



**National Institute for Public Health
and the Environment**
Ministry of Health, Welfare and Sport

Healthgrain bijeenkomst

*volksgezondheid
overheidsbeleid
consumptie*

Prof. Hans Verhagen
Dr. Bas Bueno de Mesquita
5 Juli 2011

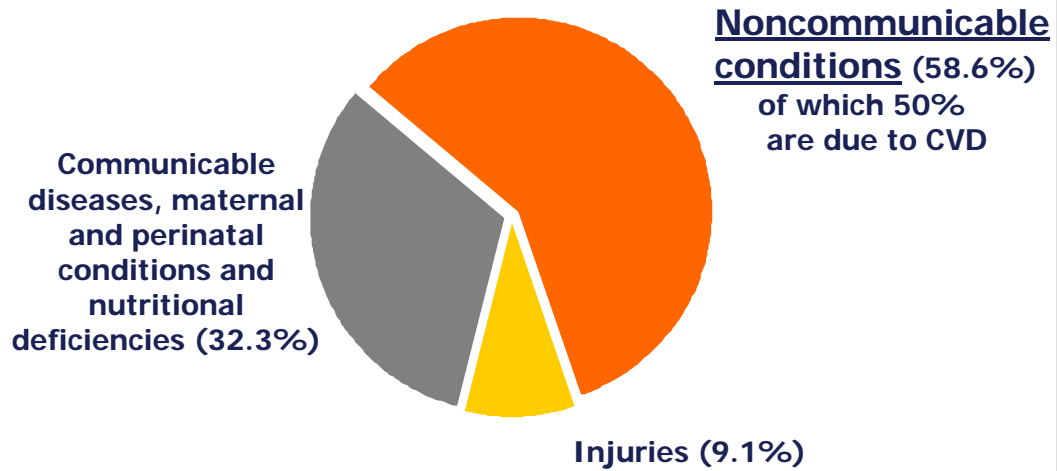




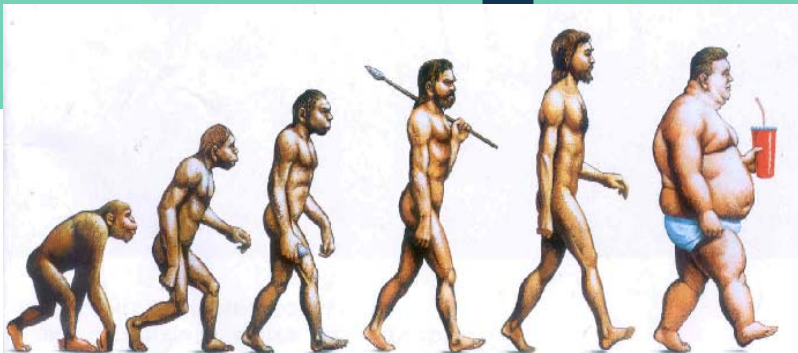


Deaths by broad cause group *estimates for 2002*

Total deaths: 57,027,000



Source: WHO



Source: The Economist
2003





Dietary factor	Goal
Total fat	15-30 E-%
Saturated Fat	< 10 E-%
Trans Fat	< 1 E-%
Total carbohydrate	55-75 E-%
Free sugars	< 10 E-%
Na+	< 2 g/d
NSP	> 20 g/day
Fiber	> 25 g/day



“Food-based dietary guidelines”



Risks and benefits of the diet

“Our food, our health

**Healthy diet and safe food
in the Netherlands”**

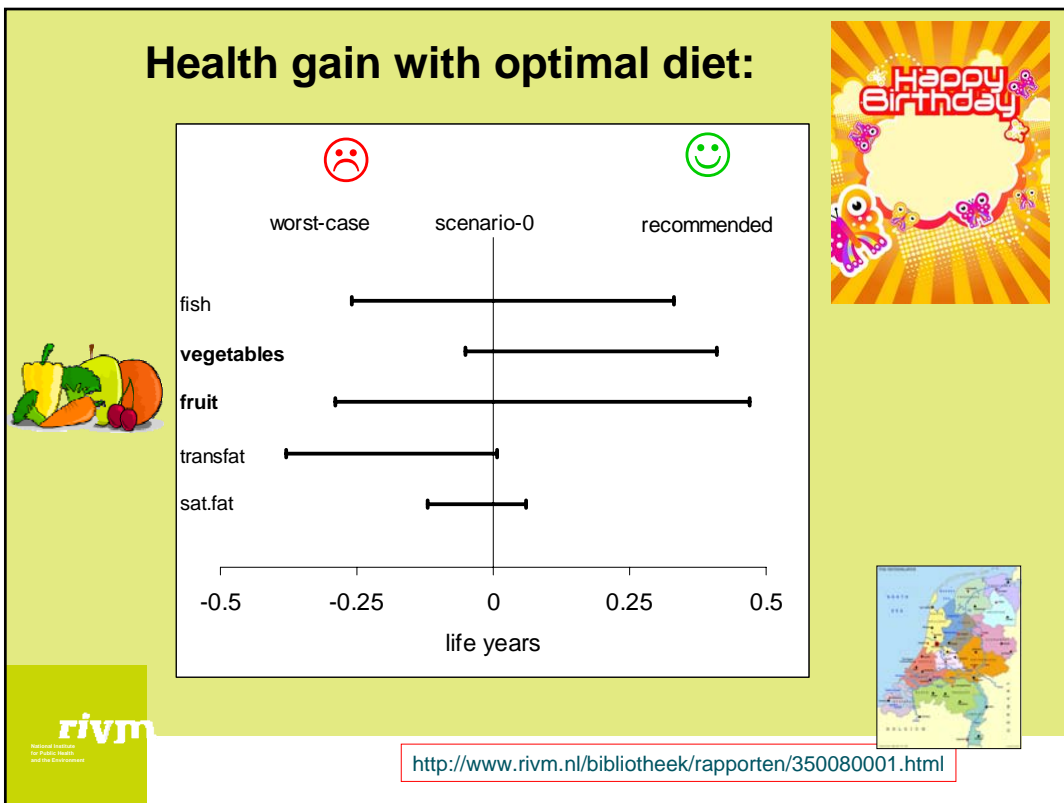
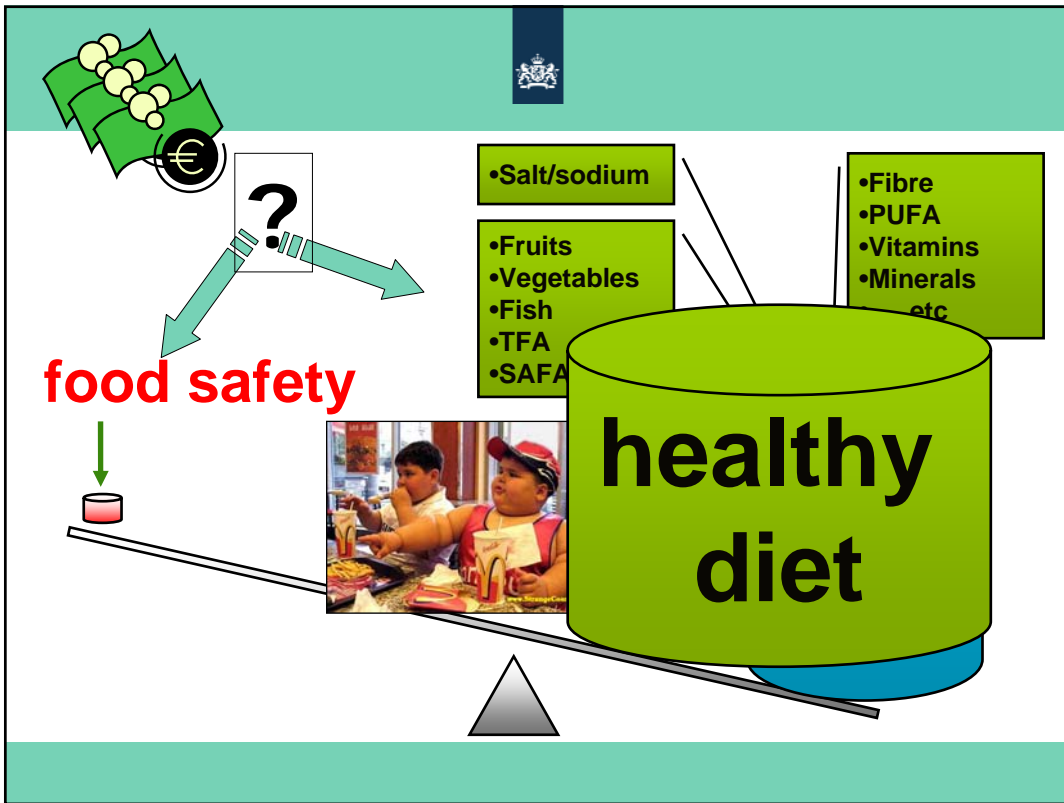
RIVM 2004, 2006



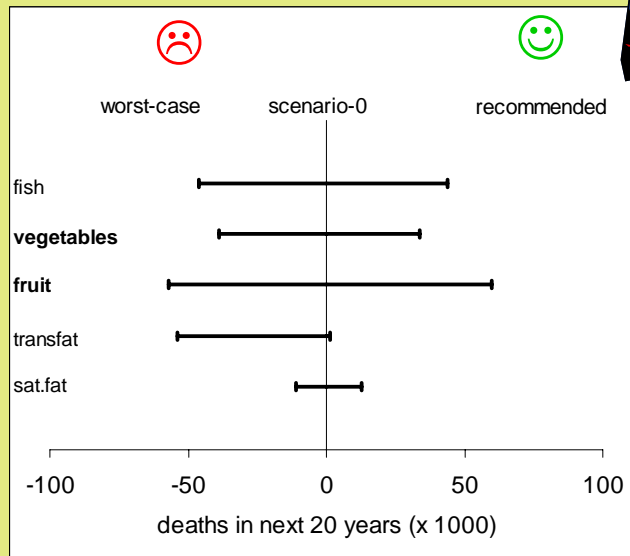
Health gain for healthy diet versus other life style factors

Factor	DALY's/ year	deaths/ year	Life expectancy total
Healthy diet	- 245.000	- 13.000	+ 1.2
Healthy weight	- 215.000	- 7.000	+ 0.8
Not smoking	- 350.000	- 16.000	+ 1.2
exercise	- 150.000	- 7.000	+ 0.7





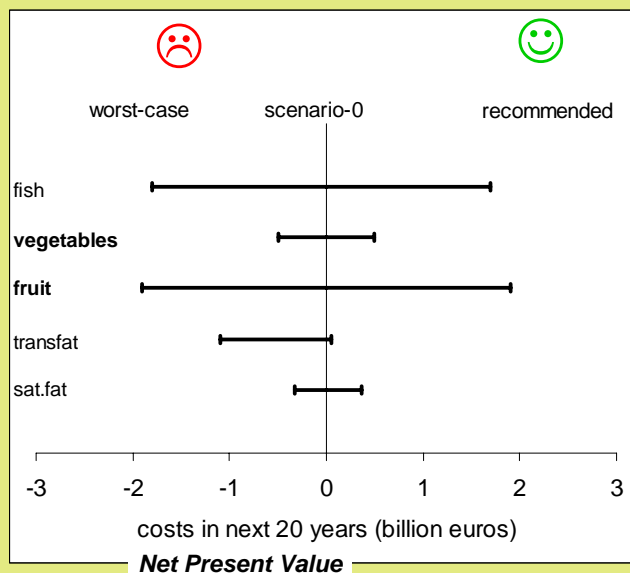
Health gain with optimal diet:



rivm
National Institute
for Public Health
and the Environment

<http://www.rivm.nl/bibliotheek/rapporten/350080001.html>

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Claims



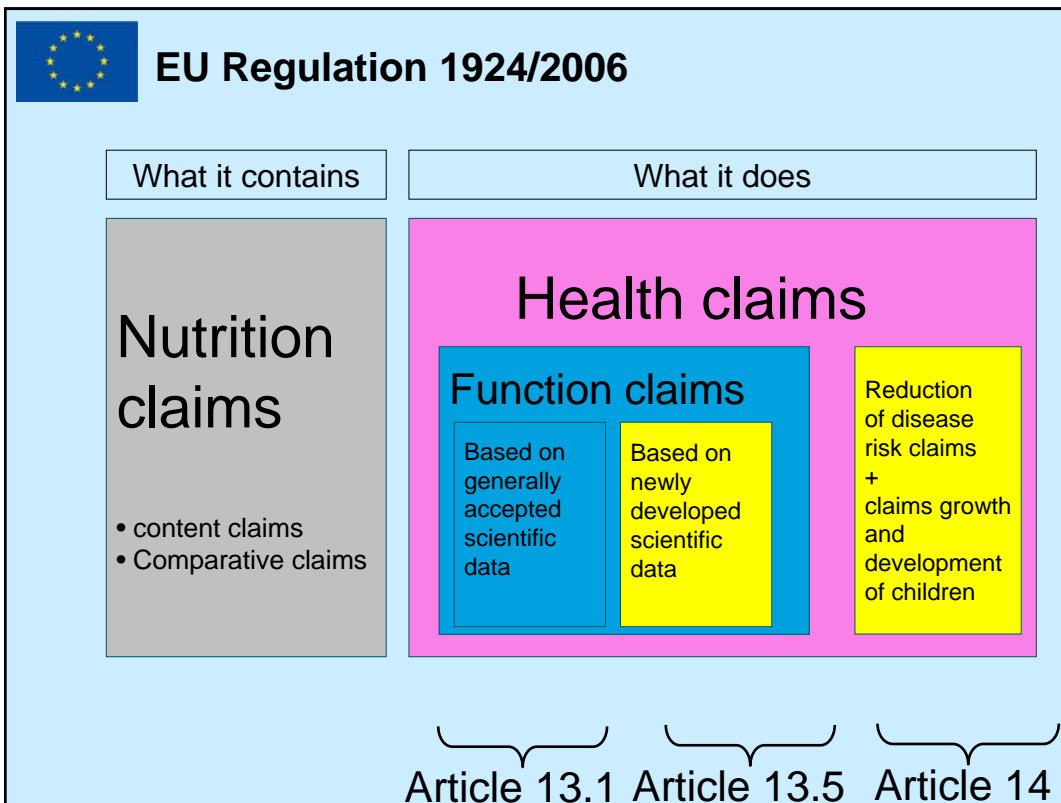
Health Claims Report Card


A High	Significant scientific agreement	1
B Moderate	Evidence is not conclusive	2
C Low	Evidence is limited and not conclusive	3
D Extremely Low	Little scientific evidence supporting this claim	4




EU Regulation 1924/2006

REGULATION (EC) No 1924/2006 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL
of 20 December 2006
on nutrition and health claims made on foods





 **EU Regulation 1924/2006**

General principles

- **Claims ≠ false, misleading**
- **Claims ≠ prevent, treat or cure disease**
- **Scientifically justified**
- **Benefit from normal consumption of food**



3 levels of evidence:

- a cause and effect **has been** established
- a cause and effect **has not been** established
- **Insufficient evidence** for cause and effect



Dietary Fiber

- normal blood cholesterol concentrations :
.....**not sufficiently characterised**
- **insufficient evidence** to establish a cause and effect relationship between the dietary intake of either total dietary fibre or “water-soluble fibre” and the maintenance of normal blood cholesterol concentrations



Beta-glucans

..... sufficiently characterised

- **Negative : maintenance or achievement of a normal body weight**
- **Negative; maintenance or achievement of normal blood glucose concentrations**
- **Positive: reduction of blood cholesterol concentrations**

<http://www.efsa.europa.eu/en/efsajournal/doc/1254.pdf>
<http://www.efsa.europa.eu/en/efsajournal/pub/1482.htm>



Whole grain

..... Not sufficiently characterised

- **"whole grain", "whole grain flour", "whole grain foods", and "diets rich in whole grain"**
- **"gut health"/"bowel function", "weight control", "blood glucose"/"insulin levels", "weight management", "blood cholesterol", "satiety", "glycaemic index", "digestive function" and "cardiovascular health".**

<http://www.efsa.europa.eu/en/efsajournal/doc/1766.pdf>



**Ministry
The
Hague**



**RIVM =
Research**



Clients



Ministerie van Economische Zaken,
Landbouw en Innovatie



**Health and Consumer Protection
Directorate-General**



World Health Organization





Collaborating bodies

International Agency for Research on Cancer
Centre International de Recherche sur le Cancer

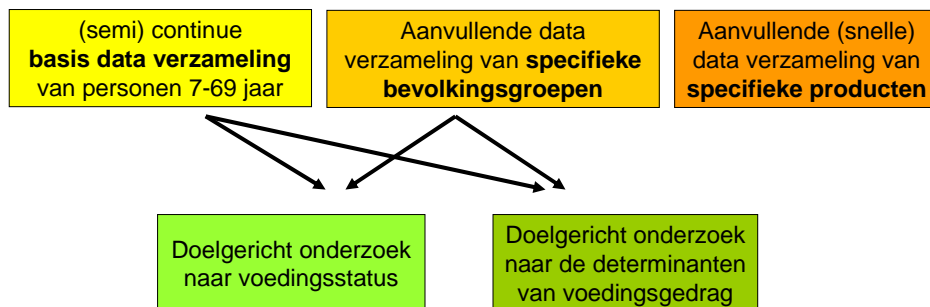


World Health Organization

September 2008:
WHO Collaborative Centre on Nutrition!



Voedselconsumptiepeiling



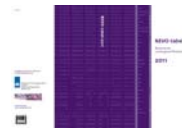


Innamevoedingsstoffen versus Richtlijnen Goede Voeding

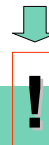
Voedselconsumptiepeiling →



Nederlandse Voedingsmiddelentabel →



Richtlijnen Goede Voeding →





RIVM Voedingsepidemiologisch onderzoek

- **1. Literatuurstudie (jaar 1)**
 - › Samenvatting bewijslast
 - › Abstraheren juiste data als basis simulatiemodel
 - › Evaluatie voldoende gegevens
- **2. Epidemiologische studies (jr. 1 en 2)**
 - › Biomerkers / consumptie van volkoren graanprodukten en chronische ziekten
 - › In 4 Nederlandse bevolkingsonderzoeken
 - › Evaluatie voldoende gegevens



RIVM Modelleringsonderzoek

- **3. Consumptie scenario's (jr.2)**
 - › VCP 2007-10; voldoen aan aanbevolen hoeveelheid?
 - › Input voor simulatie model; verschillende scenarios
- **4. Aanpassing chronisch ziekten model (jr.3)**
 - › Met volkoren graanprodukten
 - › Keuze definitief model
- **5. Doorrekenen gezondheidseffecten (jr.3)**
 - › Van hoge en lage consumptie volkoren produkten
 - › Winst in aantal (gezonde) levensjaren
 - › Kosten van de zorg



Thank you!



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Prof.Dr. Hans Verhagen
Head, Centre for Nutrition and Health
National Institute for Public Health and the Environment (RIVM)
PO Box 1
3720 BA Bilthoven
The Netherlands
Tel +31 30 274 3391
Hans.Verhagen@rivm.nl
<http://www.rivm.nl/en/aboutrivm/organization/vgc/cvg/index.jsp>

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