



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



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## Final conference meeting

25 October 2022

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NIPH, Romania*

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## Romanian context

- how we started -

- Large country: 42 counties
- Large population: ≈ 19 mil inhabitants- 3.100.000 children 0-14 years
- ≈50% rural population – (is a big difference between the standard of living in urban and rural areas)
- Important share of population in poverty, poverty risk adults, 37, 8 (EU= 23.7) children 46.8% EU28 = 26.9%)
- Strong public health network



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## Ministry of Health Network

### PUBLIC HEALTH INSTITUTIONS

National Institute of Public Health - technical coordination

4 National Centers for:

- Surveillance and Control of Communicable Diseases (CNSCBT);
- Environmental Monitoring of Risks in the Community (CNMRMC);
- National Center for Evaluation and Promotion of Health Status (CNEPSS);
- National Center for Public Health Statistics Monitoring (CNMSP);

6 Regional Centers:

Bucharest, Cluj, Iasi, Sibiu, Timisoara, Tg Mures, ( Lab capacities)

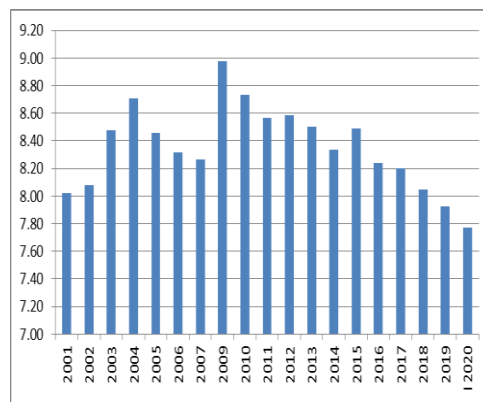
42 Public Health Directorates - implementation



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**Romania is a big cereal consumer-**  
especially bread (confirmed by NIPH studies)

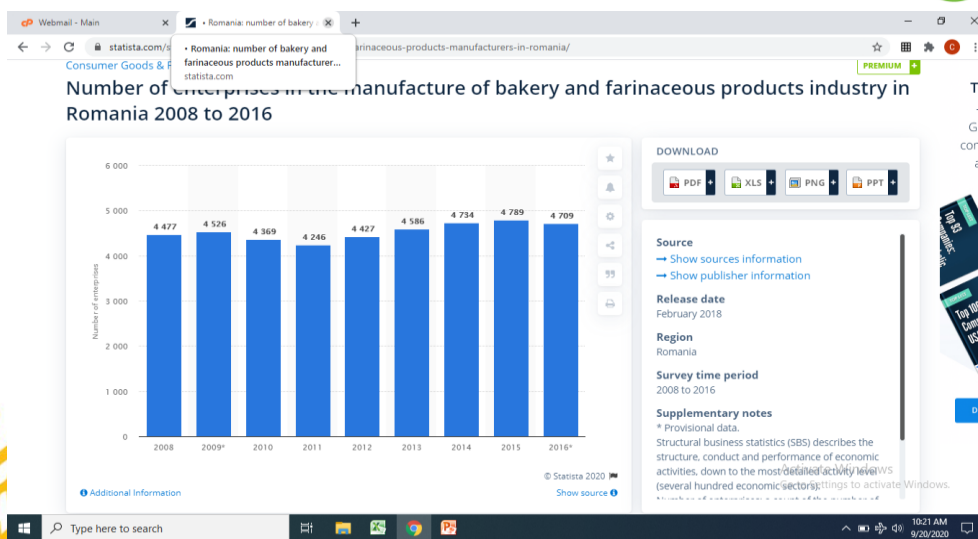
- Bread and bakery - Kg per capita consumption per month (source-NIS)
- In Europe: less than Turkey, more than Bulgaria



Bread and bakery - Kg per capita consumption per month/year (source-NIS)

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A lot of producers



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# Whole grain products are everywhere on the market especially in urban area



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# Knowledge about whole grains

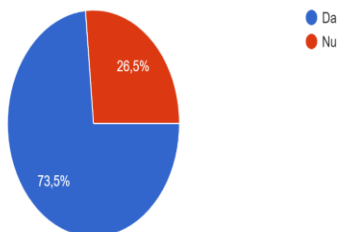
(questionnaire 1098 persons- 2020)

**What we have found from this study?**



Preferati produsele din cereale integrale (paine neagra sau intermediara, orez brun, paste integrale, etc)?

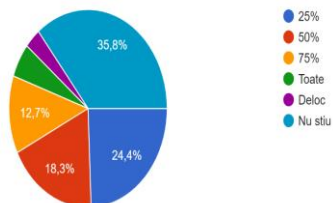
1.095 de raspunsuri



Do you prefer wholegrain bakery product (bread, brown rice, wholegrain pasta)?

How many of the cereal products consumed in a day are based on whole grains?

Cam cat din produsele cerealiere consumate intr-o zi au la baza cereale integrale?  
1.095 de raspunsuri



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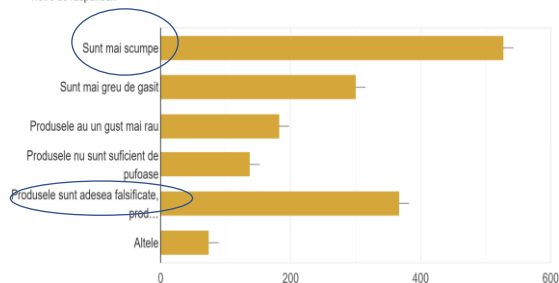


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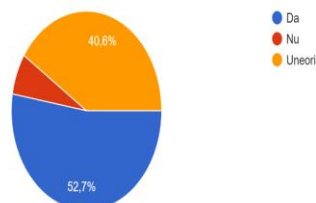
## Hindrances and role of the food label



Care sunt dezavantajele cerealelor integrale? (puteti alege mai multe variante)  
1.095 de răspunsuri



Consultati etichetele produselor inainte de a le cumpara?  
1.095 de răspunsuri



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## Previous collaboration with industry



- Protocols (agreements) regarding reformulation – since 2010.
- Cover salt, sugar and saturated fats.



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## Big steps for food in schools (HG 640/2017)- only whole grains



what we had already done

- In “milk and bun “ program, the composition of buns/pretzels has been changed (2018):
  - For buns, only whole grain , without sugar, sweeteners or additives
  - For pretzels, only whole grains.



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## Which activities we did carry out for the whole grain partnership?

We had meetings with ROMALIMENTA SA representatives and also separately with representatives from LANTMANNEN UNIBAKE ROMANIA SA and NESTLE, etc

Following the meetings, we developed a methodology for notifying products containing whole grain (which was displayed on the website dedicated to the WHOEUGRAIN initiative of the INSP - and which contains criteria regarding the composition that a product must have in order to be notified).

**A COLLABORATION PROTOCOL WAS SIGNED** between our institution and ROMALIMENTA (which brings together the main producers from the food industry as well as from the bakery industry).

We promoted the benefits of whole grain consumption through a **nationwide campaign in October 2022**. For the future, we propose to expand the range of partners, by signing collaboration protocols with other organizations with a role in food industry.

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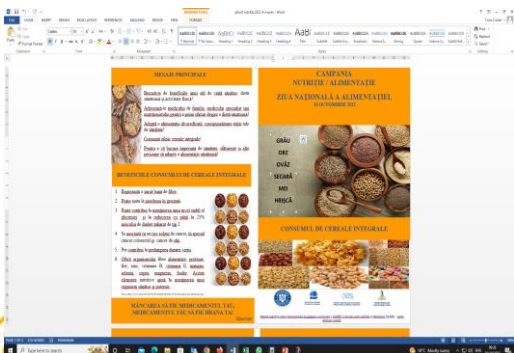


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## NIPH 's Nutrition Promotion Campaigns – oct.2022 "Healthy food for all !

### The importance of whole grain consumption!"



**CAMPANIA NUTRIȚIEI ALIMENTARE  
ZIUA NAȚIONALĂ A ALIMENTAȚIEI ȘI A COMBATERII RISICULUI ALIMENTARE**  
14 OCTOMBRIE 2022

**6 Beneficii semnificative pentru sănătate  
ale consumului de cereale integrale**

1. Cerealele integrale conțin fibre
2. Cerealele integrale pot ajuta la gestionarea glicemiei
3. Cerealele integrale reduc riscul de atac de cord și accidente vasculare cerebrale
4. Cerealele integrale ajută la controlul tensiunii arteriale, glicemiei, colesterolului și trigliceridelor
5. Cerealele integrale pot reduce riscurile de cancer
6. Cerealele integrale te pot ajuta să îți simți mai mult

**Cerealele integrale sunt mai mult decât fibre, conțin și alte  
substanțe benefice organismului**

VITAMINA E

ZINC

CALCIU

SILICIU

**Alinați-vă! A whole lot of goodness with whole grains - GUST!**

LIGANTE

FIBRE ȘI VITAMINE

ANTIOXIDANȚI

SILICIU ȘI COMPLEXE

**Mesaje importante pentru sănătatea ta**

- > Binecunoscut, de beneficiile sunt cel de-și-ați văzut: fier, zinc și proteine fierți!
- > Alimentați-vă sănătos: de la bun, medii și specialități sau sănătoși pentru a păstra dinții și alinați-vă stomacul!
- > Alegeți și alinați-vă dintr-unul, compensați-vă stilul de viață!
- > Cerealele albe revină timpuri!
- > Pentru a vă bucura în siguranță de cereale, citiți-vă și alegeți generos să alegeți și alinați-vă stomacul!

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## What are our expectation after the end of the project?

Our expectations are that after the end of the project they we be more many other producers, willing to reformulate some of their products for the future.

We expect to receive more and more products for notification following the signed protocol. Their list will be displayed on the website of the WHOLEUGRAIN initiative. We hope that in time, more and more manufacturers will make changes in the composition of the products, so that they can be included on this list.

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## More about the project:

<https://www.gzs.si/wholeugrain>

<https://insp.gov.ro/centrul-national-de-evaluare-si-promovare-a-starii-de-sanatate-cnepss/proiecte-si-parteneriate/wholeugrain-parteneriatul-european-pentru-promovarea-consumului-de-cereale-integrale/>

**THANK YOU FOR ATTENTION !**

