



OECD'S BEST PRACTICE PROJECT IN PUBLIC HEALTH

WhoEUGrain: A European Action on Whole Grain
Partnerships

Final conference, Ljubljana
October 25th 2022





Guidebook on Best Practices in Public Health

Outlines the step to:

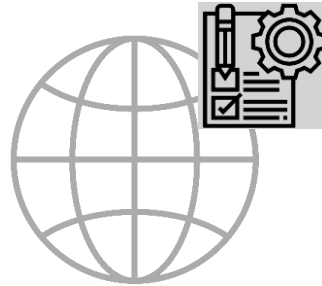
Select



Implement



Evaluate



*With support and funding from
the European Commission*



**Guidebook on Best Practices
in Public Health**



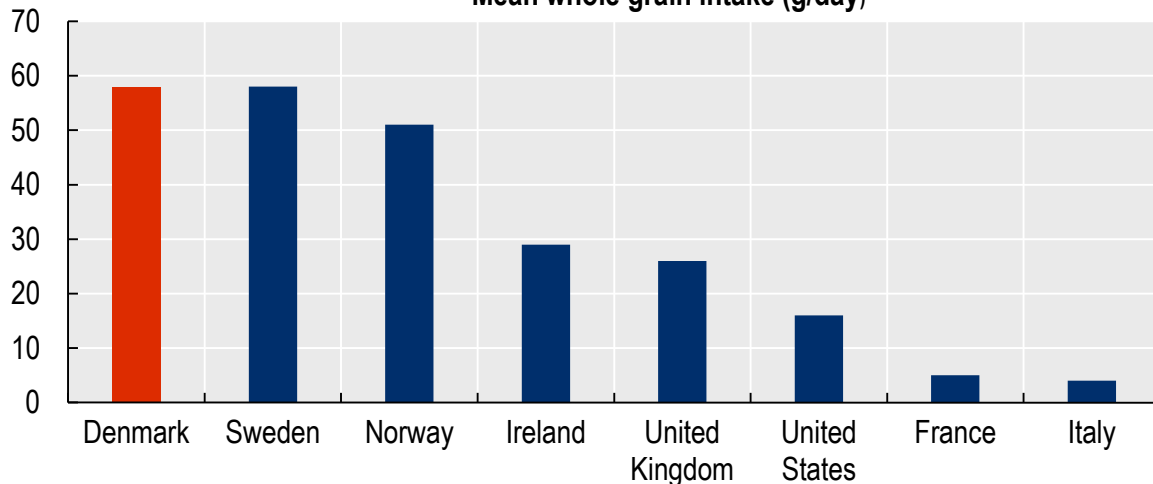


Is the Whole Grain Partnership **effective**?



- Positive association between the Whole Grain Partnership and whole grain consumption in Denmark
- Over 50% of the population now meet recommended whole grain consumption levels, up from 27%

Mean whole grain intake (g/day)



- Mean whole grain intake in Denmark is one of the highest among OECD and EU countries with available data
- Findings align with the literature:




“Based on this review, the most successful intervention to increase WG consumption was the Danish PPP”
(Suthers, Brook and Beck, 2018)

Results are not directly comparable between countries (e.g. different years, gender and age groups)
Source: Landberg and Scheers (2021)



Is the Whole Grain Partnership **efficient**?

If everyone in Denmark met recommended whole grain intake levels, the country would **save EUR 340 million per year**:

-  EUR 17 million saved in **healthcare costs**
-  EUR 167 million saved by **improving labour productivity**
-  EUR 159 million saved in a **reduction in loss of life quality**

Source: University of Copenhagen (2020)



Is the Whole Grain Partnership **equitable**?

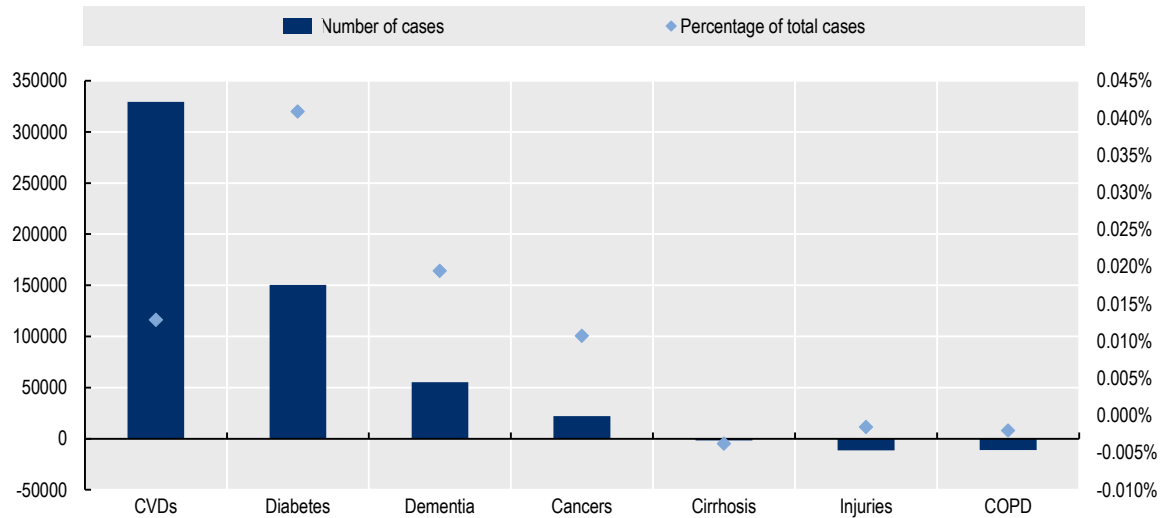


- **Highly educated people are 20% more likely** to meet recommended whole grain intake levels
- Those **living with obesity are 39% less likely** to meet recommended whole grain intake levels
- Disadvantaged groups have **less access to nutritious foods**
- The **Whole Grain Partnership has the potential to disproportionately benefit disadvantaged groups**, but no data is currently available to validate this hypothesis

Source: Andersen et al. 2020

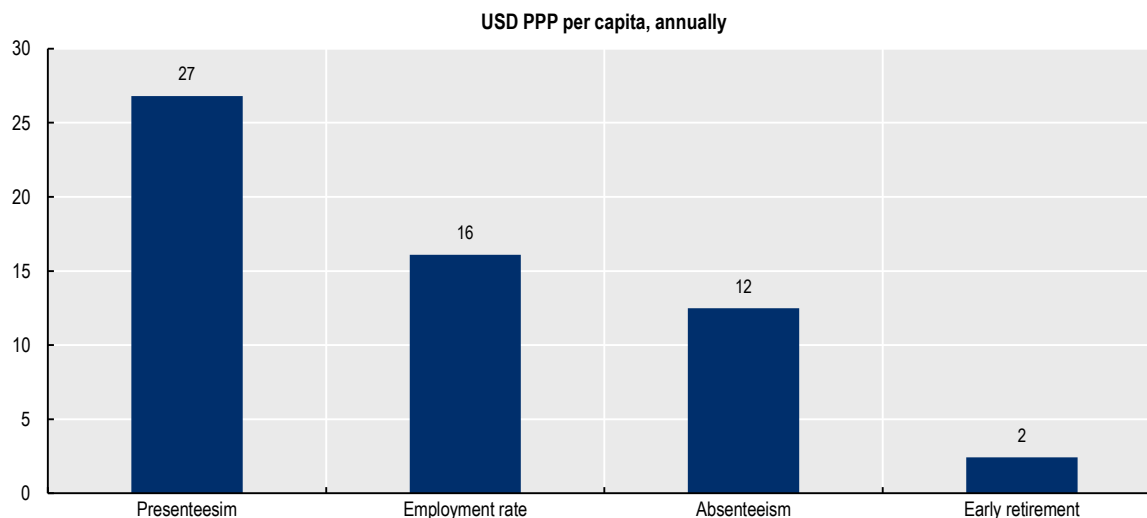


Food labels improve population health and reduce costs



Total disease cases avoided, 2020-2050

- Over 0.5 million disease cases avoided between 2020-50 across 36 countries
- Greatest reduction for CVDs and diabetes



Labour market productivity savings, per year

- USD 58 saved per capita, per year across 36 countries – e.g. due to a reduction in absenteeism

Source: OECD (2019)



Nutri-Score is both effective and efficient

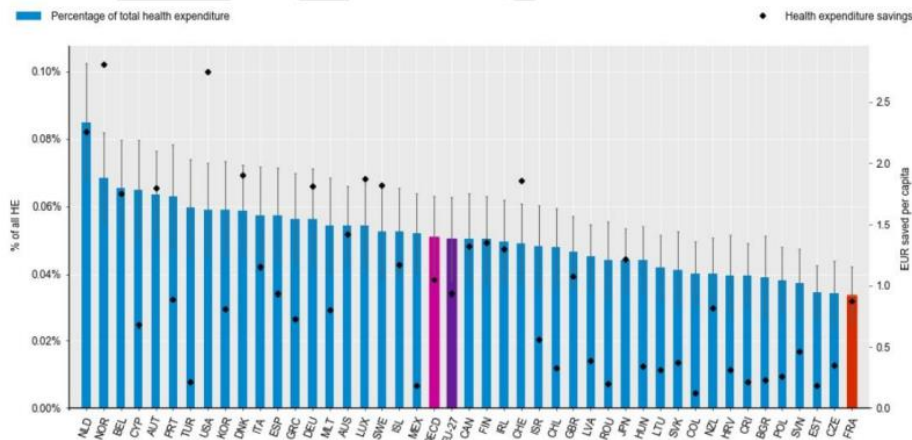
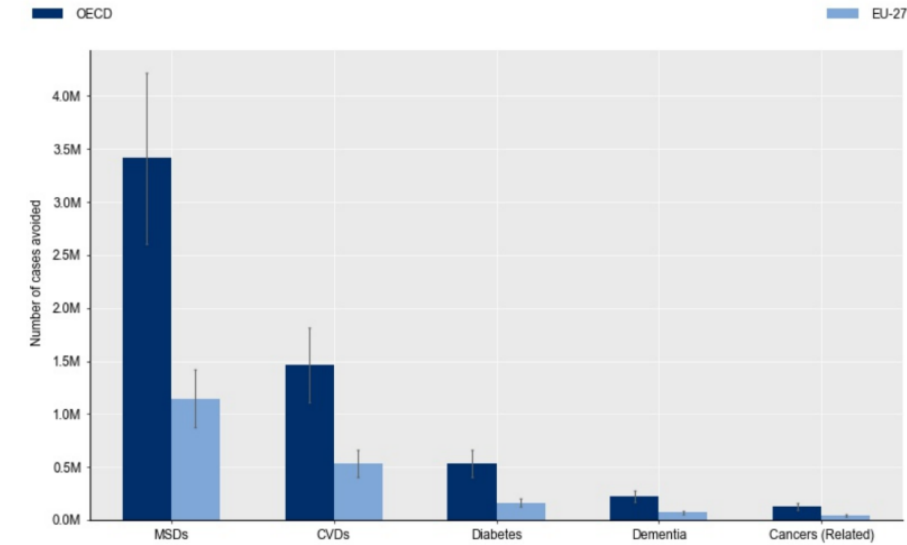


Total disease cases avoided, 2021-2050

- Greatest reduction for musculoskeletal disorders (MSDs) and CVDs
- For example, 3.4 million less MSD cases in the OECD or 1.1 million less in the EU27 by 2050

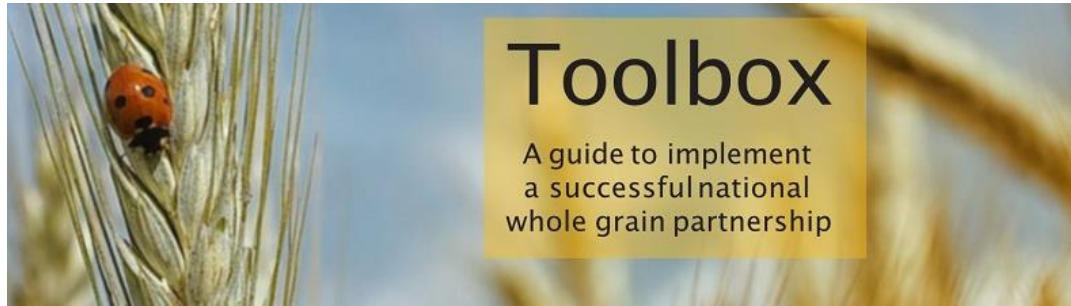
Annual healthcare expenditure savings, 2021-2050

- Annual savings = 0.05% of total health expenditure
- Cost saving in all countries analysed





Is the Whole Grain Partnership **transferable**?



Transfer material

- One of few public health interventions with:
 - Tailored material to assist implementation
 - Seminars to assist the transfer process
- Highlighted as a **best practice on how to transfer an intervention** within OECD's Guidebook on Best Practices in Public health

Quantitative transfer assessment

- The Whole Grain Partnership aligns with political priorities across the OECD/EU
- Over 50% of all countries have FOP label indicating regulatory and legislative requirements are in place
- Further investigation is needed by countries before transferring this intervention given limited data

Indicator	Reasoning	Interpretation
<i>Sector context (retail food sector)</i>		
Current nutrition labelling policies for pre-packaged foods	WG Partnership is more transferable to countries that have with existing structure in place to support front-of-pack (FOP) nutrition labels (e.g. regulatory frameworks)	FOP scheme in place = more transferable
<i>Political context</i>		
Operational strategy/action plan/policy to reduce unhealthy eating	The WG Partnership will be more successful in countries which prioritise healthy eating	'Yes' = more transferable
<i>Economic context</i>		
Prevention expenditure as a % of current health expenditure (CHE)	The WG Partnership is a prevention intervention, therefore, it will be more successful in countries that allocate a higher proportion of health spending to prevention	↑ value = more transferable



Booklet of Best Practices: Healthy Eating and Active Lifestyles



Healthy Eating and Active Lifestyles

BEST PRACTICES IN PUBLIC HEALTH



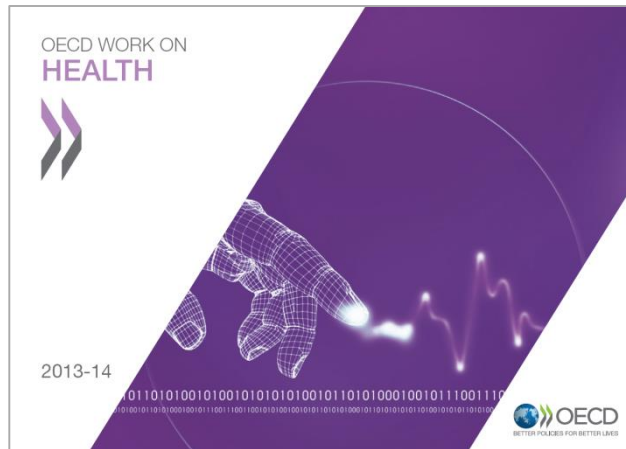
- Booklet available online
- Covers 12 case studies including one on WholEUGrain



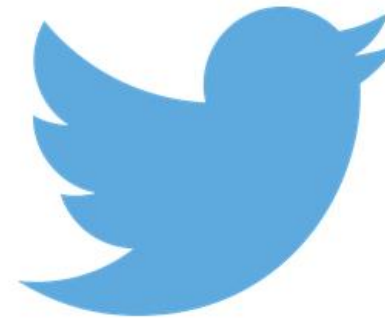
Thank you

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References

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