



## **Food, Fat and Fiscal Measures in preventing CVD and Obesity**

**Wednesday 20<sup>th</sup> March 2013**

**Gibson Hotel, The Point Village, Dublin 1**

Cardiovascular disease (CVD) causes death and disability on a massive scale across Europe and is the leading cause of death in Ireland.

According to the recent report from the European Heart Network, ***Diet, Physical Activity and CVD Prevention\**** “the case for taking action on diet and physical activity to prevent CVD remains clear and compelling”.

This seminar will outline some of the key dietary and physical activity goals required to reduce the prevalence of CVD and looks at what policies can support individual behaviour changes and create a healthier environment.

Given the recent focus on using fiscal measures to tackle CVD and obesity , such as the proposed tax on sugary sweetened drinks in Ireland and the reversal of the Danish government’s decision on the fat tax, this seminar aims to explore various health related food duties which could be considered to help make healthier food choices the easier choice.

This seminar will be of interest to public health, health promotion, nutrition and dietetic professionals, economists, academics, government departments, media and politicians.

\* <http://www.ehnheart.org/publications/publications.html>

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## Programme

- Chair:** **Owen Metcalfe**, Director, Institute Public Health Ireland and Chairperson, National Heart Alliance.
- 09.00 Welcome Introduction  
**Barry Dempsey**, CEO, Irish Heart Foundation
- 09.05 Diet and CVD prevention in Europe – a short overview  
**Dr Mike Rayner**, Director, British Heart Foundation Health Promotion Research Group  
Department of Public Health, University of Oxford
- 09.40 How do Ireland’s dietary goals and policies measure up?  
**Maureen Mulvihill**, Head of Health Promotion, Irish Heart Foundation
- 09.55 **Break**
- Chair:** **Dr John Devlin**, Deputy Chief Medical Officer, Department of Health and Chair of Special Action Group on Obesity
- 10.15 **Fiscal Measures**  
Key findings from the Irish Health Impact Assessment on sugar sweetened drinks:  
**Dr Noelle Cotter**, Public Health Development Officer, Institute of Public Health in Ireland  
**Prof David Madden**, School of Economics, University College Dublin  
**Dr Mike Rayner**, Director, British Heart Foundation Health Promotion Research Group  
Department of Public Health, University of Oxford
- 11.00 Denmark’s experience on food taxes and subsidies including update on reversal of saturated fat and sugar taxes.  
**Professor Jørgen Dejgård Jensen**, associate professor at the Institute of Food and Resource Economics at the University of Copenhagen.
- 11.35 Irish research on Food Taxation  
**Dr Micheál Collins**, Economist and Senior Research Officer , Nevin Economic Research Institute (NERI)
- 11.45 Discussion
- 12.10 Participant round table discussion
- 13.10 Feedback , next steps and conclusion  
**Owen Metcalfe**, Director, Institute Public Health Ireland and Chairperson, National Heart Alliance and **Chris Macey**, Head of Advocacy, Irish Heart Foundation
- 13.40 LUNCH
- 14.15 ENDS