# What roles do food guides play in food systems?

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## National Dietary Guidelines as Policy Imperatives

#### Measurement

### Format











81 countries have a Consumer-Facing Food Guide

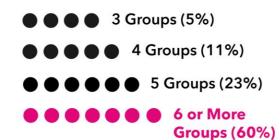
71% used Proportion25% used Serving Size4% used Both

Top 3 popular presentations of the guidelines: 21% use a **Plate**, 31% use a **Pyramid**, and 48% use **Other Shapes** 

# Dairy as its own subgroup?

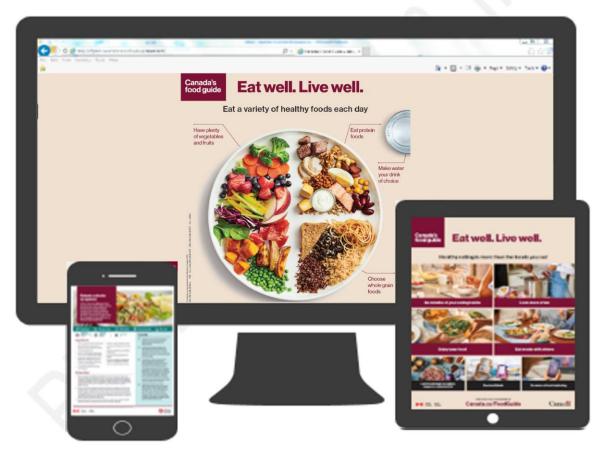


# Number of Food Groups



### Major Changes to Canada's Food Guide: 2007 vs. 2019

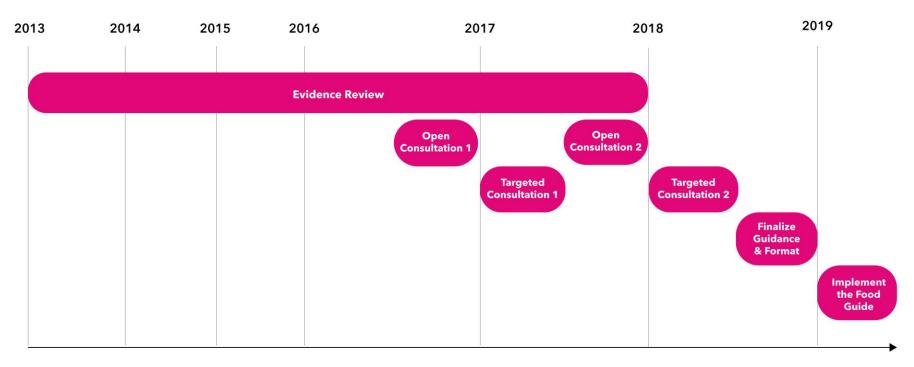
2007 **Eating** Well with Canada's **Food Guide**  2019



Canada.ca/FoodGuide

Canada

# Timeline of developing Canada's Food Guide (2019 version)



#### Evidence Review (2013 - 2018)

- Scientific Basis
- Canadian Context
- Use of Existing Dietary Guidance

#### Open Consultation 1 (Fall 2016)

Open consultation with key stakeholders and consumers about their needs and expectations for a revised Canada's Food Guide

#### Open Consultation 2 (Summer 2017)

Open consultation with key stakeholders and interested consumers to provide feedback on proposed general healthy eating recommendations

#### **Targeted Consultation 1** (Spring 2017)

Consultation with key stakeholders and consumers about their needs and expectations for a revised Canada's Food Guide

#### Targeted Consultation 2 (Spring & Summer 2018)

Consultation with key stakeholders and consumers to provide feedback on proposed general healthy eating recommendations

# Developing, Implementing, and Monitoring Canada's Food Guide

Key federal government **Health Portfolio** Non- Health Portfolios agencies involved Innovation, Canada Science, and Agriculture **National Public Health** Indigenous Health Institute of Economic and Agri-Food Defence Agency of Services Canada Health Research Development Canada Canada Canada Canada Canada Health Promotion Health Strategic **Statistics** and Chronic **Products and Policy Branch** Canada Disease Pre-**Food Branch** vention Branch Centre for Office of Policy Chronic Nutrition Food Development Disease and Analysis Prevention Policy and Directorate Directorate and Health Promotion Equity **Primary Roles of Stakeholders** Implementation & Dissemination **Food Policy** Division **Direct Responsibility** 

Consultation & Information

### Toward Measurement of Behavioural Effects

Consumer Behaviour

- Individual and Aggregate Consumption
- Prevalence of Diet-Related Disease
- Purchasing Habits
- Understanding and Use of the Food guide

Policy-Related Behaviour

- Shifts in Institutional Procurement
- Policy Coherence
- Incorporation Into School Curricula

Industry Behaviour

- Innovations
- Lobbying
- Marketing and Retailing
- Product
   Formulation
   and Production
   Levels

# Thank you.

S. Duncan<sup>1</sup>, A. Kim<sup>1</sup>, T. Lee<sup>1</sup>, D. Cowen<sup>1</sup>, M. Kim<sup>1</sup>, D. Soman<sup>1</sup>, and L. Dube<sup>2</sup>

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