

The IADSA
Project Grant for associations
Supporting great ideas
2018

Filling the gap: discovering Dietary Supplements consumption to promote regulatory evolution



IADSA

International Alliance of Dietary/
Food Supplement Associations

Background and importance of the initiative

— Filling the gap: Discovering Dietary Supplements consumption to promote regulatory evolution. —

1.

Lack of knowledge about Dietary Supplements (DS) incidence on Public Health.

2.

Pacific Alliance discussions highlighted the following:

- Topic with low priority in Government Agenda due to perception of low usage of the DS.
- Country Policy without the full picture of DS consumption and healthy life styles related to self care.
- Government needs to have visibility on consumption of Dietary Supplements. No Data available on how many people use DS in their life style.
- Government's perception is that DS are misleading/miracle products, however internal data from Companies indicate a consumption based on self care and healthy living.

3.

High restrictions to communicate DS benefits.

- If companies are not allowed to communicate, how consumers are getting the right information for consumption?

4.

Advertising pre-approval process is a frequent obstacle for business development and a new topic on Pacific Alliance negotiations.

- It is necessary to understand which are the sources of the information that consumers use to consume DS.
- Informal communication sources (internet, TV, etc) are not controlled by regulators because they came from informal industry.



IADSA

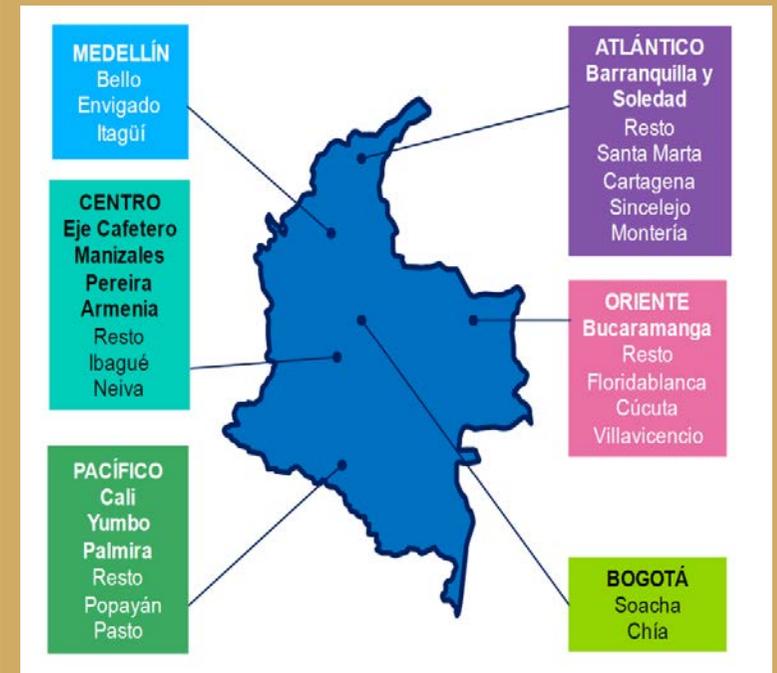
International Alliance of Dietary/
Food Supplement Associations

The Idea

Filling the gap: Discovering Dietary Supplements consumption to promote regulatory evolution.

Main Objective: To highlight the importance of DS incidence on public health to increase the level of political relevance of the category with Government and bring real consumption data of DS and healthy life styles, for the Policy makers, to focus on the implementation phase of Pacific Alliance Agreement, ensuring the agenda with elected Colombian Government (august 2018).

What to do: Partnership with INVIMA to obtain and analyze information regarding habits on DS consumption and life styles conditions of 6 Colombian regions (clustered by cultural/economic characteristics), in order to propose recommendations over current DS regulation, public policies and Pacific Alliance local implementation.



The Idea

Filling the gap: Discovering Dietary Supplements consumption to promote regulatory evolution.

Topics to be measured and analyzed

Life styles

- Physical activity habits.
- Fruits and vegetables consumption.
- Consumers perception on healthy diet.
- Main reasons for health professional consultation

Dietary supplements consumption

- Characteristics of population
- Frequency
- Reasons
- Types of DS consumed.
- Personal/Familiar DS.
- Physical activity + supplementation

Source of information for consumption

- Places to search
- Reliable sources
- Information gaps
- Consumption recommendation

Safety & Benefits of DS

- Adverse events
- Benefits perception from consumers
- Consumer perception about INVIMA's registration code

The Team

— Filling the gap: Discovering Dietary Supplements consumption to promote regulatory evolution. —

**National Business
Association of
Colombia**

- Executive Director of Pharmaceutical Chamber
- Deputy Director of Pharmaceutical Chamber
- Dietary supplements members

Academy - TBD

INVIMA

- Drug Director
- Dietary supplements coordinator
- International affairs office
- Member of advisory committee on DS



IADSA

International Alliance of Dietary/
Food Supplement Associations

Stakeholders

— Filling the gap: Discovering Dietary Supplements consumption to promote regulatory evolution. —

- Ministry of Health
 - Minister of Health
 - Vice minister of Health
 - Health and Promotion Direction
 - Life styles group
 - Nutrition Direction
 - Non Communicable Diseases Direction

- INVIMA
 - General Director
 - Drugs Director
 - Dietary supplements coordinator
 - Food Director
 - International affairs chief
 - Pacific Alliance negotiation group

- ICBF – Colombian Family Welfare Institute
 - Nutrition Direction
 - Agreements and cooperation office
 - Childhood and adolescence Direction

- National Health Institute
 - Nutrition Direction

- ILSI Nor Andean
 - Executive Direction
 - Directive council



IADSA

International Alliance of Dietary/
Food Supplement Associations

The IADSA
Project Grant for associations
Supporting great ideas
2018

DANKSCHEEN

SHUKURIA

GRACIAS

MERCI

ARIGATO

THANK YOU



IADSA

International Alliance of Dietary/
Food Supplement Associations