



FOOD PROGRAMME

IN ROMANIA

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1

Context



Why FOOD?

- In many countries, according to the World Health Organization, the cases of obesity have tripled after the 1980s.
- Obesity is already considered to be responsible for about 2-8% of the costs for public health and for about 10-13% of the deaths inside the European region.
- Although we are well positioned in Romania, the obesity rate is rising: In 2014 there were 9,1% obese adults, compared to 7,9% in 2008. (Health State in the EU Romania, Health State in 2017).
- Only 1,1% of the Romanian household income is spent on restaurants, Romania ranking on the last position. The EU average is 6,8%.
- According to the European Commission, losses of up to 7% of the Gross Domestic Income may be related to obesity. Therefore a change in food diets may entail significant savings for the national budgets



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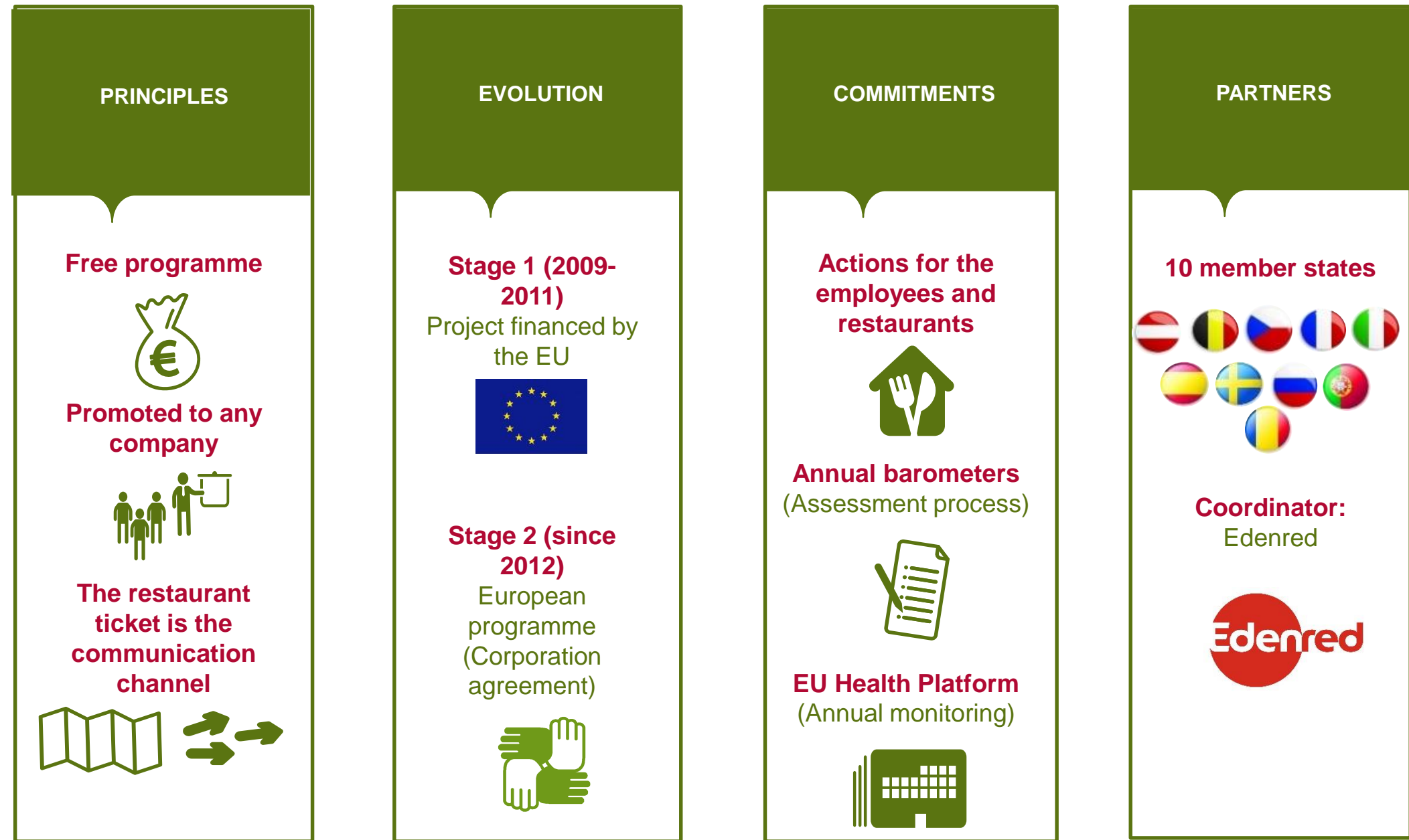
What is the FOOD programme?

WHAT IS THE FOOD PROGRAMME

SINCE IT FIRST APPEARED TO THIS DAY

A nutrition programme


The FOOD programme is a public-private partnership model designed to promote healthy food habits during work hours. It creates a connection between the employees while they are at work and those locations that serve food, such as restaurants/ proximity cafeterias where meals are prepared according to the basic principles of a healthy diet.



PARTNERS

FROM 15 PARTNERS IN 2009 TO 25 IN 2019

 KeyHole

 Ministry of Health
CIRIHA
NuriChallenge

External Consultant Committee



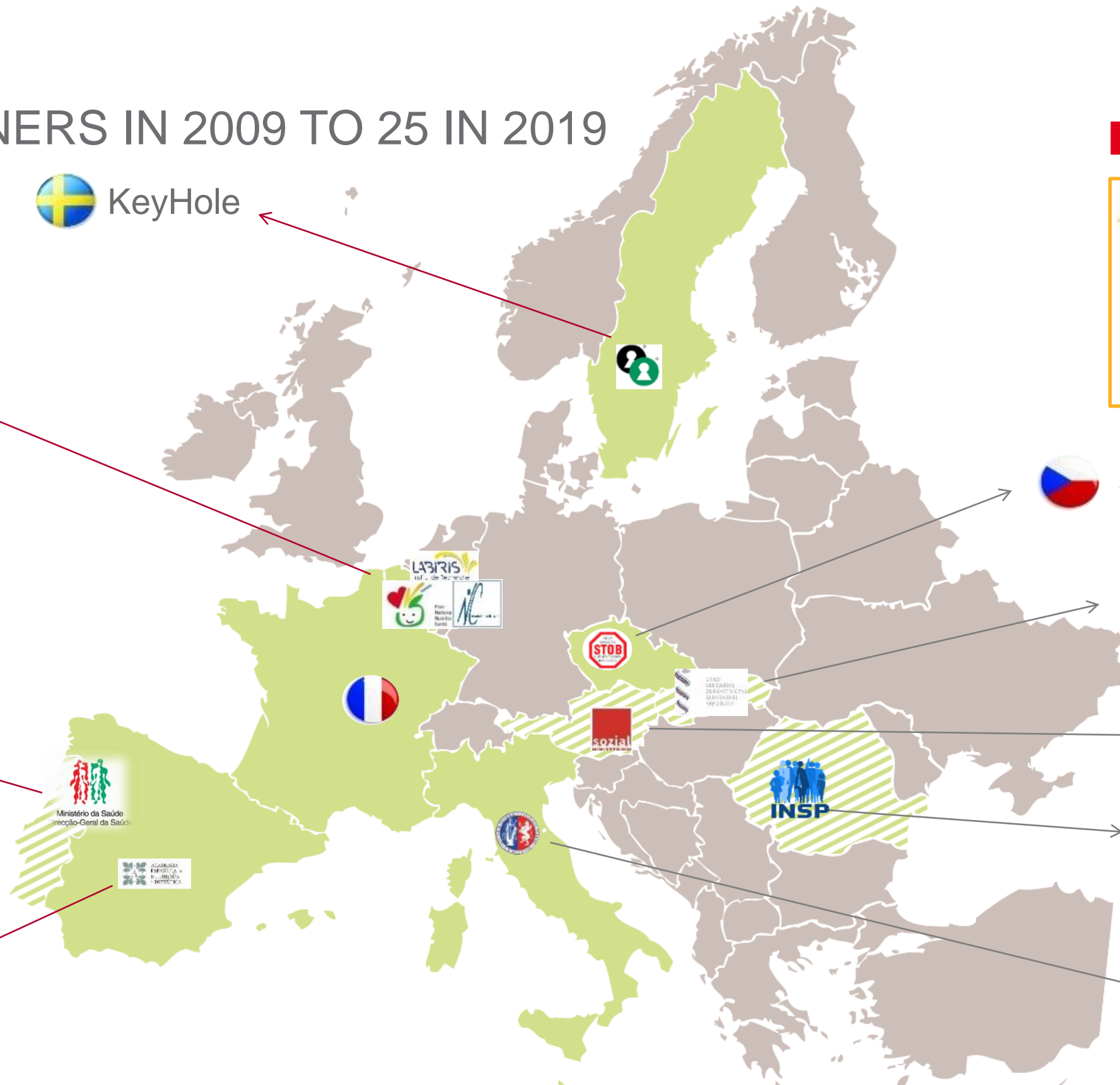
 STOP Obesity

 The Public Health Institute

 Ministry of Health

 The National Institute for Public Health

 The University of Perugia
Ministry of Health



 Ministry of Health

 The Spanish Academy of Nutritionists (AEND)



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FOOD in Romania

| FOOD IN ROMANIA

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About the programme

- It was launched on October 16, 2018 in partnership with the National Institute of Public Health and guided by the Romanian Presidential Administration, at Băcănia Veche.
- The co-interest of the companies in becoming a visible nutritional platform - if these are facilitated for them- is also demonstrated by the pilot company - “Hai la 1 la masă” (“Let’s have lunch at 1”) which sets up the launch of the FOOD programme used by Edenred to promote at the workplace the habit of having a daily lunch break, outside the space work, as an essential element for a healthy life. In 2017 the company mobilised over 20 managers and entrepreneurs from companies which gather over 20.000 employees.
- The FOOD programme takes place in Romania with the campaign “Hai la 1 la masă” (“Let’s have lunch at 1”)



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FOOD objectives in Romania

What is our goal

- To enlist each year over 100 locations (restaurants, cafeterias) in the FOOD Network.
- The annual delivery of at least 12 nutrition workshops for the employees.
- Dissemination of FOOD message to as many people as possible
- To set up a dialogue between the two target groups in order to influence the nutritional quality of restaurant menus and to make the public more acquainted with these healthy options, as well as to improve the life style and the food habits of the Romanian employees.





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FOOD Guidelines

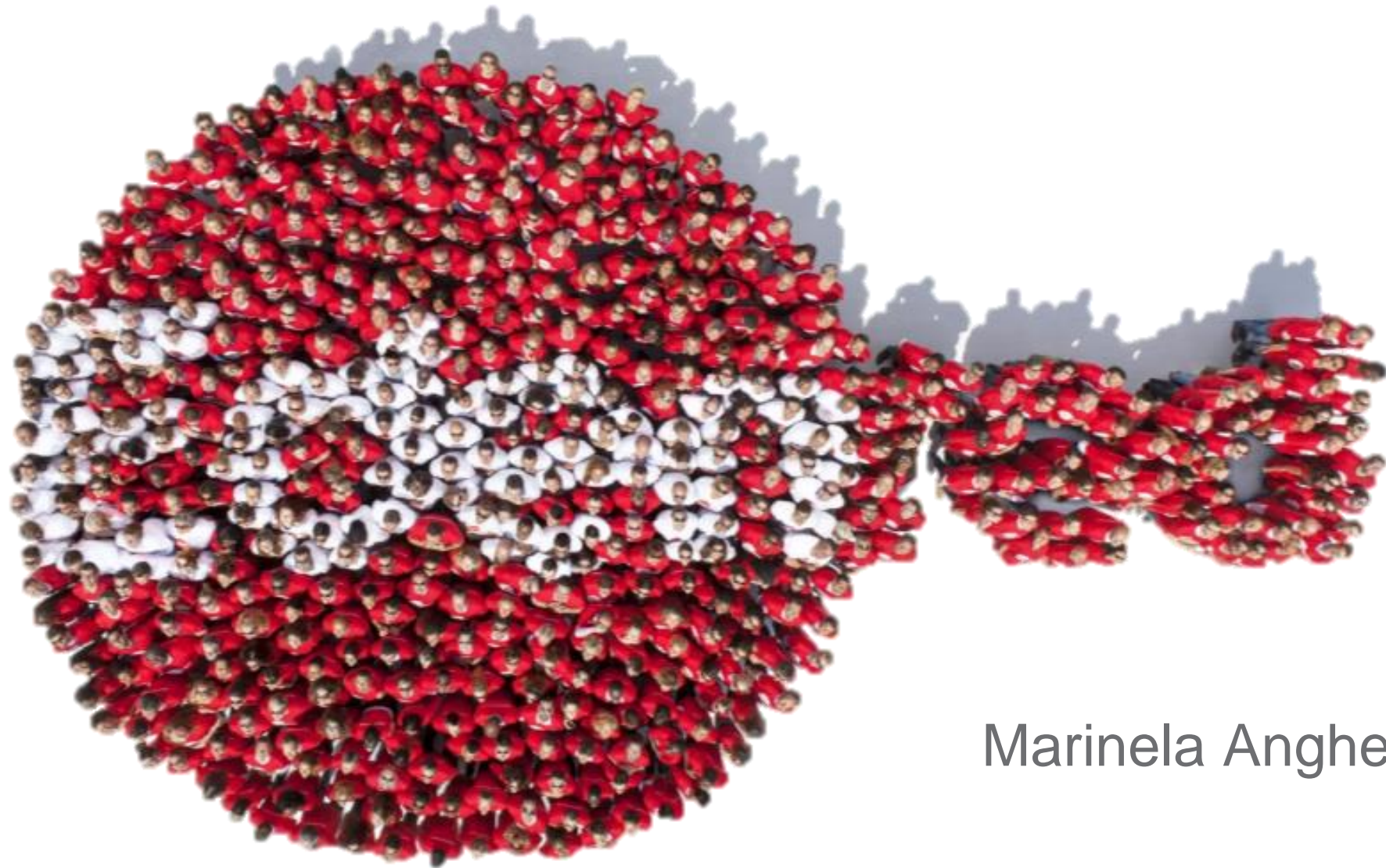
HEALTHY FOOD

For employees

- It favours the cooking methods which do not require a lot of fat: steaming, baking, grilling etc.
- It frequently offers a dish without food.
- It offers a daily salad made of fresh vegetables.
- It frequently proposes dishes based on fish or white meat.
- It prepares food using mainly vegetable oils.
- Food is prepared with reduced amounts of salt (preferably iodate) and spices as an alternative.
- Whole grain bread - OPTIONAL
- It offers desert based on fresh fruit - OPTIONAL
- Drinking water should be available in jars, at least during lunch (12:00 – 14:30) - OPTIONAL

For restaurants

- Avoid salt or use less! Most of the foods already contain salt.
- Eat at least 5 portions of fruit and vegetables per day (a portion = 80g).
- Choose water over sugared drinks.
- Reduce sugar consumption. Pay attention if the products you consume contain it!
- Choose a fresh fruit for desert.
- Pay attention to your portion of food. Get up from the table before you had too much!
- Reduce the fats and choose vegetable oils.
- Choose cooking methods which do not need a lot of fat: steaming, baking, grilling, etc.
- Reduce the consumption of bread. Choose whole grain bread!
- Give yourself time for lunch. Choose to have lunch outside the office!



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