



# Joint Programming Initiative A Healthy Diet for a Healthy Life -JPI HDHL-

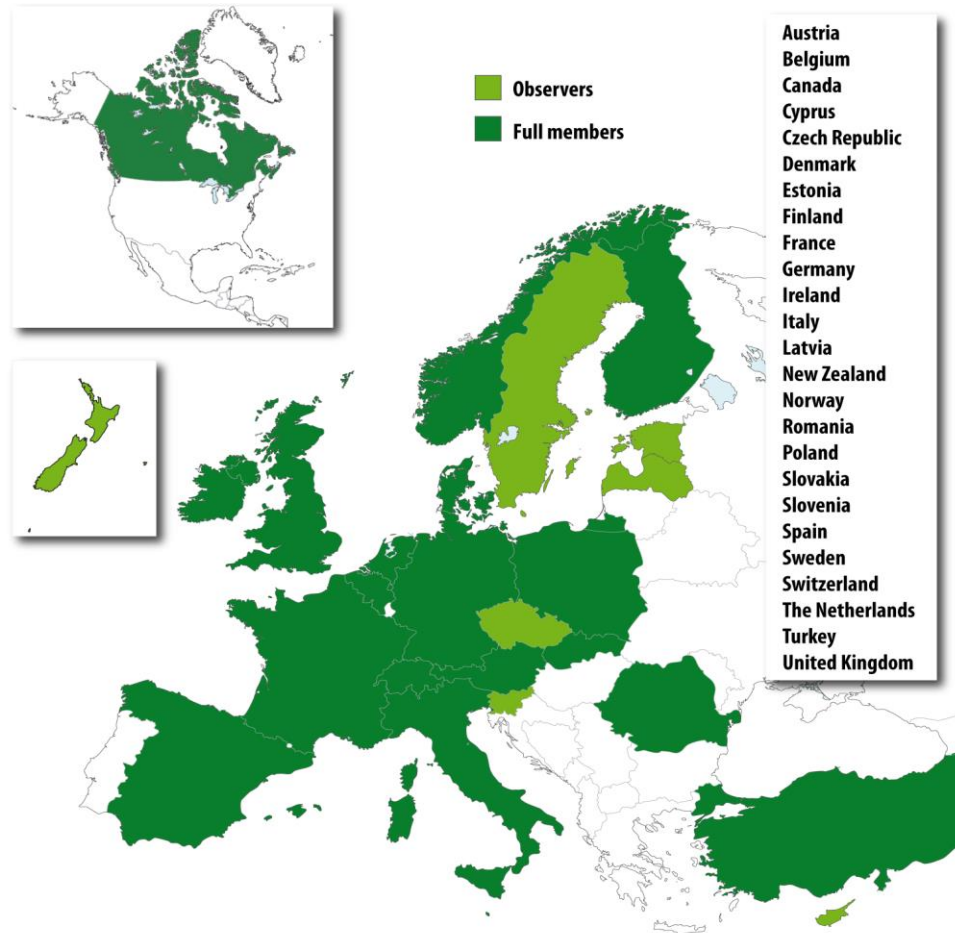
Jolien Wenink, project manager Coordination and  
Support Act (CSA) JPI HDHL (funded through FP7, EC)

Determinants of diet and physical activity

Diet and food production

Diet-related chronic diseases

# 25 Countries Involved





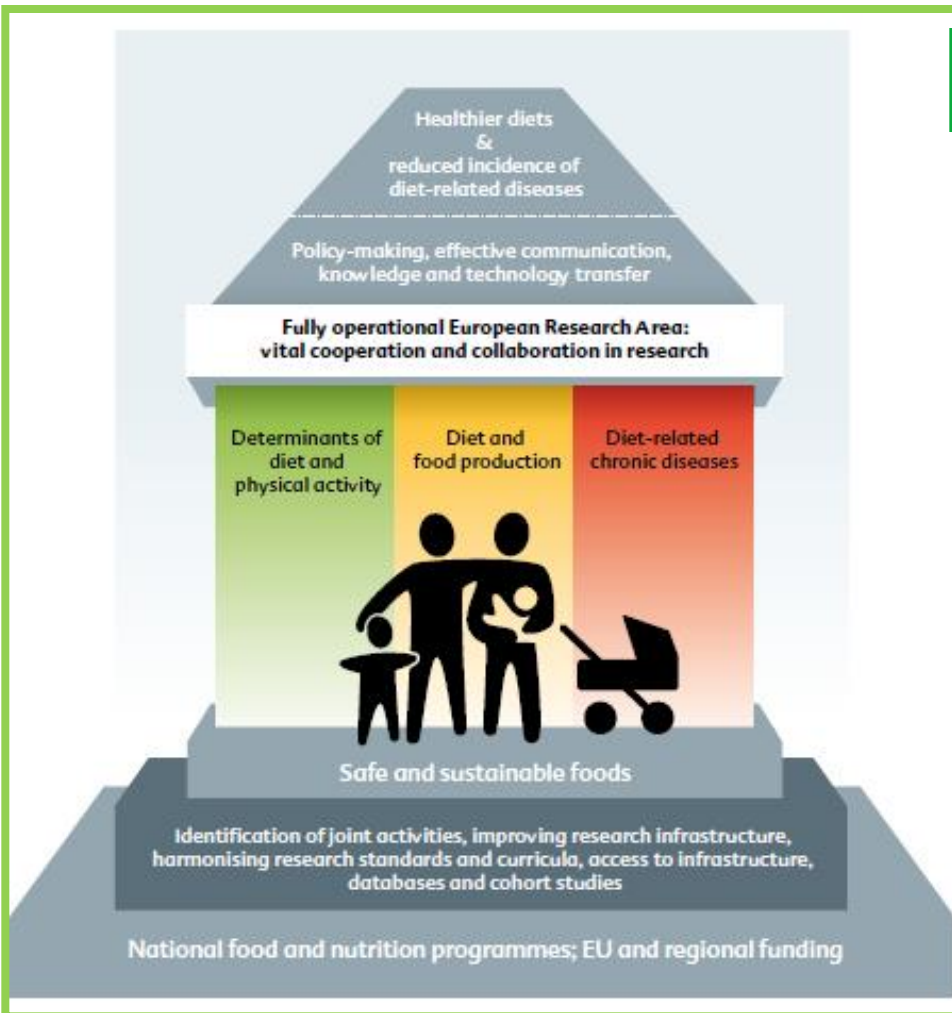
# Area of Nutrition and Health – societal challenge

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- Food sector: important economic sector in Europe
- Shift burden of disease from young to old and from communicable to chronic diseases
- Diet and physical activity are considered as primary prevention strategy to reduce the risk of chronic disease development – or to delay the onset of chronic diseases
- Underpinning sectoral policies and stimulate a more holistic approach – interplay of key factors

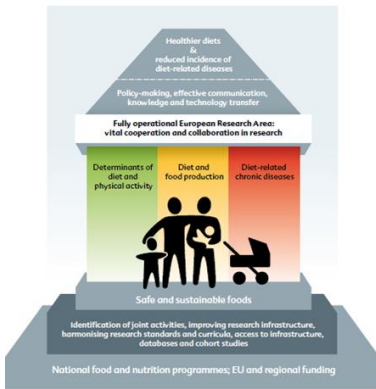
Vision: In 2030 all Europeans will have the motivation, ability and opportunity to consume a healthy diet from a variety of foods, have healthy levels of physical activity and the incidence of diet-related diseases will have decreased significantly.

**Need:** Better understand the factors that determine food choices and physical activity behaviours and thus human health and subsequently **translate the knowledge into programmes, products and services** that promote healthy food choices.





## European Research Area – Healthy Diet for a Healthy Life



2014 – 2015: Implementation Plan



2012 – 2014: Early Phase Implementation



2012 – research objectives in 3 research areas



2010 – the beginning

## Research Area 1

Determinants of Diet & Physical Activity  
*Ensuring the healthy choice is the easy choice*

DEDIPAC: 12 MS, 46 Institutes

## Research Area 2

Diet & Food Production  
*Developing healthy, high quality, safe and sustainable foods*

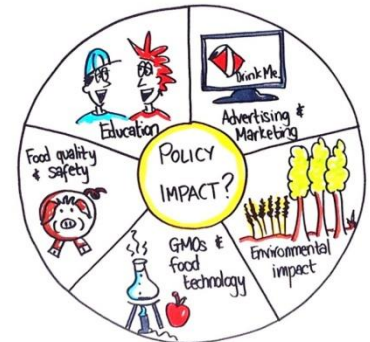
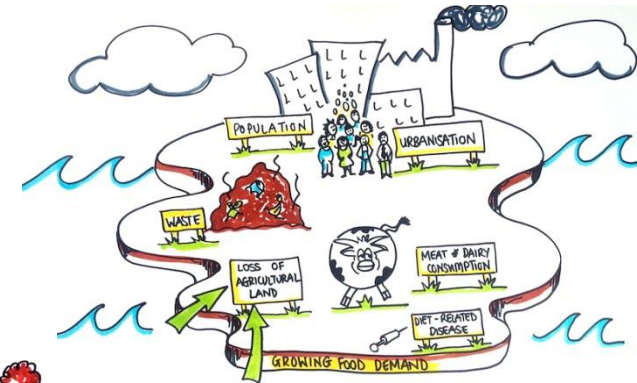
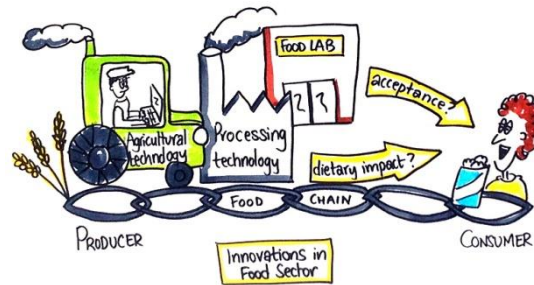
## Research Area 3

Diet & Chronic Disease  
*Preventing diet related chronic diseases and increasing the quality of life*

## Horizontal Activities

# Trends and core drivers

1. Growing Food Demand
2. Climate change and resource depletion
3. Food Provenance
4. **Changing Lifestyles**
5. **Health and Wellbeing**
6. **Innovations in the food sector**
7. **Innovations in the health and research sector**
8. Governmental interventions and regulatory framework



# Foresight activities





# Communication

- Knowledge based strategies in health education targeted at different age groups become increasingly important
  - Consumers/patient will increasingly consult the internet to acquire information
    - Much wrong or misleading information available
- Consumers acceptance and trust in new products and technologies
  - Effective and transparent consumer information and communication
    - Critical determinants that influence consumer behavior
    - profound knowledge on nutrition and health related effects of new products

# Ageing population

## Diet and physical activity are the key factors to increase health and quality of life in an ageing society

- Examine lifestyle and insight in dietary needs of the elderly
- Trend to more and better possibilities to monitor and manage health and nutrition.
- Personalised nutrition? Phenotype, family history and genotypes.
- Develop foods and tools that promote active and healthy ageing
- Education and communication targeted on care givers and the elderly

# Translate and connect

- **Vision:** In 2030 all Europeans will have the motivation, ability and opportunity to consume a healthy diet from a variety of foods, have healthy levels of physical activity and the incidence of diet-related diseases will have decreased significantly.
- **Need:** Better understand the factors that determine food choices and physical activity behaviours and thus human health and subsequently **translate the knowledge into programmes, products and services** that promote healthy food choices.
- **Requires:** To closer connect new insights based on scientific knowledge and close to the market and consumer driven projects and the experience and arising questions from these projects.

## More information

**Chair JPI HDHL Management Board:** Pamela Byrne

**Steering Committee:** Giovina Ruberti (Italy), Claudia Vallo (Germany), Martijntje Bakker (Netherlands) and Pamela Byrne (chair).

**Chair SAB:** Hannelore Daniel

**Chair SHAB:** Beate Kettlitz (Food and Drink Europe)

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