



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



Experiences from the Republic of Srpska: establishing sub-national partnerships in different contexts and using preschool and school feeding as a vehicle to increase whole grain consumption

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1



Acquainted with the idea of the whole grain partnership



2

What we done so far?



- Identified potential partners within the Republic of Srpska:

PUBLIC	PRIVATE	NGOs
Chamber of Commerce	Krajina Klas (bakery industry)	Associations of consumers
Academy of Science of the RS	Zitopeka (bakery industry)	Association of patients with diabetes
Ministry of Education Preschools Primary schools	Maletic (bakery industry) Zitoprodukt Banja Luka (bakery industry)	Association of endocrinologists
Ministry of Agriculture	Mlin Stojanovic (Mills industry)	
Ministry of Health and Social Welfare	Mlin Pavlovic Bijeljina Mlin product Bijeljina	
Inspectorate of the RS	Zitoprerada Prijedor	
	Delta trade centar Moj Market trade centar	
	Merkator trade centar....	

3

What we done so far?



- Developed WholeEUGrain partnership with:

PUBLIC	PRIVATE	NGOs
Academy of Science and Art of the RS	Krajina Klas (bakery industry)	Chamber of Commerce
Ministry of Education Preschools Primary schools	Delta Moj Market Merkator (trade centers)	Association of endocrinologists



4

What we made together?



- Developed synergy with the project PUPPI (Nutrition Friendly Preschools/Schools)
- Prepared education for preschool teachers and parents on importance and benefits of consumption of whole grain products
- Preschools invited parents for education
- Online education for teachers and parents by our team
- Prepared a Four Seasons Cookbook for preschools and schools emphasizing the recipes containing whole grain products



5

What we made together?



- PHI RS prepared three recipes for healthy sandwiches with whole grain bread
- For all recipes nutritional values were calculated in our laboratory and publicly presented
- Recipes with nutritional values were shared at the PHI RS web page
- Healthy sandwich poster created
- Ministry of Education and Culture of the RS supported our idea to promote healthy sandwiches in preschools and schools – invitation sent
- Posters and recipes shared with preschools and schools



6

What we made together?



Kikiriki integrale
uzrast djece od 1 do 3 godine

Sendvič su neophodni sljedeći sastojci u datim količinama:

- ♥ Hljeb integralni pšenični 15 g
- ♥ Paradajz svjež 50 g
- ♥ Mrkva, svježa 50 g
- ♥ Bosiljak 2 g
- ♥ Puter od kikirikija 5 g



- ✓ Komad integralnog hljeba premazati sa puterom od kikirikija u datoj presjeci dijagonala
- ✓ Na jedan komad hljeba dodati paradajz, mrkvu, prekriti drugim komadom hljeba
- ✓ Uz sendvič možete dodati kiselo mlijeko ili jogurt kao dodatni izvor kalcija
- ✓ Prijatno!

Nutritivna vrijednost obroka (neto mase 121 g)

SENDVIČ	INTEGRALNI HLJEB
Nutrijenti	Sadržaj nutrijenata
Energetska vrijednost (kcal)	95
Masti ukupne (g), od toga:	5,1
Zasićene masne kiseline (g)	0,6
Ugljeni hidrati (g), od toga:	12,2
Šećeri (g)	3,9
Vlakna, ukupna (g)	3,9
Proteini (g)	5,4
So (g)	0,3
Gvožđe: Fe (mg)	1

Prednost upotrebe integralnog hljeba

Zamjenom hljeba od bijelog brašna, hljebom od integralnog pšeničnog brašna, povećavamo unos ukupnih vlakana za 13%, gvožđa za 10% i cinka za 20%.

Hrana bogata vlaknima utiče na bolju funkciju organa za varenje/spriječava zatvor/opstipaciju!

Hrana bogata gvožđem doprinosi proizvodnji crvenih krvnih zrnaca, sprječava malokrvnost/anemiju i doprinosi boljem pamćenju!

Hrana bogata cinkom doprinosi pamćenju!

Здрав сендвич



“Целожити житарице, предвидице нам планирање за здрав сендвич душу даље, кад га праве руке мале”

Информације о менију (састојцима, калорична и исхрана) и рецепти на израду здравих сендвича можете наћи на веб-страници www.who-eu-grain.hr или у приlozi. **IP** Виситете на јавно здравственом Републике Српске

За више информација **СКЕНИРАЈ КОД**



7

And results are here!



Who!EUGrain
A European Action on Whole Grain Partnership

8

What we made together?



- Organized competition of school children for the best artwork on the topic of the whole grains



9

What we made together? Marked World Food Day!



- In cooperation with the Academy of Science and Art of the RS organized panel conference devoted to the Healthy Eating and Whole Grain
- The conference had 4 panels with 18 panelists and over 50 participants



10

What we made together? Taste and decide!



- In cooperation with Krajina Klas, Delta Market and Moj market and Chamber of Commerce RS promoted consumption of whole grain bread



11

What we made together? Taste and decide!



- We distributed information and education leaflets about whole grain consumption benefits

Koje god žitarice odabrali, posuđite ih malomu postepeno u količinama pogodnijev za potrebu dob kako bi vam mlađan pravilno napredovao.

ZITARICE - OSVRTNA PROIZVODE OD CJELOVITIH ŽITARICA U ISHRANI DECE

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CJELOVITE ŽITARICE

ZITARICE - OSVRTNA PROIZVODE OD CJELOVITIH ŽITARICA U ISHRANI DECE

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Proizvodi od cjelovitih žitarica, kao što i samo ime govori, sastoje se od cijelih sjemenki žita. Prilikom rafinacije skida se omotač, što dovodi do gubitka vlakana, vitamina, minerala i fitohemikalija koje smanjuju glikemijski indeks hrane.

Iako su žitarice osnov pravilne ishrane, njihova hranjivost samostalno nije dovoljna za pravilan rast i razvoj djeteta, zato ih je potrebno kombinovati sa ostalim grupama namirnica, da bi se postigla uravnotežena i raznolikost u ishrani. Nutritivno bogati i energetski šareni jela mogu uz voće, povrće i osnovne izvore bjelancevina, umjesto uobičajenog priloga sadržavati obilje različitih vrsta žitarica i njihovih proizvoda.

Najčešće korištene žitarice su kukuruz, riža, pšenica, ječam, raž, zob, hajdja i proso.

Zitarice je najbolje čuvati u zatvorenim staklenkama bez prisustva vazduha, na hladnom i suhom mjestu. Čuvanjem u frižideru ili na temperaturi od oko 4°C sprječava se razvoj užgolosti i nastanak pljesni.

Kao i kod odraslih, i u dječjoj dobi preporučuje se raznovidna unos cjelovitih žitarica. Na taj način ishrana djece obogaćuje se esencijalnim protein, ugljikohidrat, biljnih bjelancevina i minerala koji se nalaze

12

Social network and media coverage



- Information on the Who!EUGrain project posted at the PHI RS website [JZU Institut za javno zdravstvo RS \(phi.rs.ba\)](http://JZU Institut za javno zdravstvo RS (phi.rs.ba)), Facebook and Instagram profile
- Information on all events shared with the public
- Informative material shared with the public
- Dragana Stojisavljević, MD, Assistant Professor, participated as a radio and TV guest
- All events organized for the World Food Day will be shared with the FAO



13

Focus groups



- Organized three focus groups with: industry (bakery and mills) (5), retailers (4) and consumers (11)
- We would like to find out their attitudes toward PPP and potential challenges
- But also what we have to do together to increase production and consumption of whole grain products



14

Partnership is a two-way street!



- Determined the nutritional value and fiber content, with special reference to the differences in the fiber and mineral content of white bread and wholemeal bread with different proportions of wholemeal flour in the product (30%, 50%, 100%)...
- Data will be shared with consumers!



15

How we see the whole grain partnership?



We see it as a mutual trust, support, motivation, the same vision, common goals...

Thanks to our partners from Slovenia and Denmark!

Thanks to our national partners!



16



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Thanks for your attention!

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More about the project:

<https://phi.rs.ba>

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

