

# The Canadian Diet: An Opportunity for Improved Health via our Food System



8<sup>th</sup> Annual Canadian Nutrition Society Food  
For Health Workshop 2018

# Workshop Committee

- Robert Bertolo, CNS
- Leah Gramlich, CNS
- Andrea Grantham, CNS
- Eric Hentges, ILSI North America
- James House, CNS
- Heather Steele, ILSI North America
- Ashleigh Wiggins, ILSI North America

# Advocacy In CNS: Food For Health

- RAISE AWARENESS
- FACILITATE CONNECTIVITY
- CATALYST for CHANGE
- DEVELOP SOLUTIONS

# An ongoing partnership...



2014

2015

2016

2017

2018

Principles and Philosophies for Development of Ongoing Public-Private Partnerships to Support Food-Health Research

How PPPs can move and translate knowledge to educate consumers and stakeholders

International Partnerships to Align Health Agendas and Research

Behavioural Economics and Cost Benefit Analysis in Food, Agriculture and Health Systems

**The Canadian Diet: An Opportunity for Improved Health via our Food System**

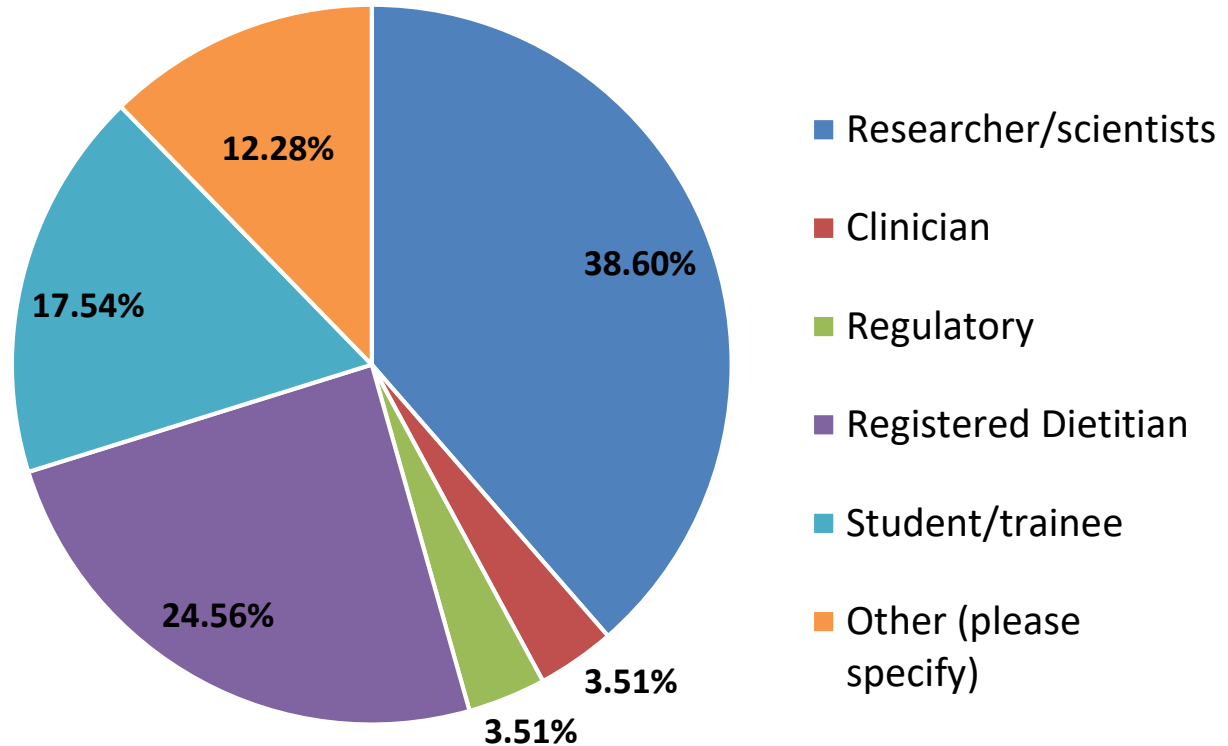
# Food for Health - Lessons Learned

1. There is a **Knowledge Translation and Transfer Gap**
2. There are **multiple stakeholders** with differing priorities
3. Currently a **piecemeal approach** to food-health initiatives
4. Research supporting the role of food in disease modification or amelioration needs to be **scientifically valid and credible**
5. 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
6. There is a need to focus on **practical solutions** that connect better with individuals
7. **Trust** is important

# The Canadian Diet: An Opportunity for Improved Health via our Food System

## *Pre-workshop Survey Results*

# Demographics



# Level of Understanding of the Healthy Eating Strategy (Health Canada) and Food Policy for Canada (AAFC)



 Government of Canada / Gouvernement du Canada

 Canada



Average level of knowledge/understanding:

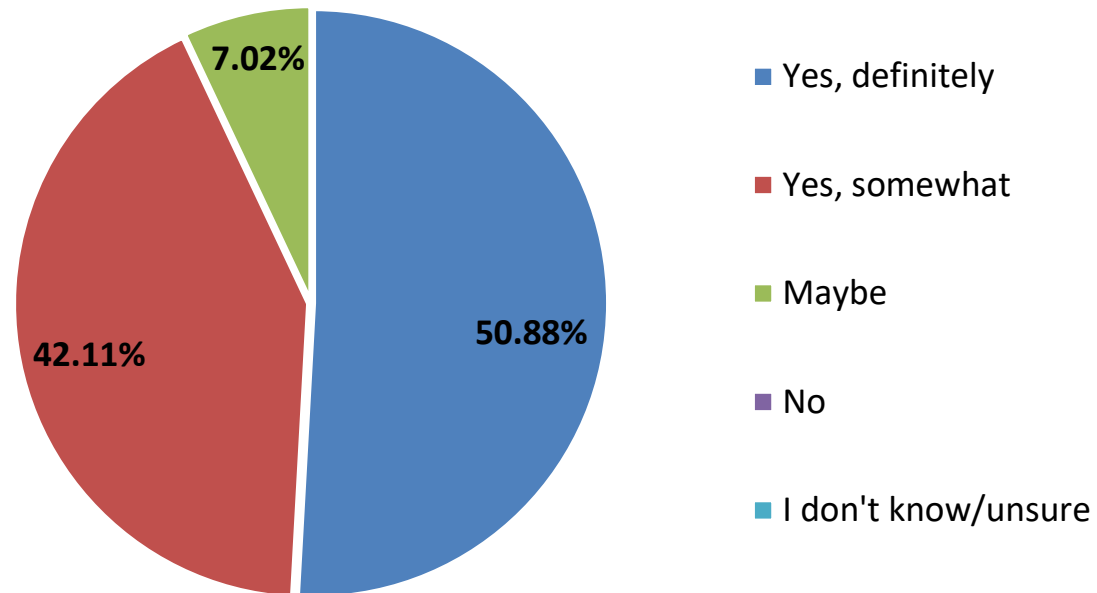
3.0 out of 5.0

Average level of knowledge/understanding:

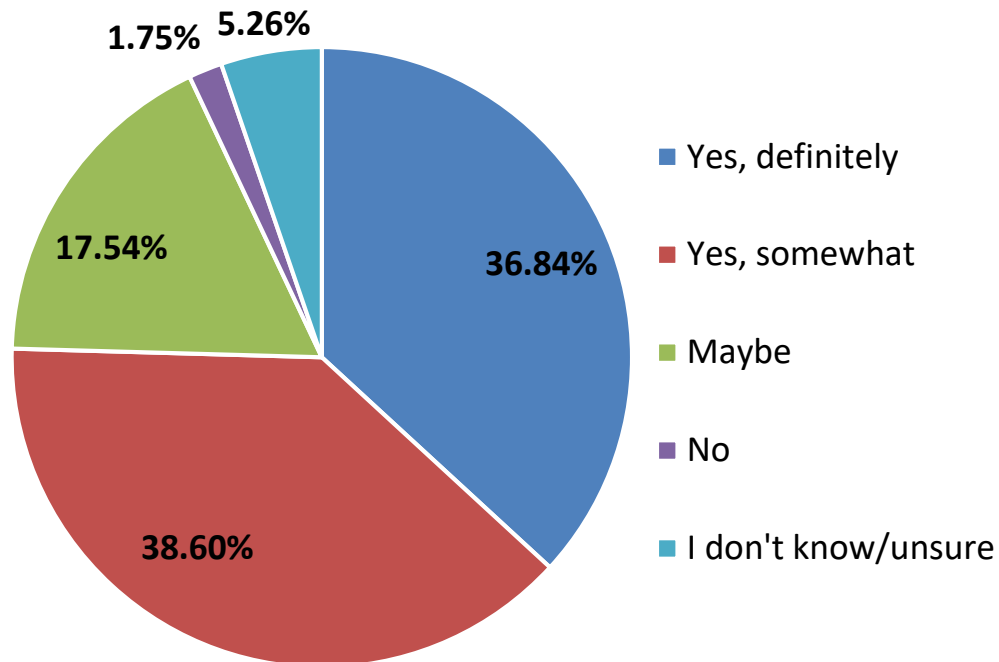
2.0 out of 5.0



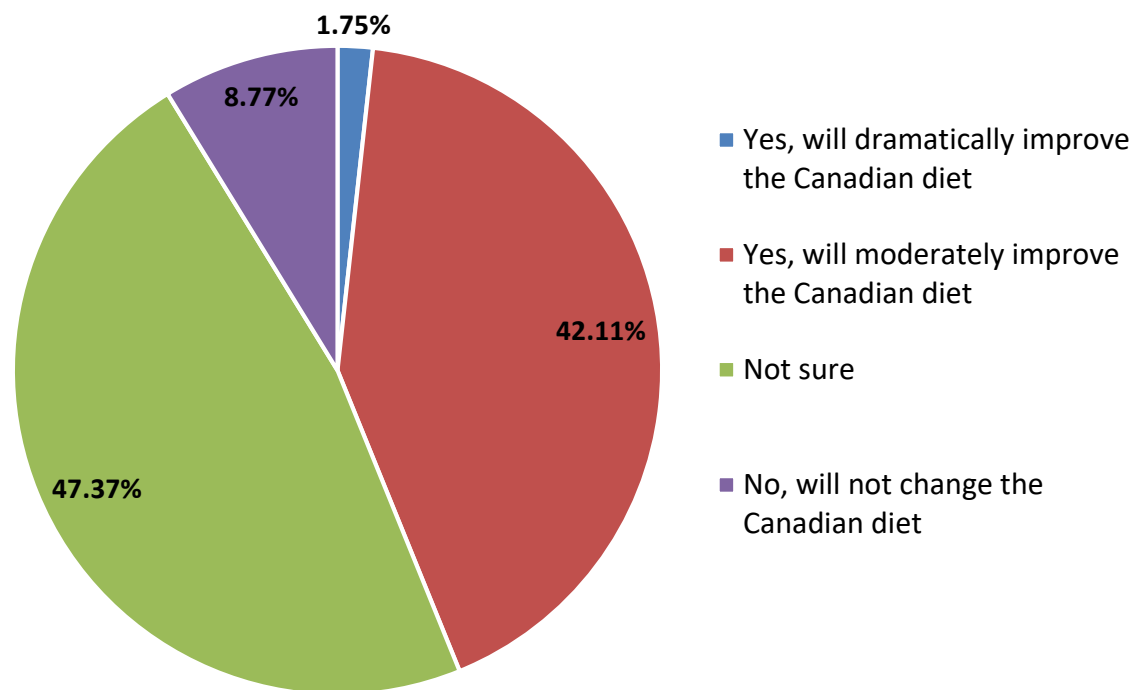
# Should national dietary guidance encourage consumption of foods grown and readily available in Canada?



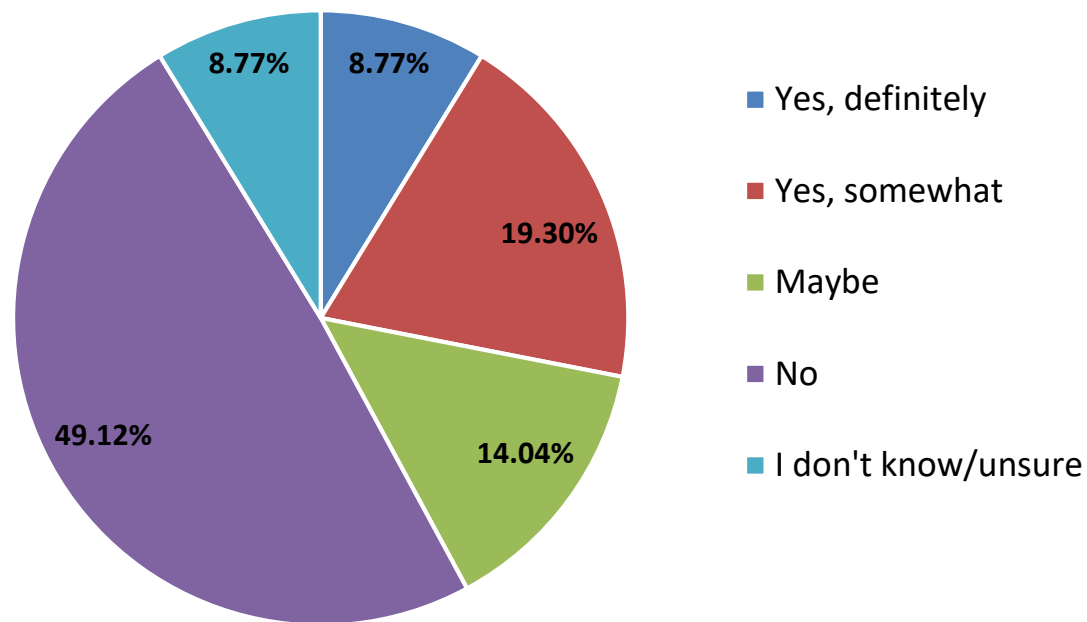
# Should Canadian agriculture be considered as dietary guidance is developed?



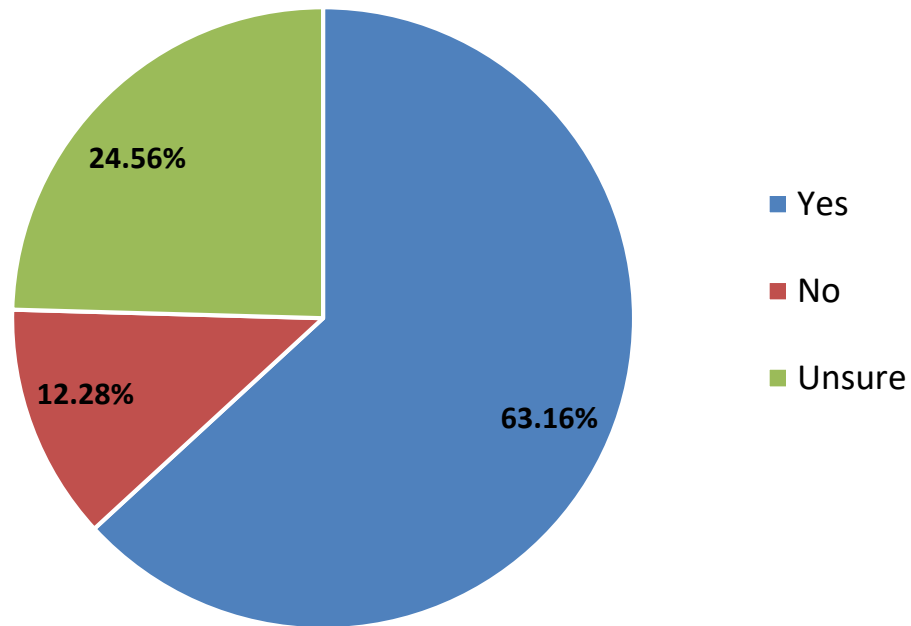
# Do you think the new dietary guidance (Canada's Food Guide) will change the Canadian diet?



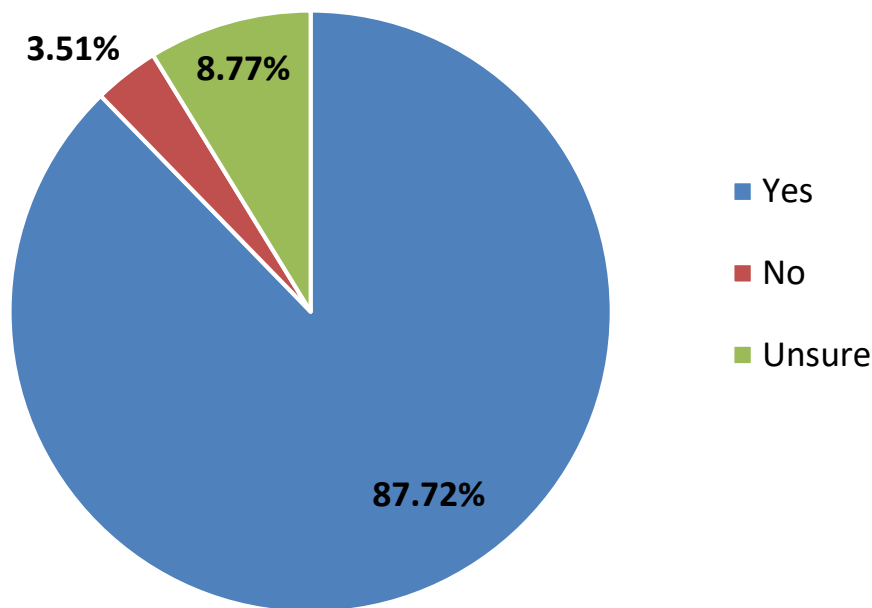
# Does the current dietary guidance framework sufficiently meet the needs of individuals (or populations) living with chronic illness?



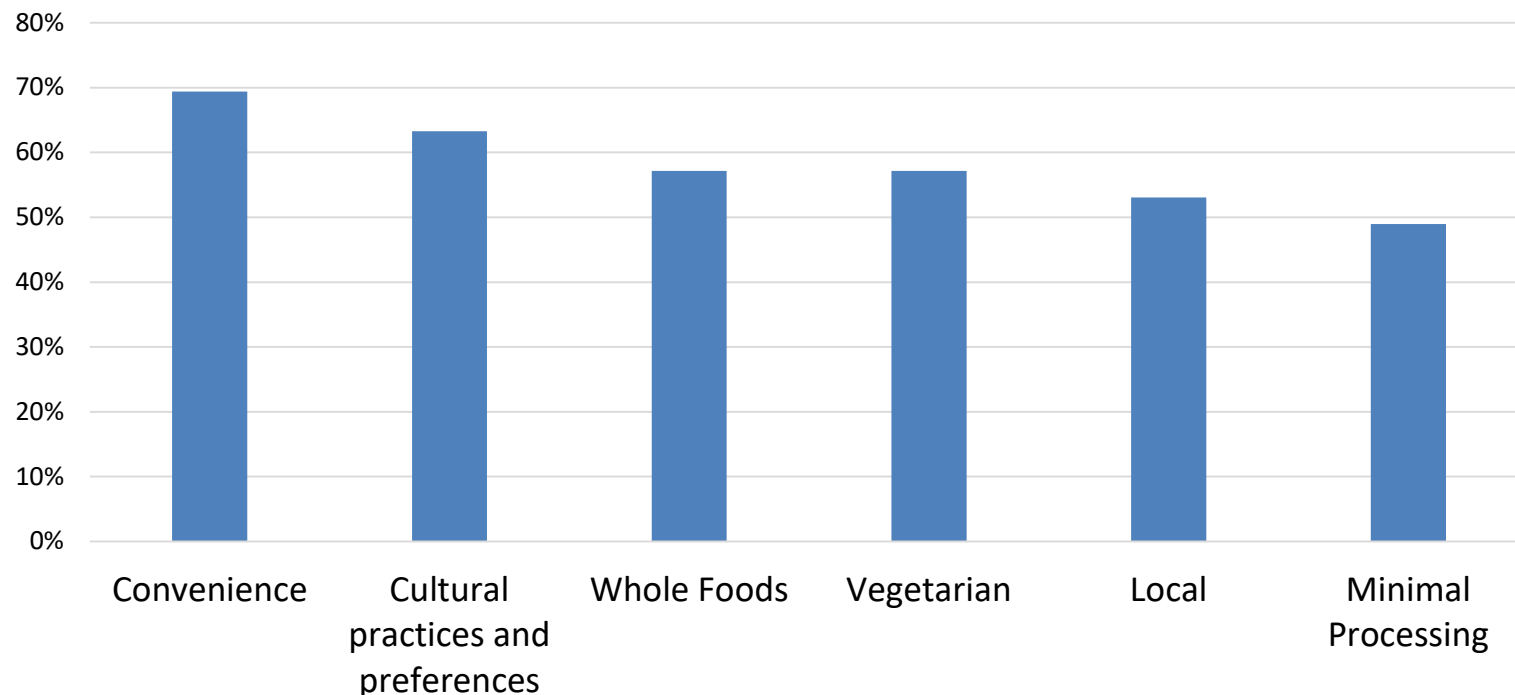
# Should dietary guidance be adapted to meet the needs of individuals (or populations) living with chronic non-communicable illness in addition to healthy populations?



# Should social and lifestyle factors be a component of dietary guidance?

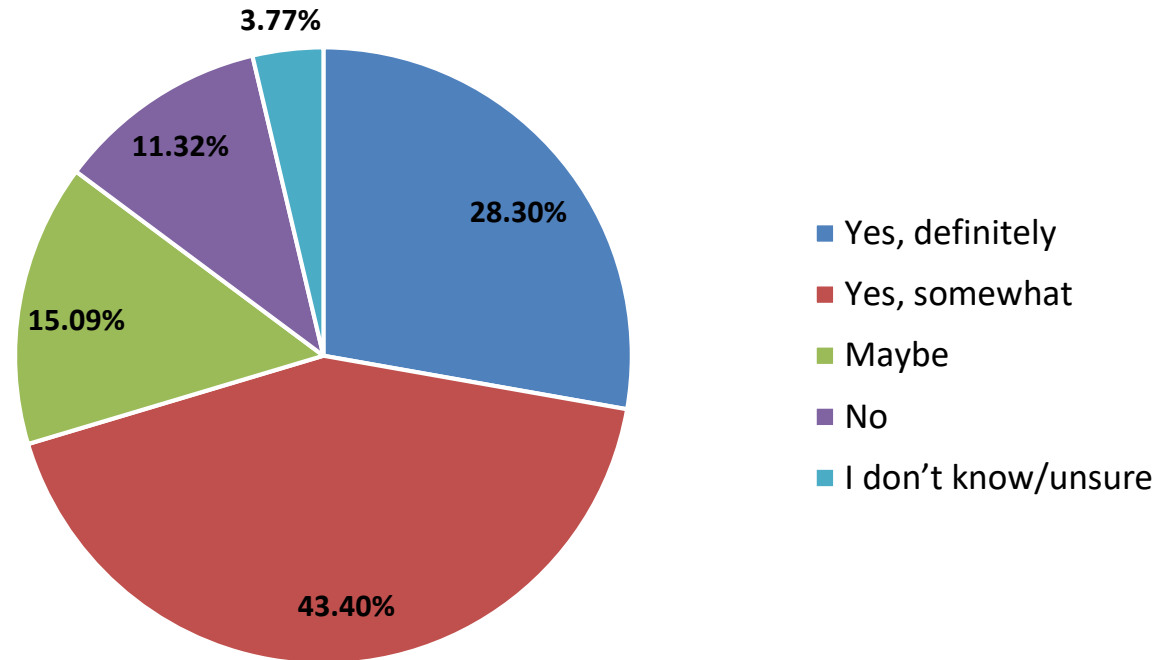


# What social and lifestyle factors would be useful in a Canadian dietary guidance? (Top Six)



\* Physical Activity was mentioned by several in the comments

Two growing nutrition research areas that focus on improving health include **Personalized Nutrition** and **Dietary Patterns**. Is there a role for both of these in national dietary guidance?





# Looking forward to the next 5, 10, 20 years, what would be the ideal dietary guidance for Canadians? What components should it include and in what format(s)? **Top 10 in order**

1.	Information on general healthy dietary patterns to adopt
2.	Available on multiple platforms (paper, web, apps, etc)
3.	Guidance on healthy eating outside of the home
4.	Tips for developing food skills
5.	Include cost/socioeconomic components
6.	Include local foods/Canadian agriculture
7.	Include environmental/sustainability components
8.	Adaptable/personalized guidance
9.	Guidance on eating healthy while living with chronic disease
10.	Recipes for healthy eating

# What research questions/areas should be prioritized in the near future to provide evidence for future dietary guidance and food policies in Canada? **Top 8 in order**

1.	Consumer insights
2.	Behaviour change and diets
3.	Better dietary patterns definitions and impact on health
4.	Dietary guidance for those living with chronic disease
5.	Healthy eating and the environment, creating more sustainable foods
6.	Producing healthier foods (agri-food innovation)
7.	Accessibility to healthy foods in Canada
8.	How to transform personalized nutrition knowledge into dietary guidance

# Top 3 **opportunities** for a 'Canadian Diet'

1. Improved health of Canadians
2. Connect consumers to their food in a meaningful way
3. Improved sustainability/minimized environmental impact

# Top 5 **barriers** for a 'Canadian Diet'?

1. Lack of alignment in government health and agriculture priorities
2. Lack of alignment in health and agriculture research priorities
3. Gaps in the knowledge/evidence needed
4. Lack of alignment in industry health and agriculture priorities
5. Lack of funding

All factors considered, what would a 'Canadian Diet' look like/include?

Multi-Cultural Accessible Fruits and Vegetables  
Canadian Throughout the Day: Poultry  
Cost-effective Please write down 3 fiable  
Plant Protein words that describe le Seafood  
Sustainable attributes of an ideal Meat  
Regional Canadian diet al Agriculture  
Openness Evolving Competitive Diverse  
Whole-of-Society Innovative Whole Foods

# Objectives for Today

- Discuss linkages between dietary guidance and the food system, and what a Canadian Diet could/should be comprised of based on scientific evidence
- Explore the future of dietary guidance in Canada, and influence of emerging areas including personalized nutrition
- Determine elements to include in future (5, 10, 20 years) iterations of food and health policy in Canada, and the research questions to prioritize to gather the data needed to address these elements
- Determine barriers and opportunities for the Canadian Diet

# Simplified Objectives

- Learn
- Be engaged
- Network and enjoy each others company





# Topics Addressed

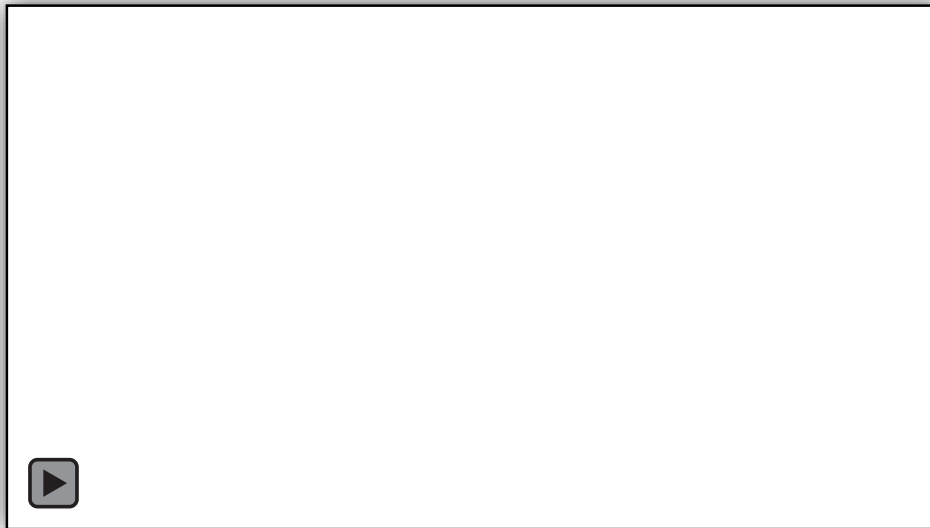
- Defining areas of common interest
- Conflict of Interest
- Consumer Messaging
- Principles and Philosophies for the Development of Public-Private-Partnerships
- Exploring PPP from knowledge generation to knowledge translation
- Global approaches to food, nutrition and agricultural research partnerships to align research agendas and improve public health

“There are 30 million nutrition experts in Canada and will argue with me on a topic about which I am a world expert.”



# ILSI

## North America



- ILSI North America is a public, non-profit scientific foundation that advances the understanding and application of science related to the nutritional quality and safety of the food supply.
- We bring together scientists from government, academia, and industry to work cooperatively and with shared responsibility to provide science that improves public health.

Stay up to date on ILSI North America work:

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# How can dietary guidance be adapted to meet the needs of individuals (or populations) living with chronic non communicable illness in addition to healthy populations?

- Separate guidance for those living with chronic illness (group chronic illnesses, not illness/disease specific): **44.5%**
- Separate messaging for individuals/populations living with specific chronic illnesses: **44.5%**
- Utilize additional routes/formats to deliver dietary guidance specific for chronic illness: **77.8%**
- Incorporate chronic disease endpoints into the creation of nutrient recommendations: **27.8%**