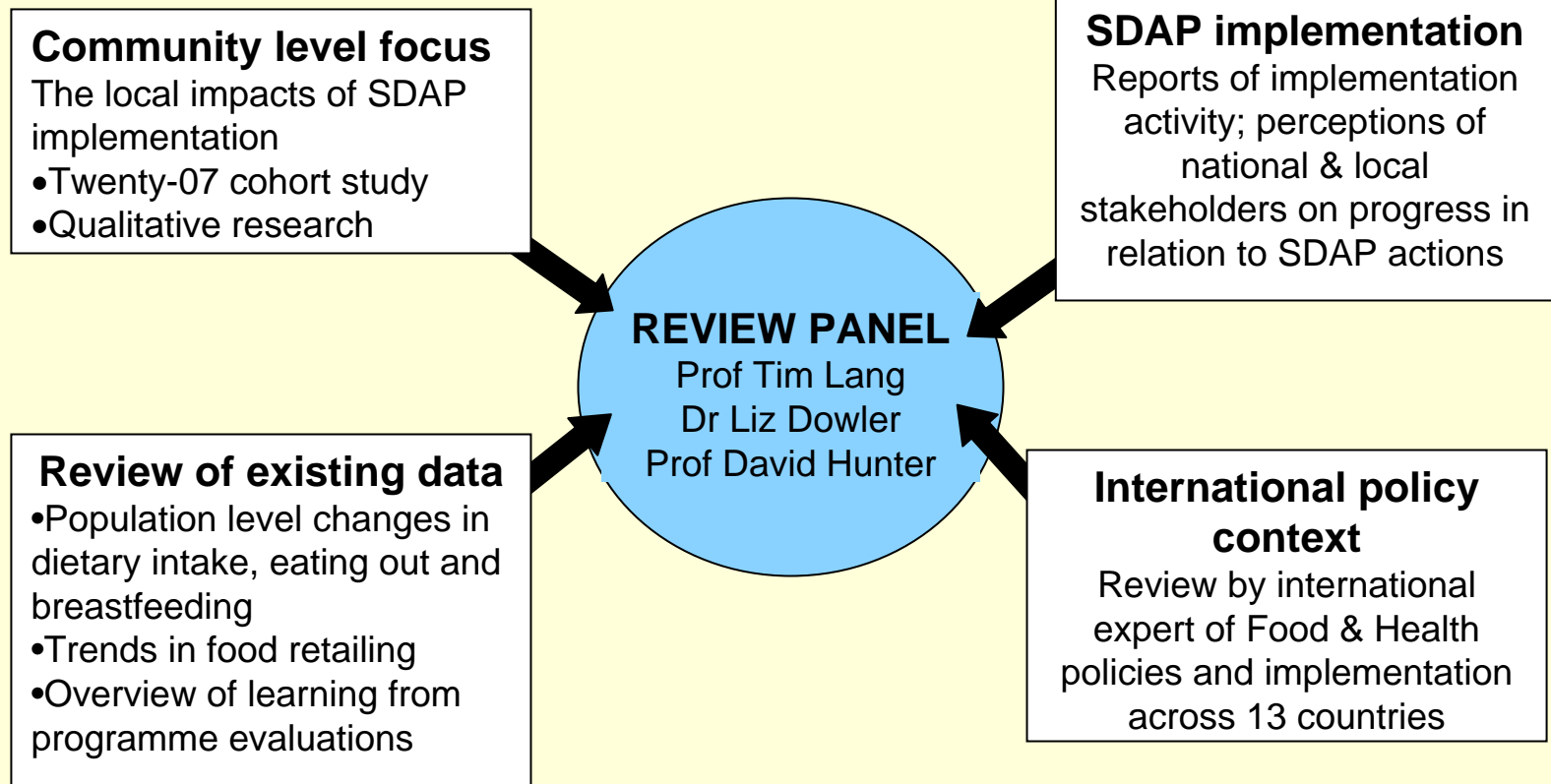
- review progress with SDAP implementation
- review impacts of SDAP implementation
- recommendations for future policy direction – strategic areas of action required

method of working:

- ❖ review existing data & trends
- ❖ commissioned community views & survey
- ❖ international expert commentary
- ❖ expert hearings and conference reviews

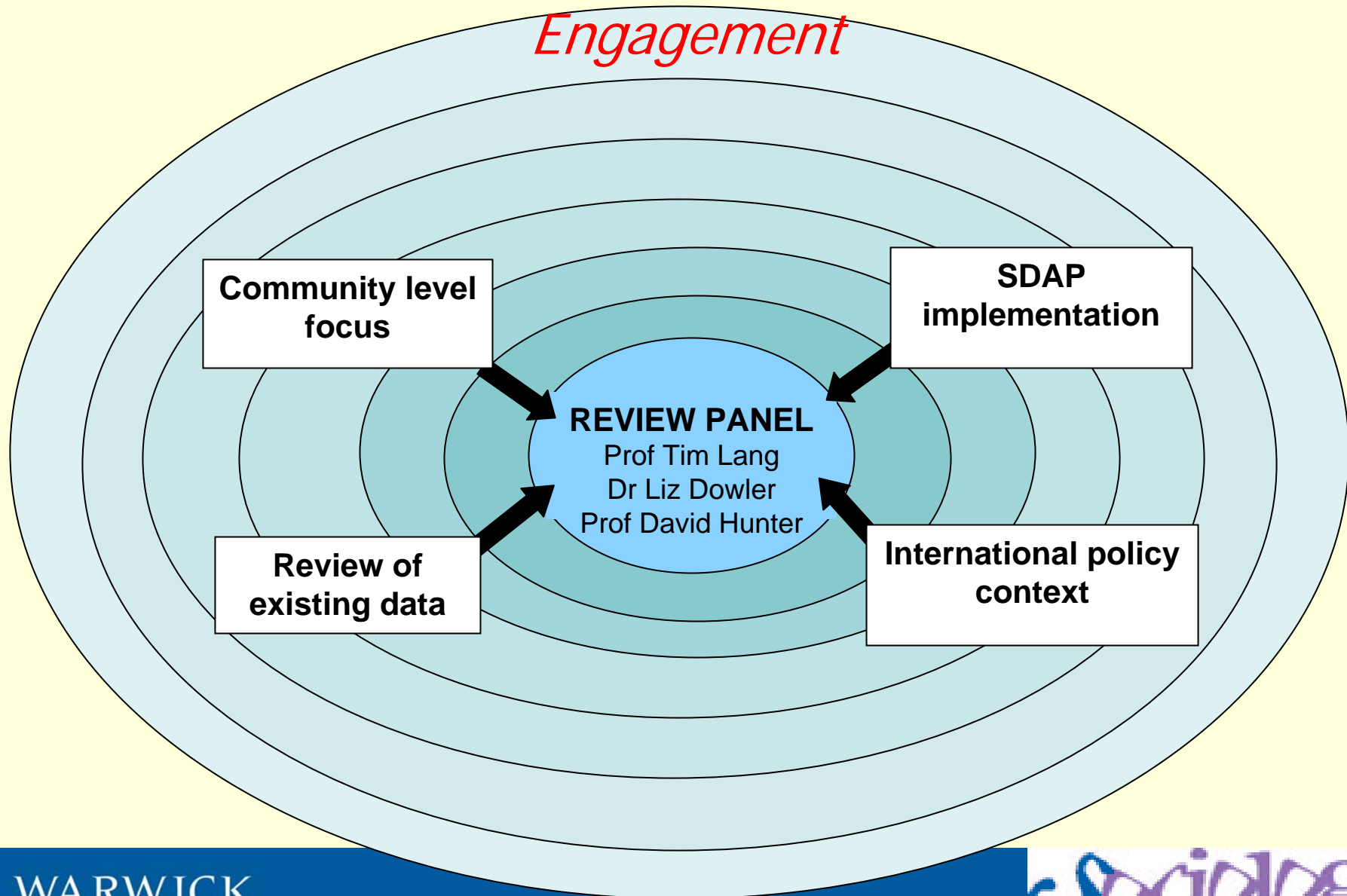
SDAP Policy Review

The Evidence



SDAP Policy Review

Engagement





main findings

- good work in place; good policy; good institutional leverage; some 'successes'
- enthusiasm and support to warrant revising/reshaping
- lost sight policy overview? (history of timing/political change)
- lost connection to supply chain
- some inadequacies in data and indicators used
- little 'central command' until recently
- no sense international potential
- inequalities not central



SDAP actions: substantial progress

- appointment national food & health coordinator within Scottish Executive
- health alliances
- SCDP within SCC
- support for food projects
- dietary info to expectant mothers
- breastfeeding
- profile for health education in Scotland
- school meals
- under 5s nursery food
- leaner livestock
- dietary guidelines (various)
- public sector catering guidelines + advice
- nutrition advice to every household in Scotland
- healthy eating award
- DPH annual reports to include diet-related work
- education materials
- country wide common branding health messages

SDAP actions: moderate progress

- stimulate consumer demand for oily fish
- research to support low income consumers
- nutrition training for health education staff
- nutrition guidelines for Scottish prisons
- NHS catering nutrition guidelines
- development, marketing healthier foods (some)
- nutrition advice for Scottish tourism
- appoint dieticians / nutritionists to Health Boards
- develop community dietician skills
- Health Boards develop health alliances
- research activity

SDAP actions: minor progress

- promotion lower fat meat products in purchasing
- reduction NME in weaning/ infant foods
- new technologies for low fat/salt/sugar foods
- progressive reduction fat/salt/sugar processed foods
- public understanding improved through labels
- own-label nutrition labels improve consumer choice
- demand for fruit & veg
- free/low cost transport to supermarkets
- DPHs to nominate person to act on low income diets
- pre-pregnancy campaigns
- basic nutrition training for catering staff
- LA staff training in nutrition
- employers to improve healthy eating at work

SDAP actions: minimal to no progress

- dairy industry alternative butter fat markets
- nutrition training for food manufacturing, processing
- facilitation, monitoring fat content reduction in foods
- exploitation commercial benefits
- SO retailer consultation on marketing healthier food
- supermarkets develop innovative marketing for healthy products
- SO DoH use retail EPOS to monitor dietary change
- promote breastfeeding in school curriculum
- short course food preparation for schools
- health educ'n in teacher training
- catering: veg/salads every main course meal
- nutrition in FE/HE hotel & catering courses
- broader fast food ranges
- ↓ fat content fast foods
- + nutrition/diet training health professionals
- HEBS healthy eating guidelines as consistent message source



SDAP 10 years on

- ❖ nutrient targets not being met (FSAS data)
- ❖ few positive trends in dietary intakes
- **why? ~ possible explanations:**
 - underestimated impact inequalities?
 - actions not clearly linked to food/nutrient targets?
 - role/power food supply chain underplayed?
 - regional implementation uneven and piecemeal?



lessons future policy

- focus/prioritised policy not scatter-gun
- complexity modern food systems need to coordinate action across all levels food governance: local to international
- link actions to policy outcomes/targets with strategic themes/directions of travel to engage all stakeholders
- wider range shared intermediate outcomes to monitor/evaluate progress/accountability
- + regulatory powers and incentives, goals for supply chain as well as consumer demand



strategic policy themes

'step change' from patchwork local projects

- ✓ *closer integration between dietary goals and social justice, sustainable development and agriculture;*
- ✓ *centrality of principles of equality. how to express dietary inequalities targets?;*
- ✓ *centrality public health and sustainability to be drivers for food industry.*
- ✓ *development new, multi-level governance structures, institutions and leadership*