

National Programme for the Promotion of Healthy Eating (PNPAS) Portugal



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PNPAS – Description

- A **National policy for healthy eating** to improve the nutritional status of the Portuguese population through **co-ordinated and cross cutting set of actions** to promote **availability and access to healthy foods**.

Main Goals

- target general population, all ages, disadvantaged neighbourhoods
- increase food literacy
- modulate availability of (healthy) food
- inform & empower
- work across sectors
- guideline development & training for different professional groups
- Widened focus: from obesity to healthy food

PNPAS – Background

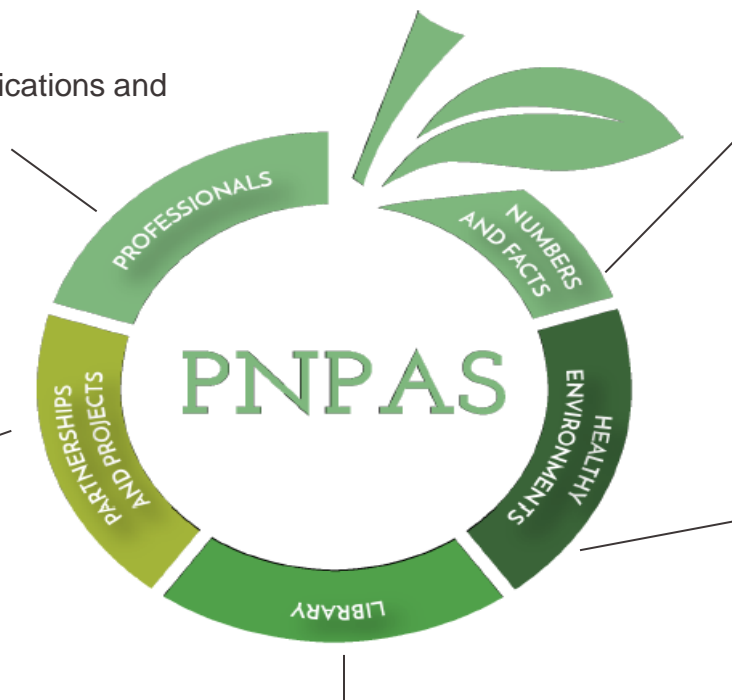
- Political commitment and numerous efforts to develop a national nutrition strategy since 1970's
- In 2012 PNPAS developed in response to
 - a shift in eating patterns of Portuguese population
 - Economic crisis

PNPAS – Background

- Professionals- Improve qualifications and practices;

Partnerships

- Public Private
- Food industry
- Agriculture
- Education
- Environment
- Municipalities



- Scientific basis for addressing poor nutritional status (increased energy, saturated fat, meat, fish, eggs, intakes and decreased fruit and vegetable intake)
- High salt intakes
- Increase in overweight and obesity in children and adults
- Increase in food insecurity due to economic crisis

- Targeting food provision and supply in schools and hospitals (canteens, school bars etc)

- Nutrition & Healthy eating literature, guidelines and resource development
- Dedicated one-stop shop website for health professionals and public
- Social media platforms

PNPAS Activities – Example 1



Ministério da Saúde



Methodology - Activities in five main areas



PNPAS Activities – Example 2

Website Development

Food Roulette

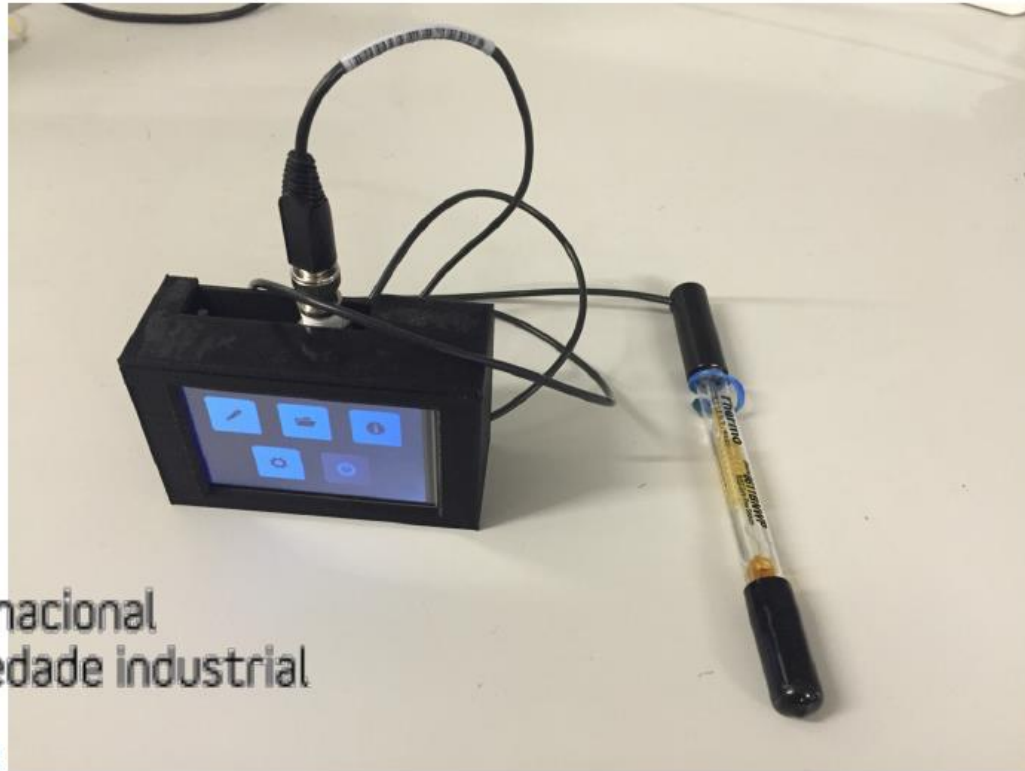
From abstract to concrete... from the nutriente to the food to the recipe.

24

This should be one of the magnets to the site, and them make people find out more information.



PNPAS Activities – Example 3



inpi instituto nacional
da propriedade industrial

Provisional Patent

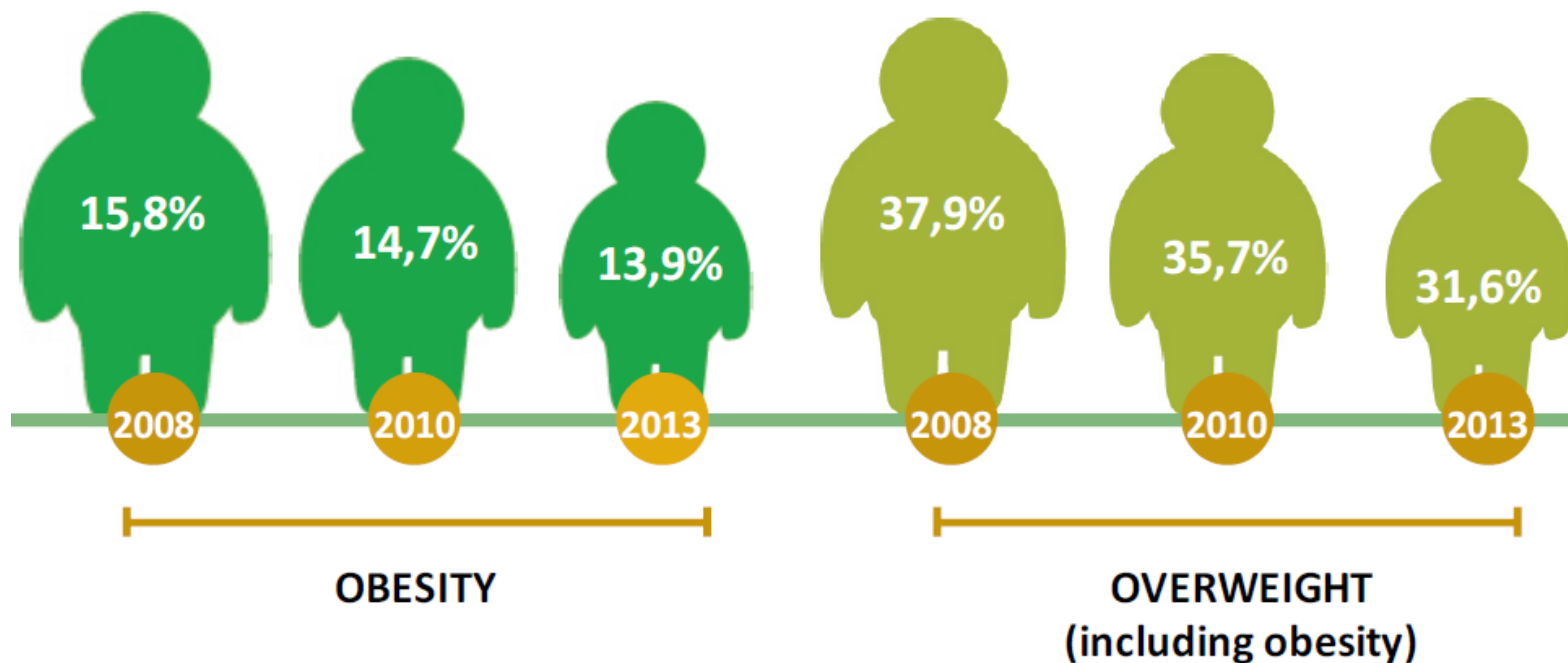
PNPAS Activities – Example 4

The screenshot displays the MAPICO website interface. At the top, a green banner reads "MAPICO Mapping National Projects". Below this is a navigation bar with the logo "Alimentação Saudável" and menu items: "PROGRAMA NACIONAL", "ALIMENTAÇÃO SAUDÁVEL", "ALIMENTOS E RECEITAS", "PARA PROFISSIONAIS", "RECURSOS E FERRAMENTAS", and "BLOG NUTRIMENTO". A search bar contains the text "PROCURAR...". The main content area features the heading "EXPLORE A INVESTIGAÇÃO NACIONAL" and a search box with the word "Projetos" entered. Below the search box are three filter buttons: "A-Z", "Região", and "Tópicos". A "PESQUISAR" button is also present. The page lists two project entries:

- "Passe – Programa Alimentação Saudável em Saúde Escolar"**
#Alimentação Saudável #Ambiente e Saúde #Atividade Física
#Estilo de vida saudável
O PASSE - Programa de Alimentação Saudável em Saúde Escolar é um programa da Administração Regional de Saúde, I.P., em parceria com a Direcção Regional de Educação do Norte.
Um projeto de:
Administração Regional de Saúde, I.P., em parceria com a Direcção Regional de Educação do Norte.
LER MAIS
Site oficial
Região Norte
- "Rede de Bufetes Escolares Saudáveis" (RBES)**
#Alimentação Saudável
LER MAIS

PNPAS – Positive Evaluation Results

6-8 years of age



PNPAS – Factors of Success & Transferability

- **Cross sectoral collaboration**
 - Government Inter-departmental collaboration (education, health, social affairs, agriculture)
 - Cross institutional (schools, universities, hospitals, sports clubs & associations, authorities)
 - National, regional, & municipality level
- **Public-private partnership**
- **Governance Structure** - a national framework for all healthy eating and nutrition interventions shared using a common database shared
- **Leadership** - One key figure with passion, good negotiation & social skills with vision & persistence
- **Training** of different professionals in nutrition (embedded in legislation) Effective Leadership
- **Effective communication** and personal networks across Nutrition community
- **Multi-professional teams** (nutritionist, public health medical doctor, public health nurse, representatives from municipalities, from local hospital, local school, & agricultural sector)
- **Flexibility at local level** to choose most relevant interventions
- All partners benefit from participation
- **Unified data collection** with broad accessibility - Data collection and monitoring of risk factors at municipality level

- Progress & evaluation reports: <http://www.alimentacaosaudavel.dgs.pt/relatorio-anual-pnpas/>