

# Nutrition, healthy weight

# and physical activity

More than one third of the most common cancers can be prevented through a nutritious diet, maintaining a healthy weight and undertaking regular physical activity.

## Target 3



Reduce exposure to cancer risk factors



The [Global Action Plan for the Prevention and Control of NCDs](#) highlights a suite of policy options to tackle poor nutrition and physical inactivity to reach the voluntary global targets, which include a 30% relative reduction in mean population intake of salt/sodium, a halt in the rise of obesity, and a 10% relative reduction in prevalence of insufficient physical activity.

Government policy is critical in shaping healthier environments and food availability to enable people to lead healthier lives.

The World Cancer Research Fund International's NOURISHING policy framework shows that many countries are already taking positive steps to promote cancer prevention through policy action.



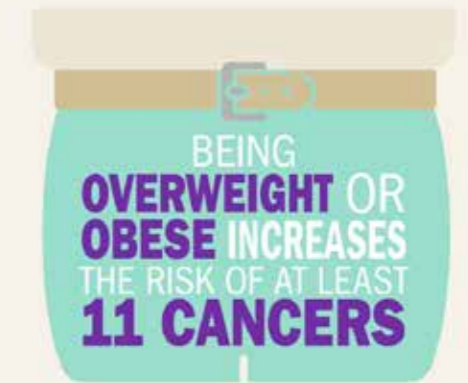
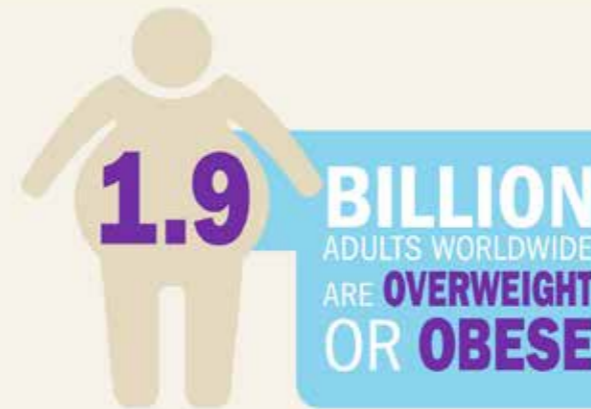
*"More research is needed on the impact of policies, and a whole-of-society, multi-sector approach should be pursued by governments to get everyone on board to improve our food system. Better collaboration is required across national ministries to ensure policies work together to achieve agreed government objectives. Such policy coherence is particularly needed between trade and nutrition policy.*

*Countries can learn from each other's experiences, successes and challenges. In working together, and collaborating with other sectors such as civil society, we can achieve Target 3 of the World Cancer Declaration."*

**Kate Allen, Executive Director of Science and Public Affairs, World Cancer Research Fund International**



PREVENTING CANCER THROUGH A NUTRITIOUS DIET, HEALTHY WEIGHT, AND PHYSICAL ACTIVITY



**481,000**

**CASES OF CANCER GLOBALLY ARE ATTRIBUTED TO EXCESS WEIGHT**



**ACTION IS NEEDED AT EVERY STAGE OF LIFE TO PREVENT CANCER**



TO PROMOTE HEALTHY DIETS & PREVENT OVERWEIGHT AND OBESITY SEE OUR NOURISHING POLICY DATABASE

[WWW.WCRF.ORG/NOURISHING](http://WWW.WCRF.ORG/NOURISHING)

# Nutrition, healthy weight and physical activity



## Sugary drinks tax, City of Berkley, USA (2015)

- This is the first excise duty on sugar-sweetened beverages (SSB) in the USA, passed by public vote with a 75% approval rate, levying US\$0.01 per fluid ounce.
- As a result of the tax, retail prices of SSBs increased by an average of about US\$0.005 per fluid ounce, while the prices for other beverages remained the same compared to cities without an SSB tax.
- Tax revenue goes into the general tax fund, but US\$1.5 million – the equivalent of the projected tax revenue of the first year – was allocated from the general tax fund to school- and community based prevention programmes aiming to reduce the consumption of SSBs and obesity. Of that, US\$600,000 was distributed to the school district for nutrition and gardening programmes while the remainder of the funds were awarded on a competitive basis after receipt of proposals from community groups. Future tax revenue is expected to be similarly used, with a focus on school based programmes.



## Healthier dining programme, Singapore (2014)

- The Health Promotion Board (HPB) partners with 45 widely known food service providers who offer lower calorie and healthier meals across 1,500 outlets (food courts, coffee shops, restaurants) and food stalls.
- Healthier meals must comply with nutrition guidelines set by the HPB, requiring the use of healthier ingredients, such as whole grains and oils with reduced saturated fat, and the reduction of calories. Food service providers who implement the nutrition guidelines for two years can apply for approval by the HPB to use "Healthier Choice" symbols on their menus and marketing materials.
- The number of healthier meals sold per month more than doubled, from 525,000 to 1.1 million, between the launch of the programme in September 2014 and June 2015.

## NOURISHING Framework



N O U R I S		H	I N G
FOOD ENVIRONMENT		FOOD SYSTEM	BEHAVIOUR CHANGE
POLICY AREA			
N	Nutrition label standards and regulations on the use of claims and implied claims on foods		
O	Offer healthy foods and set standards in public institutions and other specific settings		
U	Use economic tools to address food affordability and purchase incentives		
R	Restrict food advertising and other forms of commercial promotion		
I	Improve nutritional quality of the whole food supply		
S	Set incentives and rules to create a healthy retail and food service environment		
H	Harness food supply chain and actions across sectors to ensure coherence with health		
I	Inform people about food and nutrition through public awareness		
N	Nutrition advice and counselling in health care settings		
G	Give nutrition education and skills		

[www.wcrf.org/NOURISHING](http://www.wcrf.org/NOURISHING)

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## Physical activity programme, Brazil (2011)

- The Academia da Saúde (Health Academy) programme is present in about 400 cities across Brazil. Health Academies are facilities that provide infrastructure, equipment, qualified instructors and free physical activity classes to overcome structural barriers to physical activity (e.g. lack of public spaces to safely exercise in), particularly among low-income groups. Health academies are jointly funded by the federal government and matched by state/local funds.
- The programme is integrated with primary care. Participants need to be referred by their primary health care unit based on medical reasons or for prevention purposes and all health academies have to be located in areas covered by primary care.
- In the state of Pernambuco, where the programme is most widely available, an evaluation showed that the programme has a positive spill-over effect: people living in cities benefitting from the programme were more active regardless of whether they participated in physical activity classes or not, compared to those living in cities without the programme.