



This presentation is part of WhoEUGrain (Grant agreement 874482), which has received funding from the European Union's 3rd Health Programme.



Establishing sub-national partnership and using preschool and school feeding as a vehicle to increase whole grain consumption

Experience from Federation of Bosnia and Herzegovina

WhoEUGrain Final Conference, 25th October 2022



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Basis for wholegrain partnership in Federation of Bosnia and Herzegovina



Government's commitment to improvement of nutrition and overall health of the population of Federation of Bosnia and Herzegovina confirmed in major health sector policies strategies



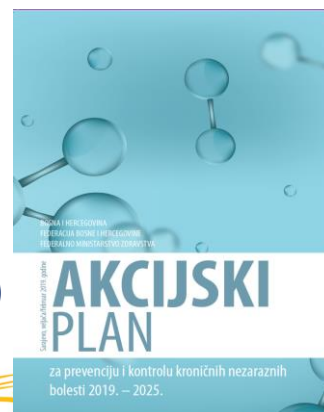
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Basis for Wholegrain partnership



Action Plan for Prevention and Control of Chronic Non Communicable Diseases of Federation of Bosnia and Herzegovina 2019-2025

- Adoption of legislation on reduction of content of salt and trans fats in food products
- Improvement of legislation on information for consumer on content and quality of food products
- Surveys on dietary intake and habits
- Guidelines on healthy nutrition (population, setting)
- Campaigns – promotion of healthy nutrition



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Wholegrain partnership - activities

- Mapping of stakeholders conducted by the IPH FBH
- Stakeholders invited to
Wholegrain Stakeholders event

Event attended by:

- public (FSA BH, IPH FBH, MoH FBH)
- private stakeholders (bakeries Sprind, Klas, ABA)



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Wholegrain partnership - activities



- Legal documents related to WG production and distribution reviewed
- List of stakeholders extended
- Toolbox translated to Bosnian
- WholeGrain Summer School attended

Paket alata
Vodič za implementaciju
uspješnog nacionalnog
partnerstva za cjelovite
žitarice

Ovaj dokument je dio WhoEUGrain projekta
Cestovno u govoru o #WHEG2022 koji je financiran iz
Tijelo zaobavljenoj programu Europske unije.

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POZIV ZA UČEŠĆE NA LETNJOJ ŠKOLI O CELOVITIM ŽITARICAMA
Poziv št. 04-13-1-075-03-19
Brijuni, 4. 10. 2021. godine

MINISTARSTVO ZAŠTITE OKOLIŠA I VEŠTAČENJE
Ministarstvo poljoprivrede, šumarstva i vodostanja
Ministry of Agriculture, Forestry and Water Management

PRELIMINARY PROGRAM
FIRST SUMMER SCHOOL COMING UP SOON
May 17-19th 2021 (9:00 - 12:00 CET)

Monday May 17th 2021
Welcome
- Dr. Anamir Fikrić (Minister for Food, Agriculture and Forestry) to be confirmed!
The importance and significance of a public-private partnership
- Dr. Anamir Fikrić (Minister for Food, Agriculture and Forestry)
New ideas in Whole Grain Partnership work
- Dr. Anamir Fikrić (Minister for Food, Agriculture and Forestry)

Tuesday May 18th 2021
Health benefits of whole grain: an overview
- Dr. Anamir Fikrić (Minister for Food, Agriculture and Forestry)
Dietary guidelines for whole grains
- Dr. Anamir Fikrić (Minister for Food, Agriculture and Forestry)
Status of the development of National Whole Grain Partnership in the participating countries
- Dr. Anamir Fikrić (Minister for Food, Agriculture and Forestry)

Wednesday May 19th 2021
Marketing consumer behavior and markets
- Dr. Anamir Fikrić (Minister for Food, Agriculture and Forestry)
Food and health: linking and consumer demand of whole grain
- Dr. Anamir Fikrić (Minister for Food, Agriculture and Forestry)
The growth of consumer and food safety and product representation
- Dr. Anamir Fikrić (Minister for Food, Agriculture and Forestry)
The program also includes Q & A and expert panel discussions on the topics:
- The importance of public-private partnership in the development of National Whole Grain Partnership
- The growth of consumer and food safety and product representation
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Wholegrain partnership - activities



- Meeting of PHI FBH with WhoEUGrain project partners DVA and CCIS – CAFE - consultation on the next steps in establishing sub-national partnership



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Wholegrain partnership - activities

First meeting with stakeholders and WholeEUGrain partners



Decembar 2021

Participants:

- Danish Veterinary Agency
- Chamber of Commerce of Slovenia
- Food Safety Agency of Bosnia and Herzegovina
- Chamber of Commerce of F BH
- Association of Cardiologists of F BH
- Association of Consumers of Canton Sarajevo
- Bakery "Ljubača"
- PHI FBH team members



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Wholegrain partnership - activities



- Promotion of WG in pre-school and school environment
- IPA Interreg CBC Project Healthy Eating of Preschool Children - HEPSC
- Promotion of healthy nutrition to children parents preschool parents and cooks – healthy wholegrain pantecakes



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Wholegrain partnership - activities



- Study visit to Denmark, June 2022



- Action plan for campaign agreed



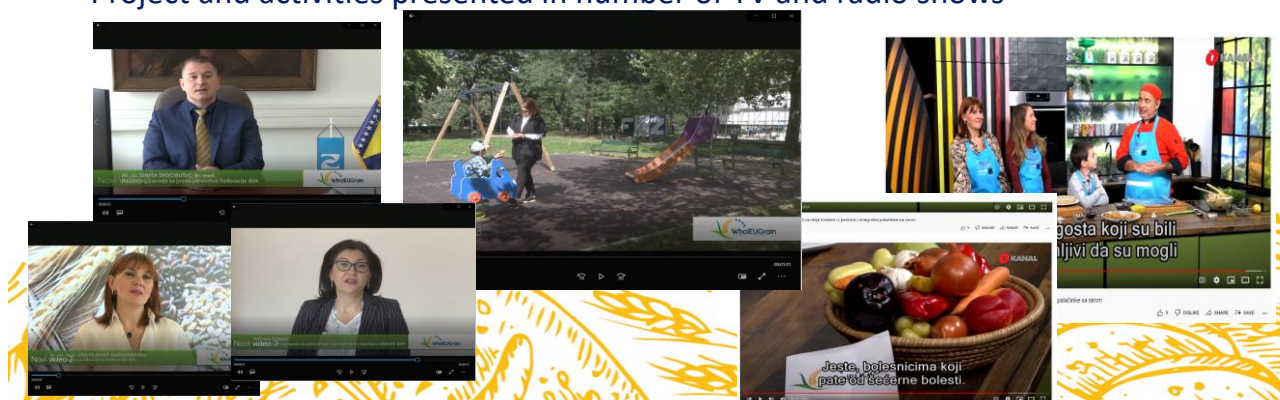
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Campaign activities

1. Promotion of wholegrain in media



- Three promotional videos presented at TV "N1" for 1 month twice a day
- Project folder at Institute's web page established, events and materials posted <https://www.zzjzfbih.ba/projekti/wholeugrain/>
- Project and activities presented in number of TV and radio shows



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Campaign activities



2. Development and distribution of promotional materials

- 5 promotional leaflets, 6 promotional posters, brochure on wholegrains printed,
- Part of materials distributed to preschools and schools at the occasion of celebration of WH sandwich day
- Materials posted on web site, tothems and LCDs



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Camapign activites



2. "Healthy sandwich" day

- Four interactive workshops with children parents prechool and school staff conducted by Association of Cooks of BH – in cooperation with UNICEF, Federal Ministry of Education and Science and Federal Ministry of Health
- Two more workshops expected (28. 10. 22)



Teočak

Zenica

Maglaj

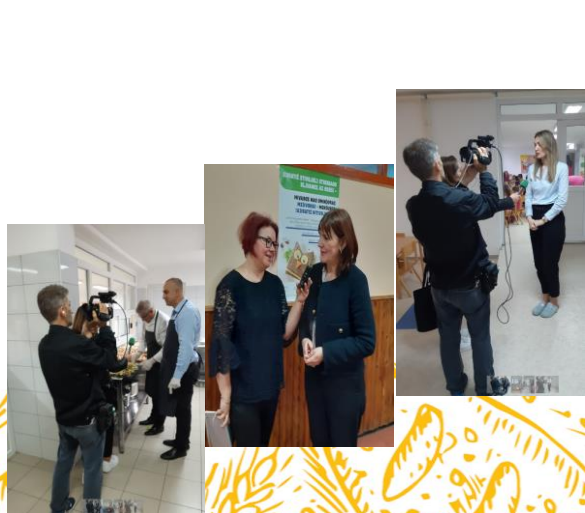
Vareš

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Camapign activites

2. "Healthy sandwich" day

All workshops covered by media - TV and radio shows



ODABERITE CJELOVITE ŽITARICE – IZBOR ZA ZDRAVLJE

ZAPOČNIMO DAN ZDRAVIM DORUČKOM - SENDVIČEM OD CJELOVITIH ŽITARICA!

Neka hljeb, tortilja, pogača - kriška vašeg sendviča bude od cjelovitih žitarica, tako će se dobiti više vlakana i hranjivih tvari važnih za zdravlje!

Više cjelovitih žitarica, više zdravlja!

Da nam djeca budu zdrava!

WhoEUGrain
 ZAVOD ZA JAVNO ZDRAVSTVO FBiH
 INSTITUT ZA JAVNO ZDRAVSTVO FBiH
 UNICEF

Campaign activities

3. World Food Day – intersectoral dialogue



- To be held on 31. 10. 2022.
- 55 stakeholders invited

ROUND TABLE INTERSECTORIAL COLLABORATION AND PARTNERSHIP IN PROMOTION OF WHOLEGRAIN CONSUMPTION 31.10. 2022.		
PROGRAM		
10.00 - 10.15	Welcoming words	Mr.sc. Šimica Slobodanović, dr.med., director of Public Health Institute of Federation of Bosnia and Herzegovina Danilović Veterinarian and Food Administration Ministry of Civil Affairs of Bosnia and Herzegovina Institute of Public Health of Republic of Srpska
10.15 - 10.35	Introduction of WhoEUGrain project and wholegrain partnership	Dr. sc. Aida Filipović-Hadžiomergić, dr.med.
10.35 - 10.55	Health importance and advantages of wholegrain consumption	Dr. sc. Aida Vilić Švraka, dr.med.
10.55 - 11.15	Wholegrain products reformulation – best practice examples	Dr. med. Elvedina Žiga
11.15 - 11.25	Laboratory capacities of Institute of Public Health of Federation of Bosnia and Herzegovina	Doc. dr. Amir Čaušević
11.25 - 11.55	Coffee break	
11.55 - 12.15	Promotional wholegrain campaign in Federation of Bosnia and Herzegovina	Prof. dr. Aida Ramić-Catak, dr.med.
12.15 - 12.25	Presentation of promotional videos on wholegrains	Senad Dorčić
12.25 - 13.10	Discussion – Producer words, other stakeholders words	
13.10 - 13.20	Conclusions and recommendations	
13.20 - 14.30	Lunch	



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Thank you for your attention!

