

The Scottish Diet: challenges for cancer prevention

Scottish Cancer Prevention Network

Geoff Ogle, Chief Executive at Food Standards Scotland

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Food Standards Scotland

The Food (Scotland) Act 2015 gives FSS a statutory duty to improve the extent to which the Scottish population have diets conducive to good health.

Corporate plan published on Aug 2016



Evidence on diet in Scotland





The Scottish Diet

Scotland has been consistently missing its dietary goals for over 15 years

Diet in Scotland is poor

<http://www.foodstandards.gov.scot/sites/default/files/Situation%20Report%20-%20COMPLETE%20AND%20FINAL.pdf>

Purpose of the goals is to achieve a reduction in non communicable disease, including obesity and cancer

Scotland has a diet that's too high in calories, fats, sugars and salt, and too low in fibre, fruit, vegetables and other healthy foods like oil-rich fish.

Food/Nutrient	Intake to..	Progress?
Fruit and vegetables	Increase	No
Fibre	Increase	No
Oil rich fish	Increase	No
Energy density	Decrease	No
Red and processed meat	Not increase	Goal met
Total fat	Decrease	No
Saturated fat	Decrease	Little
Sugars	Decrease	Little
Salt	Decrease	No

Overweight, obesity and poor diet in relation to cancer and other key diseases of public health concern



Overweight and obesity

<http://www.gov.scot/Publications/2016/09/2764/332601>



2 out of 3 people
are either overweight
or obese



28%

of children overweight
or obese

Impact of obesity on global GDP



¹In 2014 dollars at purchasing-power parity.

Source: Literature review; World Health Organization global burden of disease (GBD) database; McKinsey Global Institute analysis

98%

of people in
Scotland recognise
that obesity is a
problem

BUT...

- 65% of adults are either overweight or obese.
- 75% of people in the UK are **unaware** of the link between obesity and cancer

77%

of people believe
that their diet is very
healthy or quite
healthy

BUT...

- We know that Scotland is a long way from meeting its dietary goals.

Challenges for improving the Scottish diet

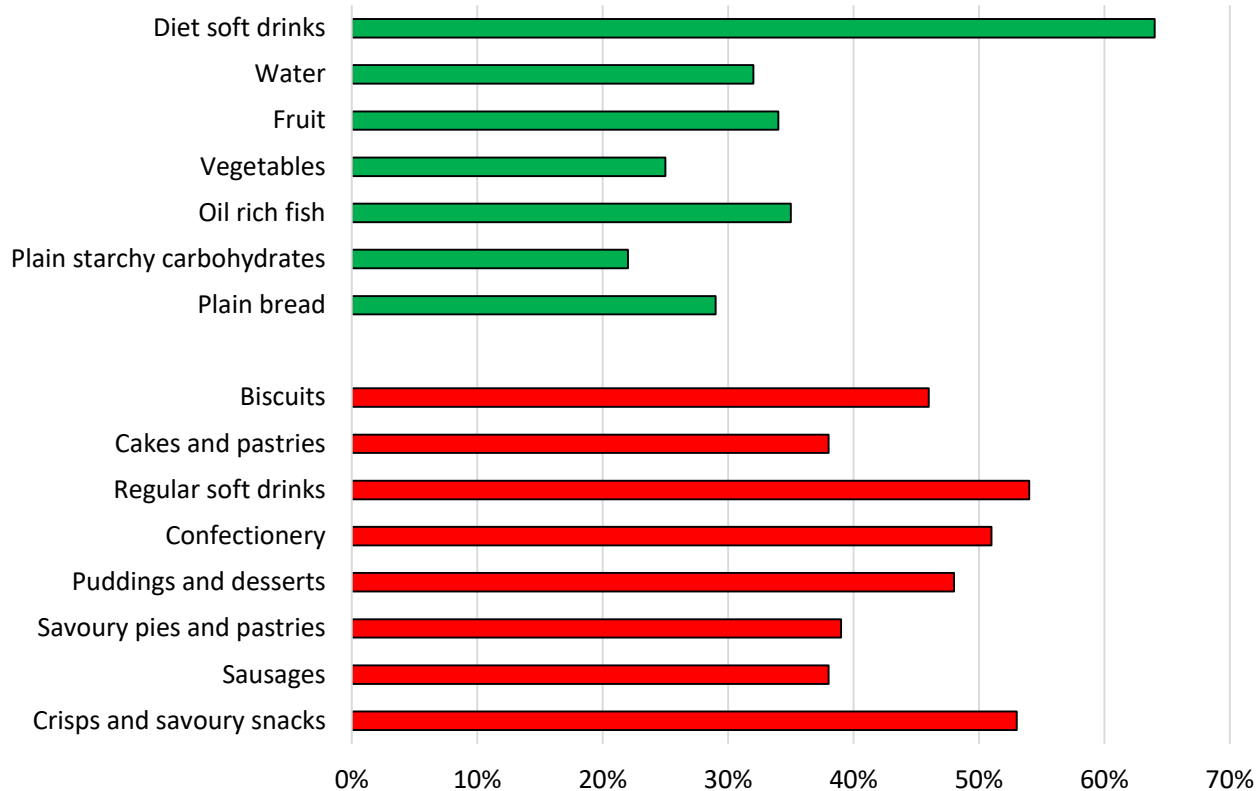


Retail price promotions

<http://www.foodstandards.gov.scot/monitoring-foods-and-drinks-purchased-into-the-home-in-scotland>

Higher purchase of less healthy foods on promotion (~50%), compared with healthier foods (~30%).

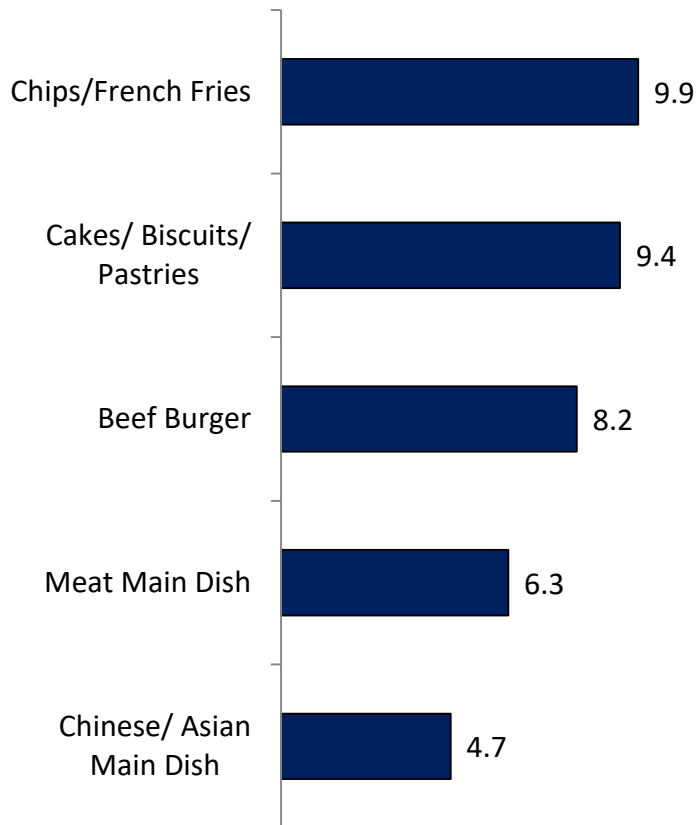
Proportion of retail purchase (volume sold) on price promotion in Scotland (2014/15)



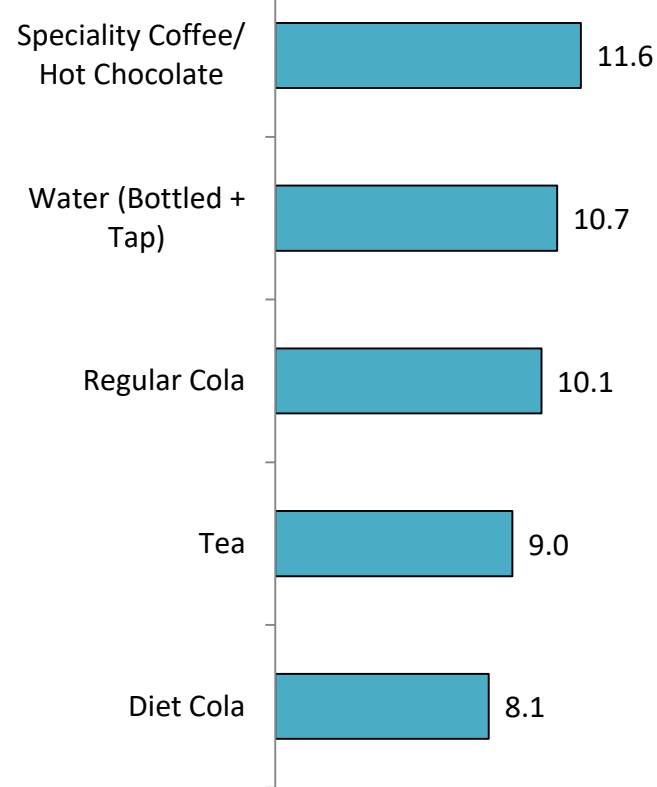
Eating outside the home

<http://www.foodstandards.gov.scot/assessment-out-home-food-and-drink-landscape-scotland>

Top 5 Food items consumed out of home in Scotland (% incidence)



Top 5 beverage items consumed out of home in Scotland (% incidence)



Discretionary foods and drinks

<http://www.foodstandards.gov.scot/sites/default/files/Situation%20Report%20-%20COMPLETE%20AND%20FINAL.pdf>

- A high proportion of calories, fats and sugars in Scotland comes from discretionary foods.
- Low nutritional value and are not required for our health **e.g. confectionery, cakes, biscuits, pastries, savoury snacks and sugary drinks.**

20%

of all calories and fat we eat comes from discretionary foods



50%

of the sugar we consume comes from discretionary foods



of sugar intake comes from sugary drinks

FSS approach



Diet and Nutrition: Proposals for Setting the Direction for the Scottish Diet (20th January 2016)

<http://www.foodstandards.gov.scot/fss-board-meeting-20-january-2016>

FSS has a statutory duty to improve the extent to which the Scottish population have diets conducive to good health.

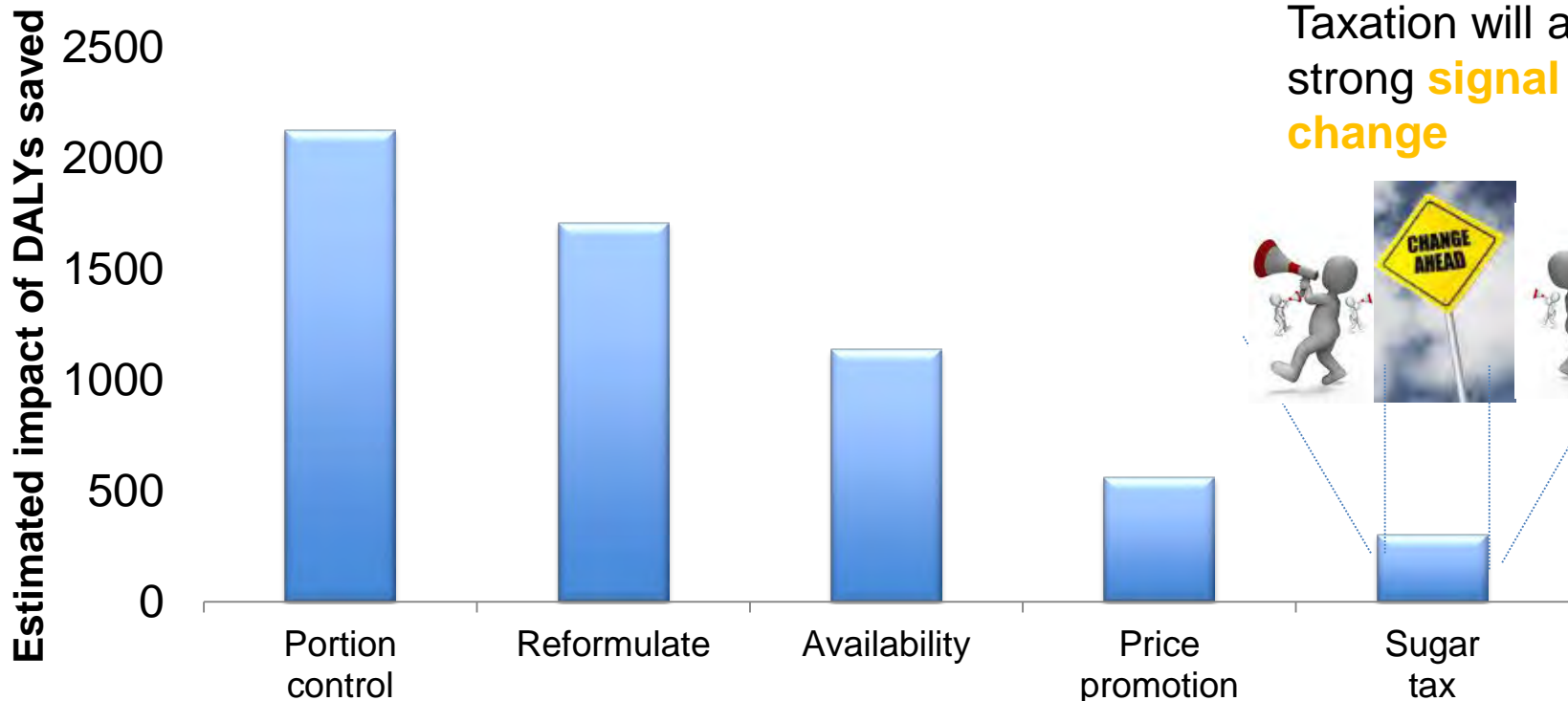
Areas of Action

Changing the food and drink environment by:	Changing consumer behaviour by:
Price and promotions	Empowering Consumers
Portion size reductions	Public Information Campaigns
Advertising and marketing	Education on Diabetes
Reformulation	Affordability and Acceptability of a Healthy Diet
Taxation	Provision of Consistent Dietary Messaging

Relative effectiveness of actions

<http://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/how-the-world-could-better-fight-obesity>

McKinsey provides evidence that the following are most **cost effective interventions** for **high impact on obesity**



Taxation will act as strong **signal for change**



In Scotland, our experience to date is that **voluntary approaches** have been largely **ineffective**

Provision of consistent dietary messaging and campaigns



Revised dietary advice (2016):

<http://www.foodstandards.gov.scot/nutrition-healthy-eating/eating-healthily/eatwell-guide>

Eatwell Guide

Use the Eatwell Guide to help you get a balance of healthier and more sustainable food. It shows how much of what you eat overall should come from each food group.

Check the label on packaged foods

Each serving contains

Energy 1046kcal 250kcal	Fat 5g	Saturated 1.3g	Sugars 34g	Salt 0.9g
	LOW	LOW	HIGH	MED
12.5%	7%	6.5%	38%	15%

of an adult's reference intake
Typical values (as sold) per 100g: 697kJ/ 167kcal

Choose foods lower in fat, salt and sugars

Eat at least 5 portions of a variety of fruit and vegetables every day



Choose wholegrain or higher fibre versions with less added fat, salt and sugar
Potatoes, bread, rice, pasta and other starchy carbohydrates



6-8 a day
Water, lower fat milk, sugar-free drinks including tea and coffee all count.
Limit fruit juice and/or smoothies to a total of 150ml a day.

Beans, pulses, fish, eggs, meat and other proteins
Eat more beans and pulses, 2 portions of sustainably sourced fish per week, one of which is oily. Eat less red and processed meat

Dairy and alternatives
Choose lower fat and lower sugar options



Oil & spreads
Choose unsaturated oils and use in small amounts



Eat less often and in small amounts



Per day 2000kcal 2500kcal = ALL FOOD + ALL DRINKS

Thank you for listening.

Any Questions?

