

Health in Europe -  
from global to local policies,  
methods and practices

Milan, Italy  
14 - 17 October 2015



# The Hungarian policies to reduce population sugar intake

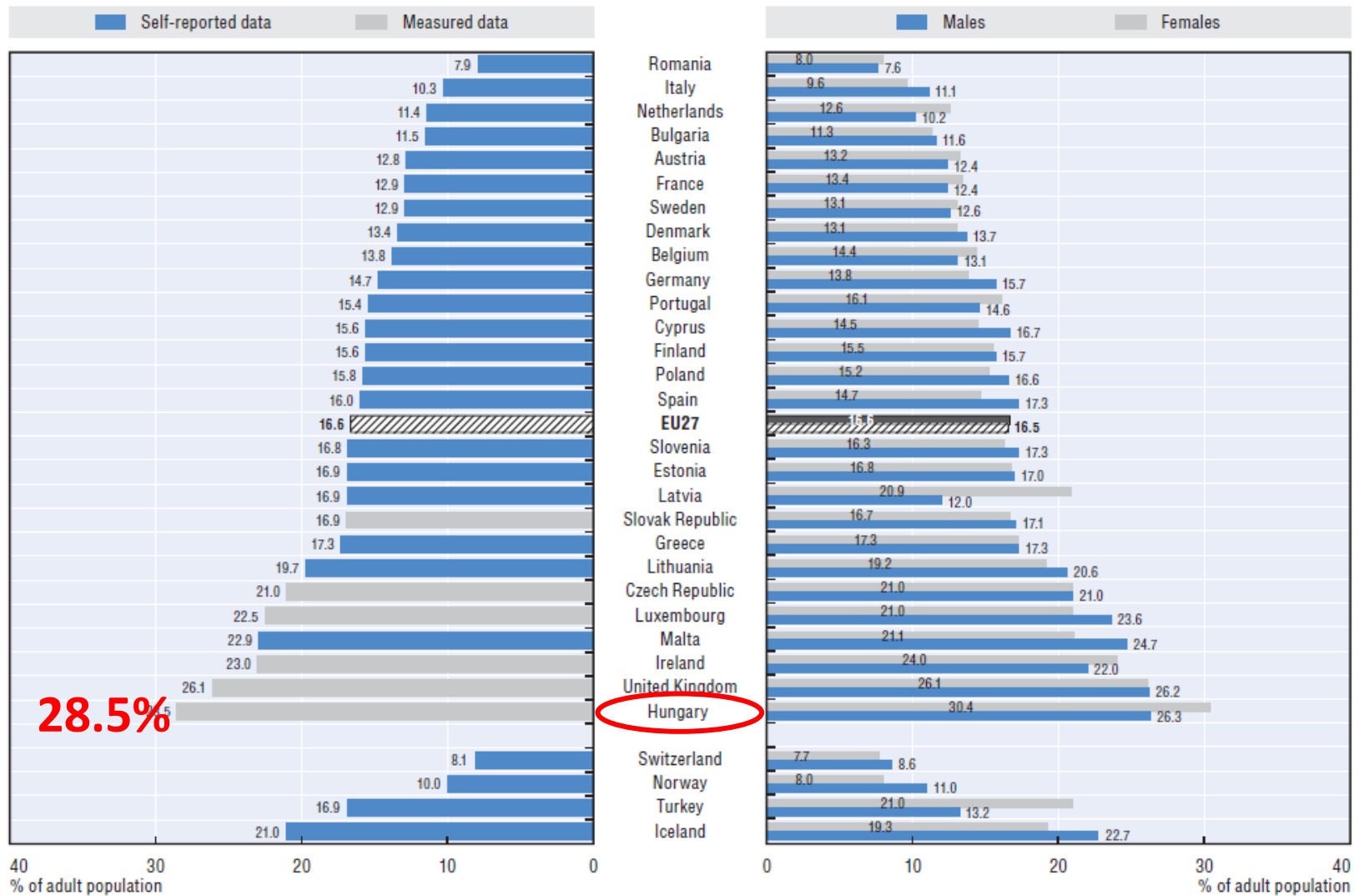
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# Presentation outline

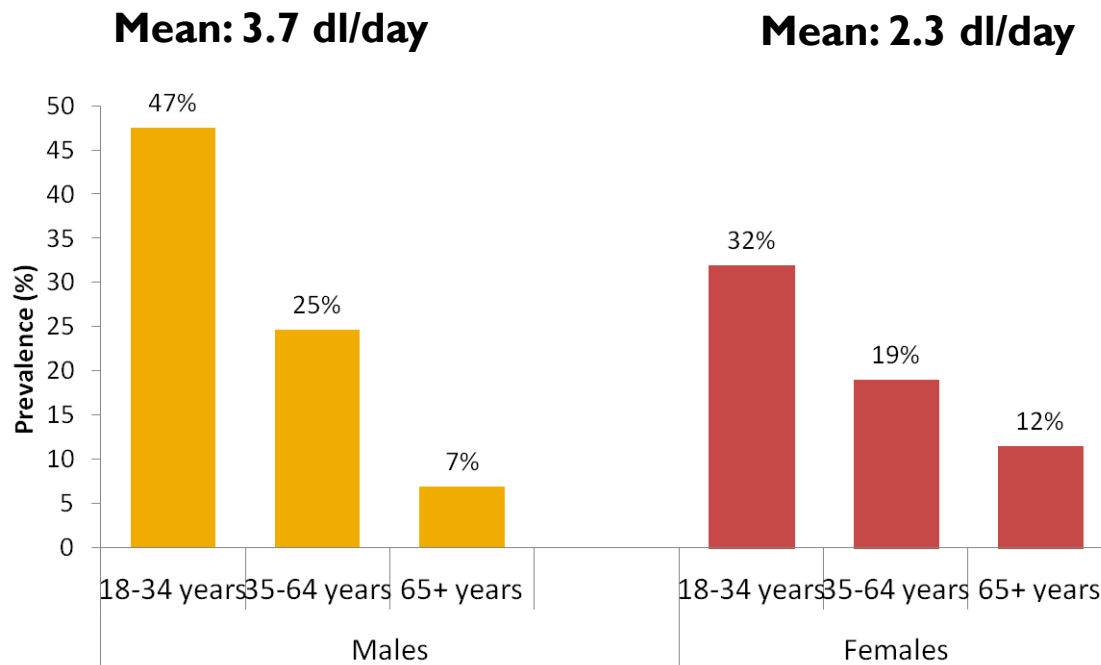
- Obesity prevalence in the Hungarian population
- Sugar intake data
- Legislative measures in the field of nutrition
  - Public Health Product Tax CIII Act/2011 (PHPT)
  - Decree on the nutritional standards of public catering 37/2014 Ministry of Human Resources
- Conclusions

# Prevalence of obesity among adults, 2010 (or nearest year)

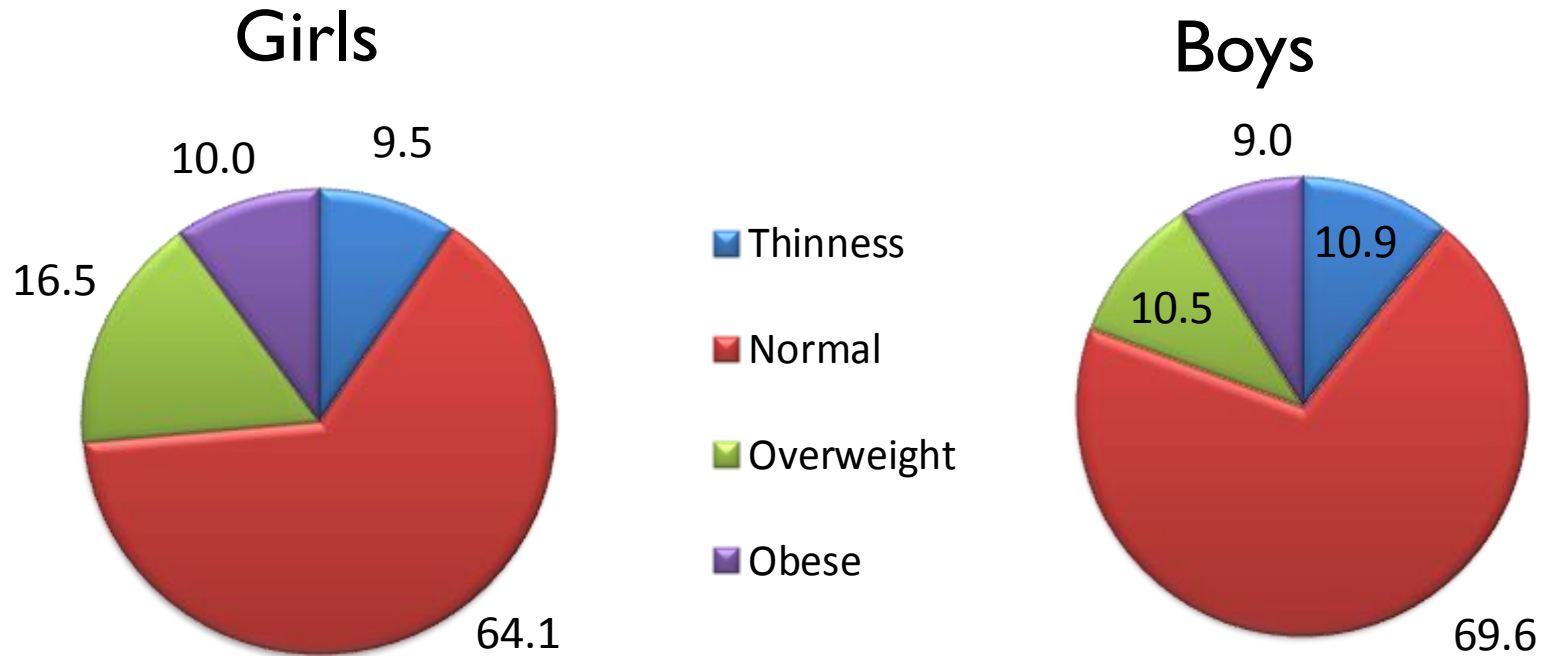


Source: OECD Health Data 2012; Eurostat Statistics Database; WHO Global Infobase.

# Prevalence of daily soft drink consumption among Hungarian adults, OTÁP2009



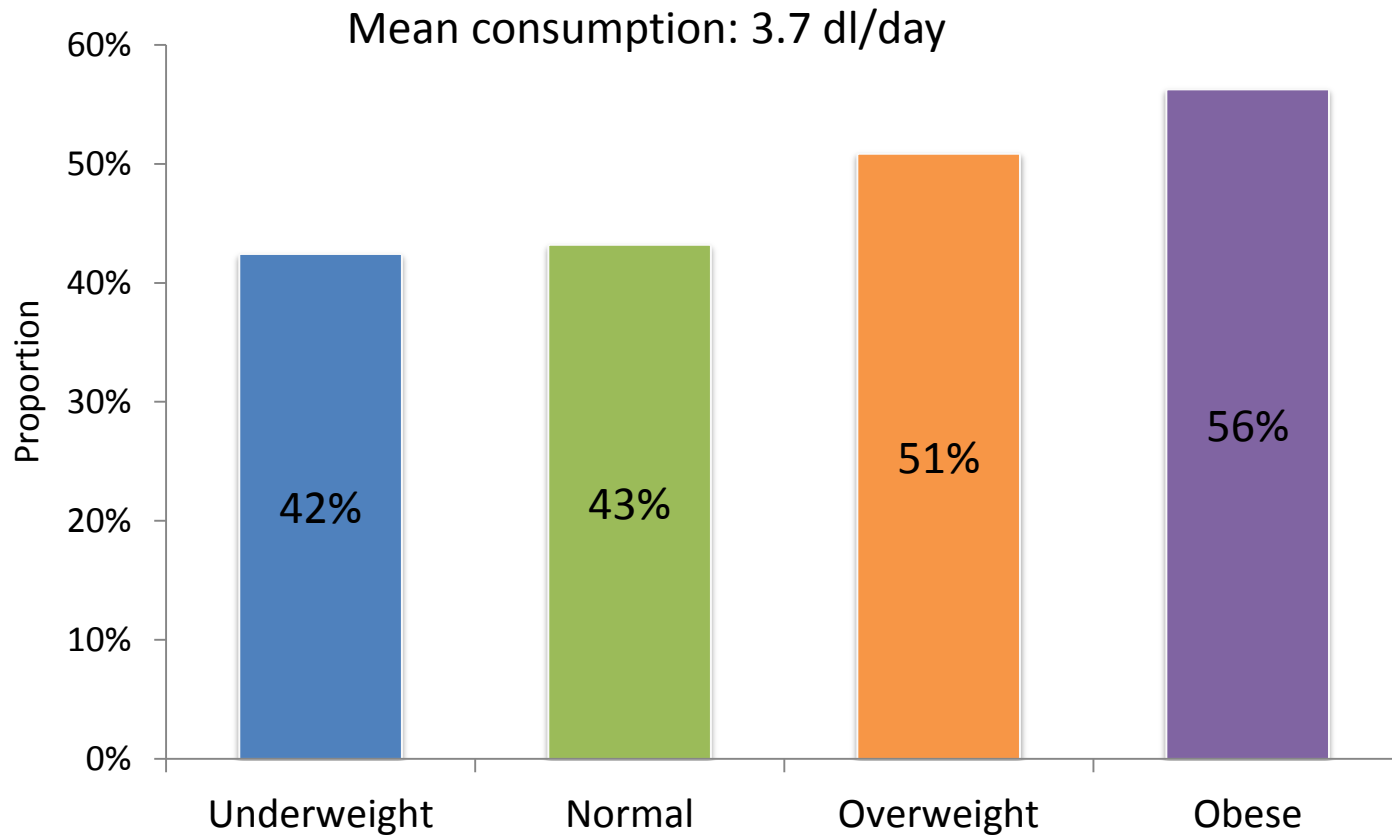
# Distribution of Hungarian 7 year old children by nutritional status WHO/COSI, 2010



Every 5th boy and every 4th girl  
are overweight or obese!

# The proportion of soft drink consumers by nutritional status

(7 year old children - WHO/COSI 2010)



# Public Health Product Tax (Act CIII of 2011)

**The objectives: promote healthier nutrition, encourage reformulation and generate revenue**

Came into force from 1 September 2011 (since then 5 times amendments)

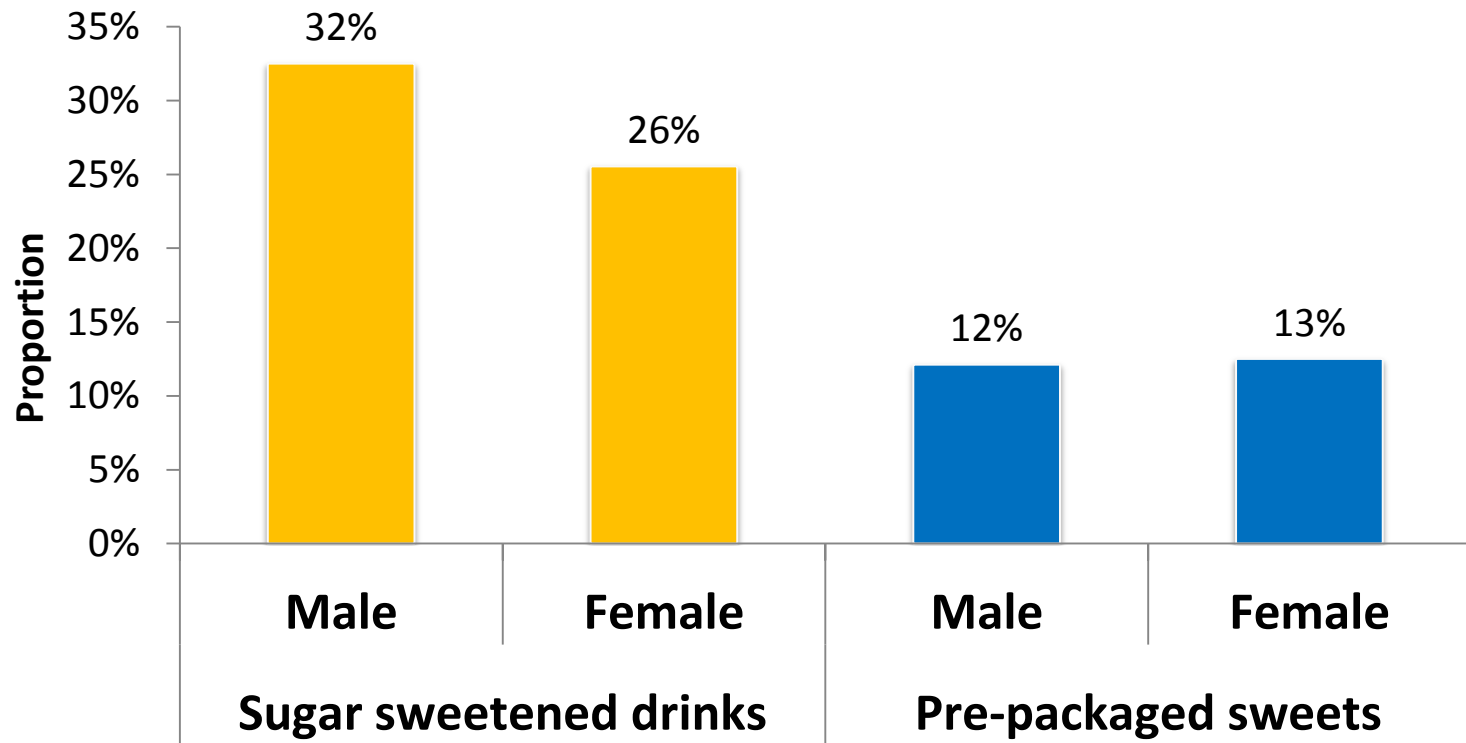
- Specific excise tax on a per unit measure (kg, liter)
- **Based on sugar**, salt and methylxantine content of products-in case of exceeding a certain level
- Pre-packaged, non-core foods
- Only products that have healthier alternatives

# Products subject to PHPT as of January 2015

Category	Products, Threshold levels, Tax amount
<b>Sugar-sweetened beverages</b>	Sugar > 8g/100 ml - 7 HUF/litre; Syrups or concentrates for soft drinks - 200 HUF/litre
<b>Energy drinks</b>	1. Metil-xantin content > 1mg/100 ml and taurin > 100 mg/100 ml - 250 HUF/litre 2. Metil-xantin content > 15 mg/100 ml - 40 HUF/litre
<b>Pre-packed sweetened products</b>	If contains added sugar, and total sugar content > 25 g/100 g in case of chocolates : > 40 g sugar /100 g and less 40 g/100 g cocoa content - 130 HUF/kg; For sweetened cocoa powder - 70 HUF/kg
<b>Salted snacks</b>	Salt content > 1g/100 g - 250 HUF/kg
<b>Condiments</b>	Salt content > 5 g/100 g, mustard, ketchup and those non-dehydrated, chopped or mashed salty vegetable flavourings - salt content > 15 g /100 g 250 HUF/kg
<b>Flavoured beer, alcopops</b>	Contains beer or any other alcohol and added sugar and its total sugar content > 5 g/100 ml - 20 HUF/litre
<b>Fruit preserves</b>	Fruit preserves, with the exemption of extra jam, extra jelly, marmalade and special quality jams - 500 HUF/kg



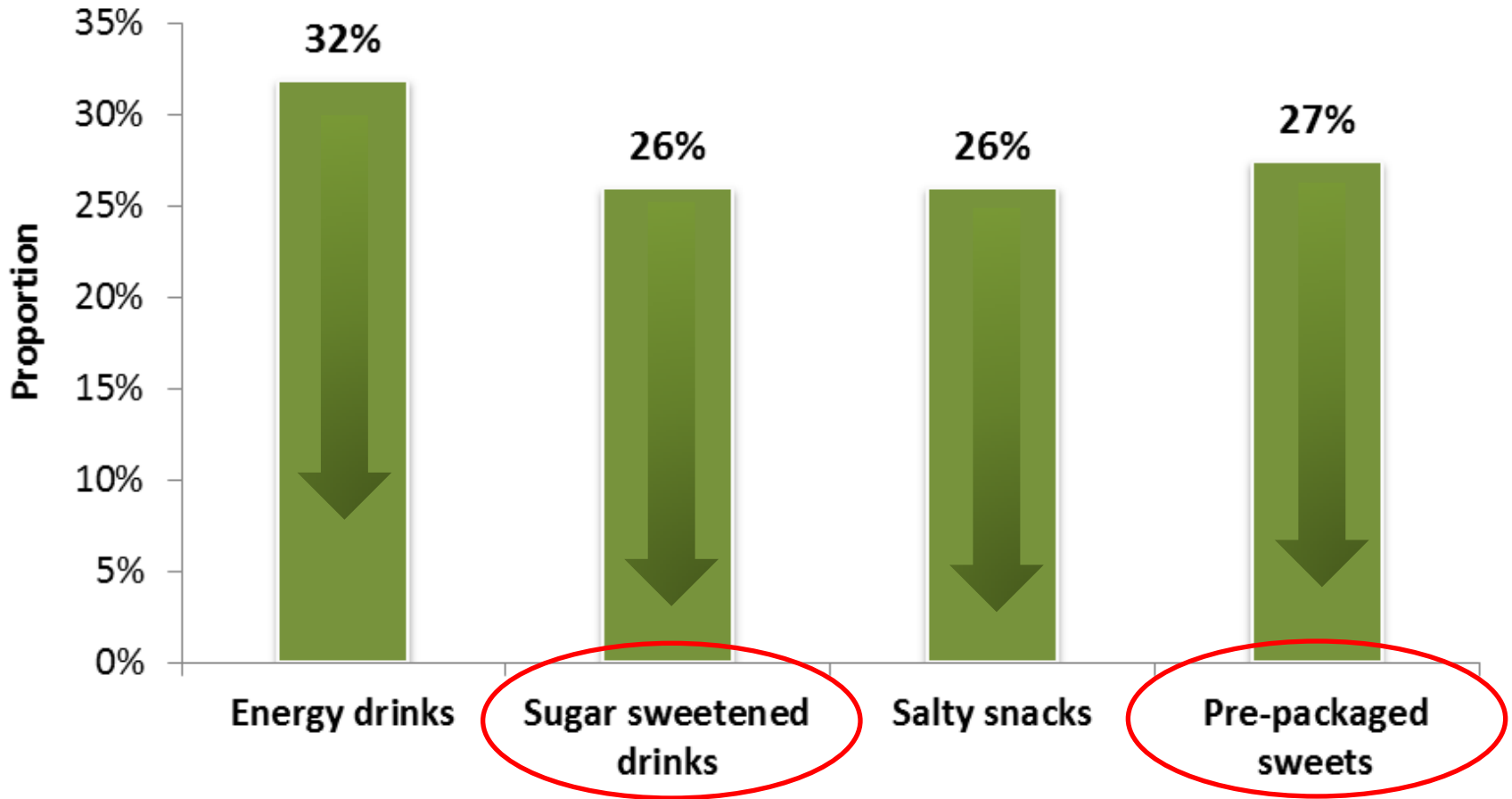
# Added sugar from taxable products as a ratio of total added sugar intake, OTÁP2009



**Total added sugar: 65 g/day (male) 59 g/day (female)**

*Public health product tax impact assessment 2012*

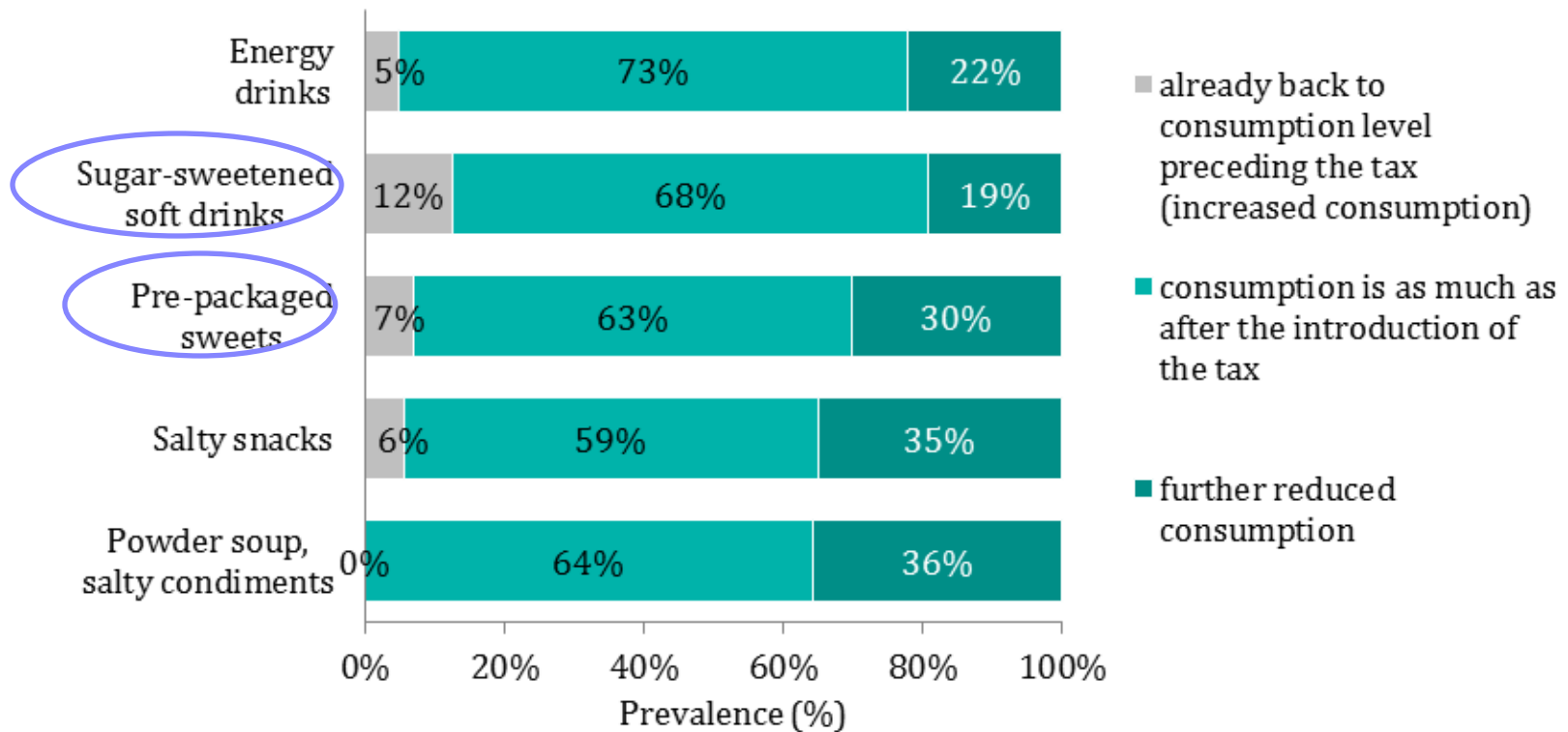
## Changes in consumer behaviour



\*Source: Impact Assessment of the PHPT, National Institute for Health Development, 2013

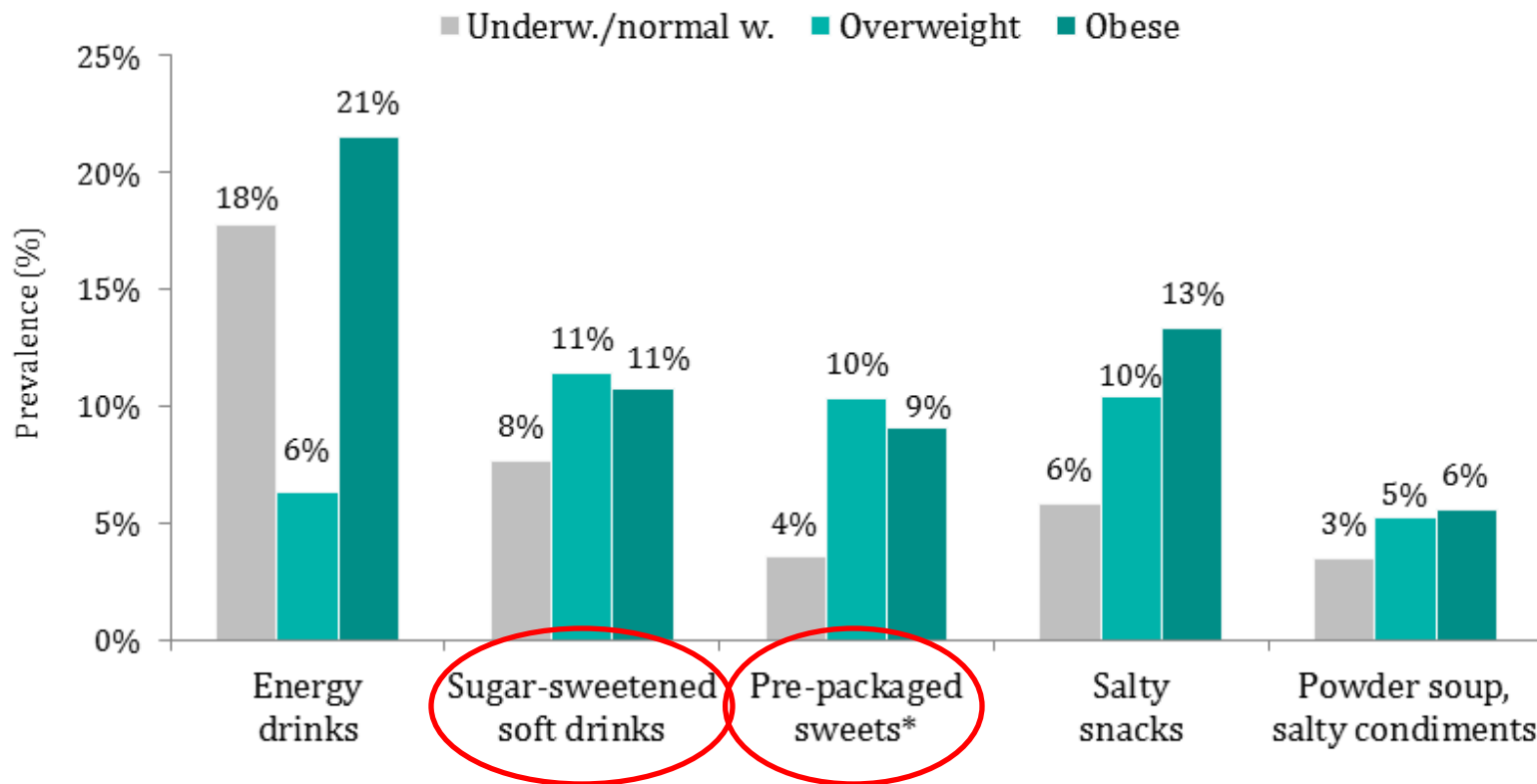
## Public health product tax impact assessment 2014

# Present consumption of those who lowered their consumption



Preliminary data from the interim report on Impact Assessment of PHPT, 2015 supported by WHO Europe.

# Percentage of people who reduced their consumption of PHPT products by nutritional status, 2014



# The evidence base for the introduction of nutritional standards in public catering

## National Nutritional Environment Surveys in Schools and in Pre-Schools (2008,2009 and 2013)



**Key results:** Public catering does not meet healthy nutritional requirements. Legislative measures with nutritional standards are needed to reduce the significant nutritional risk posed by the present practice.

# Decree on the nutritional standards of public catering

37/2014.(IV. 30.) Minister of Human Resources

1. Salt ↑

2. SFA ↑



3. TFA ↑

4. Sugar ↑

5. Fruits and vegetables ↓

# Measures aiming to reduce sugar intake

- The milk offered as a drink may not contain any added sugar
- No sugar should be added to flavoured ready to eat dairy products
- Sugar concentration of tea is limited (max. 0-10g/portion)
- Added sugar intake is limited to an average 8 E% during the ten day menu cycles
- Sugarshakers are not allowed (to put-deleted) on the tables, otherwise it is mandatory to indicate : „The excessive( salt )and sugar consumption may lead to CVD, obesity and diabetes.”
- Carbonated or sugar-sweetened soft drinks or syrups shall not be used
- Fruit and vegetable drink can be offered maximum 2-4 times/10 catering days
- Fresh drinking water or mineral water should be offered between meals
- Sweets may not be offered as main course for lunch.

# Conclusions

- Diverse policy measures are needed in order to have overall population impact
- Respecting the needs of vulnerable population is essential
- To assess the scale of the problems surveys with high quality data are important for convincing decision makers
- Monitoring of impact of legislative measures is also necessary



Thank you for your attention!

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