



FEDERALIMENTARE

Federazione Italiana dell'Industria Alimentare

**ITALIAN F&D INDUSTRY COMMITMENT
IN PREVENTING OVERWEIGHT AND OBESITY**

***Workshop: Diet, Physical Activity and
cardiovascular Disease Prevention in Europe***

*Palazzo Regione Lombardia
Milano, 25th of June 2012*

Dr. Maria Agnese Dau
Nutrition and Health Area - Federalimentare



FEDERALIMENTARE: SIX VOLUNTARY ACTIONS TO PREVENT OVERWEIGHT AND OBESITY

- 1. Nutrition education**
- 2. Product reformulation and portion sizes**
- 3. Nutrition labelling**
- 4. Marketing and advertising**
- 5. Promotion of physical activity**
- 6. Prevention of risk behaviours**

NUTRITION EDUCATION: IL GUSTO FA SCUOLA

The initiative was born with the aim of introducing nutrition education as an interdisciplinary subject in school programs. The final objective is making young people aware of the importance to adopt healthy lifestyles and teaching them the correct ways and timing of foods consumption.

THE GENERAL AIM IS TO EDUCATE A NEW GENERATION OF CITIZENS AND CONSUMERS TO MAKE RESPONSIBLE FOOD CHOICES, IN LINE WITH THEIR NEEDS

→education is the first way to prevent overweight and obesity

→the right approach to achieve this is to collaborate with public education in order to plan, at a national level, a way to spread the awareness of this need

The initiative also actively contributes to the overall goals of the EU Platform for action on Diet Physical Activity and Health, in particular in promoting healthy lifestyles, and in fighting obesity: it represents an example of best practice for governments as a partnership between public and private sector in a view of improving the welfare of the population.

NUTRITION EDUCATION: A REAL CHALLENGE

This project represents a hard challenge for the Italian Food and Drink Industry which has now the opportunity to get in touch with the world of school.

**April 2011 → Official Agreement between
Federalimentare and Ministry of Education**

January 2012 → Training courses for teachers

The seminars focus on three topics related to food industry:

1. Food safety and information to consumer
2. Food quality and technologic processes of Italian production
3. Healthy habits and Italian food style

**May 2012 → website www.ilgustofascuola.it addressed to teachers, families
and students**



NUTRITION EDUCATION: MAIN BARRIERS AND CRITICAL ISSUES

- 1. PUBLIC INSTITUTIONS: DIFFICULT COOPERATION WITH EDUCATION MINISTER AND SLOWNESS OF BUREAUCRACY**
- 2. TEACHERS, FAMILIES AND PUBLIC OPINION: LACK OF CONFIDENCE AND PREJUDICE TOWARDS F&D INDUSTRY**
- 3. STUDENTS: TROUBLES IN CATCHING THEIR ATTENTION**