

Is food the new medicine?

Food for a Fitter Future

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WONDER DIET TO STAVE OFF CANCER

Experts reveal the superfoods
that can help you live longer

MUSHROOMS BEAT CANCER

WONDER DIET CURES HEART DISEASE

CHOCOLATE CAN HALT DEMENTIA



1 in 2 adults have high cholesterol

1 in 3 have high blood pressure

1 in 16 have diabetes

Obesity: the BIG problem

- 25% adults are obese and further 37% overweight
- 1 in 5 children aged 4/5y and 1 in 3 aged 10/11y are overweight
- Direct costs to NHS estimated at £5.1 billion/y
- Indirect costs to wider economy estimated at £16 billion/y

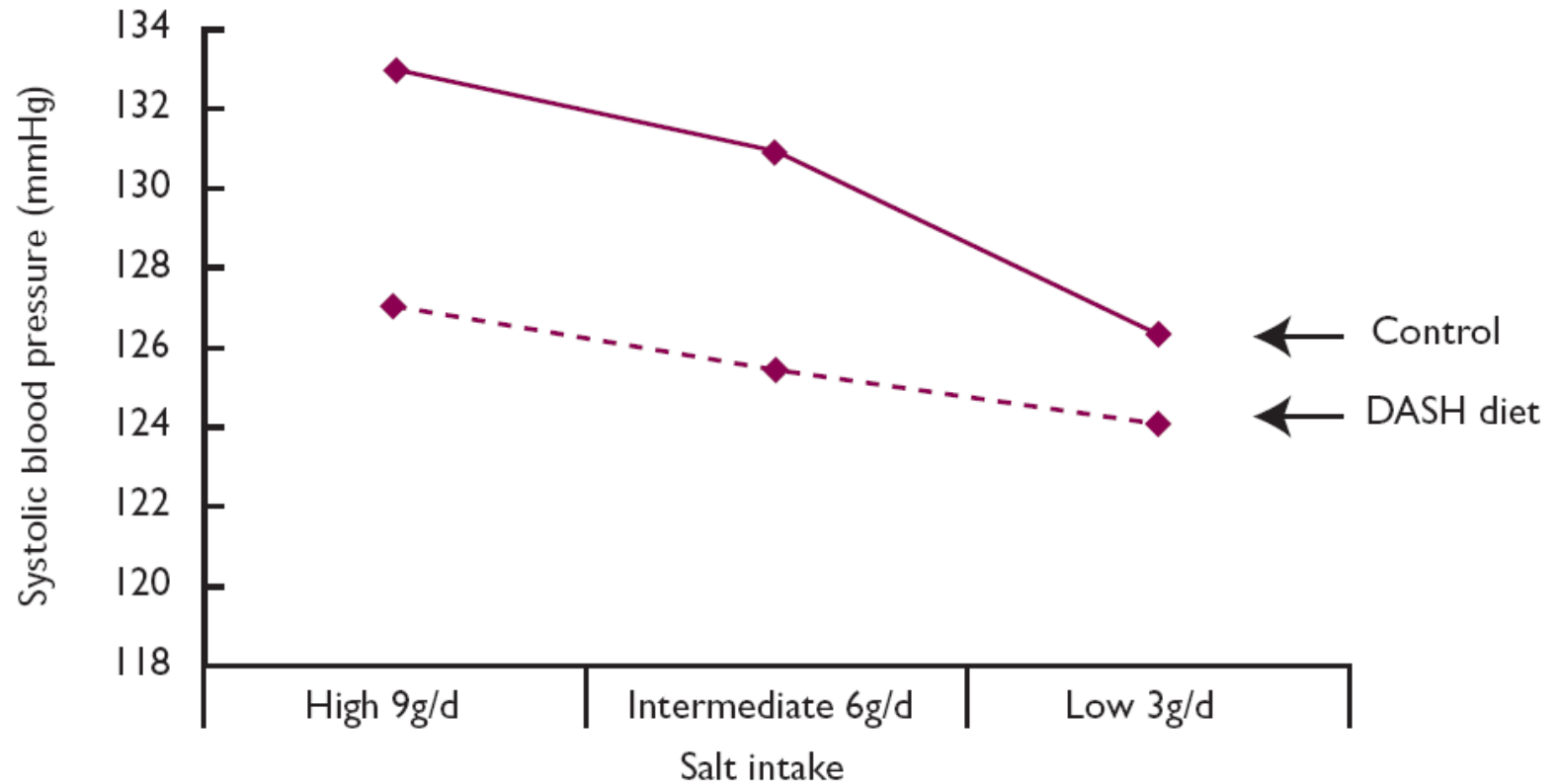




33,000 premature deaths per year averted in UK by achieving dietary recommendations

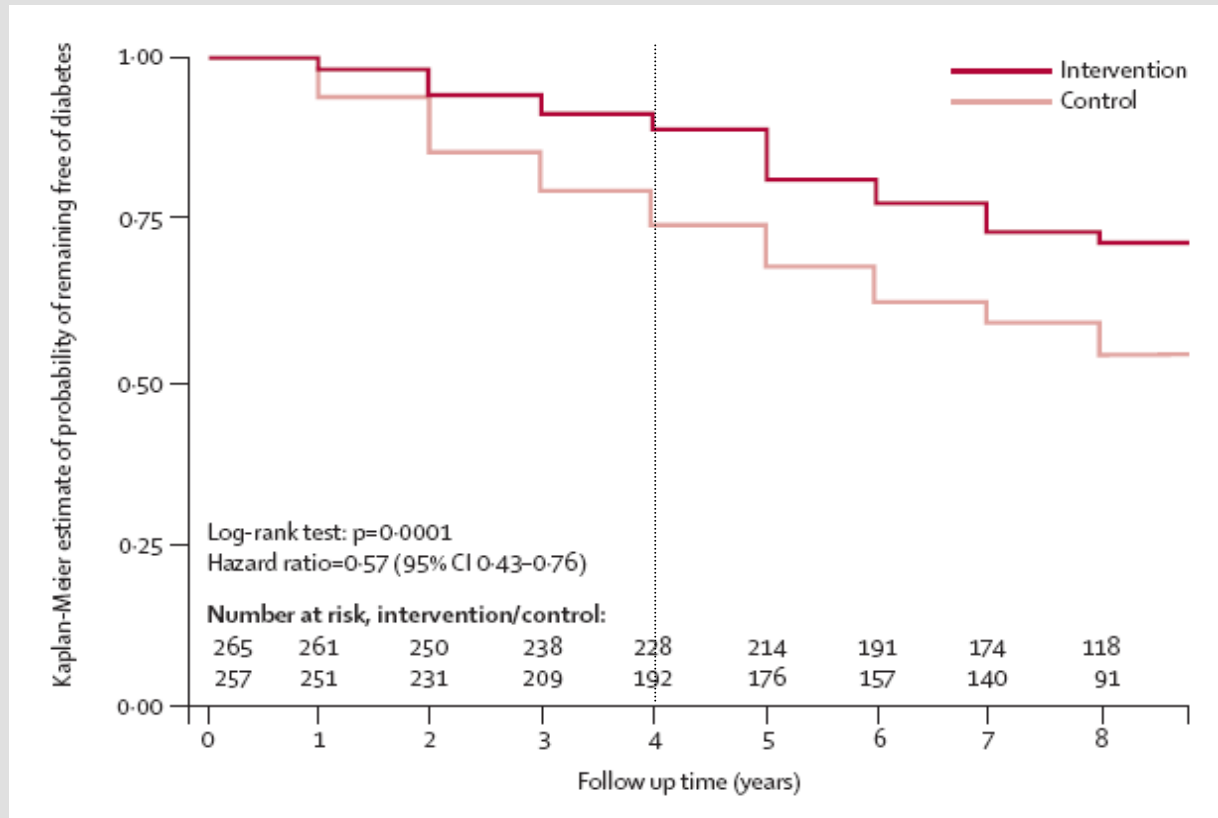
	Fruit & Veg	Fibre	Fats (↑ Chol)	Fats (↑ BMI)	Salt (↑ BP)	Total
Coronary Heart Disease	7053	3661	4605	1544	3937	20800
Stroke	3383		-538	623	2408	5876
Cancer	4741			535	1205*	6481
Total	15177	3661	4067	2702	7550	33157

Positive impact of salt reduction and increases in fruit, veg and low-fat dairy products



Sacks et al (2001) NEJM 344: 3-10

Changing what we eat can cut the incidence of type 2 diabetes by nearly half

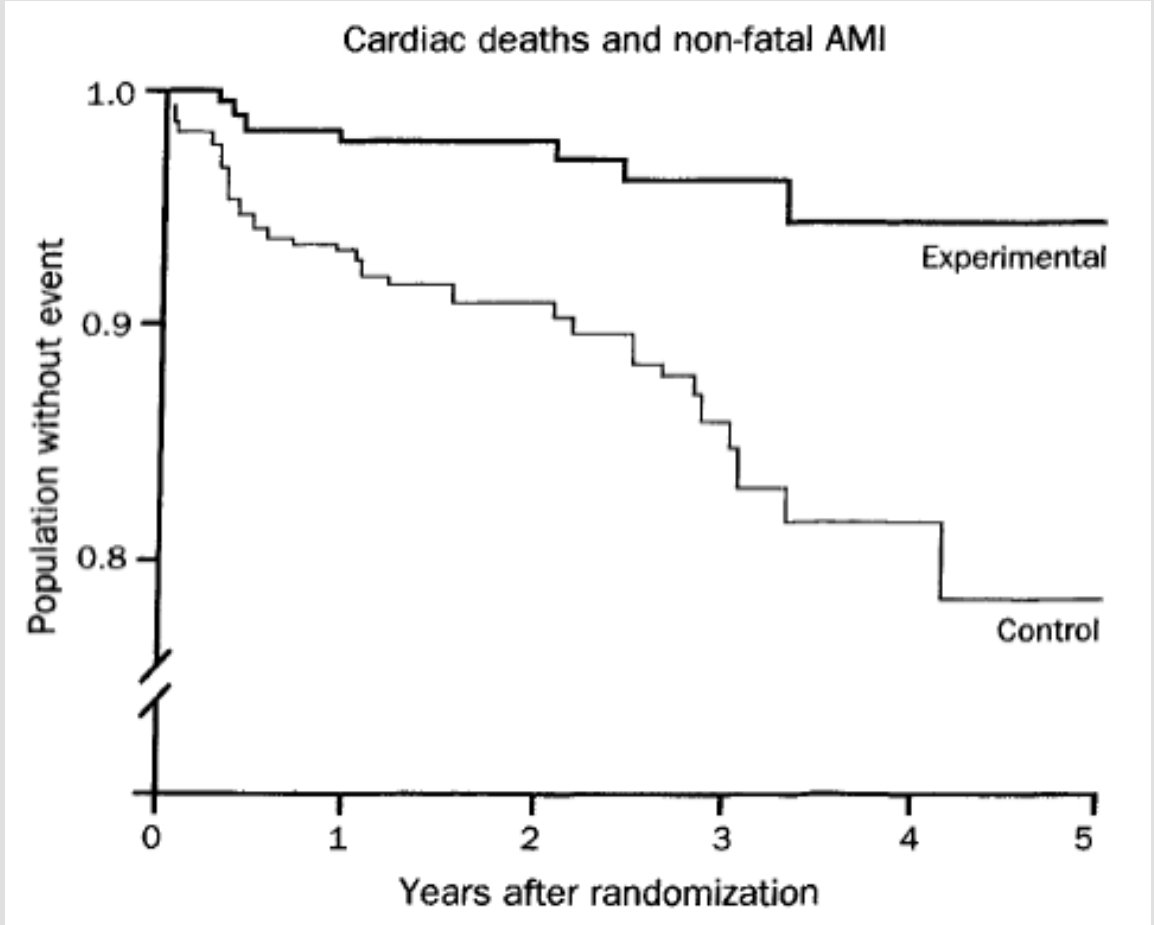


Incidence:
4.3 (3.4 – 5.4)
per 100 person y

Incidence:
7.4 (6.1 – 8.9)
per 100 person y

End of active intervention (reduce energy intake, decrease fat and SFA, increase fibre, increase activity)

Secondary prevention: A healthy Mediterranean-style diet reduces death rates after a heart attack by almost 20%



Survival curves combined cardiac death and non-fatal acute myocardial infarction (AMI)

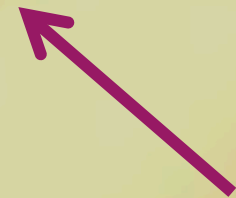
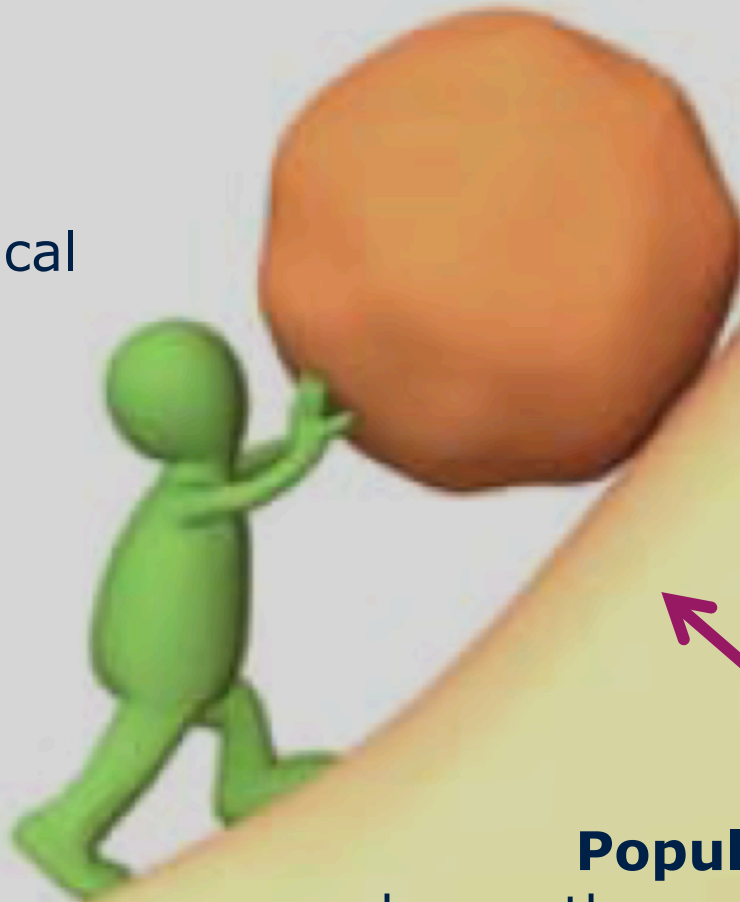
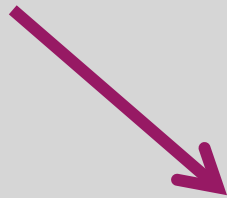
How to make dietary change happen?



We need to change both supply and demand to create a sustainable food system

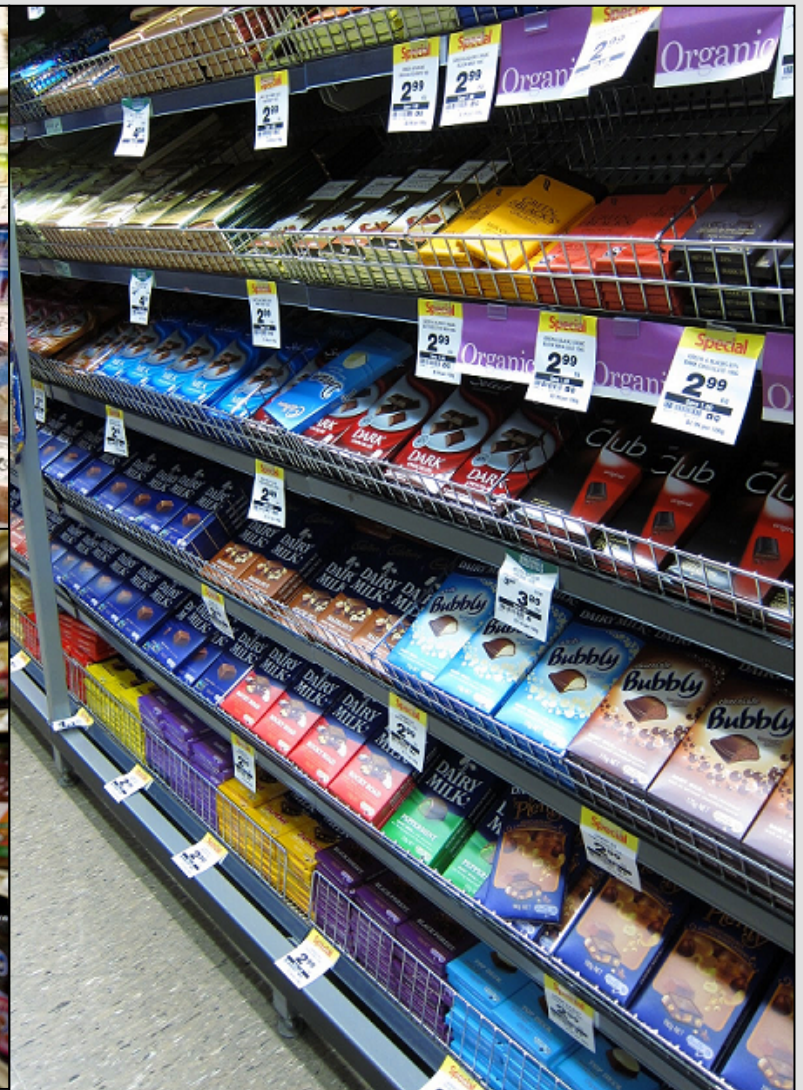
Individual level:

encourage and enable people to develop practical coping strategies

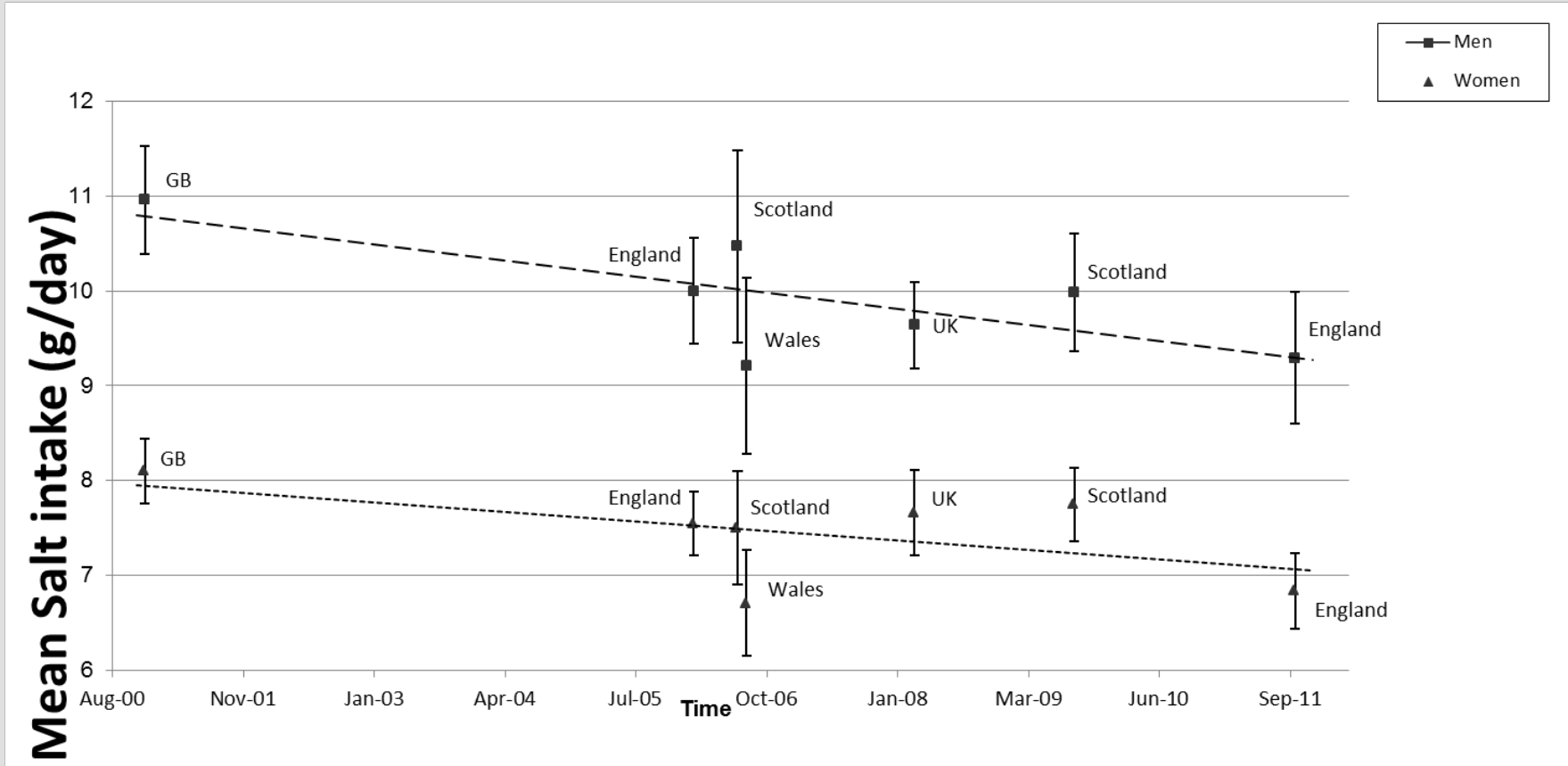


Population level:

change the environment to make the healthy choices, the easier choices



Reformulation has helped reduce salt intake in UK by 15% in a decade



^a The mean and 95% confidence limits for each point are as calculated according to the protocol in place at the time. Different methods of assessment of completeness of 24 hour urine collections may contribute slightly (1- 3%) to the decrease from 2006 to 2011. These differences fall within the 95% confidence limits for each point. The slope of the trend is not substantially affected by these differences.

Reformulation is an important strategy to reduce fat, saturated fat, sugar and salt



50% reduction in saturated fat



25% reduction in salt



30% less sugar



40% reduction in fat



50% decrease in salt



50% decrease in salt

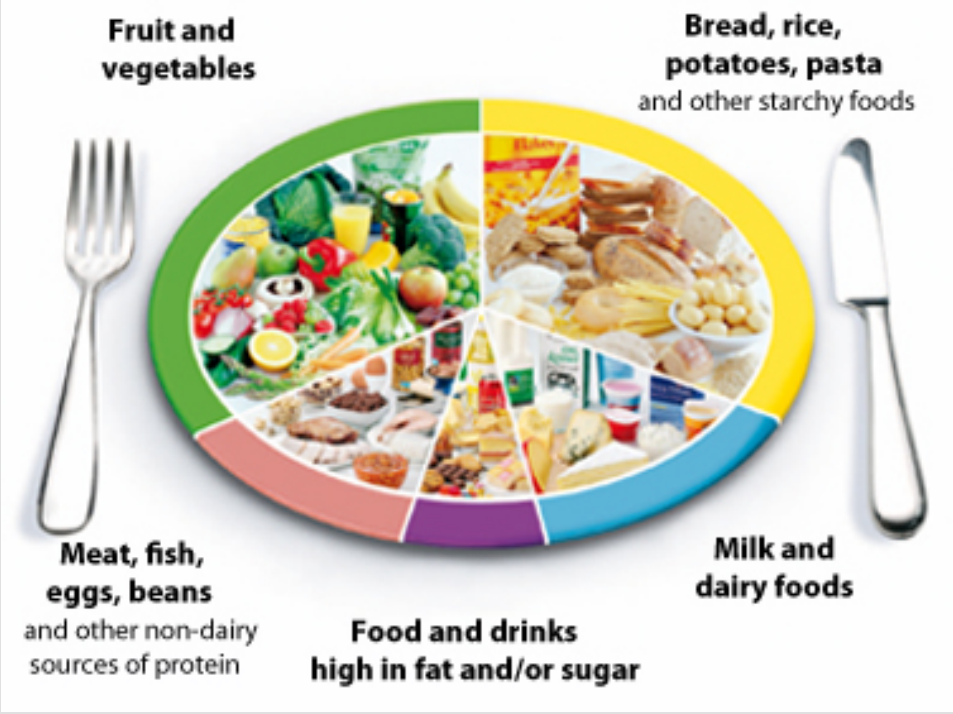
Primary production is the basis for a healthy diet: what and how we produce food needs to change





23 → 33

25 → 33



23 → 12

15 → 15



15 → 8

Food for a Fitter Future ...

- More research to increase yields in agriculture and horticulture whilst enhancing nutritional value and maintaining the ecosystem
- Crop selection to maximise nutritional quality of food and maintain or increase biodiversity
- Farming practices that conserve the nutritional value of the soil with less reliance on fertilisers
- Re-evaluate the balance of land used for animals and crops
- Retain nutrients and fibre during primary processing
- Reconnect with consumers to encourage them to choose wisely