

Nutrition in Finland

Towards healthier food from childhood on

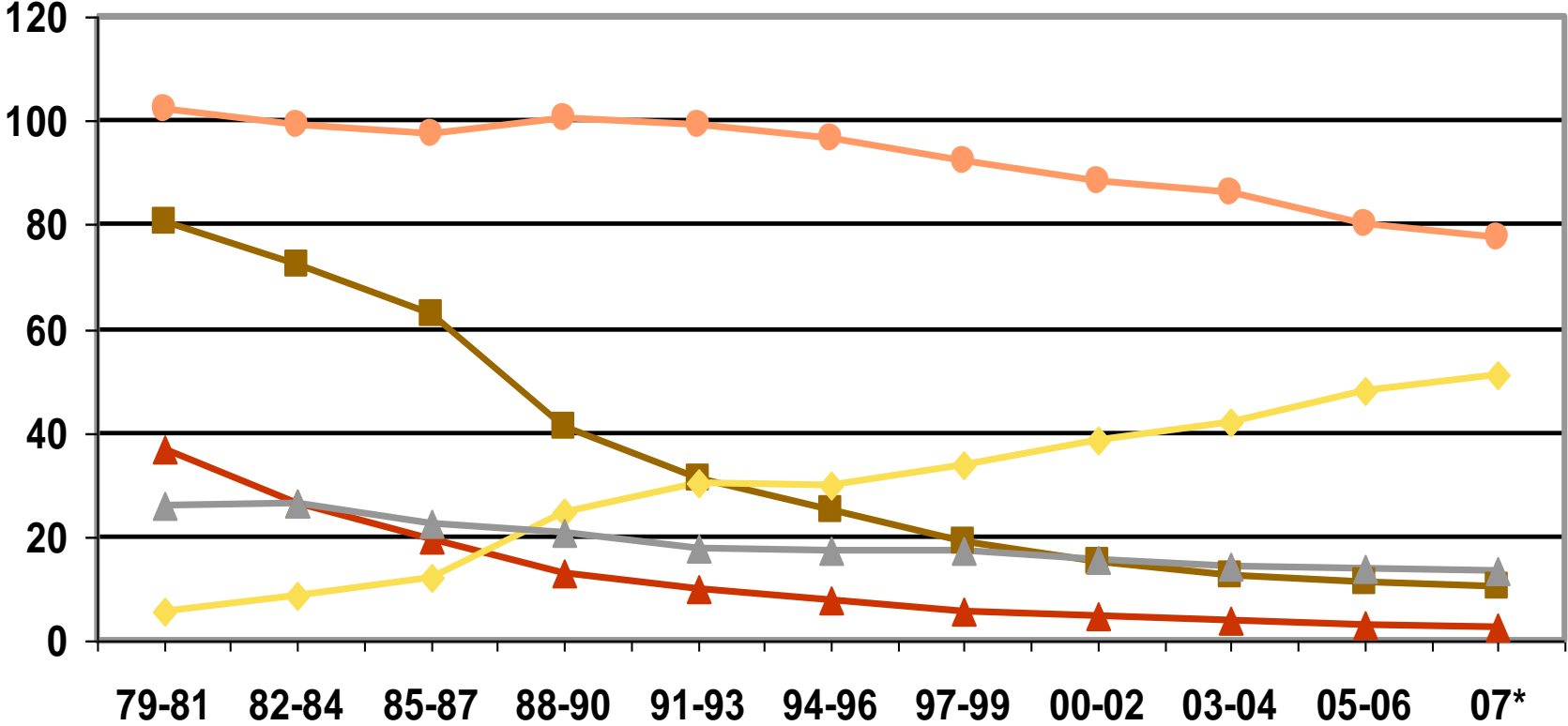
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PhD, MSc (nutrition)
Finnish Heart Association
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Milk and sour milk consumption in Finland

Kg/person/year



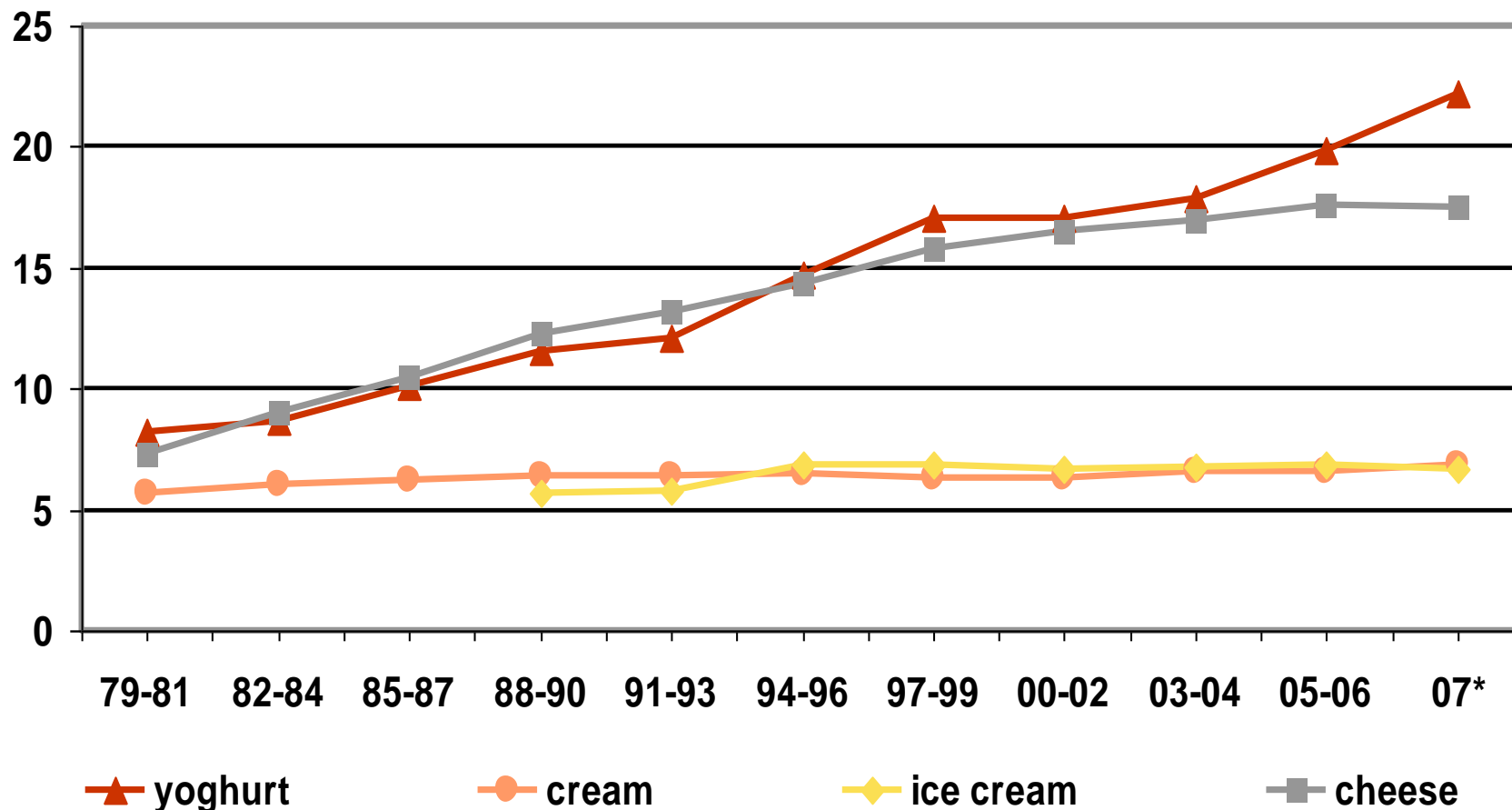
▲ milk, on farms ■ whole milk ● low-fat milk ◆ fat-free milk ▲ sour milk

*preliminary

Food balance sheets

Milk product consumption in Finland

Kg/person/year

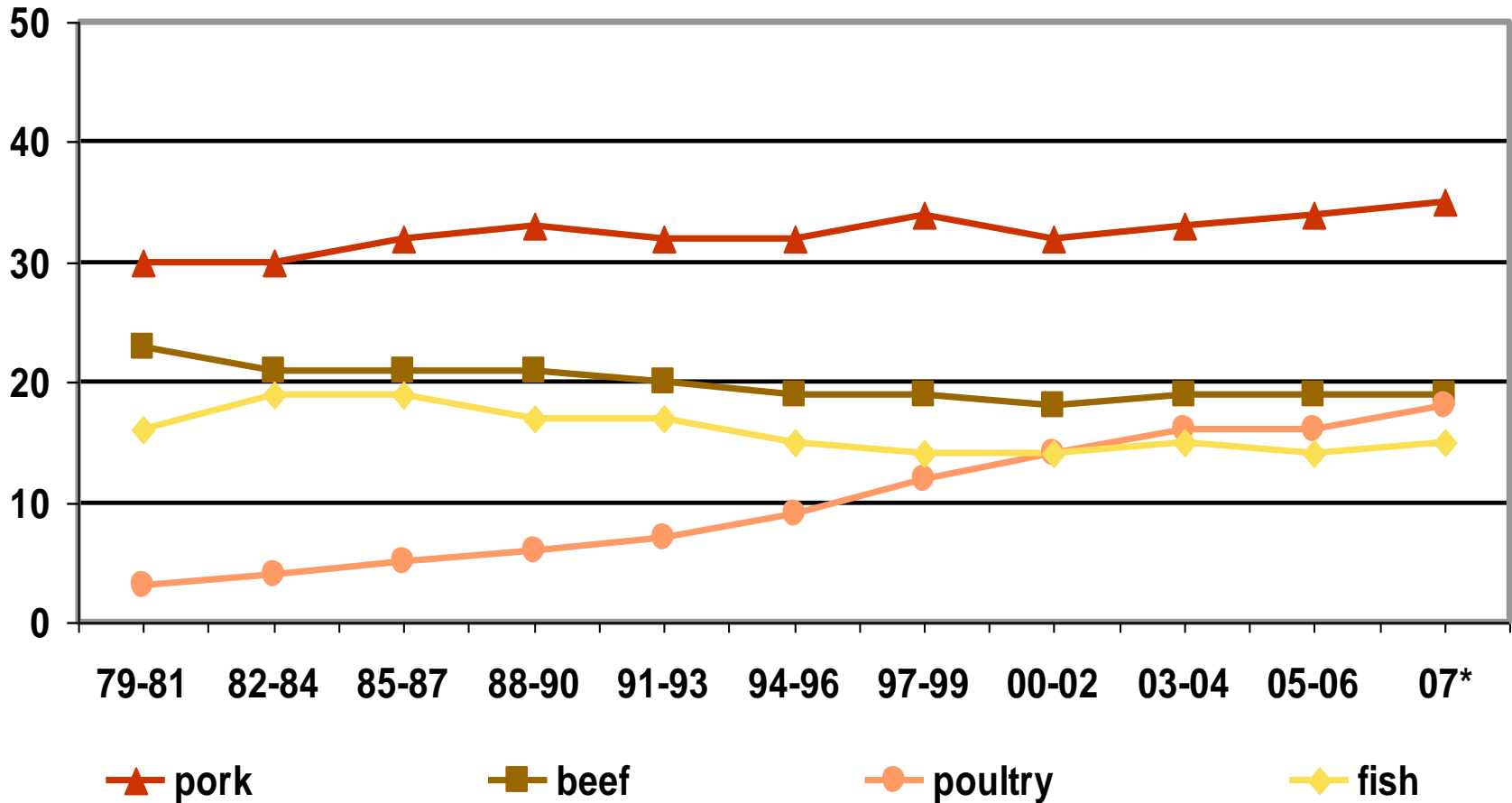


*preliminary

Food balance sheets

Meat consumption in Finland

kg/person/year

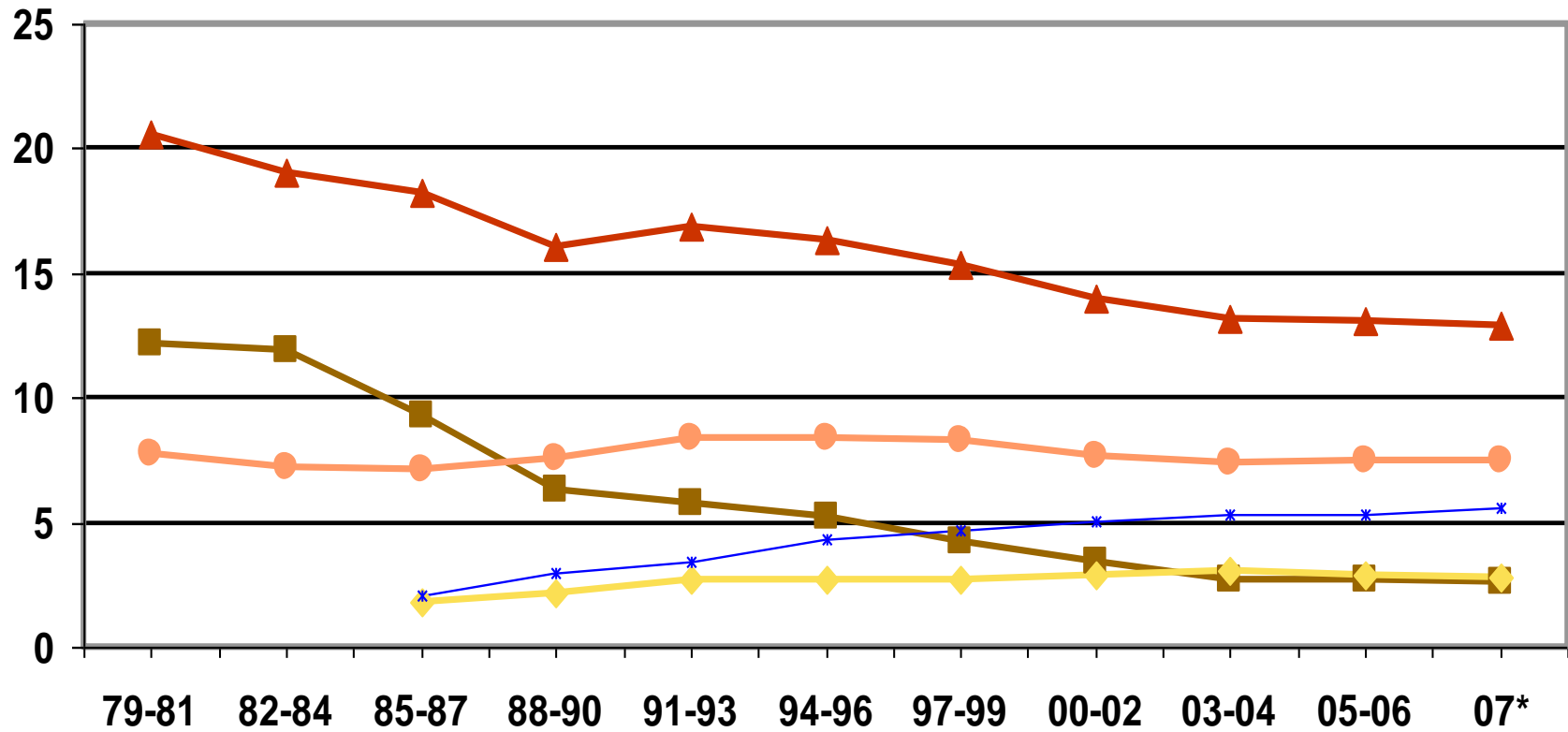


*preliminary

Food balance sheets

Fat consumption in Finland

kg/person/year

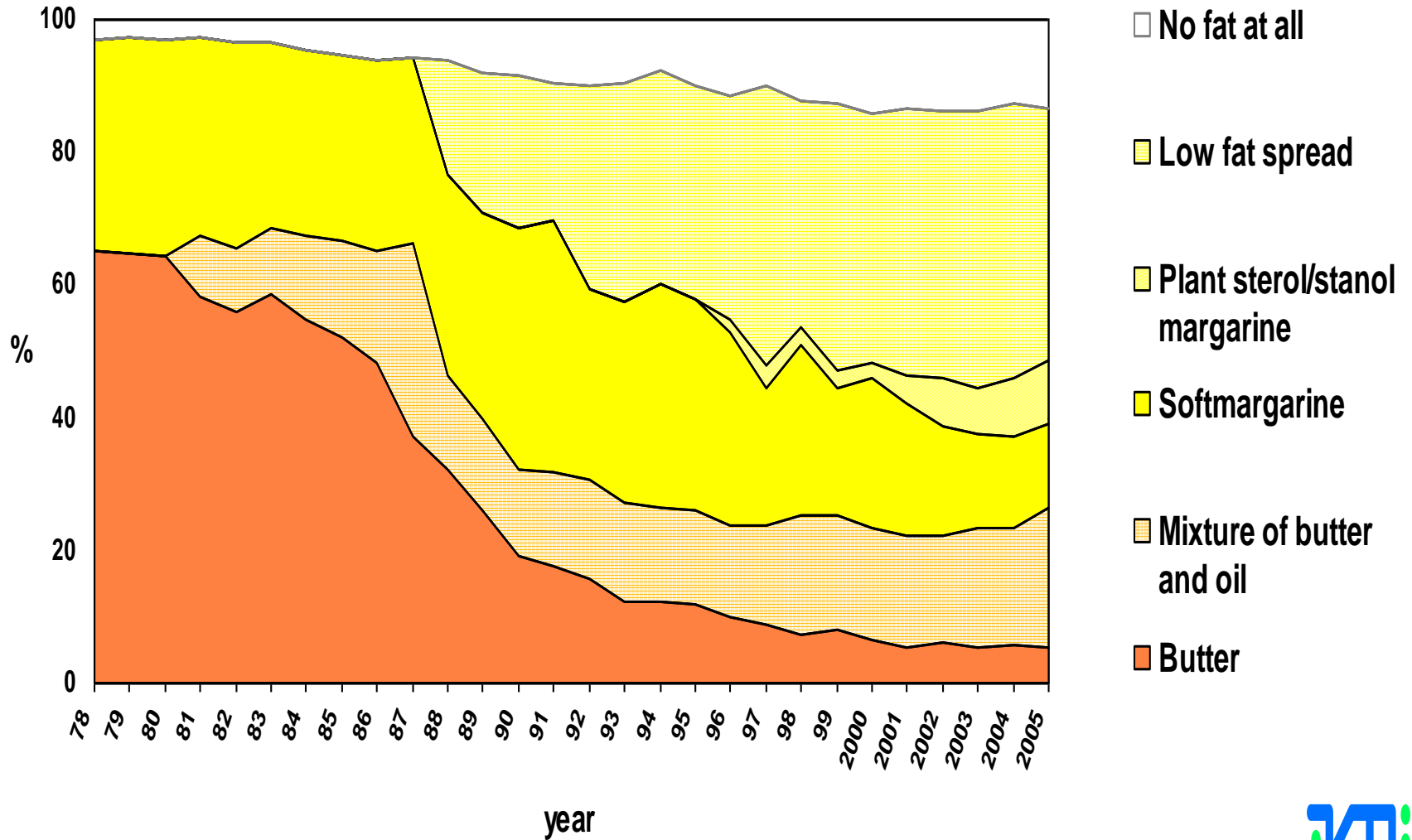


▲ fats,total ■ butter ● margarine ◆ butter/oil-mixture * oils

*preliminary

Food balance sheets

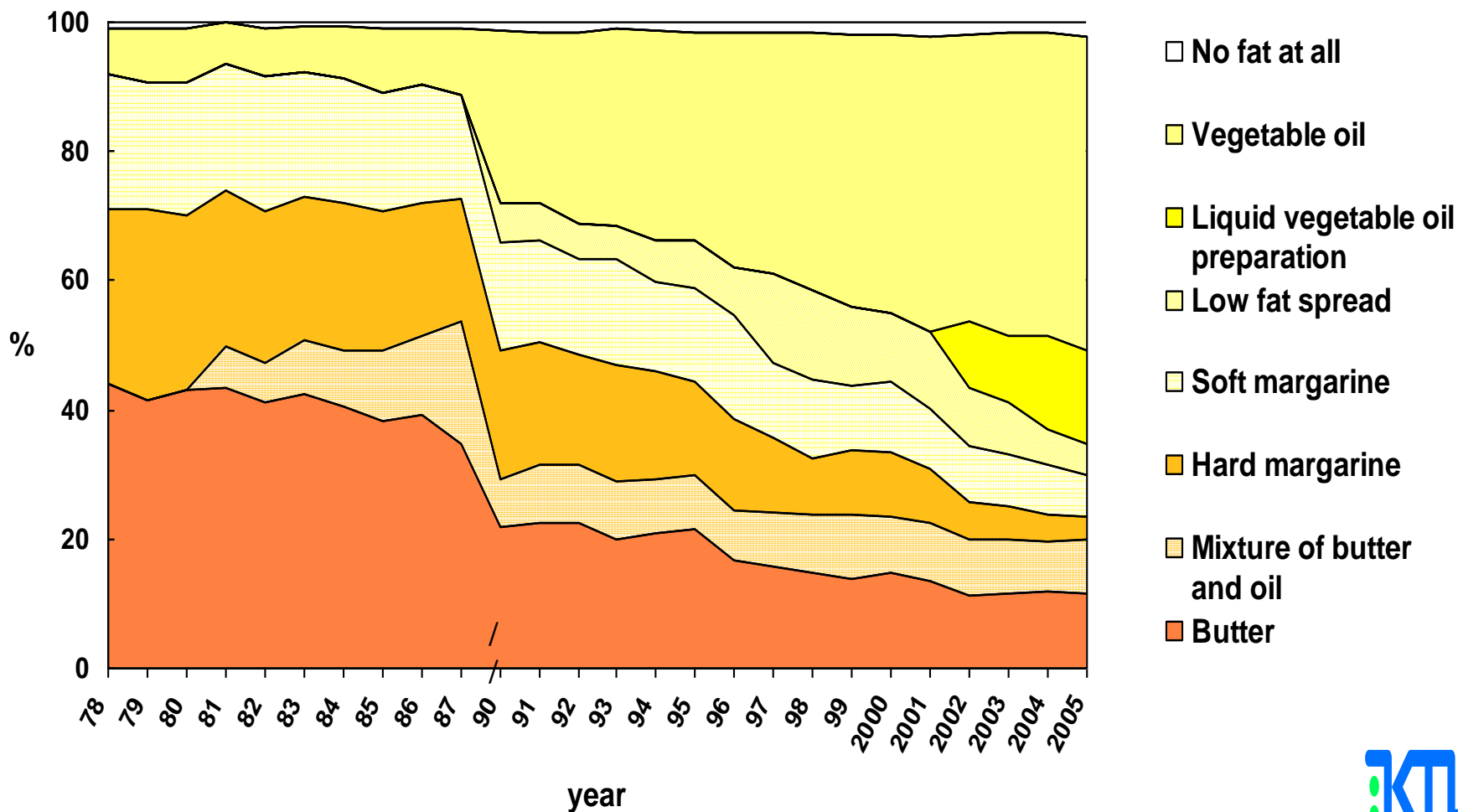
Type of bread spread in Finland, men 1978-2005



Source: AVTK Surveys



Fat used for cooking at home in Finland in 1978-2005



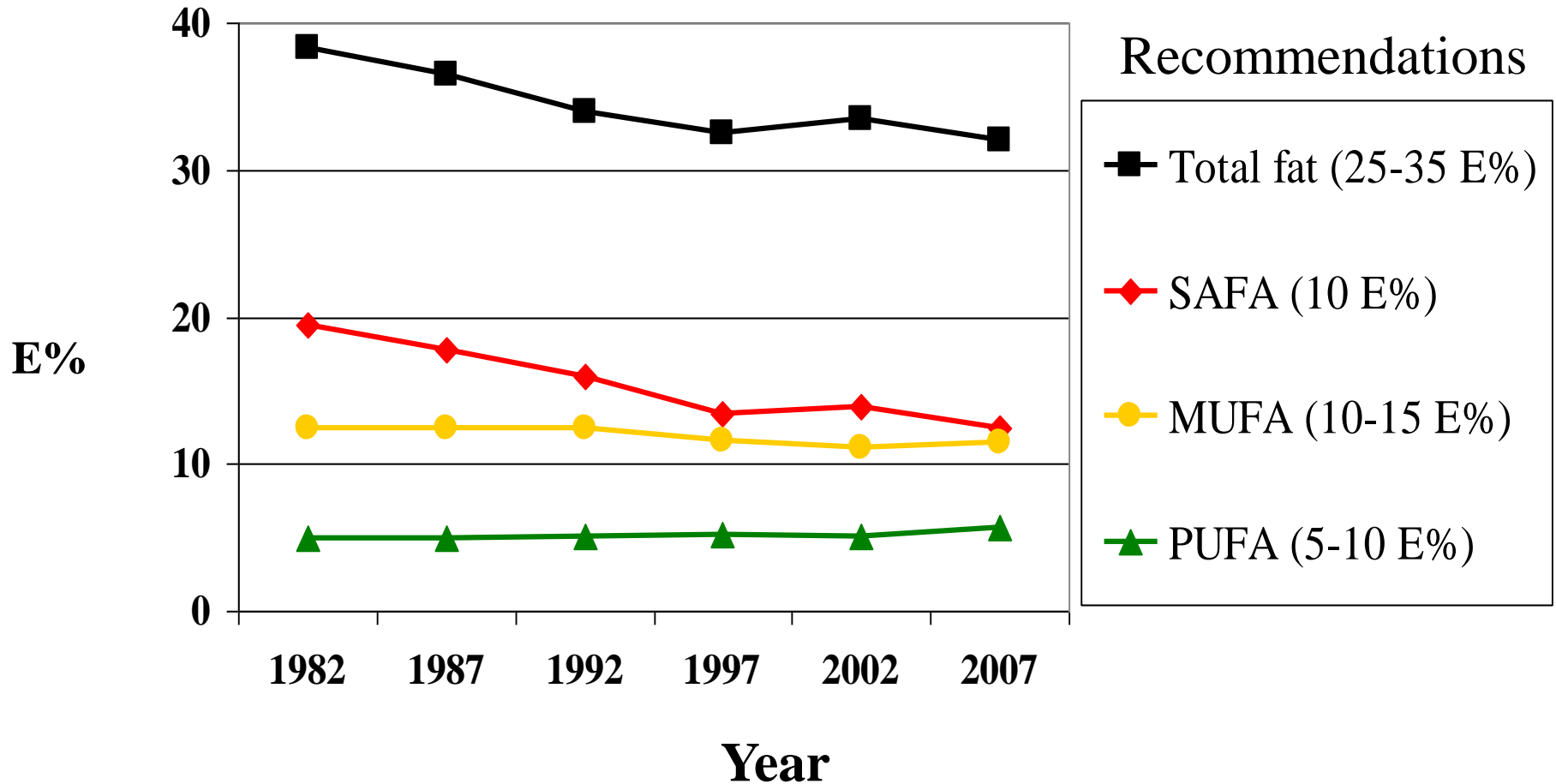
Source: AVTK Surveys



Long-lasting work needed

- Changing the quality of fat in the population requires long-lasting, systematic work
- Cooperation with food industry important
 - the availability of soft, healthy fats
 - Products with less hard fat
- Consumer education

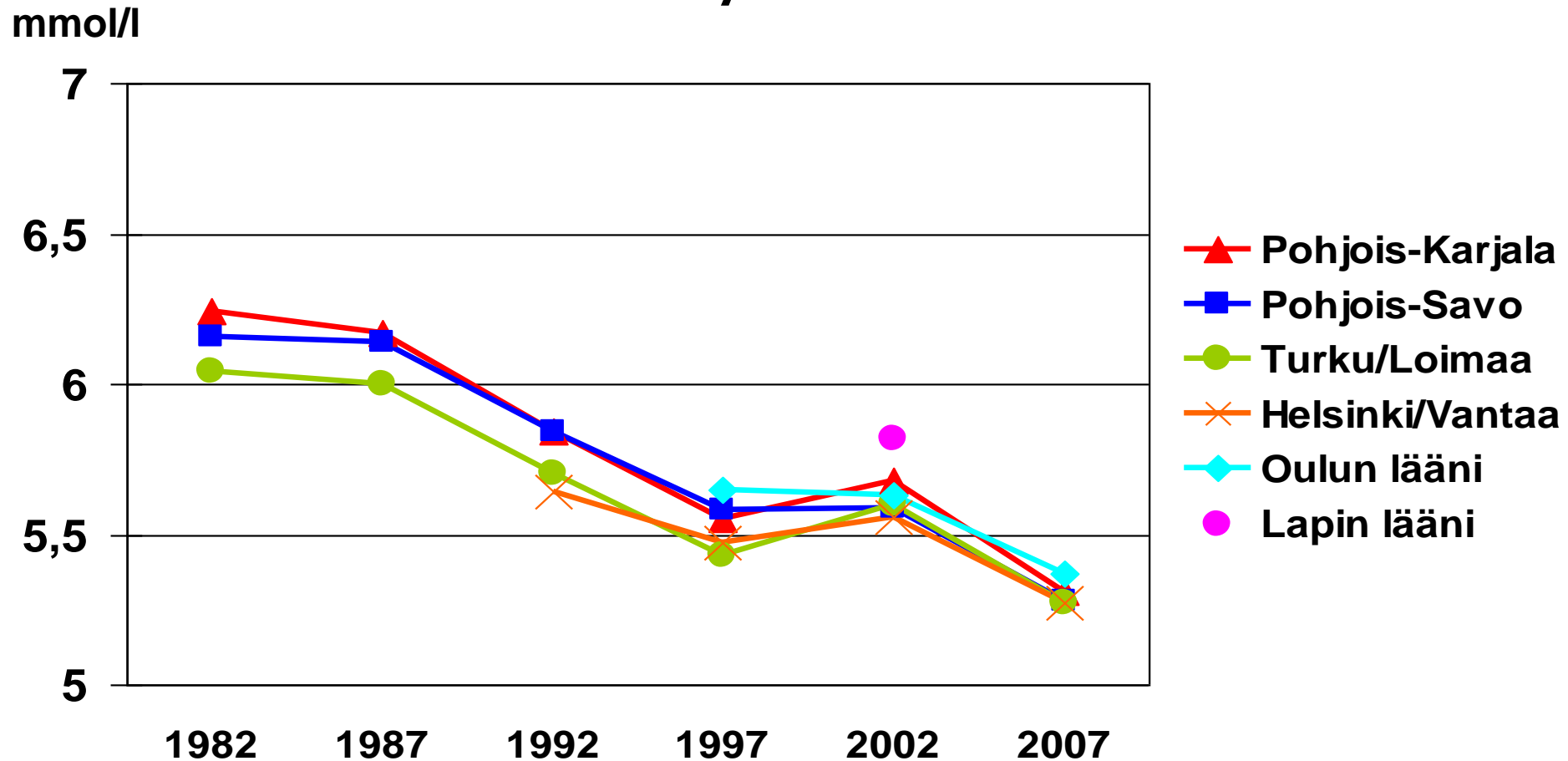
Fat intake in Finland 1982-2007



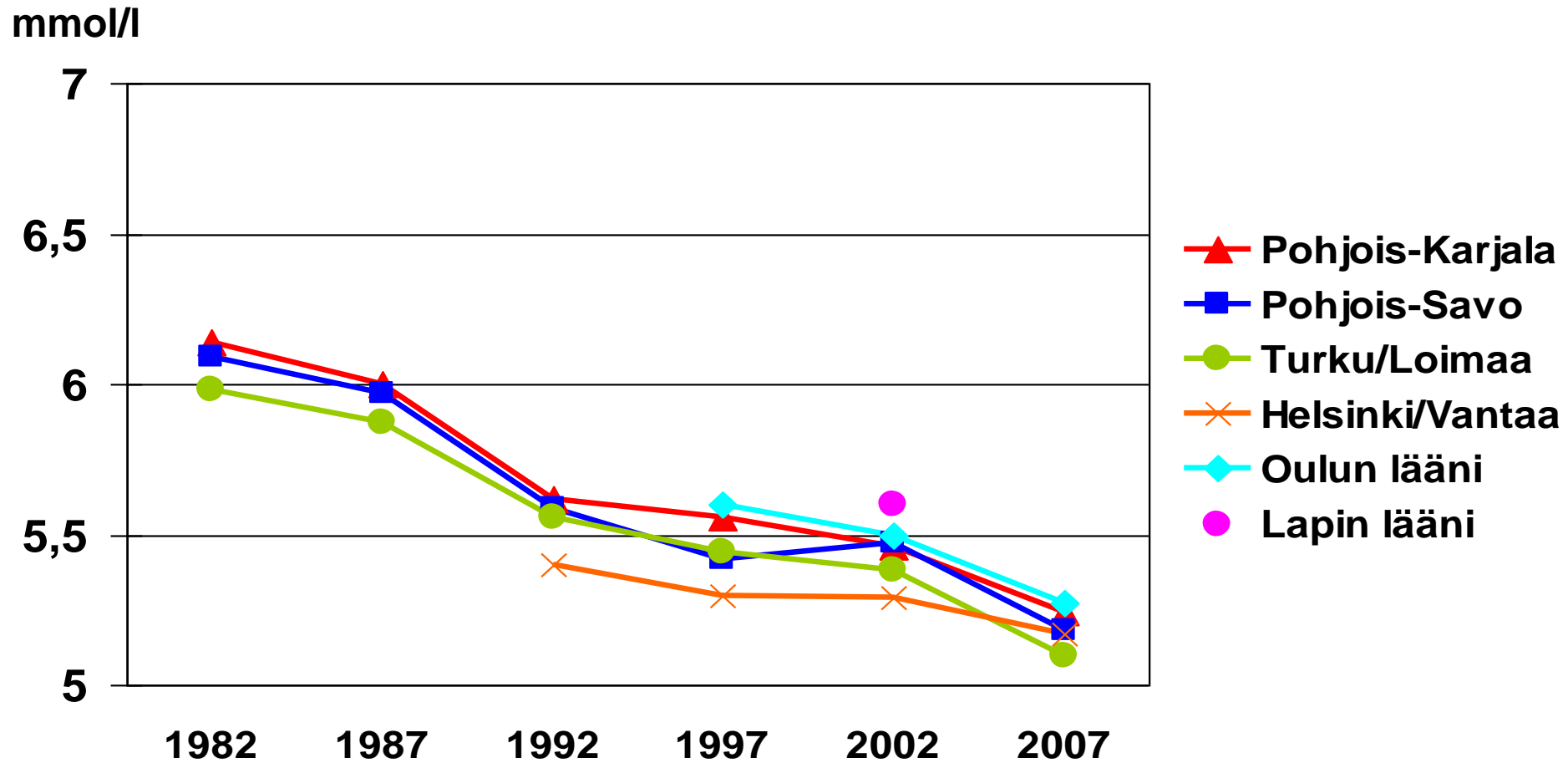
Intake of fat and fatty acids in 2002 and 2007

E%	Men		Women		Recomm
	2002	2007	2002	2007	
Total fat	34,9	33,1	32,4	31,2	25-35
SFA	14,4	12,9	13,6	12,0	~10
MUFA	11,8	12,0	10,6	10,9	10-15
PUFA	5,2	5,9	4,9	5,7	5-10
- n-3 fatty acids	1,0	1,2	1,0	1,2	1
Trans fatty acids	0,5	0,4	0,5	0,4	-

Serum cholesterol in men aged 25-64 years



Serum cholesterol in women aged 25-64 years

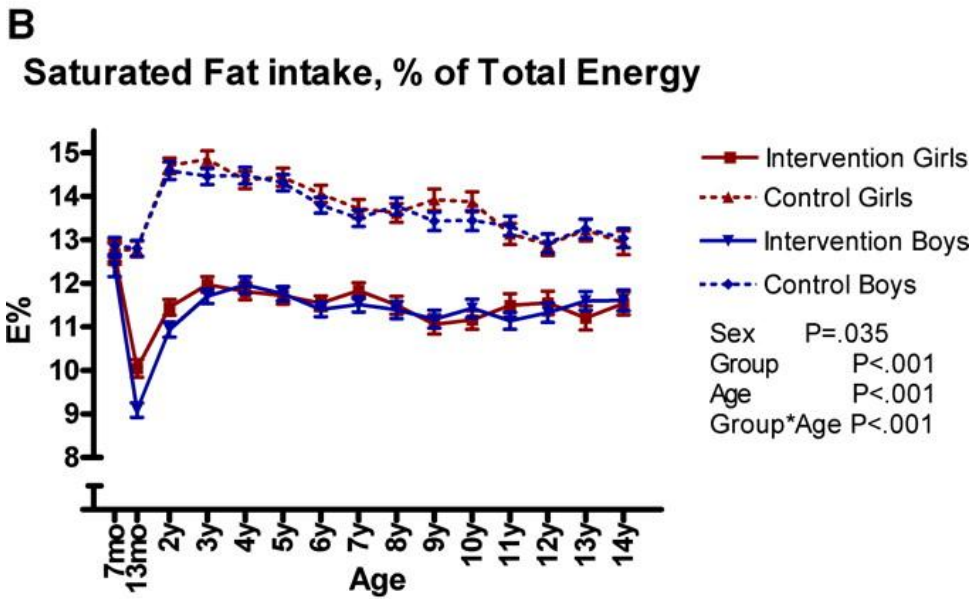
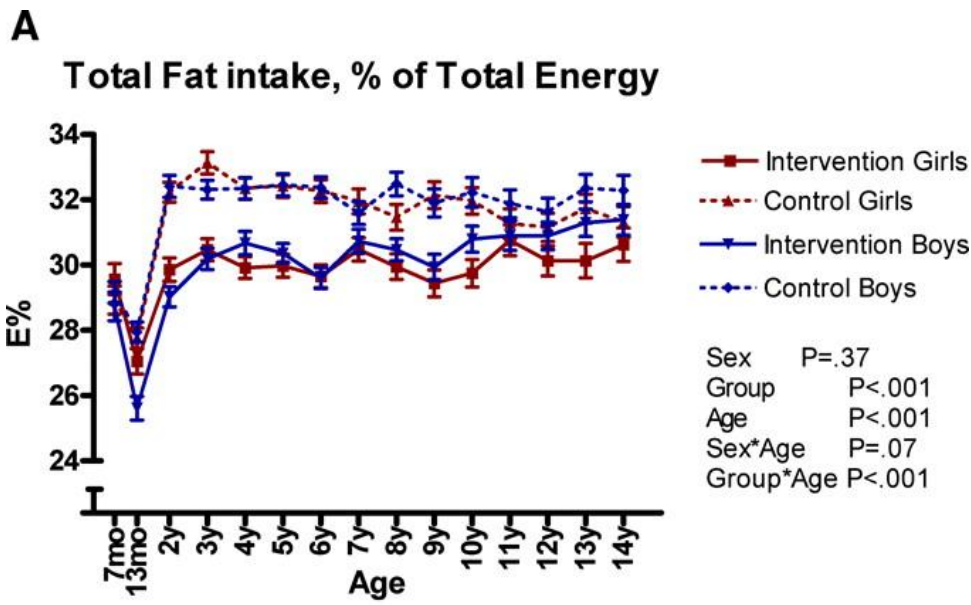


STRIP project



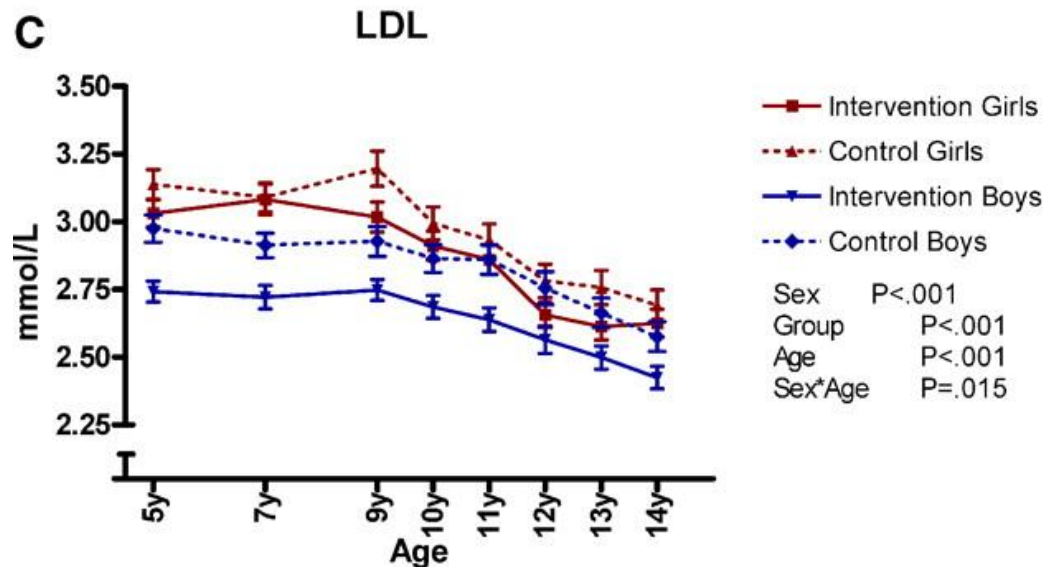
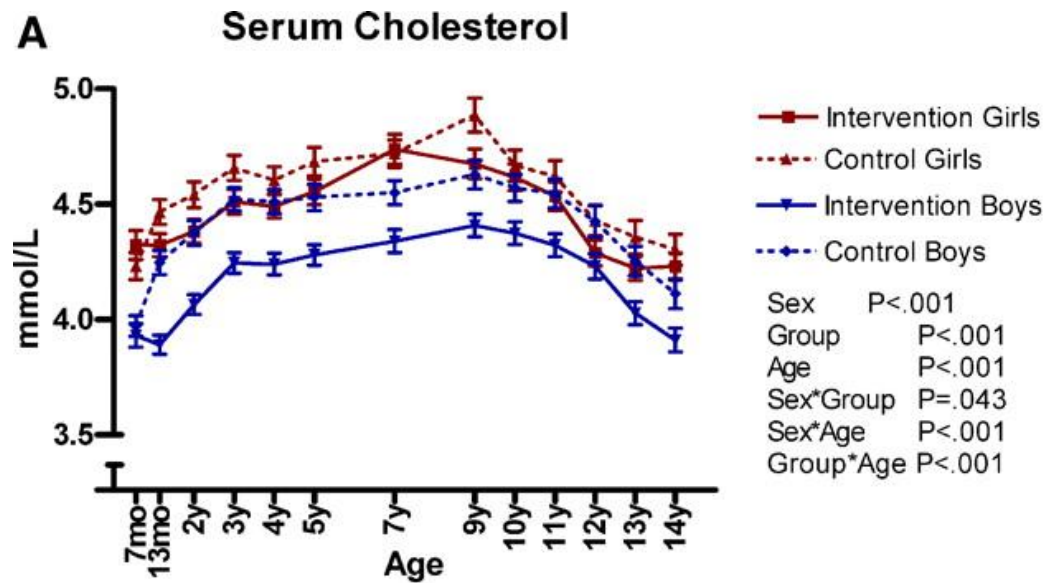
- Special Turku Coronary Risk Factor Intervention Project
 - goal: atherosclerosis prevention in childhood
 - the first-ever continuous lifestyle intervention with onset in infancy, started in 1990
 - comprised 1062 children and families in Turku, Finland
 - randomly selected for intervention and control group
 - the intervention: individualized dietary and lifestyle counselling from age of 7 months, ongoing
- Results: counselling can influence children's lifestyles and contribute to early prevention of cardiovascular diseases

Mean fat intake and saturated fat intake



Niirikoski, H. et al. Circulation 2007;116:1032-1040

Mean serum cholesterol and LDL cholesterol



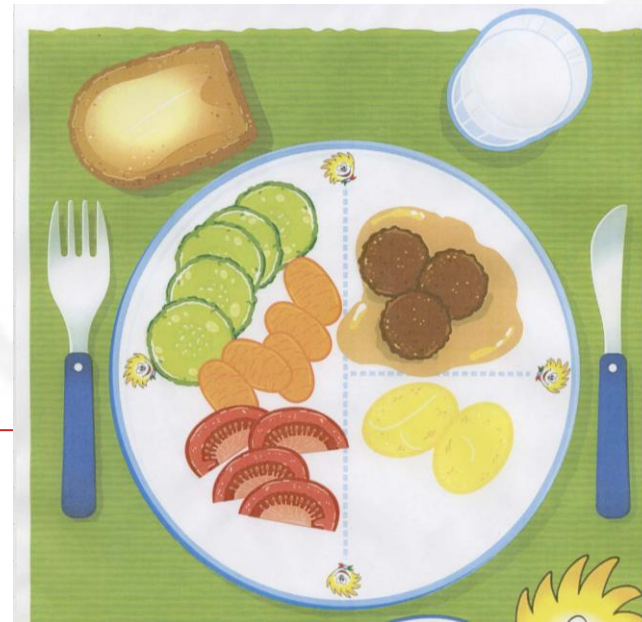
Editorial

Circulation 116:973-4,2007

- Stephen R Daniels:

“The results of the STRIP study have important clinical and public health implications. Evidence is mounting that we should be implementing a diet similar to the one used by the STRIP investigators in infants, children, and adolescents in the United States”

→a healthy lifestyle, including a healthy diet, should be adopted from the very beginning





Smart family –tool

Liikunta- ja ruokatottumuskysymykset

Muutospolku



Kansilehti

Challenges in nutrition

Less:

- Saturated fat
- Salt
- Sugar

More:

- Vegetables, fruit and berries
- Fibre, whole meal products

Energy balance

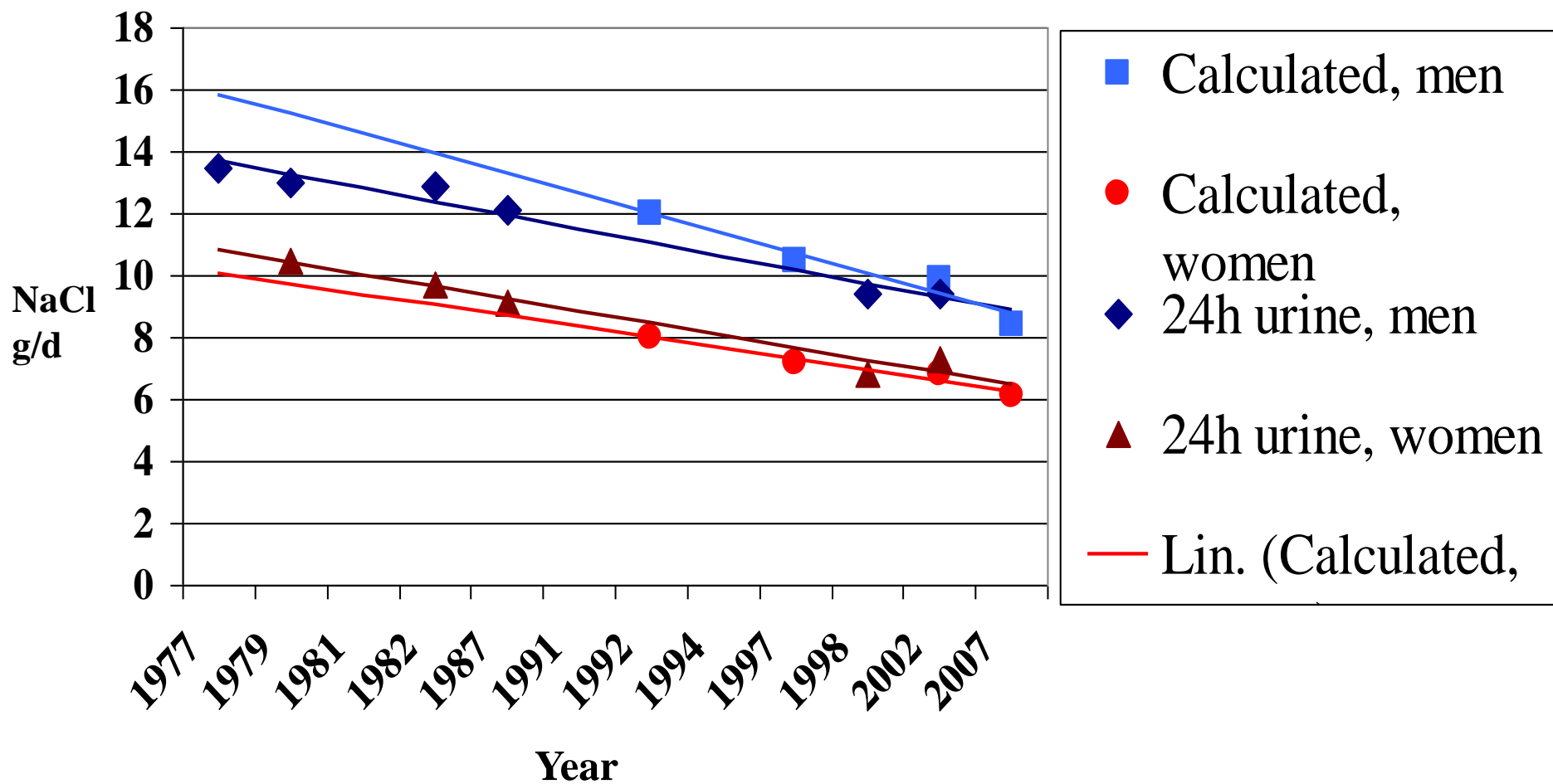
Guidelines concerning salt

- Long-lasting, systematic work needed
- Recommendation to reduce salt intake by the National Nutrition Council in 1978
- The most recent recommendation in 2005:
 - Daily intake <6 g/d for women and <7g/d for men
 - Salt content: <0,5 g/MJ
 - No added salt for children

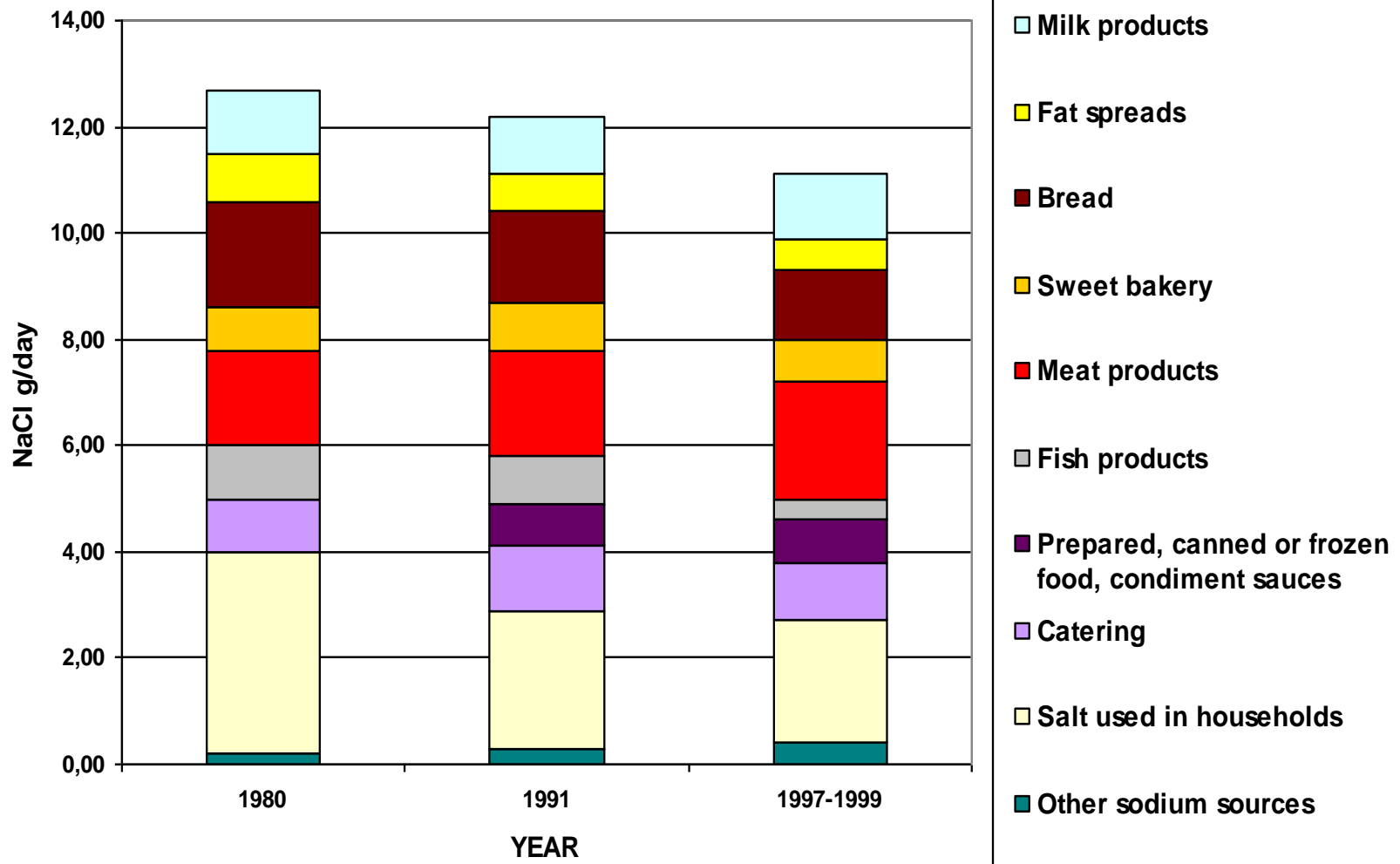
Goals:

- to decrease salt intake gradually and systematically
→ to get used to less salty taste
- To get used to low salt from early childhood

Salt intake in Finland 1977-2007



Sources of salt in the Finnish diet



Compulsory labelling of salt

- Cheese
- Sausages and other meat products
- Fish products
- Bread, crisp bread and thin crisp bread
- Broths, soups and sauces, also as powder and concentrate
- Other prepared or semi-prepared foods
- Mixed spices containing table salt

Labelling of salt : criteria

	NaCl % limits	
Food category	"Highly salty" (reduced by 0.1 %)	"Reduced salt" >25 % less salt than normal product
Fresh bread	>1.2	max 0.9
Crisp bread	>1.6	max 1.2
Cheese	>1.3	max 1.0
Sausages	>1.7	max 1.3
Cold whole meat cuts	>1.9	max 1.4
Breakfast cereals	>1.6	max 1.2
Soups, broths, sauces	>0.9	max 0.7
Prepared and semi-prepared foods	>1.1	max 0.8

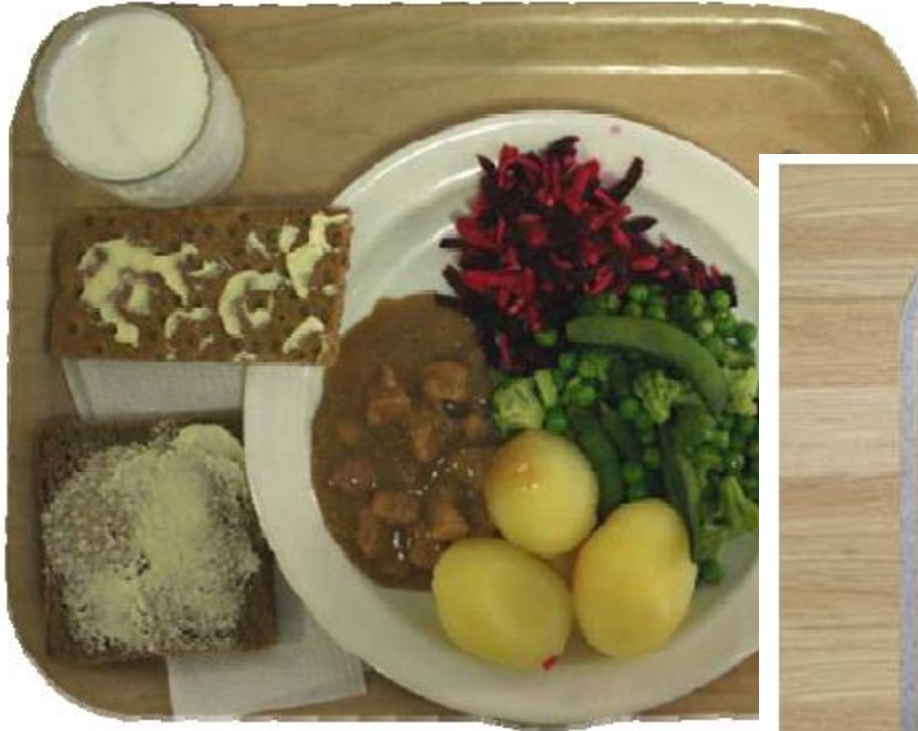
How to influence?

- Research and monitoring
- Nutrition policy - collaboration
- Legislation
- Education (nutritionists, nurses, doctors, teachers, food scientists, catering sector)
- Nutrition recommendation and dietary guidelines + Implementation programs
- Food production and development
- Catering services

Dietary guidelines for schools

- issued by National Nutrition Council, April 2008
- includes recommendations for nutritional quality
 - lunch to fulfill a third of the daily nutritional requirements
 - criteria for both lunch and afternoon snacks served at school
- The plate model and a sample meal
- School meals should be served from 11 am to 12 noon every school day
- Self-service catering in a comfortable dining area
- co-operation between headteachers, teachers, parents and catering staff

Smart Snacks Research: Recommendations vs. real life

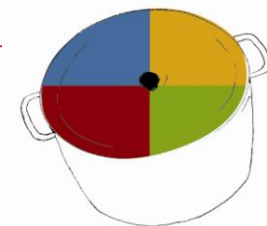


Source: Sini Garam's presentation
www.sitra.fi

An easy tool for monitoring

= A method for monitoring the nutritional quality of food provided by industrial kitchens

- four criteria: basic, fat, salt and information
 - printed and electronic material
- launched in October, 2005
- included in dietary guidelines for schools
- education for food service professionals
 - March and September 2006
 - 15 occasions, ~1100 participants
 - by Finnish Heart Association in co-operation with e.g. National Nutrition Council



Ruoan ravitsemuksellisen laadun kriteerit

PERUSKRITEERI

Onko aterioiden yhteydessä tarjolla joka päivä

Kyllä

Ei

1. ruisleipää, ruisnäkkileipää tai muuta

runsaskuituista leipää (kuitua yli 6 g/ 100 g)

1

0

2. margariinia tai muuta kasvirasvaveitettä

1

0

3. rasvatonta maitoa

1

0

4. tuoreita kasviksia, tuoresalaattia, marjoja tai hedelmiä

1

0

5. kasviöljypohjaista kastiketta salaatin kanssa

1

0

Omat pisteet _____

Tulkinta:

5 pistettä: Peruskriteeri toteutuu

0-4 pistettä: Peruskriteeri ei toteudu

Heart Symbol

- From year 2000
- Goal: to help consumers make better choices regarding the quality and quantity of fat and the quantity of sodium
- >350 products



Löydä elämäsi merkki.

Yli 200 parempaa valintaa kaupan hyllyssä!

Sydänmerkki-tuotteet ovat tuoteryhmänsä aarteita, sillä ne ovat rasvan ja suolan kannalta parempi valinta. Merkkiuskollisuus ei käy kukkarollesi, ja tuotteet ovat normaalihintaisia ja tarkoitettu kaikenikäisille.

Yksitysten listan Sydänmerkki-tuotteista löydät osoitteesta: www.sydänmerkki.fi

Better choices
since 2000



Healthier meals

- Goal: to help consumers make better choices when eating out
- Criteria for healthier/better meals
 - Main dish: energy, fat (quantity and quality), salt
 - Other meal components available:
 - Non-fat milk/sour milk
 - Low-salt bread + spread (fat quality)
 - Fresh vegetable + salad dressing (fat quality)



Meals with heart symbols at schools

- Heart week 13.-20.4.2008
- Lunch campaigns included since 1990, in 2008 targeted to schools
- healthy lifestyle from the very beginning: food, physical activity and sleep
- meals that fulfill the criteria for Heart Symbol served in ~2000 schools
- posters and leaflets at schools
- web-pages (www.energiaveijari.fi) for students, parents and teachers



• Smart Snacks Communications:

Healthy snacks = 1+1(+1)

Ett rejält mellanmål = grönsaker + spannmål (+ mjölk eller kött)

Plocka ihop ett mellanmål som du tycker om

- från grönsaksgruppen så många delar du vill
- från spannmålsgruppen en eller två
- från mjölk- och köttgruppen enligt behov

På samma sätt kan du även komponera morgon- och kvällsmålet.

Välj olika kombinationer enligt ditt föredrag. Med ett lagom stort mellanmål orkar du från en huvudmåltid till en annan.

Kombinera t.ex. så här:

I skålar



Smått



På spröng



• Krossa ihop ett vatten är den bästa tillställningen.



- GRÖNSAKER, ROTFRUKTER, BÄR, FRUKTER
- mjölgörigt och smältande
- Gräns eller tillräckligt



- BRÖD, FLINGOR, NYLLI, KLI
- fibrerika, sötfattiga och sockerfattiga
- växtfett på brödet

- MJÖLK, MIL, SMÖR, YOGHURT, OST
- fettrika eller avsevärt lågt fettinnehåll och sockerfattiga
- KÖTT/PRODUKTER
- lågt fett- och saltinnehåll

Promoting healthy snacks - Practical tips for parents



HYVÄ VÄLIPALA
ON
VÄLITTÄMISTÄ.

TÄSTÄ
PUHUTAAN
NYT!

HYVÄ VÄLIPALA ON
**PÄIVÄN
PELASTAJA!**

- ▶ HYVÄ VÄLIPALA
- ▶ KOOSTA NÄISTÄ
- ▶ IDEANURKKA
- ▶ VÄLIPALAOHJEITA
- ▶ KUVAGALLERIA
- ▶ LINKKIPANKKI

15.11.2007
 Sydänmies seikkaili messuilla - Kuvagalleria
 avattu

Katso tunnelmia Terveys + Hyvä olo messuilta

[Lue lisää ▶](#)

www.hyvavalipala.fi

Communication campaign

- The little one follows
the big one's example

- Background: The aim - healthy lifestyle from the very beginning
- Key messages:
 - It is up to adults
 - You have the responsibility
 - You are the example
- For parents, professionals working with children, policy makers

