

“Paradigm Shift in Nutrition and Diet: Demand-Side Approach and Innovation”

N4G's New Challenge: Bridging Nutrition Divides from Tokyo to France

PMAC Side Event

2024. 1. 23

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The French Nutrition Summit: Leading the Paradigm Shift in Nutrition and Diet

Paradigm Shift

- Supply-side judgement
 - ➡ Demand-side judgement
- Aggregate data
 - ➡ Personal data
- Input-based evaluation
 - ➡ Outcome-based evaluation
- Quantity expansion
 - ➡ Quality improvement
- Data silos
 - ➡ Data integration

Likely Development

- ▼ Personalized solutions in nutrition and diet
- ▼ Comprehensive digital data on nutrition and diet
- ▼ Easy monitoring of data on personalized nutrition and diet
- ▼ Promotion of big data analysis and consolidated analysis with medical and other data

Policy Outcomes

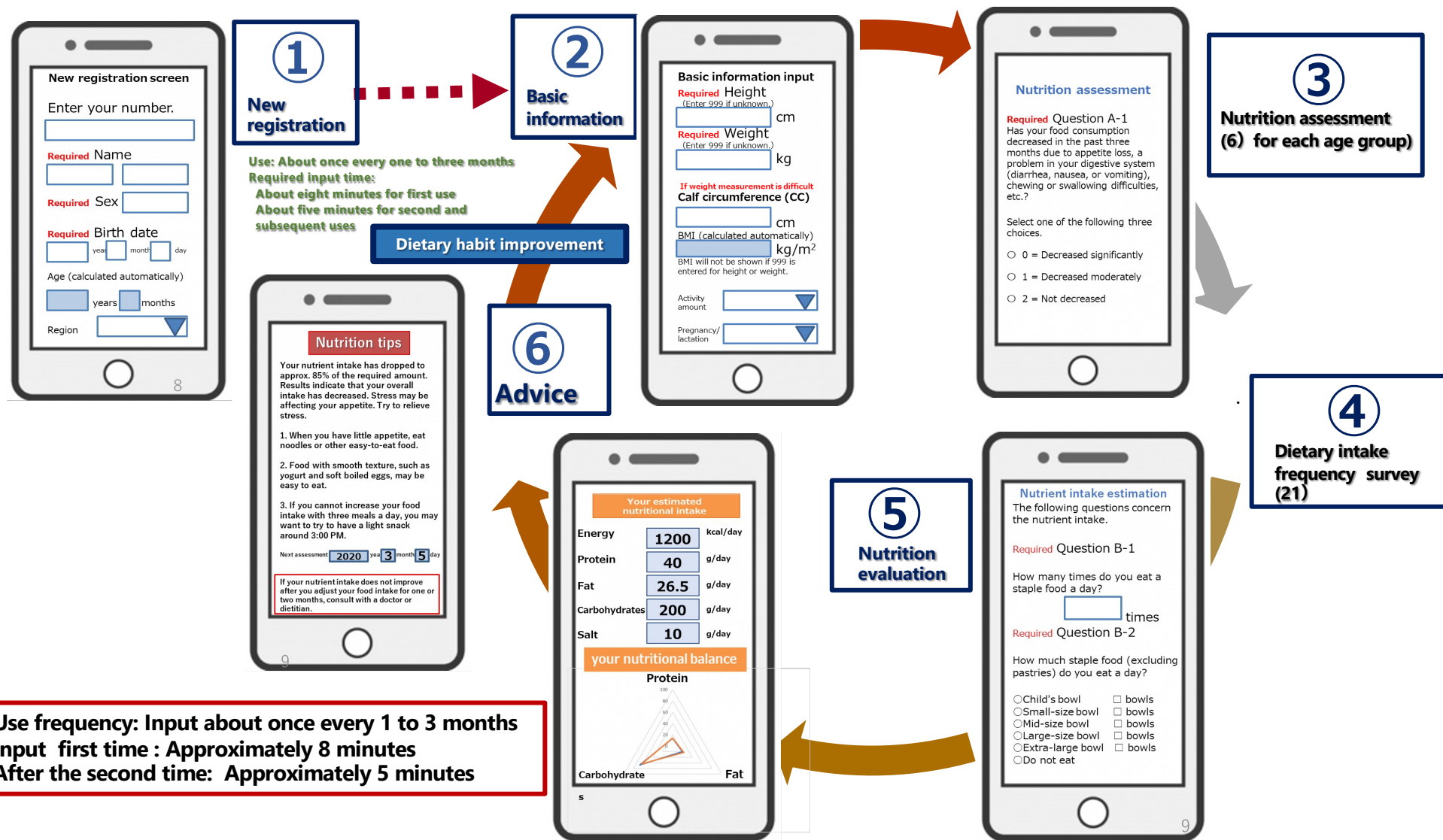
Comprehensive individual-level nutrition solutions (“Human Nutrition”)

Development of flat and inclusive community with diversity (including disability and allergy challenges)

Human resource development, deployment and management for nutritional professionals with diverse skills and understanding

Better governance for personalized nutrition and diet

A "nutrition app" that scientifically monitors your nutritional status



"Nutrition app" that calculates nutritional intake based on eating habits and food intake frequency

No.	Question
1	How much staple food do you eat a day?
2	How often do you eat potato dishes?
3	How often do you eat natto and soybeans?
4	How often do you eat tofu and soybean-processed products?
5	How often do you eat eggs?
6	How often do you eat seafood?
7	How often do you eat meat?
8	How often do you eat processed meat and fish products?
9	How often do you eat vegetables?
10	How often do you eat fruits?
11	How often do you eat mushrooms, seaweed, and konnyaku?
12	How often do you eat almond, peanut, and other nuts?
13	How often do you eat stir-fried and deep-fried food?
14	How often do you have milk and yogurt?
15	How often do you eat pickles, pickled plums, and foods boiled in sweetened soy sauce?
16	How are your daily dishes seasoned?
17	How often do you eat soup?
18	How often do you eat confectionery (including pastries)?
19	How often do you have soft drinks (sports drinks and juice)?
20	How often do you have alcoholic beverages?

The nutrient intake is calculated from the weekly or daily intake frequency of each item.

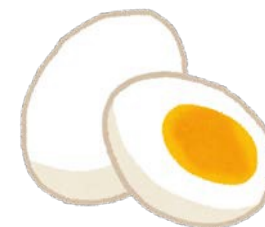
Example: No. 5 (smartphone survey screen)

How often do you eat eggs?

- ☒ Every day
- ☐ 5 or 6 days a week
- ☐ 3 or 4 days a week
- ☐ 1 or 2 days a week
- ☐ Rarely eat

How many eggs do you eat a day in total?

- ☐ Half an egg
- ☐ 1 egg
- ☒ 2 eggs
- ☐ 3 or more eggs



Salt content of food

① Amounts of food, food groups, average intake and frequency of intake for Japanese people

② Calculate the amount of sodium

• Frequency of intake: each food/food group: pickles, pickled plums, tsukudani, soups

• Taste (tendency): light, normal, sweet and salty, soy sauce salty, salty

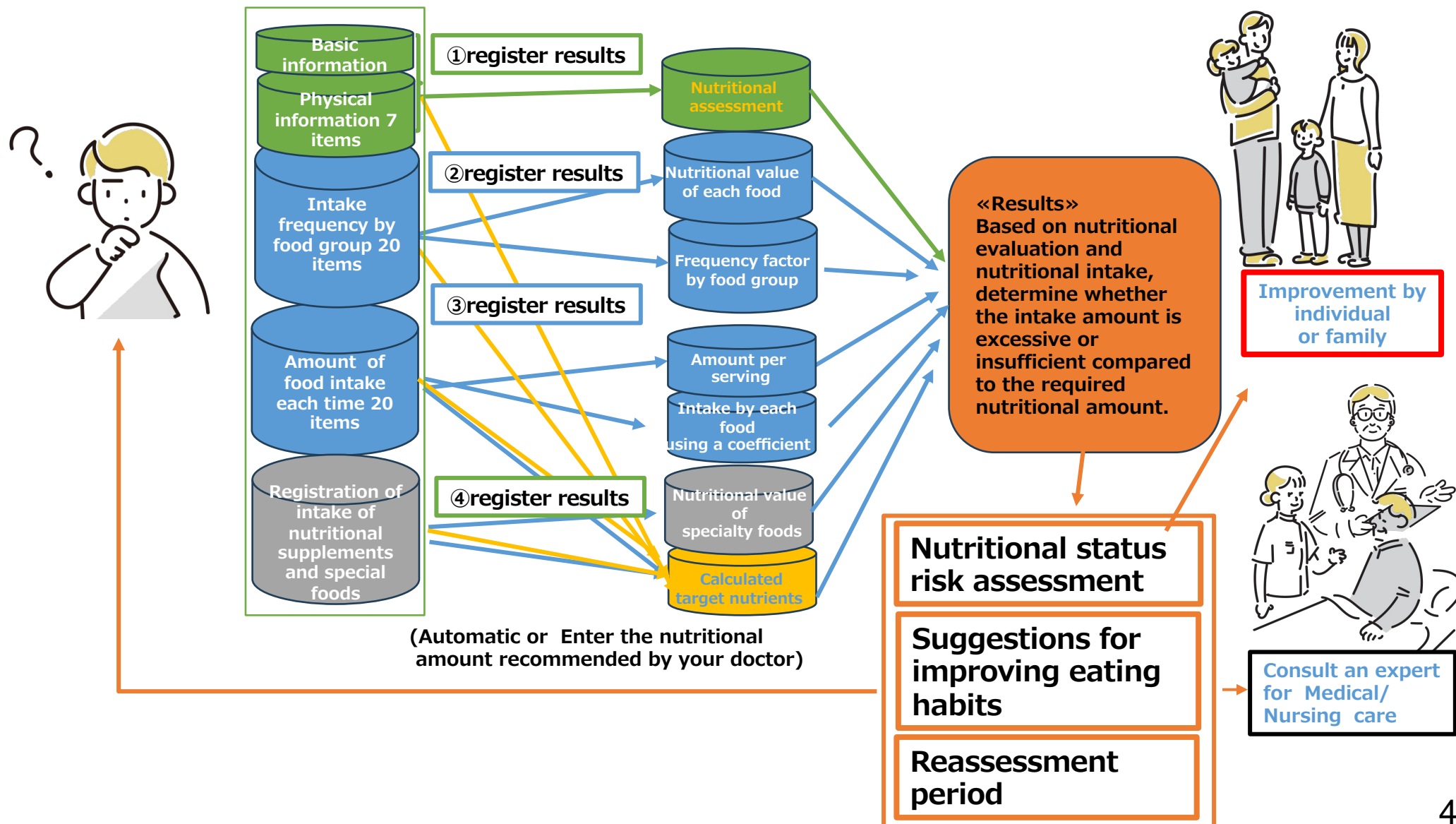
* Regarding trends in the use of seasonings for each answer calculated: the National Nutrition Survey/the National University Hospital/ Nutrition Department Conference Survey

③ Salinity formula: Salt (equivalent amount)

$g = \text{Sodium amount (mg)} \times 2.54 / 1,000$



Calculation of nutritional intake and suggestions for improvement by using the "Nutrition App"



Can be converted into a "nutrition app" with question content and calculation formulas tailored to each country's food culture, etc. (Example Thailand)

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Thailand (Staple food example)

- ① Khao (rice)
- ② Khao Niao (glutinous rice)
- ③ Senmi, senrek, senyai, bami (noodles)



Even older people can easily calculate their own nutritional intake using a nutrition app for behavioral change based on scientific evidence

Figure 1
Level of understanding of nutritional intake and nutritional improvement points

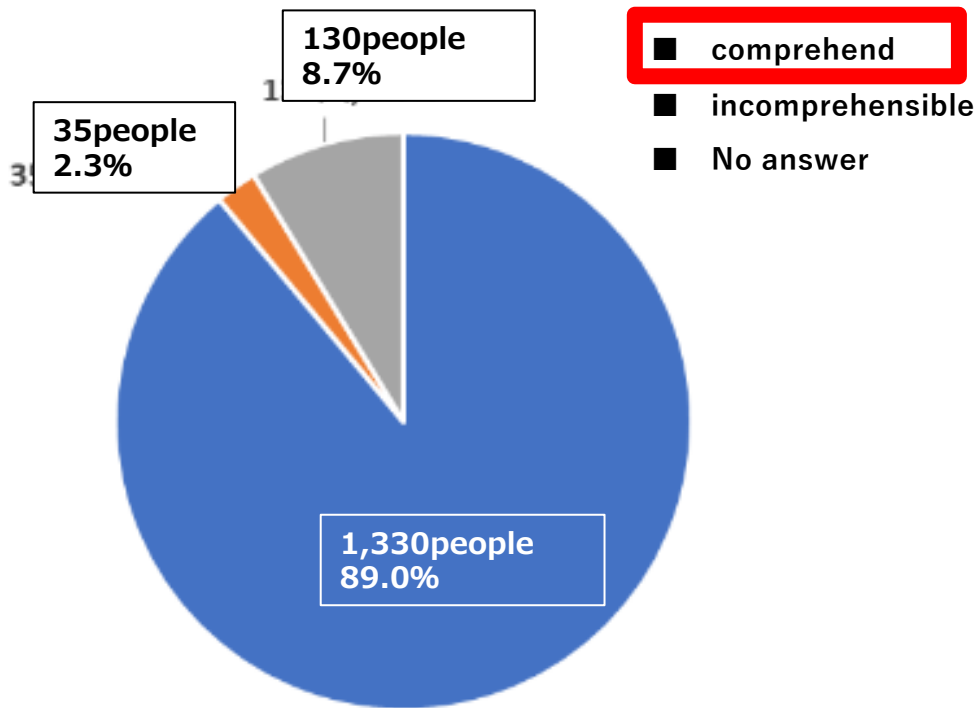
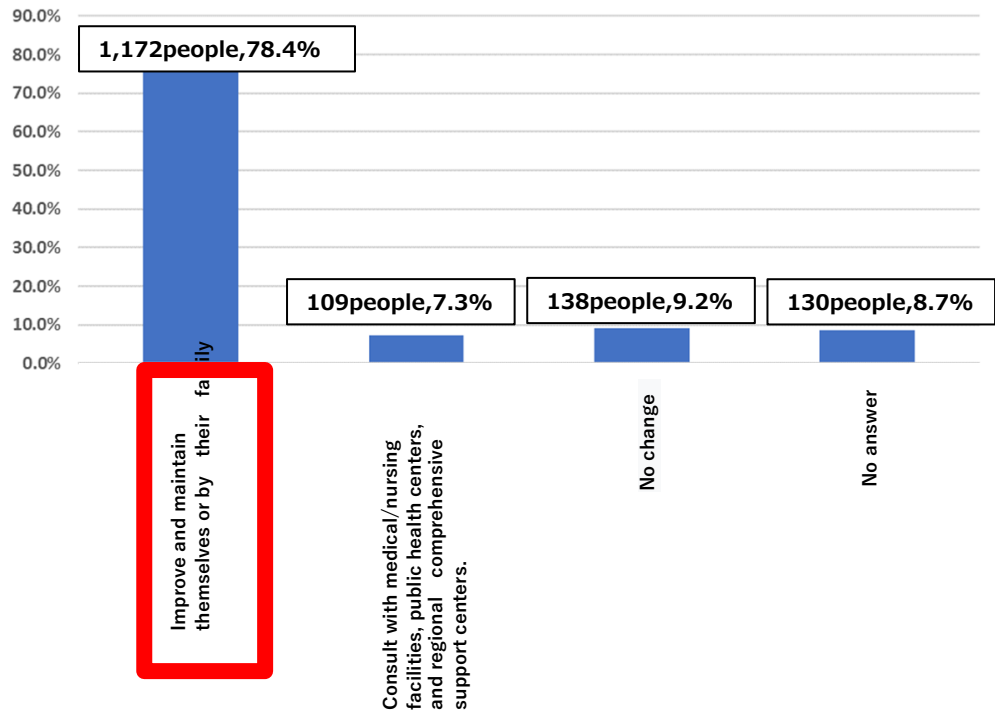


Figure 2 Behavioral change through the use of “nutrition apps”



Older people in need of care who use outpatient services or in-home services, and elderly people who live independently in the community (1,862 people)
 Period: October 17, 2022 (Monday) to February 12, 2023 (Sunday)
 Source : Ministry of Health, Labor and Welfare, Elderly Health Promotion Project, FY2020
 (Research : NEC Corporation)
 Report on Research Project on Nutrition and Dietary Support for Home-based Elderly People using ICT etc.
 Partially modified by Yasuhisa Shiozaki Office