



**REPLACE TRANS FAT: AN ACTION PACKAGE TO ELIMINATE
INDUSTRIALLY PRODUCED TRANS-FATTY ACIDS**

MODULE 5: **CREATE**

How-to guide for creating trans fat awareness



**World Health
Organization**

REPLACE trans fat: an action package to eliminate industrially produced trans-fatty acids.
Module 5: Create. How-to guide for creating trans fat awareness

ISBN 978-92-4-001088-8 (electronic version)
ISBN 978-92-4-001089-5 (print version)

This publication was originally published under WHO reference number WHO/NMH/NHD/19.16.

© **World Health Organization 2020**

Some rights reserved. This work is available under the Creative Commons Attribution NonCommercial-ShareAlike 3.0 IGO licence (CC BY-NC-SA 3.0 IGO; <https://creativecommons.org/licenses/by-nc-sa/3.0/igo>).

Under the terms of this licence, you may copy, redistribute and adapt the work for non-commercial purposes, provided the work is appropriately cited, as indicated below. In any use of this work, there should be no suggestion that WHO endorses any specific organization, products or services. The use of the WHO logo is not permitted. If you adapt the work, then you must license your work under the same or equivalent Creative Commons licence. If you create a translation of this work, you should add the following disclaimer along with the suggested citation: “This translation was not created by the World Health Organization (WHO). WHO is not responsible for the content or accuracy of this translation. The original English edition shall be the binding and authentic edition”.

Any mediation relating to disputes arising under the licence shall be conducted in accordance with the mediation rules of the World Intellectual Property Organization (<http://www.wipo.int/amc/en/mediation/rules/>).

Suggested citation. REPLACE trans fat: an action package to eliminate industrially produced trans-fatty acids. Module 5: Create. How-to guide for creating trans fat awareness. Geneva: World Health Organization; 2020. Licence: [CC BY-NC-SA 3.0 IGO](https://creativecommons.org/licenses/by-nc-sa/3.0/igo).

Cataloguing-in-Publication (CIP) data. CIP data are available at <http://apps.who.int/iris>.

Sales, rights and licensing. To purchase WHO publications, see <http://apps.who.int/bookorders>. To submit requests for commercial use and queries on rights and licensing, see <http://www.who.int/about/licensing>.

Third-party materials. If you wish to reuse material from this work that is attributed to a third party, such as tables, figures or images, it is your responsibility to determine whether permission is needed for that reuse and to obtain permission from the copyright holder. The risk of claims resulting from infringement of any third-party-owned component in the work rests solely with the user.

General disclaimers. The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of WHO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement.

The mention of specific companies or of certain manufacturers' products does not imply that they are endorsed or recommended by WHO in preference to others of a similar nature that are not mentioned. Errors and omissions excepted, the names of proprietary products are distinguished by initial capital letters.

All reasonable precautions have been taken by WHO to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either expressed or implied. The responsibility for the interpretation and use of the material lies with the reader. In no event shall WHO be liable for damages arising from its use.

CONTENTS

Acknowledgements	3
REPLACE action package	4
1. Background	6
2. Compile evidence base	6
3. Generate broad government buy-in for policy change	7
4. Engage other stakeholders	8
5. Develop media engagement strategies	8
6. Develop an action plan	14
7. Implement the plan	15
8. Monitor and evaluate progress	15
References	15
ANNEX 1. Sample information sheet	16
ANNEX 2. Sample communications action plan	17

WEB RESOURCES

- Customizable TFA public service announcement (PSA)
- Example media action plan to run and promote PSA

ACKNOWLEDGEMENTS

The REPLACE modules benefited from the dedication, support and contributions of a number of experts from the World Health Organization (WHO); Resolve to Save Lives (an initiative of Vital Strategies); Vital Strategies; Global Health Advocacy Incubator (a programme of the Campaign for Tobacco-Free Kids); and the United States Centers for Disease Control and Prevention. WHO thanks the contributing organizations and individuals for their technical inputs to the development of some or all of the modules of the REPLACE action package. WHO also thanks the numerous international experts who contributed their valuable time and vast knowledge to the development of these modules.



REPLACE ACTION PACKAGE

Elimination of industrially produced *trans*-fatty acids (TFA) from the global food supply by 2023 is a priority target of the World Health Organization (WHO). The REPLACE action package provides a strategic approach to eliminating industrially produced TFA from national food supplies, with the goal of global elimination by 2023. The package comprises:

- › an overarching technical document that provides a rationale and framework for this integrated approach to TFA elimination;
- › six modules; and
- › additional web resources to facilitate implementation.

The REPLACE modules provide practical, step-by-step implementation information to support governments to eliminate industrially produced TFA from their national food supplies. To achieve successful elimination, governments should implement best-practice legal measures (outlined in modules 3 and 6). Strategic actions outlined in the other modules are designed to support this goal, but it may not be necessary to implement each module.

The modules will be most useful to national governments, including policy-makers, food control or safety authorities, and subnational government bodies that advocate for, and enforce, policies relating to nutrition or food safety. Other audiences that may find these modules and accompanying web resources useful include civil society organizations, academic and research institutions, nutrition scientists and laboratories, and food industry associations and food companies.

MODULES OF THE REPLACE ACTION PACKAGE

SIX STRATEGIC ACTION AREAS		OBJECTIVE
RE	REVIEW dietary sources of industrially produced TFA and the landscape for required policy change	Introduce the REPLACE action package, and provide guidance on initial scoping activities and drafting of a country roadmap for TFA elimination. Initial scoping activities rely on information that is already known, or can be obtained through desk review or discussions with key stakeholders, with reference to other modules as needed
P	PROMOTE the replacement of industrially produced TFA with healthier oils and fats	Describe oil and fatty acid profiles, and available replacement oils and fats, including feasibility considerations and possible interventions to promote healthier replacements
L	LEGISLATE or enact regulatory actions to eliminate industrially produced TFA	Describe policy options and the current regulatory framework to eliminate industrially produced TFA. Provide guidance on assessment steps to guide policy design, and development of regulations suitable to the country context or updating of the existing legal framework to match the approach recommended by the World Health Organization
A	ASSESS and monitor TFA content in the food supply and changes in TFA consumption in the population	Describe the goals and methods for TFA assessment. Provide guidance on designing and carrying out a study of TFA in food and human samples
C	CREATE awareness of the negative health impact of TFA among policy-makers, producers, suppliers and the public	Describe approaches to advocacy and communications campaigns to support policy action. Provide guidance on key steps to design and implement effective advocacy and communications campaigns, and evaluate progress
E	ENFORCE compliance with policies and regulations	Describe TFA policy enforcement approaches, offences and roles. Provide guidance on mapping existing and creating new enforcement powers and mechanisms, public communications, penalties, funding and timelines

1. BACKGROUND

Increasing awareness of the negative health impact of TFA consumption – and levels of exposure to industrially produced TFA – can help to advance the policy changes and industry actions that are needed to realize the goal of eliminating industrially produced TFA from the global food supply by 2023.

This module aims to guide government agencies as they advocate to advance TFA policy objectives. This includes developing communications to create an enabling environment and strengthen support for policy actions that strictly limit industrially produced TFA in the food supply. Guidance on communications relating to implementation and enforcement of policies is included in modules 6 and 2.

Governments should pursue a comprehensive policy change and develop a communications strategy when taking steps to eliminate TFA from the food supply. Plans should be evidence based, and strategically engage key decision-makers, industry and opinion leaders. This module outlines ways to do that.

2. COMPILE EVIDENCE BASE

Without a solid understanding of the nature of TFA-related challenges and opportunities for change, designing effective policy change and communications strategies will be difficult. Critical pieces of information to build public support for policy change include accepted facts and figures about public health impacts and lives saved, the costs of inaction, and proven solutions.

The following types of information are needed.

- › Up-to-date and credible data about the negative health impact of TFA
 - Potential sources: WHO's REPLACE web portal and peer-reviewed scientific publications.
- › If available, country-specific estimates of TFA content in foods and/or intake
 - Potential sources: Government food and nutrition-related databases and reports, Global Burden of Disease studies, peer-reviewed scientific publications, industry data on oils and fats. If information is not available, it may be worth investing in data collection early, because data are key to raising awareness (see also modules 1 and 4).
- › Information on evidence-based solutions and best practices for eliminating industrially produced TFA in food
 - Potential sources: REPLACE action package, and peer-reviewed scientific publications focused on health, nutrition and other related topics.
- › Analysis of existing laws and regulations relating to TFA
 - Potential sources: Online data sources such as the WHO Global database on the Implementation of Nutrition Action (GINA); parliamentary or legal libraries; and connections with decision-makers, technical leaders and legal experts (more information is in module 3).

Use the sample TFA Information Sheet (Annex 1) as a starting point for developing country-specific resources.

3. GENERATE BROAD GOVERNMENT BUY-IN FOR POLICY CHANGE

Before advocating for policy change, it is important to review the agency's role in the policy environment. What role can be played in advancing TFA policy? Why should the agency play a role in advancing the policy? There may be several reasons why the agency should advocate for policy change, including the anticipated impact of the policy on population health or specific programmes – for example, on noncommunicable diseases or nutrition. Advocating for TFA policy change could also help to secure and maintain the budget to address this critical public health issue.

Use the information gathered in modules 1 and 3 to outline the policy pathway and key milestones to achieve the policy goal.

ADVOCATE FOR POLICY CHANGE

To move TFA onto the policy agenda and through the policy-making process, it will be necessary to secure buy-in from relevant policy-makers and government leaders. Concerned government stakeholders can be informed and sensitized directly, as well as through external partners such as civil society advocates and health experts. Sharing information about the negative health impact of TFA and the benefits of policy action to eliminate TFA through the media is a complementary approach to ensure broad support (see section 4).

Information about the negative health impact of TFA should be shared with political decision-makers on an ongoing basis and in a variety of formats – this can be critical to convincing them of the need to support TFA elimination measures. Ensuring that an effective communications strategy is in place for the release and advancement of TFA policies can also help.

The most senior official in the lead agency should facilitate the initial engagement with political decision-makers, supported by senior staff and subject matter experts.

When meeting with legislators or officials from other government agencies, be prepared and well informed. Serve as a resource and make it easy for them to support TFA elimination measures. Offer to:

- arrange in-person meetings, phone calls, briefings or workshops on TFA elimination;
- provide background research, fact sheets or policy briefs on TFA;
- secure TFA expertise to inform policy development;
- draft or provide feedback on policy language;
- testify at hearings or present at conferences on the health harms of TFA;
- mobilize audiences for legislative hearings and to provide public testimony;
- use personal stories to humanize the need for TFA elimination measures;
- generate positive media coverage for efforts to address TFA consumption – compile media stories and provide them to policy-makers to show public support; and
- engage in joint strategizing with government partners to advance policy throughout each step of the process.

4. ENGAGE OTHER STAKEHOLDERS

Engaging not just with policy-makers but also with influential civil society and industry representatives can be critical to the elimination of industrially produced TFA. In-person contact can help to convince these key players of the need to advance TFA elimination measures.

CIVIL SOCIETY

Civil society organizations can help to expand the scale and diversity of support for TFA elimination measures. In many countries, civil society may formally support and assist the government with:

- › drafting policies;
- › reviewing or providing comments on policies;
- › monitoring policies.

Civil society organizations and researchers with an interest in noncommunicable diseases, reducing incidence of cardiovascular disease, improving access to healthy foods or consumer protection may include nutrition societies, medical associations, public health and consumer rights groups, and academic institutions. Meeting directly with leaders of these institutions may help to mobilize their support.

INDUSTRY

It is important to engage with relevant industries when implementing policy change that will affect them. Even if they ultimately do not support policy change, understanding their objectives is important. Further, finding industry allies can be useful to counter opposition. When meeting with representatives from industry, gathering the following information in advance of the meeting would be helpful:

- › available and feasible replacement oils and fats, and technologies (see module 2);
- › the impact of potential future policies on the cost and availability of certain oils, if possible;
- › examples from other countries or cities in the region, or trading partners, that have already successfully transitioned away from partially hydrogenated oils, and how industry responded;
- › how government and civil society will support the transition to replacement oils through education, training and/or targeted technical assistance.

There may be resistance to making any change to the status quo – for example, companies might recommend an extension of the time frame for compliance or a change in the requirements. An independent technical expert can provide an impartial assessment of technical concerns raised by industry.

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_24401

