



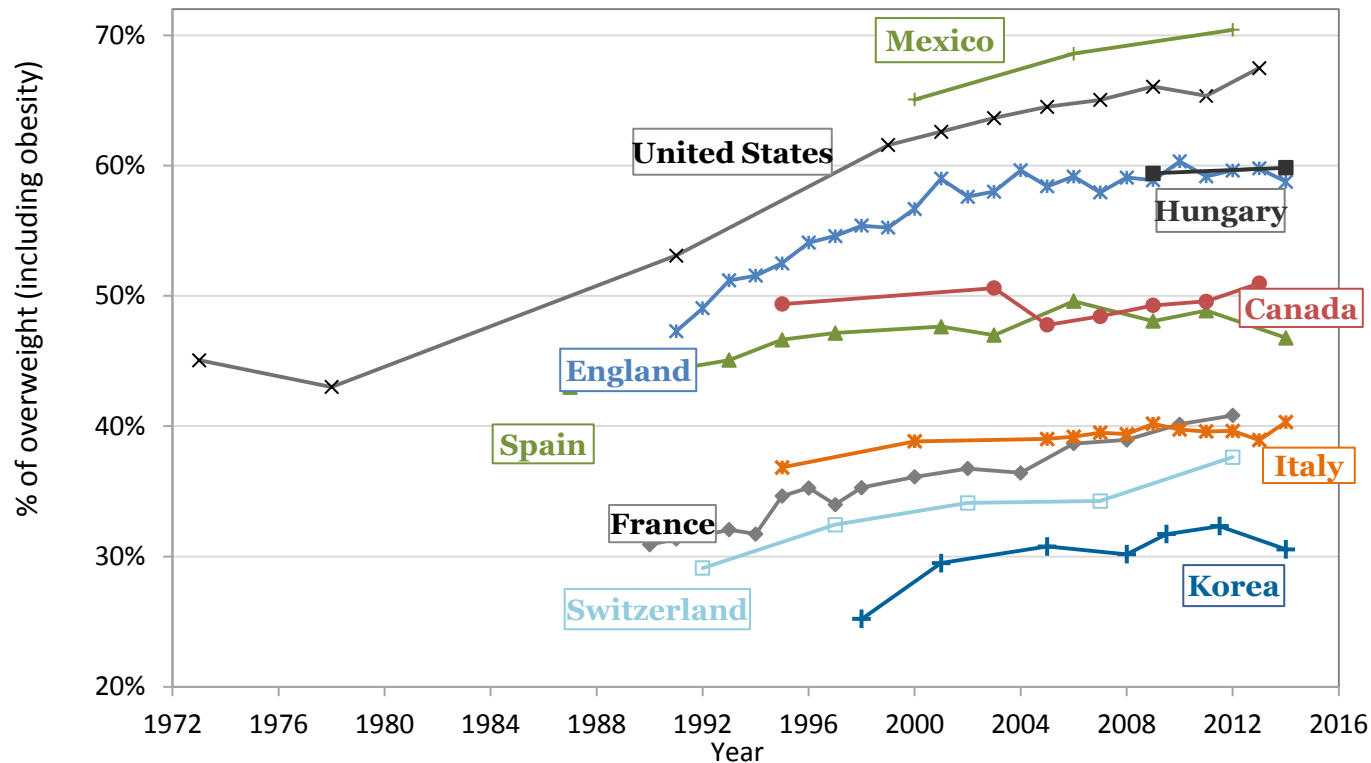
F&V CONSUMPTION & CHRONIC DISEASE PREVENTION: WHAT ARE THE POSSIBLE “WINS-WINS”?

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The Epidemic of Obesity

- Growing obesity rates in OECD countries
- Obesity is a major cause of NCDs



Source: OECD Obesity Update 2017

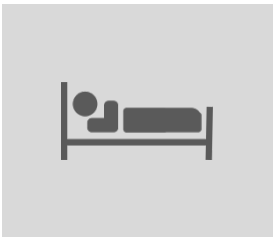


The Economic Burden of Obesity across EU countries



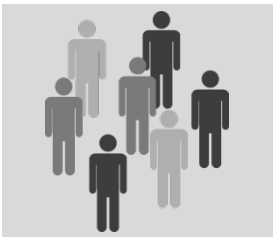
Life expectancy and healthy life expectancy

- Depress life expectancy between 1.8 and 3.8 years across EU countries
 - Loss of ~26 to 65 years of healthy life per 1,000 individuals across EU countries
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Cost of treatment

- Responsible for **3.8% to 12%** of direct health expenditures
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Cost for the Economy at large

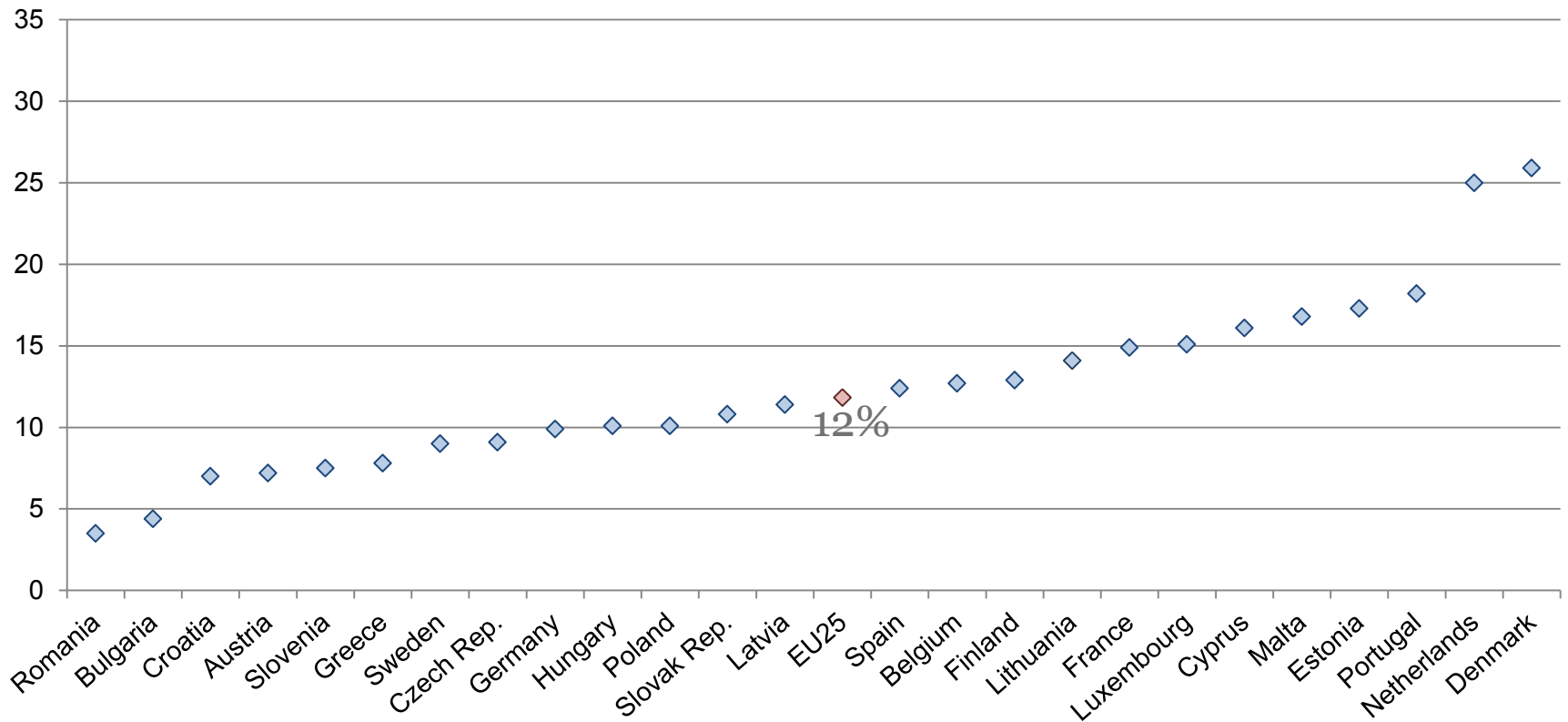
- Impact on employment, productivity at work (absenteeism and presenteeism)
- Welfare benefits (compensated sick leaves, early retirement)
- Contribute to ~2 to 4.5 percentage points of GDP per capita



Behavioural risk factors for obesity and NCDs

Insufficient F&V consumption

% of people who consume at least five fruit and vegetables daily, EU countries, 2014



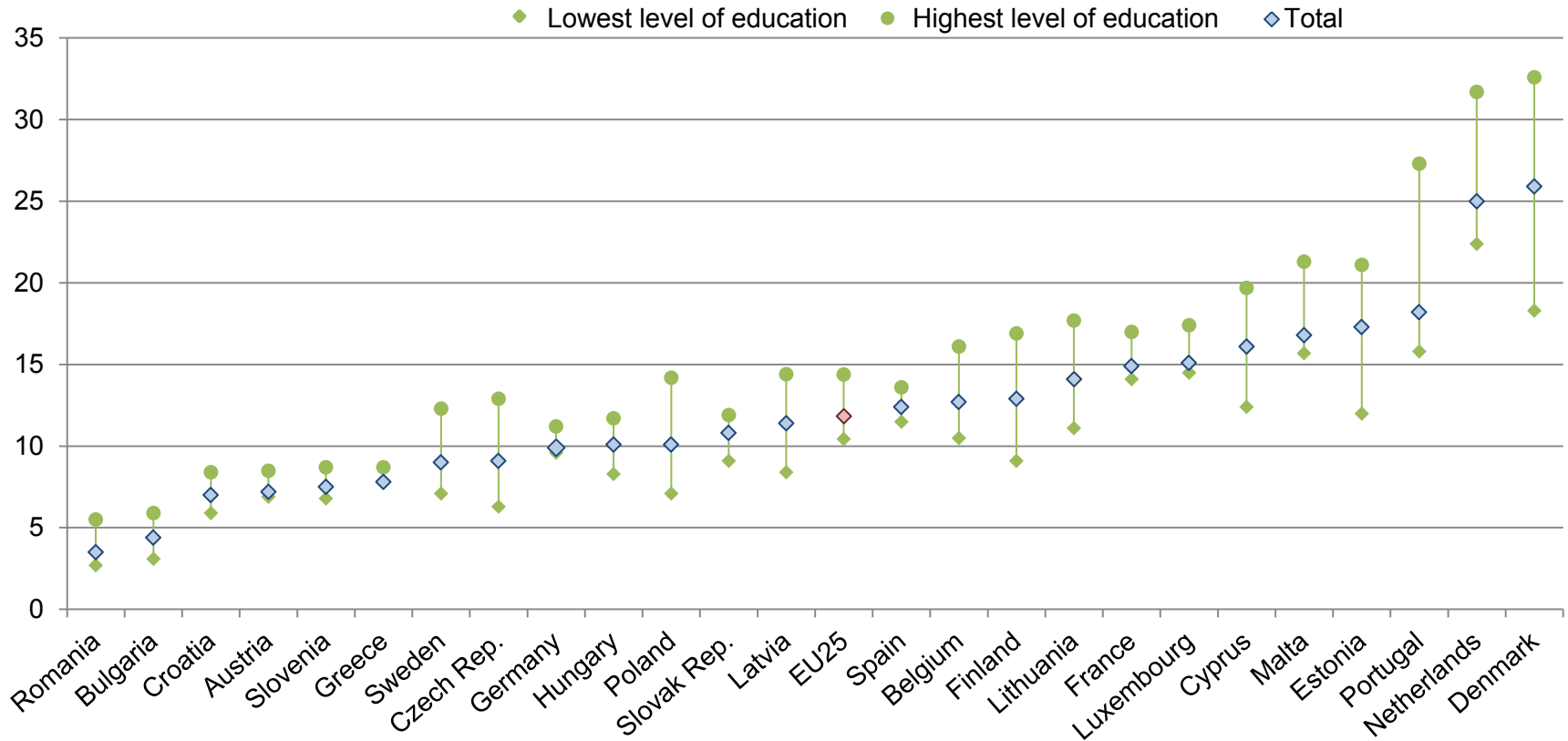
Source: OECD Health at a Glance Europe 2016



Behavioural risk factors for obesity and NCDs

Insufficient F&V consumption

% of people who consume at least five fruit and vegetables daily, EU countries, 2014

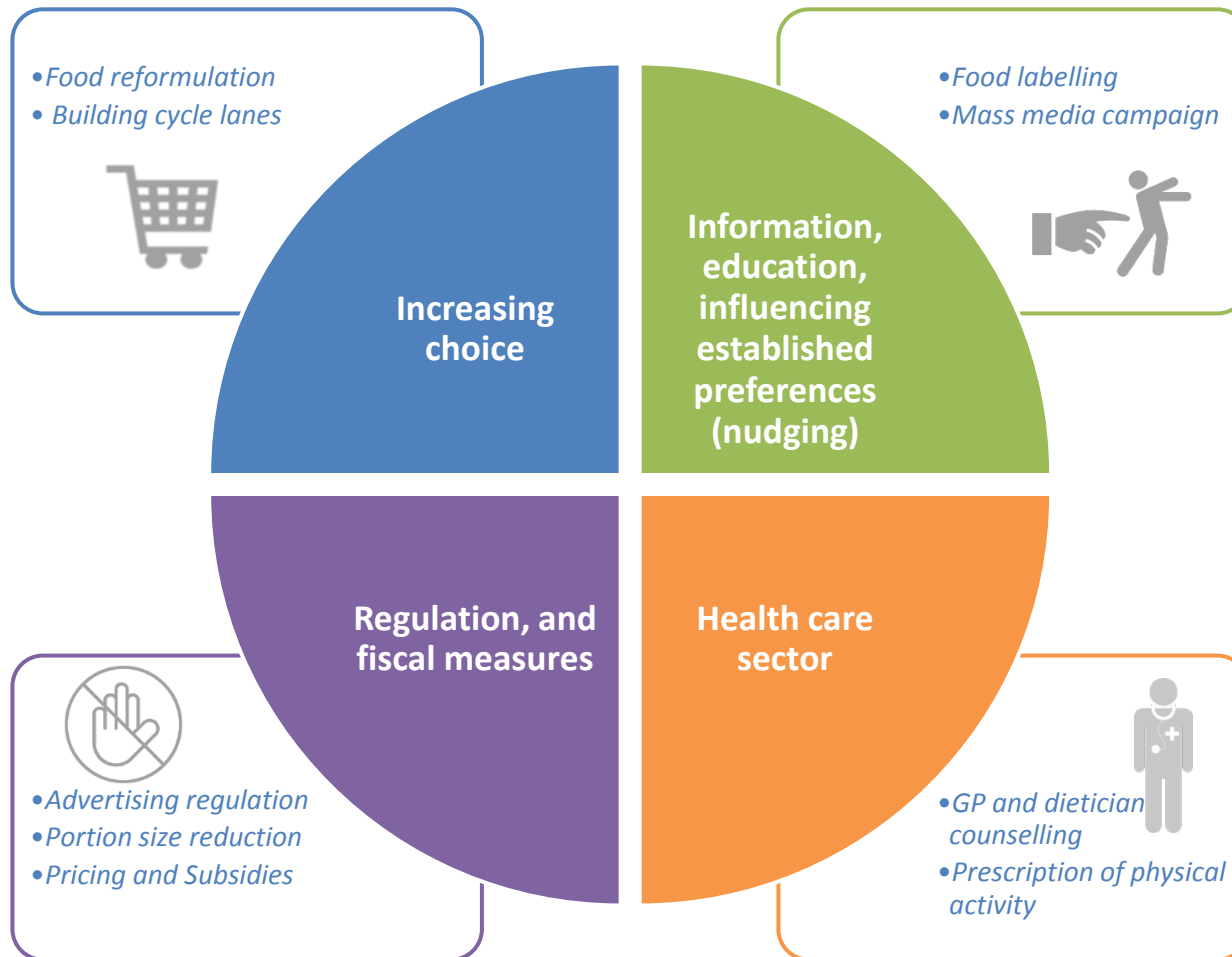


Source: OECD Health at a Glance Europe 2016

→ Inequality in F&V consumption



A wide range of policies can tackle obesity



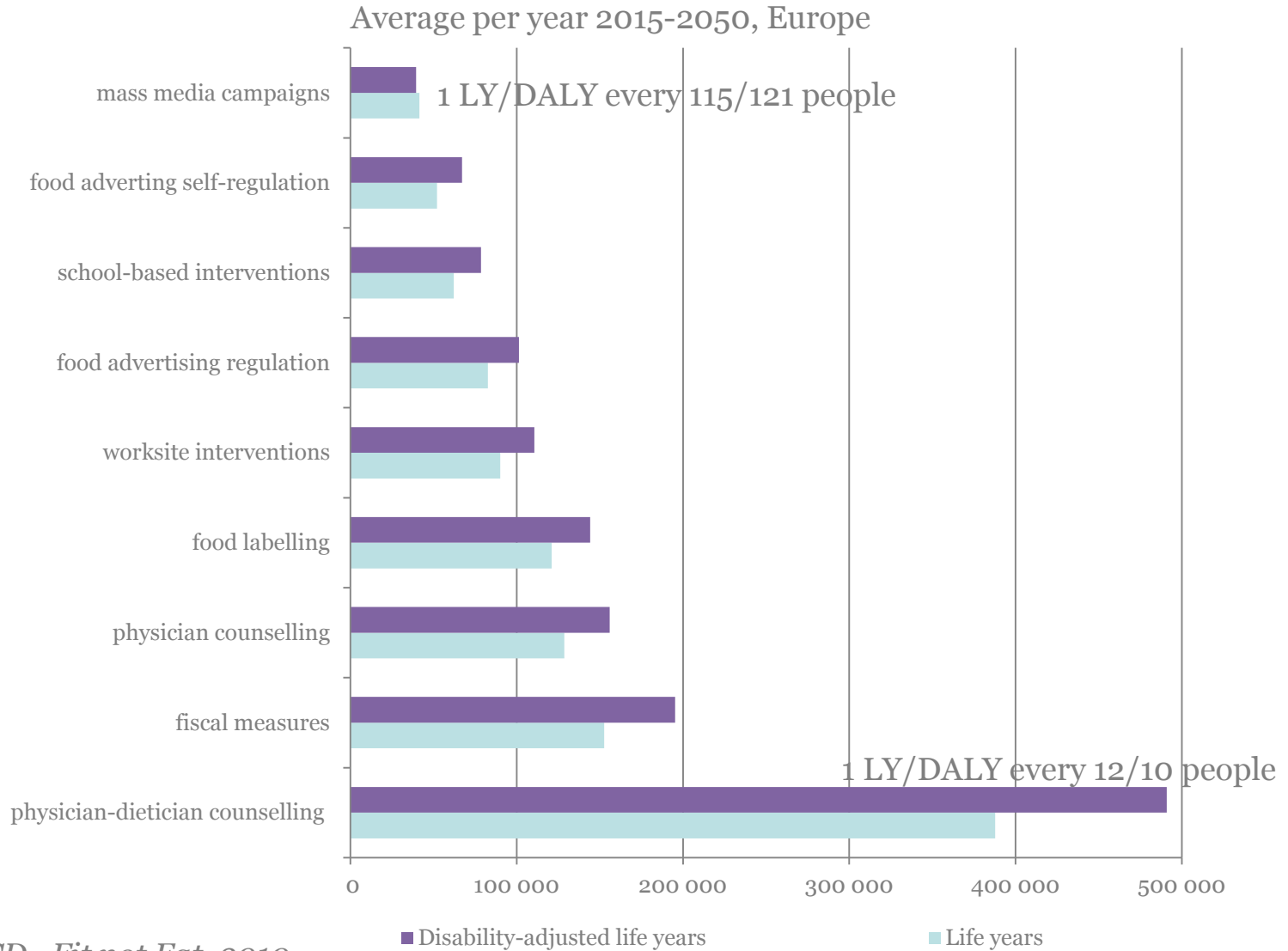


Effectiveness of policies to improve diet

Food reformulation	Reduce calorie intake by 68 kcal
Mass media campaign	Increase F&V consumption by 18 grams per day
Food labelling	3.6% reduction in calorie intake
Menu labelling	Reduce calorie intake by 81 kcal per meal
School-based intervention	Increase F&V consumption by 38 grams per day, and 2% reduction in energy intake from fats
Advertising regulation	0.31 point reduction in BMI
Counselling by a GP and dietician	10% less energy intake from fats, or 2.3 point reduction in BMI



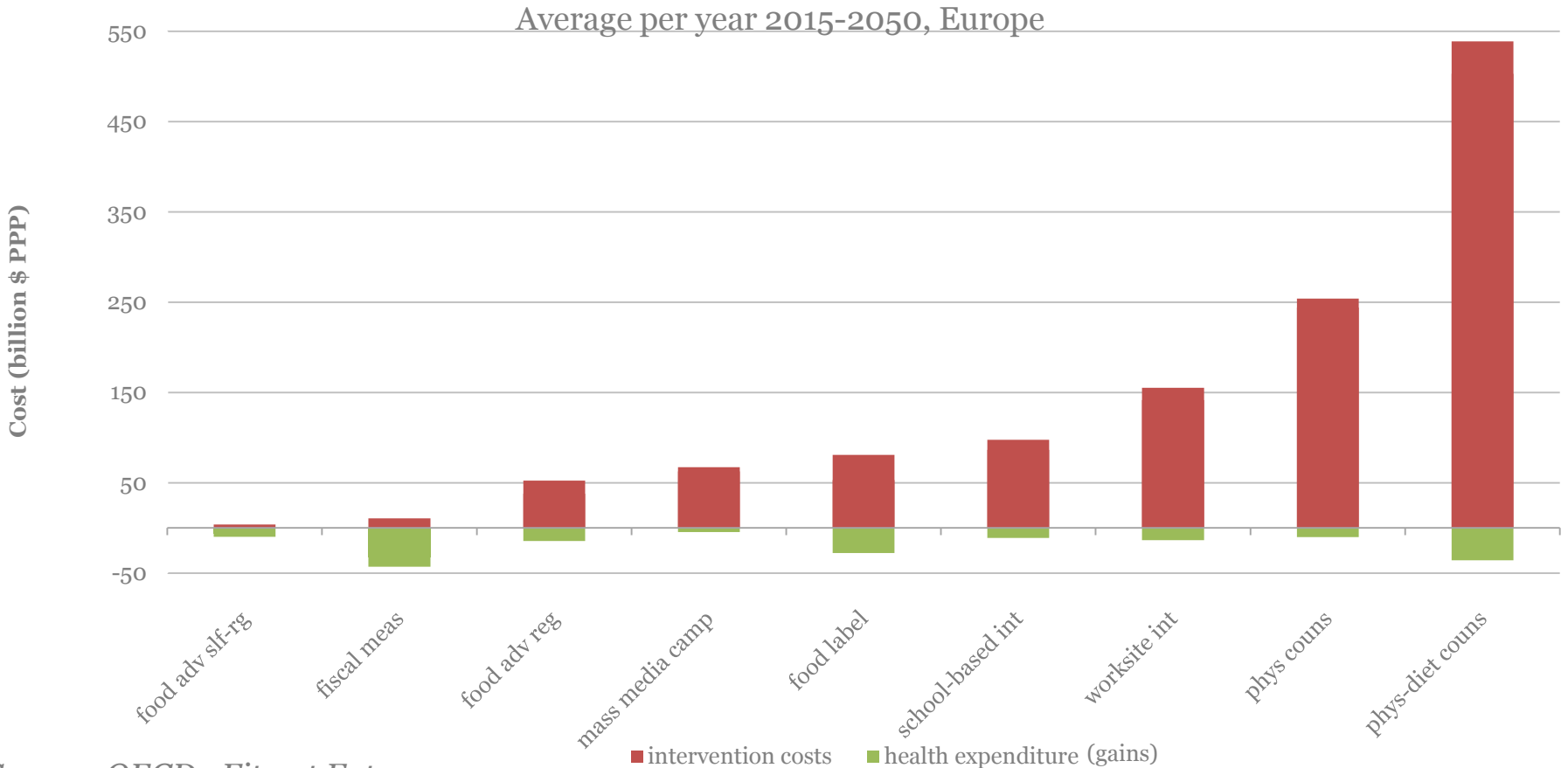
Health Outcomes of Prevention Policies



Source: OECD, *Fit not Fat*, 2010



Financial Impacts of Prevention Policies

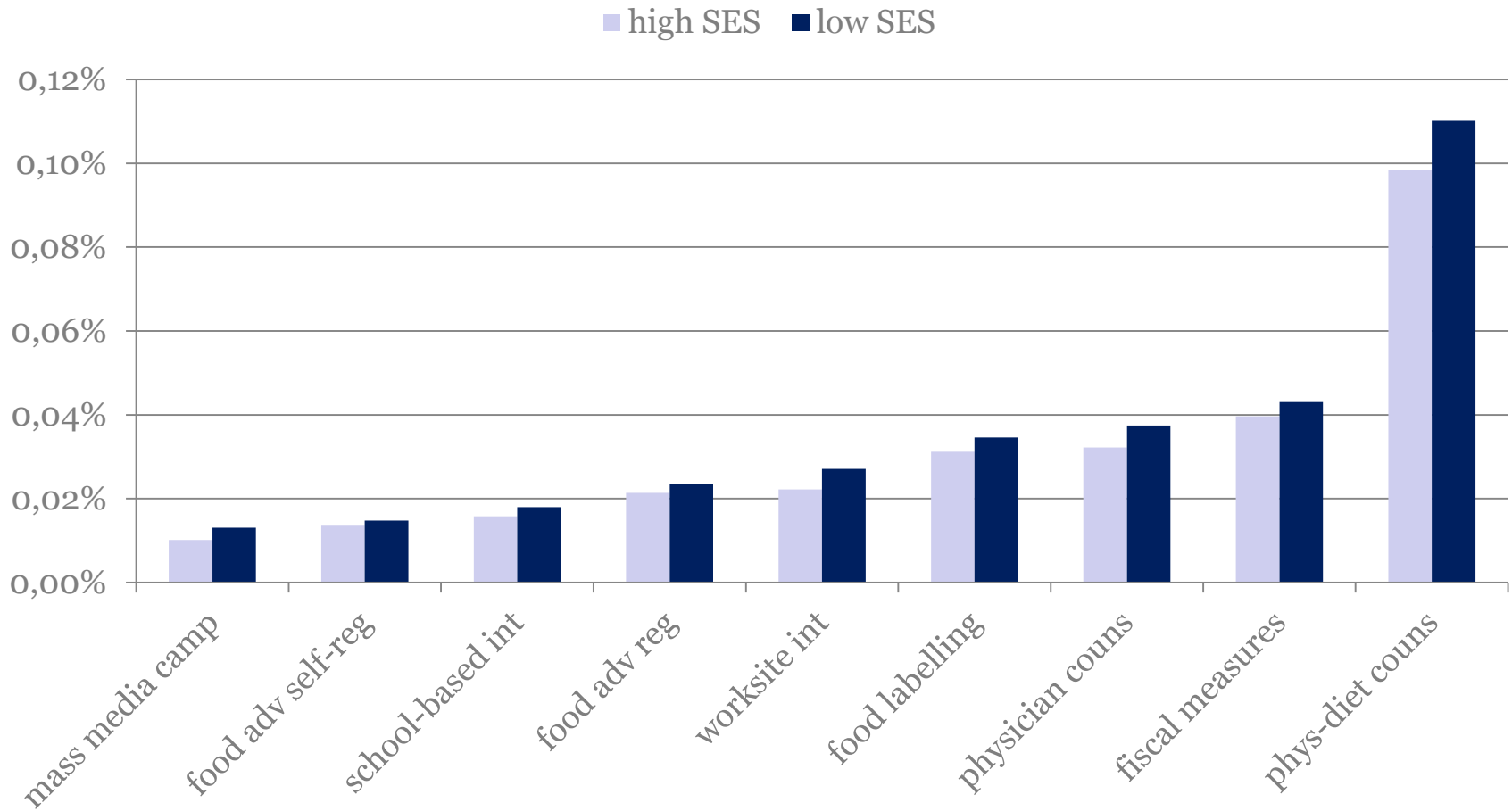


Source: OECD, *Fit not Fat*, 2010

- Prevention policies (such as GP and dietician counselling, mass media, food label) become cost-effective about 10 years after implementation



Impact on inequalities: Low-SES people benefit more





Take-away messages

- Prevention policies can:
 - Improve people's life and healthy life expectancy, and their labour market outcomes
 - Are cost-effective solutions on the long-term
 - Reduce health inequalities
 - Improve country's economic growth and social welfare
- Combination of policies is more effective
 - People-centred & Population-wide public health actions
 - Health care sector & Information & Regulatory
- Response to NCDs should be multisectorial



Thank you

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