



FAO/AUFIC WORKSHOP ON FOOD-BASED DIETARY GUIDELINES (18-20 MAY, 2009)

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• FBDG Status in Estonia



- Most recent FBDG „Estonian Nutrition and Food Recommendations“ were established on 2006. FBDG exists in Estonia since 1995 when Estonian Nutrition Recommendations were first developed. Nordic Nutrition Recommendations (2004) have been used as a basis for development of FBDG.

Estonian Society of Nutritional Science and National Institute for Health Development (Ministry of Social Affairs) were responsible for developing FBDG. Cardiovascular diseases were given the biggest emphasis while developing FBDG and nutritional messages. In addition, several expert groups, research institutes and national organisations were involved in the developing process.

FBDG are targeted to general population (adults), but additionally FBDG have been developed for specific: pregnant or lactating women (2007), elderly (2008), pre-school and school-age children (2009), adolescents (2009, in progress).

- Figure 1 shows a visual used in Estonia for communicating nutrition message to children and their parents

• FBDG implementation and communication

- Improvement of nutrition (as described in Estonian FBDG) is one of the three confirmed objectives of the National Strategy for Prevention of Cardiovascular Diseases 2005-2020. The responsibility for developing and communicating food-based nutrition messages lies with National Institute for Health Development, but Estonian Health Insurance Fund also regularly communicates healthy nutrition messages to several target audiences.

In 2006 Estonian Health Insurance Fund carried out a campaign “You are what you eat” whose main message targeted fat intake.

National Institute for Health Development has carried out several healthy nutrition campaigns promoting fruits and vegetables, fish and milk. Main target audiences of campaigns have been children and their parents. The fairytale book „Sööärasöö“ („Eat do not eat“) for children is very popular and has reached the top of book sales.

Regulation on health protection requirements and nutrition in catering facilities in pre-school institutions and schools (Ministry of Social Affairs, Estonia, No. 8, 15.01.2008) have been developed and „Best School Caterer“ contest has been run since 2006.

The www.toitumine.ee webpage providing nutritional information for general population and games for children was created and promoted.

Online nutrition program <http://tai.mulfo.com> primarily targeted for catering professionals has been created. Program provides nutritional information of foods, menu and recipe analysis tools, BMI and daily energy needs calculators etc.

- Figure 2 shows educational poster with message „Offer your child 5 fruits and vegetables a day in rainbow colours“



• FBDG or food-based nutrition message monitoring and evaluation

- There is no regular message evaluation integrated into campaigns. Regular qualitative research is conducted on regular basis to monitor behaviour changes (e.g. fruit and vegetables intake, type of fat used, salt usage). Most comprehensive of these are Health Behaviour in School-aged Children (HBSC) study, a WHO collaborative cross-national study and biannual study Health Behavior among Estonian Adult Population. A few dietary indicators are monitored within a national disease-based strategy, the National Strategy for Prevention of Cardiovascular Diseases 2005-2020. Pilot study for the national dietary survey was initially planned in 2009, but was terminated due to financial pressure.