Double burden of malnutrition: How do we get out?

Boyd Swinburn
Professor of Population Nutrition and Global Health
School of Population Health
University of Auckland

and

Alfred Deakin Professor
Global Obesity Centre
Deakin University

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Declaration: Lawsuit against NZFGC and PR people for defamation
What needs to be done to prevent obesity & NCDs?

Many evidence-based, highly-scrutinised, globally-agreed, and weakly-implemented recommendations
Translation at country level
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Lancet Commission on Obesity

- Formed 2016
- Co-chairs: Bill Dietz and Boyd Swinburn
- 26 Commissioners
  - 14 countries, 23 disciplines
- 17 Fellows
- Aims:
  1. Increase accountability systems for implementing policies and actions to reduce obesity
  2. Identify common systemic drivers and solutions for obesity, undernutrition, and climate change
Problems, propositions and challenges

• Problems
  1. Rising obesity (unabated systemic drivers)
  2. Policy resistance (systemic resistance)
  3. Obesity is too insubstantial to influence underlying systems

• Propositions
  1. Many major global problems have common systemic drivers and policy resistance (obesity, undernutrition, climate change)
  2. The combined demand from multiple global problems will be needed to influence underlying systems

• Challenges
  1. Create framework to diagnose common systemic problems
  2. Formulate and communicate common systemic solutions
5 key sets of feedback loops in food system

1. Business models
   - Food ‘value’ chain, processed foods
   - Externalises costs, privatises profits

2. Supply / demand
   - Marketing / purchasing, choice editing

3. Sustainability
   - Environmental damage from food system

4. Well-being
   - Malnutrition in all its forms

5. Governance
   - Balance of power, policy & economic levers

Why it is so hard to change food systems

Why we have the food environments we have

Why food systems need to change
Many positive actions underway

- **SDGs**
  - Malnutrition in all its form language
  - 56 indicators highly relevant to nutrition

- **Decade of Action on Nutrition, Nutrition4Growth etc**

- **Number of reports coming out**
  - 3 Lancet Commissions & 2 Lancet Series, Report to UN Committee for Food Security, IFPRI, WRI, Global Nutrition Reports etc
What will speed up implementation progress?

• Analyses to lay the case
  – Double/triple duty actions
  – Economic analyses
  – Systems analyses
  – Monitoring for accountability

• Re-orienting sets of feedback loops for planet & people
  – Strengthening governance
  – Business models for C21
  – Marketing / purchasing levers

• Create the compelling narrative
Specific nutrition recommendations (n=190):
(How many are double/triple duty actions, where do they fit in the system, how strong are their leverage points?)

- Production systems 13
- Processing and distribution 6
- Storage, exchange & distribution 4
- Retail, marketing & advertising 10
- Food information 10
- Food promotion 5
- Food access 7
- Food affordability 2
- Food composition 5
- Creating consumer demand 20

- Governance 2
- Conflicts of interest 2
- Accountability 25
- Capacity Development 11
- Investments & funding 12
- Policies 11
- Social equity 11
- Trade agreements 2
- Sector engagement 10
- Data and information 25
Economic analyses

- Costs of actions
  - Often political not economic cost
- Cost-effectiveness of double/triple duty actions
  - Difficult for underlying systemic actions
- Cost of business as usual
  - eg ½ trillion dollars in agricultural subsidies per year
- DALY cost by food company
- Circular economy analyses
  - Reducing economic externalities
- Innovative tech solutions
  - Eg personal carbon trading schemes, healthy food discount card
Systems analyses eg beef

• Policy resistance refers to the strong balancing feedback loops that dominant system behavior.

• In the beef examples, there are two major sources of policy resistance: (1) the supply and demand loops, and (2) the governance loop.

• Strategies to alter system behavior require first weakening the dominance of one or more sources of policy resistance.

• This can be done by changing the delays in a system, adding or removing information feedback.

• For example, including information on the environmental sustainability of beef on packaging and increasing the visibility of the negative impact of supply on people would weaken the demand for beef.
**Upstream monitoring for accountability**

- Govt policy actions
- Industry actions
- Food environments

~25 countries involved

INFORMAS satellite at ICN, Buenos Aires
Fri 20 October 11am-5pm

No charge, all welcome, register: sally.mackay@Auckland.ac.nz
Strengthening governance

- Weaken ‘conversion of economic power into political power’
  - Conflicts of interest management
- Framework Convention on healthy diets
- Human Rights – Right to Well-Being
- Regulate for externality (user pays, polluter pays)
- Fortify action at city level (eg C40)
- Strengthen civil society (eg Mexico, need $billion action fund)
- Support community action (local action, demand for policies)
- Leverage from funders (eg WB, Bloomberg, BMGF, CIFF etc)
- Preserve policy space in trade deals (eg WTO provisions)
Business models

• Current model
  – Legal: fiduciary imperative, obey the laws
  – Incentives: privatisate the profits, socialise the costs
  – ‘Single middle line’ vs ‘triple bottom line’
  – Has served society well but not fit for purpose for C21

• What is the model for C21?
  – Reducing externalities to create a true economic bottom line
  – Strengthening accountabilities for environmental and social (including health) bottom lines
  – Many groups (business, academic, foundations) examining the options
Marketing/purchasing (aka supply/demand)

• Marketing
  – Reducing the marketing of unhealthy food products
    o Especially BMS to parents, unhealthy food to children
  – Regulations on labelling, claims etc

• Purchasing
  – Consumer education
    o FoP labels, Carbon cost, H20 cost etc
  – Stronger signals
    o Full cost (needs to come with poverty alleviation)
Conclusions

• Policy resistance is the major problem
• The causes of the problems and resistance to the policies are systemic
• The list of systems levers for greater implementation is long
• What are the priority ones to focus on to shift us from the current state of policy resistance?