



**Ministry of Environment
and Food of Denmark**
Danish Veterinary and
Food Administration

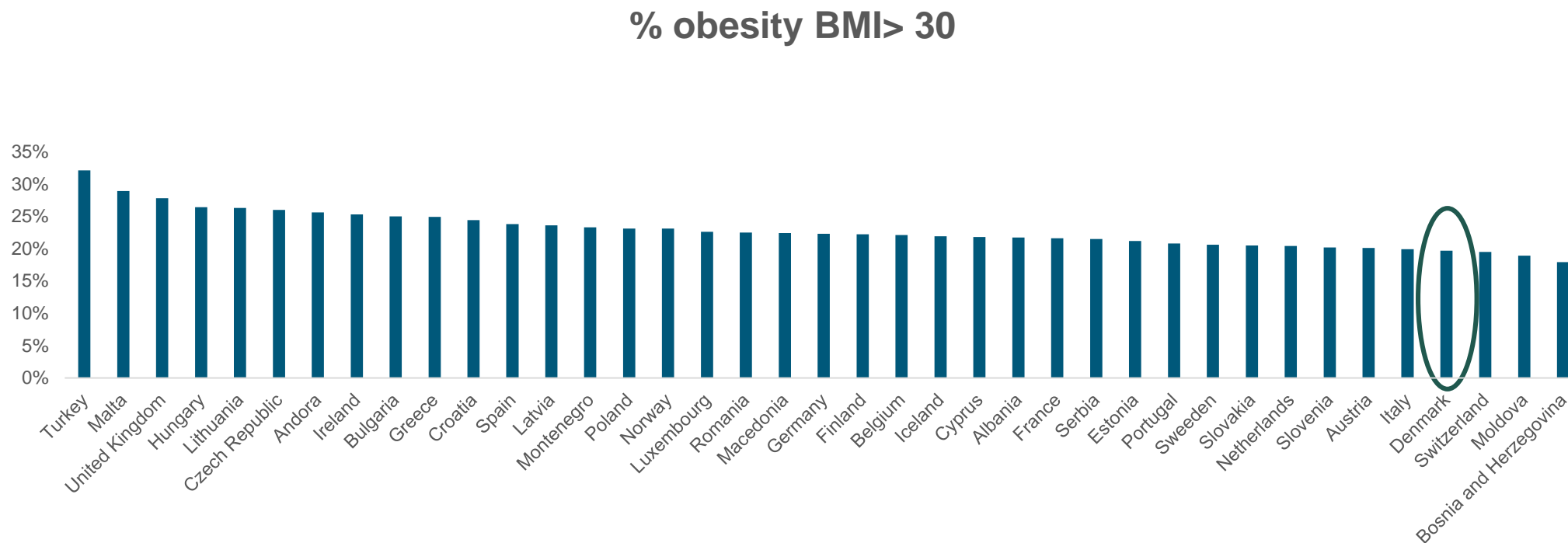
Dietary guidelines - how to reach specific target groups

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According to the WHO Global Health Observatory

...Denmark has one of the lowest prevalences of obesity in the European region



However... We do have health challenges to address

More than half of the Danish adult population are overweight (51 %)

18 % of Danish children (9-16 years) are overweight

There is a strong correlation between educational level and dietary habits, and women generally eat healthier than men

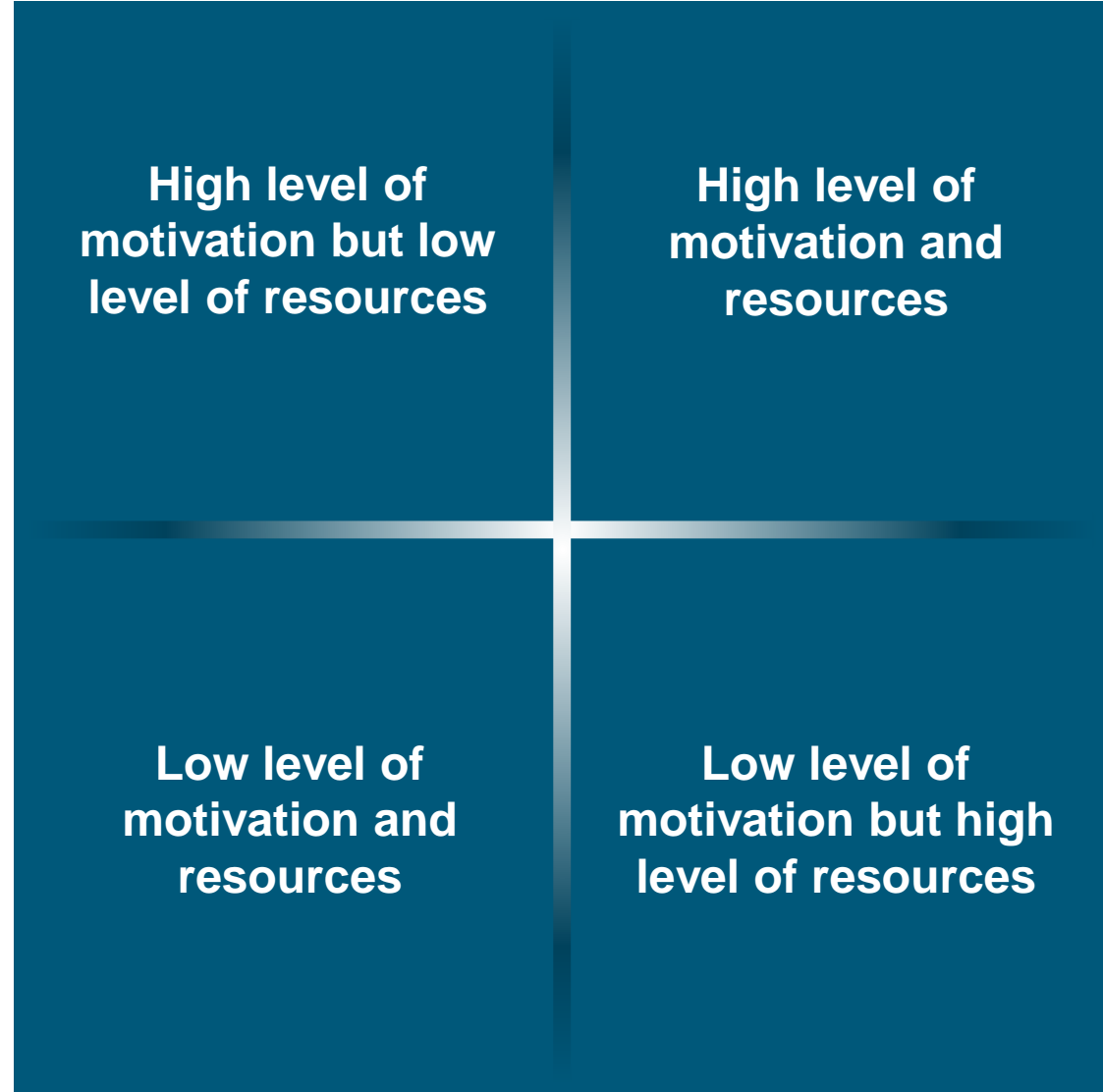
From 2011 to 2014 there has been a doubling (12-24 %) of children who are eating unhealthy and who have parents with short education. In the same period the proportion of children who eat unhealthy and who have parents with long education has decreased from 14 to 11 %.

The Official Dietary Guidelines

- Eat a variety of foods, but not too much, and be physically active
- Eat fruits and many vegetables
- Eat more fish
- Choose whole grains
- Choose lean meats and lean cold meats
- Choose low fat dairy products
- Eat less saturated fat
- Eat foods with less salt
- Eat less sugar
- Drink water



DESIRE AND MOTIVATION TO IMPROVE DIET



RESOURCES AND ABILITY TO EAT HEALTHY



How to implement healthy eating habits?

Public health campaigns

Structural changes



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The meal label

Healthier meals in workplaces

- Based on the official Danish guidelines
- Adults consume many meals while at work.



The keyhole

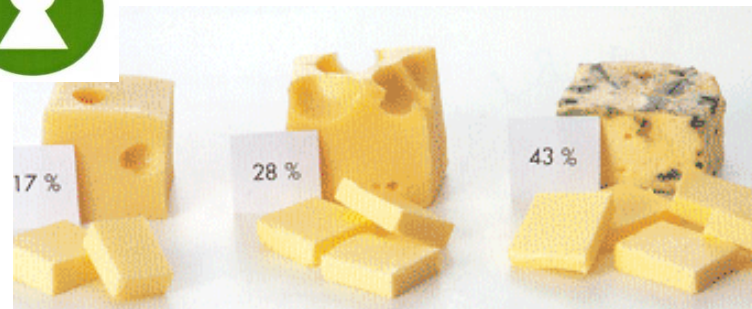
- makes healthy choices easy
- **Based on Nordic Nutrition Recommendations.**
- **Compared to other foods of the same type, products with the keyhole comply with one or more of the following requirements:**
 - ✓ **Less and healthier fat**
 - ✓ **Less sugar**
 - ✓ **Less salt**
 - ✓ **More dietary fiber and wholegrain**



Healthy choices made easy



APP. 3000 DIFFERENT PRODUCT WITH THE GREEN KEYHOLE



How to promote healthy eating habits?

Public health campaigns

Structural changes



Public health campaigns

- Regular public health campaigns does NOT work
- Other approaches needed to reach the target group



**Thank you for your
attention**

