



Moving Policies Forward ...Nutrition Labelling

Mary Bush

Symposium: Evidence and Policy

Preventing Cancer and Chronic Disease

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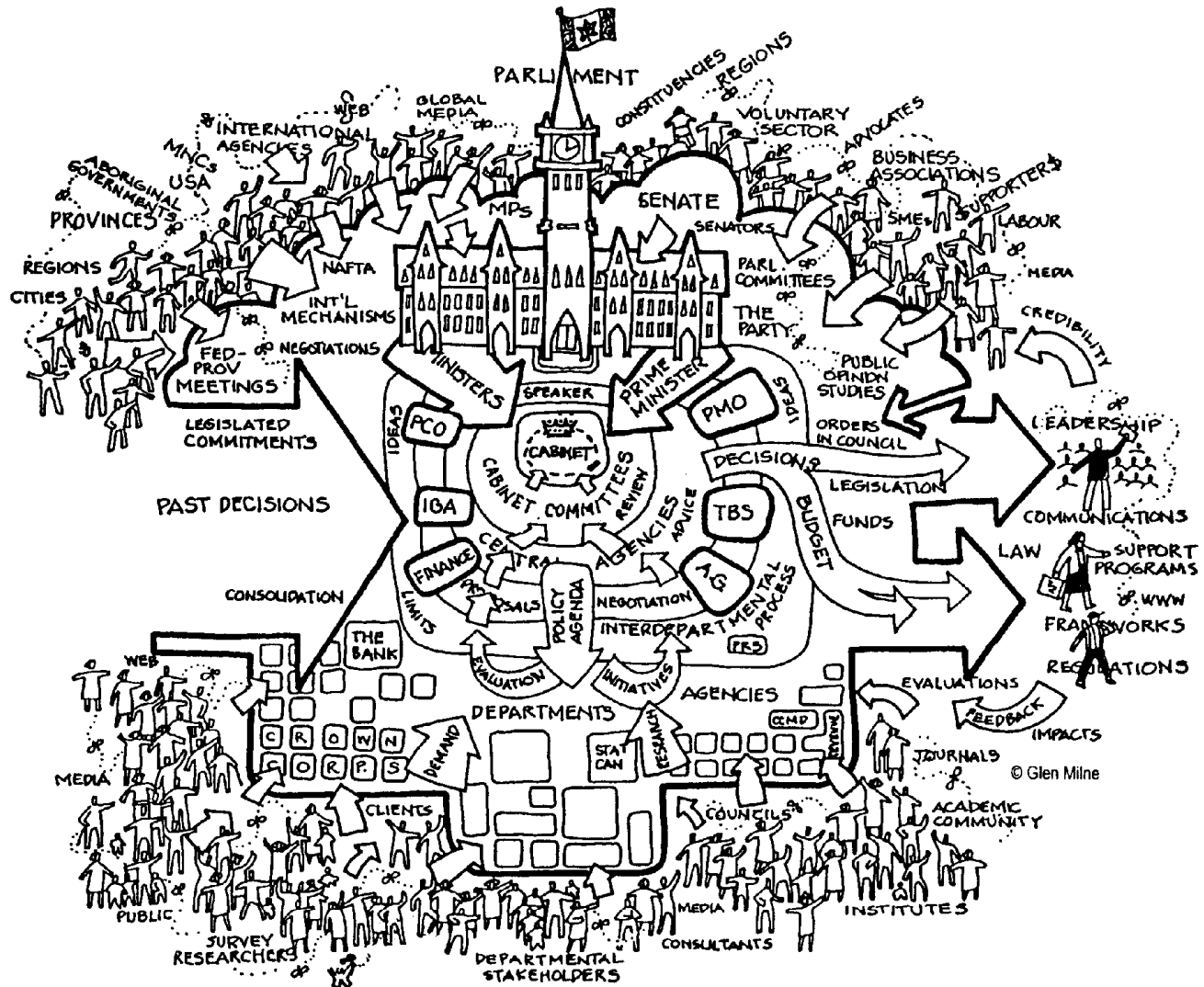
Nutrition Facts	
Valeur nutritive	
Per 1 cup (264g)	
pour 1 tasse (264g)	
Amount	% Daily Value
Quantité	% valeur quotidienne
Calories / Calories 260	
Fat / Lipides 13g	20%
Saturated / saturés 3g	25%
+ Trans / trans 2g	
Cholesterol / Cholestérol 30mg	10%
Sodium / Sodium 660mg	28%
Carbohydrate / Glucides 31g	10%
Fiber / Fibres 0g	0%
Sugars / Sucres 5g	
Protein / Protéines 5g	
Vitamin A / Vitamine A	4%
Vitamin C / Vitamine C	2%
Calcium / Calcium	15%
Iron / Fer	4%



Rationale for Policy

- Nutrition for Health An Agenda for Action identifies key actions
- Nutrition labelling with public education on its use offers a significant public health opportunity to improve the nutritional well being of Canadians

THE FEDERAL POLICY MARKETPLACE



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Key Learnings

- Policy –the art of reconciling what is desirable with what is feasible
- Process matters – issues are horizontal, they do not respect boundaries, jurisdictions, sectors or governments
- Context means everything
- Citizen engagement – lots of it; two-way communication



Challenges

- Special Interest Groups
 - Those affected will respond
- Know the terrain
 - NAFTA
 - Bilingualism
- Framework for Discussion
 - Content
 - Format
 - Availability
 - Education



Success

- Pursue with intelligence, courage and the will to succeed
- Dialogue and discussion change perspectives and understanding
- Policy takes time