



EU Platform on Diet,  
Physical Activity and Health

## **2011 Annual Report**

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## Executive summary

In many respects, 2010 was clearly a defining year for the EU Platform for Action on Diet, Physical Activity and Health. After five years of operation, the Platform was submitted to an external evaluation, by which much reflection was made on the substance as well as on its execution. This will most likely produce changes in the operation of the Platform in 2011.

Progress was equally made with regard to members proposing and implementing new initiatives. Platform meetings addressed physical activity and healthy lifestyle, reformulation activities, as well as marketing and advertising.

The wider context has continued to create challenging circumstances in maintaining health goals. The global economic climate worsened over the year with the Euro affected by a major financial crisis, imposing hardship on several Member States and their citizens. In turn, this may make it harder to eat healthily and be physically active. Towards the end of 2010, the outlook remained bleak with global primary product price inflation especially in higher basic commodities and food. Consequently, social and economic disparities that already exist within the EU may become more entrenched, with possible long-term negative consequences for public health and – on a different level – for individual inclusion and social cohesion.

Even though these are current hard-hitting issues, there is still a need to invest in public health measures and to implement serious efforts so as to combat the obesity epidemic. Evidence from the US, where the epidemic was largely ignored for a longer period of time than within the EU, suggests that its impact is now beginning to show in population-based indicators related to both length and quality of life. This clearly entails that for the Platform and its members they cannot solely rely on their common duties. While continuing to propose and report progress on commitments, members must equally come to working terms with the recommendations of the evaluation, in particular with regards to the relevance and proportionality of their commitments, as well as strengthening collaboration with Member State platforms or similar entities.

This Annual Report, prepared for and funded by the Directorate General for Health and Consumers of the European Commission (DG SANCO), presents the activities and achievements of the Platform for the year 2010, and also examines how successfully the Platform's members have been in monitoring progress against their commitments. It shall give an overview of the Platform's activities in 2010 and aims to provide both Platform members and other interested stakeholders with an account of the activities and achievements produced by Platform members as part of their commitments to the Platform.

The report is structured along the format of previous years. Chapter 1 gives background information on the Platform. Chapter 2 provides a membership update and the list of current Platform members. Chapter 3 gives an overview of the achievements of the Platform before 2010. Chapter 4 reports on the main activities undertaken by the Platform in the course of last year, including details of meetings held and publications produced. Chapters 5 and 6 present an overview of the new and continuing active commitments to the Platform. Of the 136 commitments for which monitoring forms were received in 2010, 20 were new commitments and 116 were continuing commitments coming from the previous year.

Since the range of activities associated with the Platform is very broad, the overview of Platform commitments in these chapters is organised into the five categories of activities that Platform members can choose from when submitting their commitments to the Platform: Marketing and advertising; Reformulation; Labelling; Lifestyles and Others. These activities include a very diverse range of commitments comprising initiatives to reformulate food products; activities to address advertising and marketing to children; workplace-based programmes aimed at improving employees' health and diet; campaigns to improve the take-up of sports and raise awareness of the importance of good nutrition and diet as well as initiatives to disseminate the Platform's activities. All Platform commitments can be accessed via the online Platform database. Chapter 7 provides a mapping of both new and continuing active commitments to the Platform including a breakdown of commitments by geographical coverage, type of action and target audience.

The methodology used to assess the relevance of commitments, specificity of objectives, and appropriateness of indicators has been updated to take into account of the evaluation recommendations and the working paper on Monitoring Platform members' commitments, agreed upon by Platform members on February 15, 2011. Chapter 8 presents this updated methodology and the finding of the application of it to the 2010 monitoring reports for commitments. Finally, Chapter 9 takes a brief preview of the Platform activities lined up for 2011.

## Foreword from the Chair 2011

2010 has been a cornerstone for the evolution of the nutrition and physical activity work in the European Union and for the work of the Platform for Action on Diet, Physical Activity and Health, in that context.

The Platform evaluation in July 2010 generated lively discussion and provided food for thought for us as Platform stakeholders. Looking back, the renewed commitment by Platform members identifying priority areas and target groups, the new working methods we have agreed upon - including the improvement of the monitoring system for Platform commitments – were *key outcomes* of this process. This report already benefits from these renewed working methods putting emphasis to more substantial discussions on the relevance, substance, impact and coverage of Platform commitments.

Priority setting was based on the input of everyone concerned in the context of the Platform's evaluation, the conclusions of the 2010 implementation progress report for the Strategy on nutrition, overweight and obesity-related health issues and the experience acquired in the years of the Strategy's work. More focus should be put on the areas with fewer actions in place, such as the availability of healthy food and enhancing physical activity as well as on increasing the availability of healthy options through reformulation initiatives.

More synergy with the High Level Group on Nutrition and Physical Activity is also a priority clearly indicated in our renewed objectives. The newly agreed EU framework for national initiatives on selected nutrients should enable Platform members to continue to work on food reformulation as a part of their efforts to ensure strong cooperation with Member States in their national initiatives.

And finally, we need to see the work taken forward within the Platform as well as more broadly within the Strategy, in a larger perspective. The upcoming UN Summit will discuss extensively the way forward on policies related to the prevention of non-communicable diseases. Our aim must be for such opportunities to provide input to our work, but also for our work to become input in relevant policies.

Our hope is that these discussions will give a new impetus and provide further inspiration to all Platform members to step up their efforts and to scale up their engagements. Encouraging physical activity, healthy diets and healthy lifestyles must remain as high a priority in the prevention of diseases as healthcare systems need them to be.

Paola Testori Coggi,

Director General for Health and Consumers

Despina Spanou,

Chair of the EU Platform for Action on Diet, Physical Activity and Health

## Definition of Key Terms

Commitment	To become a member of the EU Platform on Diet, Physical Activity and Health, an organisation must undertake a 'commitment'. These commitments are promises to take action to achieve a particular goal that advances the Platform's aims.
Platform member	Platform members are umbrella organisations operating at the European level that have agreed to monitor and evaluate the performance of their commitments in a transparent, participative and accountable way, as set out in the Platform's Monitoring Framework <sup>1</sup> .
Commitment holder	The commitment holder for a given commitment can either be the same as the Platform member for that commitment or a different organisation. As all member organisations of the Platform are umbrella organisations operating at the European level, they each encompass many member organisations in a given sector and either each may submit commitments that encompass all of their members or one or more of their individual members may submit their own commitment under their umbrella organisation's membership of the Platform. In the latter cases, the Platform member for a commitment would be a given umbrella organisation and the commitment holder would be one or more of its members submitting this commitment.
Monitoring report/ commitment form	<p>In order to monitor the progress of their commitments, Platform members are requested to submit a monitoring report for each commitment they make.</p> <p>These monitoring reports are organised into sections that enable Platform members to state the 'objectives' of their commitment, 'inputs, 'outputs', 'outcomes', 'means of dissemination', and so on.</p>
Achievements of the Platform	The term 'achievement' is used throughout this report to refer to the outputs and outcomes produced by the different commitments submitted by commitment holders as part of the Platform's activities. The description of these 'achievements' is based entirely on the information reported by commitment holders in their monitoring reports and does not constitute an assessment of the effectiveness of commitments or their activities in reducing obesity, improving diet and/ or increasing physical activity amongst the different target groups of these commitments.

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<sup>1</sup> The Platform's Monitoring Framework is available online:  
[http://ec.europa.eu/health/ph\\_determinants/life\\_style/nutrition/platform/docs/eu\\_platform\\_monitoring\\_framework\\_en.pdf](http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_monitoring_framework_en.pdf)

## Acronyms and abbreviations

ACT	Association of Commercial Television in Europe
AREFLH	Fruit Vegetable and Horticultural European Regions Assembly
ASA	Amateur Swimming Association
BEUC	European Consumer's Organisation
BFARU	Bangor Food and Activity Research Unit
BiB	Breakfast is Best
BOP	Back of Pack
BMI	Body Mass Index
CAP	Common Agricultural Policy
CCPR	Central Council of Physical Recreation
CEEREAL	European Breakfast Cereal Association
CESS	Confédération Européenne Sport Santé
CIAA	Confederation of the Food and Drink Industries of the EU
COFACE	Family Associations
COPA-COGECA	Agricultural organisations and cooperatives
CPME	Standing Committee of European Doctors
DAFC	Danish Agriculture and Food Council
DALY	Disability Adjusted Life Years
DHF	Danish Heart Foundation
DIET(S)	Dieticians Improving Education and Training (Standards)
DPF	Diabetes Prevention Forum
EACA	European Association of Communications Agencies
EACEA	Education, Audiovisual and Culture Executive Agency
EASA	European Advertising Standards
EASO	European Association for the Study of Obesity
ECF	European Cyclist Federation
ECSS	European College of Sport Science
EFAD	European Federation of the Associations of Dieticians
EFFAT	European Federation of Trade Unions in the Food, Agricultural and Tourism Sectors
EFSA	European Food Safety Authority
EGTA	European Group of Television Advertising
EHFA	European Health and Fitness Association
EHN	European Heart Network
EMRA	European Modern Restaurants Association

ENGSO	European Non-Governmental Sports Organisation
EPHA	European Public Health Alliance
ESA	European Snacks Association
ESPGAN	European Society of Paediatric Gastroenterology and Nutrition
ESPGHAN	European Society of Paediatric Gastroenterology, Hepatology and Nutrition
EUFIC	European Food Information Council
EuroCoop	European Community of Consumer Cooperatives
EUROPREV	European Network for Prevention and Health Promotion in Family Medicine and General Practice
EVA	European Vending Association
FEPI	Federation of the European Play Industry
FERCO	European Federation of Contracting Catering Organisations
FEVIA	Belgian Federation of the Food and Drink Industry
FOP	Front of Pack
Freshfel	European Fresh Produce Association
FSA	Food Standards Agency UK
GDA	Guideline Daily Amounts
GP	General Practitioner
HDE	German Retailers' Association
HFSS	High Fat, Salt and/or Sugar
HLG	High Level Group
HRA	Health Risk Assessment
IASO	International Association for the Study of Obesity
IBFAN	International Baby Food Action Network
ICC	International Chamber of Commerce
IDF	International Diabetes Federation
IMAGE	Development and Implementation of a European Guideline and Training Standards for Diabetes Prevention
IOTF	International Obesity Task Force
ISCA	International Sport and Culture Association
JEP	Jury for Ethical Practice in Advertising
NICE	National Institute for Health and Clinical Excellence
NPA	Network on Nutrition and Physical Activity
NUBEL	Nutrition Belgium
PATHE	Physical Activity Towards a Healthy Europe
PCM	Policy Coordination Meeting
PolMark	Policies on marketing food and beverages to children
PPP	Public-Private Partnerships

SFA	Saturated Fats
SFS	School Fruit Scheme
SIG	Special Interest Group
SRO	Self-Regulating Authorities
TEP	The Evaluation Partnership
TFA	Trans Fatty Acids
UNESDA	Union of European Beverages Association
WFA	World Federation of Advertisers
YHCP	Youth Health Care Professionals
YIA	Young Investigators Award

## CHAPTER 1 Background

The rate of obesity, namely with a Body Mass Index (BMI) of 30 or above, has more than doubled over the past 20 years in most countries and now affects an average of 15.5% of the adult population in the EU<sup>2</sup>. Across Europe, albeit with regional variations, on average 24% of the children aged between 6-9 years are overweight or obese across Europe<sup>3</sup>.

Obesity is a known risk factor for numerous health problems; mortality increases sharply once the overweight threshold is crossed<sup>4</sup>. Because obesity is associated with higher risks of chronic illnesses, it also adds significantly to health care costs. Thus, the combination of increasing calorie intakes, more sedentary lifestyles, and decreasing levels of physical activity constitute a major and growing public health concern.

Given its public health mandate and acknowledging the need for a coordinated approach by a wide range of actors across a number of policy areas, the European Commission in 2003, established a Network on Nutrition and Physical Activity (NPA), composed of experts nominated by the Member States, the World Health Organisation (WHO) and representatives of consumer and health NGOs, to advise on the development of an EU strategy on nutrition and obesity.

As a result, the Commission in 2004 – 2005 convened a series of meetings with Member States, the WHO and a small group of key NGOs and economic operators to explore the different aspects of the growing problem of overweight and obesity in Europe. This 'Obesity Roundtable' established a general consensus on the main drivers of overweight and obesity, i.e. the combination of increasing calorie intake and a more sedentary lifestyle. It also identified the need to take into account national, regional and local dietary differences.

Drawing on the debate, and in particular its conclusions on i) a need for a multi-stakeholder approach and for action at all levels, ii) a positive attitude towards co-operation, iii) involvement of the EU presidencies in the roundtable, and iv) the importance of public-private partnerships, the Commission in 2005 set up the EU Platform for action on Diet, Physical Activity and Health. The aim was to develop best practices and encourage voluntary action on consumer information, labelling, advertising, marketing and food composition, and on education and promotion of physical activity, to contain or reverse the current trends.

The Platform brings together food manufacturers, retailers, the catering industry, advertisers, consumer and health NGOs, health professionals and public authorities. The main purpose is to conduct an open and informal discussion to examine ways of achieving binding commitments aimed at tackling the obesity epidemic and at addressing diet-related chronic diseases. As an important element of the European Commission's overall strategy on nutrition and physical activity, the Platform provides a forum for all interested actors at European level where:

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<sup>2</sup> OECD (2010), Health at a Glance: Europe 2010, OECD Publishing. [http://dx.doi.org/10.1787/health\\_glance-2010-en](http://dx.doi.org/10.1787/health_glance-2010-en)

<sup>3</sup> [http://ec.europa.eu/health/nutrition\\_physical\\_activity/docs/implementation\\_report\\_en.pdf](http://ec.europa.eu/health/nutrition_physical_activity/docs/implementation_report_en.pdf)

<sup>4</sup> [http://ec.europa.eu/health/reports/docs/health\\_glance\\_en.pdf](http://ec.europa.eu/health/reports/docs/health_glance_en.pdf)

- They can explain their plans to contribute concretely to the pursuit of healthy nutrition, physical activity and the fight against obesity, and where those plans can be discussed;
- Outcomes and experience from actors' performance can be reported and reviewed, so that over time better evidence is assembled of what works and Best Practice more clearly defined<sup>5</sup>.

The Platform serves to deepen a mutual understanding of the challenges of obesity and diet-related chronic diseases, to integrate and mainstream responses to these challenges into the wide range of EU policy areas such as agriculture, environment, sports, education and research and to contribute to the future development of fields of action. Work carried out by the Platform complements existing initiatives carried out at Member State level and through other networks. Bringing together key stakeholders and expertise at EU level, the Platform is intended as a Europe-wide catalyst of multi-sectoral action and as a resource base through which good practice can be rapidly disseminated and replicated.

To keep the Platform at a manageable size, members must be umbrella organisations operating at a European level. The other main criteria for membership is that each member must annually propose and commit to specific activities designed to halt and reverse the obesity trend. These commitments must be recorded, and outcomes are monitored and measured in a way which can be fed back to the Platform. There are some exceptions to this, for example the European Food Safety Authority (EFSA) or the World Health Organisation (WHO), who attend the Platform as observers and in a scientific advisory capacity and thus do not produce commitments for action.

A European Commission Strategy<sup>6</sup> on Nutrition, Overweight and Obesity related health issues, published in May 2007, set out an integrated EU approach to contribute to reducing ill health due to poor nutrition, overweight and obesity. It emphasises the value of working in partnerships and aims to support efforts by actors at all levels from the local to the international. One of the key principles set out in the Strategy is a focus on monitoring and evaluation to measure the impact of initiatives. In this context, the Platform is identified as one of the mechanisms focusing especially on monitoring and evaluation.

In 2010 an external evaluation sought to assess the extent to which the pursuits of the Platform had been effective, i.e. to what extent had the *Platform collectively* met its goal; to what extent had *Platform members' commitments* been proportionate to the Platform's initial goals; what was the *impact generated in policy* at national and European levels; the role and function of the Platform as a *place for dialogue* between different stakeholders and the level of satisfaction of different stakeholders.

Structuring their conclusions around four key themes, i.e. dialogue, action, impact and the future, the evaluation team recommended that the Platform strategy be pursued under a renewed and redefined mandate that recognises achievements, sets priorities for the future, and establishes joint medium-term goals and operational objectives to ensure cross-sectoral buy-in to the process and its continued momentum. The mandate would also focus on the content, relevance, level of ambition and scope of commitments; it would consider

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<sup>5</sup> Platform Founding Charter, March 15th 2005

<sup>6</sup> Commission of the European Communities White Paper on A Strategy for Europe on Nutrition, Overweight and Obesity related health issues. COM(2007) 279 final Brussels, 30.5.2007 - welcomed by Council Conclusions in December 2007 and a European Parliament Resolution in September 2008

whether certain sectors (e.g. education) are under-represented; it would improve the monitoring system to enhance learning and enable assessing effectiveness and impact of the commitments; it would develop a communication strategy; strengthen ties with MS and national platforms to increase policy impact; and create means of rewarding members to boost their motivation and avoid Platform fatigue.

Following the evaluation the Platform decided to set up two working groups to look into revising the objectives for the Platform and to improve the monitoring system of the commitments undertaken by Platform members. Maintaining the voluntary, non-prescriptive and bottom-up stakeholder ownership approach, the aim is to achieve the most of the efforts and resource input into the Platform, by ensuring that future commitments to a larger degree focus on achieving the objectives of the Strategy.

Subsequent to the conclusions of the first of the two working groups, it was decided to add a sixth field of action to the five fields existing so far:

1. Consumer information, including labelling
2. Education
3. Physical activity promotion
4. Marketing and advertising
5. Composition of foods, availability of healthy food options, portion sizes

Thus, as of 2011 members may make commitments also under the heading:

6. Advocacy and information exchange.

Another important result of this follow-up was a clear specification of priority areas and target groups for the period 2011-2013:

- Vulnerable groups including children and adolescents and low socio-economic groups:
- Improvements of already existing commitments in the area of *advertising and marketing to children*;
- Improvements of already existing commitments in the area of *reformulation*;
- Physical activity and sports;
- Reaching out to schools with the aim of increasing physical activity and making the healthy option available.

The European Commission remains committed to tackling the crucial health issues related to nutrition, overweight and obesity by promoting healthier diets and more physical activity<sup>7</sup>. Concluding that a reduction of obesity can only be achieved if there is a continued collaborative effort with national governments and stakeholders who have already demonstrated commitment to the Strategy's objectives, the Commission cites the Platform as one of its key mechanisms in this context.

The second of the two working groups proposed a number of amendments to the Platform's monitoring system. Assisted by a team of experts contracted with IBF, a Belgian consulting

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<sup>7</sup> Implementation Progress Report (Dec. 2010)

firm, the Commission will seek to put these recommendations into practice over the next couple of years.

## **CHAPTER 2 Membership update and list of Platform members**

- 1 Agricultural Organisations and Cooperatives (COPA-COGECA)
- 2 Association of Commercial Television (ACT)
- 3 Confederation Européenne Sport Santé/ European Confederation Sport and Health (CESS)
- 4 Confederation of the Food and Drink Industries of the EU (CIAA)
- 5 Eurocommerce
- 6 European Community of Consumer Cooperatives (Eurocoop)
- 7 EuroHealthNet
- 8 European Association for the Study of Obesity (EASO)
- 9 European Association of Communications Agencies (EACA)
- 10 European Cyclists Federation (ECF)
- 11 European Consumer Organisation (BEUC)
- 12 European Federation of Contracting Catering Organizations (FERCO)
- 13 European Federation of the Associations of Dietitians (EFAD)
- 14 European Food Information Council (EUFIC)
- 15 European Group of Television Advertising (EGTA)
- 16 European Heart Network (EHN)
- 17 European Health and Fitness Association (EHFA)
- 18 European Modern Restaurants Association (EMRA)
- 19 European Non-Governmental Sports Organisation (ENGSO)
- 20 European Public Health Alliance (EPHA)
- 21 European Society of Paediatric Gastroenterology, Hepatology and Nutrition (ESPGHAN)
- 22 European Vending Association (EVA)
- 23 European Network for prevention and Health Promotion in Family Medicine and general Practice (EUROPREV)
- 24 Assemblée des Régions Européennes Fruitières, Légumières et Horticoles (AREFLH)
- 25 Federation of the European Play Industry (FEPI)
- 26 Confederation of Family Associations in the European Union (COFACE)
- 27 Freshfel Europe
- 28 International Baby Food Action Network (IBFAN)
- 29 International Diabetes Federation (IDF)
- 30 International Obesity Task Force (IOTF)
- 31 International Sport and Culture Association (ISCA)
- 32 Standing Committee of European Doctors (CPME)
- 33 World Federation of Advertisers (WFA)

Additionally, WHO Euro Region, EU Presidencies, Member States, EFSA, European Committee of Regions as well as the European Parliament have observer status at the Platform. Further information, including a contact name for each organisation, is available at:

[http://ec.europa.eu/health/ph\\_determinants/life\\_style/nutrition/platform/docs/platform\\_members.pdf](http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/platform_members.pdf) -(this link is in the process of being updated; a new address would be available starting with July 2011)

## CHAPTER 3 Achievements of the Platform before 2010

Since its launch 2005, the Platform has more than doubled in size from its initial group of 15 founding members to the 33 current members of the Platform. The breadth of participation has also grown to encompass food manufacturers and retailers, catering and vending sectors, advertisers and media companies, NGOs and health practitioners, as well as organisations that work in the field of physical activity and sport. There is a continuing momentum of actions generated through commitments by Platform members: almost 300 commitments for action have been drawn up, representing a much larger number of initiatives implemented at local, regional and national levels. As part of their engagement with the Platform process, members monitor their activities and report in a transparent manner on how they delivered their commitment.

With its broad membership base and opportunities for debate and sharing of best practice, the Platform has contributed to raise visibility of issues surrounding overweight and obesity, providing a constant impetus for action, together with a framework for measuring success. The Platform has featured discussion on issues like public private partnerships, product reformulation, marketing and advertising of food and beverages to children, increasing physical activity and behaviour change.

The Platform's significance also lies in the groundbreaking and creative nature of this type of mobilisation. The Platform's integrated multi-sectoral approach involving both public and private stakeholders is frequently studied as a successful model, and has provided a template for similar projects such as the EU Alcohol and Health Forum and the European Action on Drugs.

More information regarding the EU Platform on Diet, Physical Activity and Health is available from the Directorate General Health and Consumers' section of the European Commission website:

[http://ec.europa.eu/health/nutrition\\_physical\\_activity/platform/index\\_en.htm](http://ec.europa.eu/health/nutrition_physical_activity/platform/index_en.htm)

## **CHAPTER 4 Main activities of the Platform in 2010**

During 2010, four platform meetings and one High Level Conference was organised with the participation of platform members. Two meetings were also held in the steering group for the Platform evaluation in 2010.

In addition, given the feedback from the evaluation report and the increasing need for refining the monitoring approach, platform members have decided to work on two thematic groups—to review the objectives and to review the monitoring approach of the platform commitments.

A High Level Conference on Monitoring and Evaluation of EU and Member States' strategies on nutrition, overweight and obesity was organised in December 2010.

### **4.1 Platform Plenary meeting, 11 February 2010**

The Commission opened the meeting by announcing that according to the recently held High Level Group (HLG) Meeting, the forthcoming Belgian Presidency would host a nutrition policy conference in Brussels on the 2-3 December 2010.

Following this, the meeting considered the monitoring data which was included into the 2009 Annual Report. Preliminary figures were encouraging and quality was also expected to improve, subsequent to the monitoring workshop and coaching sessions organised for members in 2009-2010.

To encourage the timely submission of monitoring forms, members were reminded that a commitment without monitoring was not credible, so unless submitted, 'unreported' commitments would not be included in the 2009 Annual Report of the Platform and would be considered inactive.

With reference to the ongoing evaluation of the Platform, the chair stated that the questionnaires to which Platform members and the HLG had been asked to respond would now be followed by in-depth interviews with the Platform members. The newly installed College of Commissioners and the ranking of health relative to other strategic items on the EU 2020 agenda (for innovation) was another topic mentioned by the chair.

The round of presentations of Platform Commitments included:

- "Keep fit" programme of the Polish Federation of Food Industry and Polish Chief Sanitary Inspectorate which is a country-wide information/ teaching programme aimed at school children aged 13-17. An evaluation had shown participants to be happier with their appearance, eating healthier and practicing sports more regularly. A key element of the programme was the opportunity for creativity, allowing for local adaptations, and for available capacities and resources to be used.
- "Physical Activity and Nutritional habits for families" (CESS) is a pilot programme which provides swimming training for 6-12 year olds and their families. It helps them to better understand nutrition and food labels, actively involving families in their children's physical activity. A questionnaire on dietary patterns showed that a third of the families believed they had improved their food habits. Participation in free pool use had increased appreciably over the three semesters.
- The European Non-Governmental Sports Organisation (ENGSO), the umbrella body for the National Sports Confederations and National Olympic Committees, spoke of

its Manifesto developed for the election campaign for new MEPs. ENGSO also mentioned a project which had collected experts' and citizens' opinions on how the future EU competence in sports should be shaped. It acknowledged the lack of good sport facilities, few opportunities to participate in sport activities aligned to one's needs, and a lack qualified staff to teach in health enhancing physical activity programmes, consequently being – in the view of the participants – barriers to preventing overweight and obesity.

- The Danish Heart Foundation presented a commitment addressing aerobic fitness based on physical testing of primary school children plus using teaching materials to motivate children to be physically active, to improve fitness. Municipal authorities were encouraged to get involved in the project.
- Promoting Healthy Lifestyles at the Workplace, a FERCO commitment, works with clients to improve the nutritional content of the food offerings, to enhance nutrition information on the menus, collaborate with cooks and dieticians, and to provide coaching and information on the promotion of physical activity. A major challenge was to encourage companies to perceive their employees' health in the workplace environment, including nutritional wellbeing, as a corporate issue.
- The Green Lace Joint Initiative is an EACA commitment and the first PPP initiative funded through the EU joint action facility of the EU's Health Programme. It would provide dietary guidance to young people, developed by public authorities and universities; it would be independently evaluated to provide evidence of what works, where the challenges are, and how to manage e.g. conflicts of interest.

Conclusions drawn by the chair were the following:

- There is increasing focus on the success or failure of an initiative, underlining the importance of outcome indicators;
- As part of the mid-term progress report for the nutrition strategy, a mapping of EU Strategy initiatives would be carried out in order to obtain a clearer picture of the current situation across the EU regarding nutrition and physical activity. This would identify gaps and opportunities to increase the profile of nutrition and stimulate new action in all countries;
- The continuation of the discussion on public-private partnerships. Possible synergies between the school-based schemes in Denmark and Poland should be explored and made wider use of;
- Support for Platform initiatives from Brussels based interlocutors, e.g. BusinessEurope should be used more effectively;
- Health professionals and particularly doctors should be mobilised more effectively through the CPME.

Other initiatives presented included:

- A study aimed at understanding children's play and its role in physical activity carried out by Prof. Roger Mackett, Centre for Transport Studies, University College London, and
- The East Midlands Platform on Food, Physical Activity and Health, a local UK initiative similar to the EU Platform.

- The Freshfel Charter to stimulate consumption of fruit and vegetables in the workplace, which aims at ensuring that the WHO guidelines of 400g of fruit and vegetables per day are met,

#### **4.2 Platform Plenary meeting, 4 May 2010**

Members were welcomed by the new Director General of SANCO, Ms Paula Testori Coggi, who was familiar with the Platform's achievements. She went on to underline the importance of events lined up, particularly mentioning the ongoing evaluation.

Updating the meeting on the evaluation process, a representative of the Consultant<sup>8</sup> said that almost all members had responded to the questionnaire and had taken part in follow-up interviews. Analysis was being carried out and elaboration of two case studies was in progress prior to finalisation of the report to be presented to the Platform on 1<sup>st</sup> July.

Considering the 2010 Platform Annual Report, a noticeable improvement in the monitoring by members was ascribed partly to the monitoring workshop. As usual, the monitoring methodology made use of four criteria, i.e. measuring, focus, specificity and clarity. Although efforts were made to ensure that scoring was consistent, subjective judgement had to be exercised, and several recommendations for improvement were offered. Examples of good practice of monitoring would be circulated, and the evaluation report's comments on monitoring in this regard will be taken into account by DG SANCO.

The subsequent discussion again highlighted on the one hand the tension between relevance and qualitative aspects, and on the other, the actual situation in which quantitative, easily monitored commitments dominated.

In summary, the Commission found that: i) monitoring is important and must continue; ii) a trade-off between ambition and quality may affect the content of commitments; iii) monitoring is a useful pedagogic tool; and iv) the Platform Charter foresees monitoring to be an integral part of the Platform's work. The issues raised might be addressed in the context of the Platform evaluation report to be presented in the forthcoming meeting.

Presentations on Reformulation, the topic of this meeting, included:

- Introduction to the reformulation efforts. Lessons learned from the salt and trans-fat reformulations were that government support had been a catalyst for reformulation but that implementation had been regionally inconsistent. However, tension over the approach remained and impact was hard to quantify.
- Coop Italia presented a project, aimed at 4-10 year olds, an age group in which obesity prevalence is high and growing, parents' awareness low, and the scope of influencing behaviour good. Coop's aim had been to offer a new range of healthy food products of good value for money, tasty and responding to consumer needs. The new products had been well received and have sold better than expected.
- Unilever introduced a Salt Reformulation project which would include information on sodium content on product labels, relative to GDA. The target was to reach the WHO dietary guidelines on salt by the end of 2010.

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<sup>8</sup> The Evaluation Partnership

- The Healthy fat management, a Mars commitment, aims to reduce the Saturated and Trans Fatty Acids in chocolate bars. A debate of the soundness and merit of communicating the changes as conducive to health ensued a debate which led the Commission to suggest that public communication ought to be a topic of further discussion by the Platform at some point in the future.
- Under 'Other initiatives' Breakfast is Best (BiB), a nutrition education campaign, focused on policymakers rather than consumers was presented.
- Following this, the UK Food Standards Agency (FSA) spoke of efforts to create a flexible framework to allow retailers, caterers and manufacturers provide information to help consumers make healthy choices.

Items discussed under AOB included a request by the HLG for the Commission to explore different scenarios for taking forward a reformulation framework for other nutrients such as fat and sugar. Equally, the vision for the future of the Platform was announced to be on the agenda for the September meeting.

#### **4.3 Platform Plenary meeting, 1 July 2010**

The evaluation of the Platform was the major item of the meeting's agenda. The Evaluation Partnership (TEP)'s presentation covered the following points:

- The role and function of the Platform as a place for dialogue
- Whether commitments were relevant, proportionate to initial goals, and implemented effectively
- The Platform's impact on policy at national and European level
- The relevance of the Platform in meeting its goals, in particular as a forum for exchange on ongoing individual actions. Findings were organised under the headings below:

*Dialogue:* The visibility of the physical activity and education sectors could be improved; there is scope for enhancing trust between NGO and private sector members.

*Action:* By inspiring members to reframe, scale and scope activities the Platform had produced added value; commitments were generally effectively implemented albeit not all seen as relevant and proportionate. Enhancing external communication might motivate buy-in and more ambitious commitments.

*Impact:* Was found in case studies of 6 commitments, but more could have been done. The EU Pledge (by WFA – see below) reports high levels of compliance but with certain restrictions and conditions limiting impact. Monitoring data did not allow a clear judgement of impact. Impact on EU and national policy appears limited. Cooperation with national platforms could be improved.

*Future:* Enthusiasm for a renewed Platform mandate to maintain buy-in and momentum was greater with the non-profit sector than with the industry sector. A renewed mandate, developed by a working group of a cross-section of membership would need to balance needs, recognise achievements, and establish joint goals, operational objectives and priorities for future work.

Future Platform priorities were recommended to address content and relevance of commitments. The eight key recommendations identified by the evaluators were as follows:

- Focus on content and relevance of commitments.
- Ensure increased cross-sector cooperation.
- Consider under-represented areas such as education.
- Learn from the monitoring system.
- Assess the effectiveness and impact of all commitments.
- Guidance on the type of commitments that are the most relevant to the Strategy.
- Develop a balanced communication strategy
- Strengthen ties with Member States and national platforms.

Having worked closely with TEP, the Evaluation Steering Group had found TEP to work professionally, timely, and attentively, and the final report to be fair and balanced, even if findings and recommendations were not all easy to put into practise.

The following tour de table discussed a multitude of issues flowing from the evaluation report: how to approach relevance and impact of commitments; how to ensure the 'meaningfulness' of monitoring; the place of public health values in a renewed mandate's operational priorities and objectives; members' interest in, and different perceptions of, cross-sectoral collaboration; the need for a Platform communication strategy. Commission guidance on commitments, particularly exploring the next stage of work, was solicited.

DG SANCO acknowledged the need for an information and communication strategy. Further, the Belgian Presidency's intention to convene an international conference on EU and MS strategies on nutrition, overweight and obesity-related health issues was confirmed. The agenda of this conference was envisaged to include:

- Reporting on progress/evaluation by EU/WHO and several Member States;
- Monitoring and Evaluation toolbox, Inequalities, Public Private Partnerships, Health in all policies, Innovation and Sustainability, Strengthening nutrition and physical activity in the health sector;
- Presentation of an evaluation of a Canadian strategy;
- Discussion of a proposal for Council Conclusions.

Under AOB, EUROPREV presented a survey of health behaviours involving 8,000 patients of all ages, educational backgrounds and with different health conditions in 22 countries. It sought to assess an understanding of and ability to change key behaviours; whether health professional support had been offered or requested; and explored determinants such as physical activity, alcohol consumption, smoking, and diet.

The preceding HLG meeting had discussed the mid-term progress report on the EU Strategy, and reformulation, including the mapping and scoring of Member State policies on nutrition and physical activity, and the HLG's commitment that sought to follow the success of salt reduction.

#### **4.4 Platform Plenary meeting, 9 September 2010**

The subject of this meeting was marketing and advertising. The first item on the agenda was an update on the Audio-Visual Media Services Directive (Directive 2010/13/EU), the transposition of which national MS law was to be completed by the end of 2010. A key

interest to Platform members was the fact that it requires Member States and the Commission to encourage audiovisual media service providers to develop codes of conduct on advertising of unhealthy (High Fat, Salt and Sugar or HFSS) foods to children. Implementation would be monitored by the Commission to assess i.e. whether self-regulatory measures were sufficient or whether regulation would be required.

- The Association of Television and Radio sales houses (EGTA) presented its guidelines on how to prevent irresponsible advertising messages. As a partner in the self-regulatory system, EGTA had engaged its members to act as 'the last gatekeeper', i.e. to screen ads before they were aired to check their content against existing self-regulatory measures. Monitoring of impact of the commitment was ongoing, but early evidence suggested that improvements in self-regulation had taken place since the guidelines were issued in 2009.
- The World Federation of Advertisers (WFA) reported on the monitoring of the EU Pledge 2010, a commitment in the framework of the EU Platform. The Pledge covers advertising to children under 12 across the EU, representing 75% of food and beverage advertising spent in the EU. Monitoring of the commitment had found compliance to be high across the markets. An independent review of the WFA Code on company websites had found a minority of websites (1%) to be irrefutably in breach and another 11% in potential breach, mostly on health and nutrition claims.
- In 2010, the Union of European Beverages Associations (UNESDA) had extended its commitment not to advertise to children under 12. The commitment would be audited by the end of 2010.
- An initiative of the Association of Commercial Television in Europe (ACT) consisted of a brochure on Healthy Programming highlighting TV programmes which supported the adoption of a healthier lifestyle. Monitoring over 12 months had shown that public interest in health programmes throughout Europe remains strong.
- An International Obesity Task Force (IOTF) study of policies on food marketing had found a trend of increased action by health policy makers during the period 2003-2009, usually with self-regulation as the first response.

The meeting discussed the Platform evaluation and its directions for the future. Issues discussed included: a renewed mandate focusing on content and relevance of commitments; learning from the monitoring system; ensuring more cross-sectoral cooperation; addressing under-represented sectors; developing a balanced and transparent information strategy; and strengthening ties with Member States and National Platforms.

Concluding, DG SANCO found that i) the Platform had the potential to deliver positive results; ii) main areas for improvement comprised the monitoring of commitments and the usefulness of the Platform in terms of objectives and content of commitments; iii) there is an urgent need to define and agree on new ways for the second phase of the Platform.

With this in mind, two working groups were established: one to create guidance for commitments, and the other one to explore the monitoring system. The Commission would actively pursue both objectives and operational issues in the two working groups.

- A final presentation at the meeting gave an overview of the Chronic Disease Alliance's approach to reversing the alarming rise in chronic non-communicable diseases which affect more than a third of Europe's population and account for 86%

of deaths. Advocating for immediate political action, the approach made reference to the high cost of treatment, care and lost productivity. In terms of Disability Adjusted Life Years (DALYs) 35% is attributable to alcohol, tobacco, inadequate intake of fruit and vegetables, lack of exercise and obesity<sup>9</sup>.

Closing the meeting, the Commission reported that it had finished the two overview documents to be used for the Mid-Term Review of the Nutrition Strategy report, and that a list of indicators had been agreed with the HLG.

#### **4.5 High Level Conference on Monitoring and Evaluation of EU and Member States' strategies on nutrition, overweight and obesity**

The conference took place in Brussels on **8-9 December 2010**, replacing the annual joint meeting between the Platform and the HLG. The conference was aimed at exchanging experiences and views on the progress and the future of policies to help reduce overweight and obesity in the EU, to consolidate monitoring and evaluation processes and to propose key priorities for development at EU level for 2011-2013. The conference brought together Member State delegations, the High Level Group on Nutrition and Physical Activity, WHO Monitoring National Focal Points and Nutrition Counterparts of the European Region, and the EU Platform for action on Diet, Physical Activity and Health. The conference was moderated by Mrs. Despina Spanou, Principal Adviser, Directorate-General for Health and Consumers. The welcome address at this conference was given by Jean Marc Delizée, Belgian Secretary of State for Social Affairs. The mid-term progress report of the European Commission for the Strategy for Europe on nutrition, overweight and obesity-related health issues was presented by Ms. Paola Testori Coggi, Director-General, Directorate-General for Health and Consumers, European Commission. Mrs. Zsuzsanna Jakab, Regional Director, WHO Regional Office for Europe, presented WHO's Progress report on the implementation of the European Charter on counteracting obesity. Follow-up interventions addressed the progress at country level, i.e. presentations of the evaluation of the national plans developed in Belgium, France, and Slovenia. The conference benefitted from a number of parallel working groups that focused on issues of interest, such as addressing inequalities, rules to developing PPPs, evaluating the cost-effectiveness of interventions, monitoring and evaluation, etc. A lively presentation was made by Mr Magnus Scheving, the impersonator of Sportacus, and the creator of LazyTown™ who spoke about his work on promoting healthy diets and physical activity to children.

Mr John Dalli, European Commissioner for Health and Consumer Policy, in his end of conference speech, emphasized the need for effective use of all existent policy tools, of working closely together with national governments and relevant stakeholders.

The conference was successful in reviewing existing knowledge in the field of nutrition and physical activity, in identifying effective policies and tools in this field that becomes of high societal and economical importance to all EU Member States.

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<sup>9</sup> Lopez A D, Mathers C D, Ezzati M, Jamison D T, Murray Ch J L, Global and regional burden of disease and risk factors, 2001: systematic analysis of population health data, Lancet 2006; 367: 1747–57

#### **4.6 Working groups on “Renewed Objectives” and “Monitoring”**

A number of meetings were organised starting with the autumn of 2010 on the subjects of renewed objectives and monitoring of the Platform members’ commitments.

Platform members have joined on a voluntary basis the two working groups on “Renewed Objectives” and “Monitoring Platform members’ commitments”; their work has resulted in two working documents that are to be shared with the Platform members for feedback and for final decisions during 2011. The main direction of thinking was the need to improve the quality of the monitoring and to shift the monitoring process from a quantitative approach to a qualitative one.

#### **2010 Publications**

European Platform for Action on Diet, Physical Activity and Health: 5 year Evaluation Report, incl. Annexes to the final report, at:

[http://ec.europa.eu/health/nutrition\\_physical\\_activity/docs/evaluation\\_frep\\_en.pdf](http://ec.europa.eu/health/nutrition_physical_activity/docs/evaluation_frep_en.pdf)

EU Platform on Diet, Physical Activity and Health. Annual Report 2010, at:

[http://ec.europa.eu/health/nutrition\\_physical\\_activity/docs/eu\\_platform\\_2010frep\\_en.pdf](http://ec.europa.eu/health/nutrition_physical_activity/docs/eu_platform_2010frep_en.pdf)

The list of EU Platform on Diet, Physical Activity and Health member organisations was updated in June 2011. The report is publicly available on the EUROPA site at: the new, updated link will follow.

Implementation Progress Report: Strategy for Europe on nutrition, overweight and obesity related health issues, at:

[http://ec.europa.eu/health/nutrition\\_physical\\_activity/policy/implementation\\_report\\_en.htm](http://ec.europa.eu/health/nutrition_physical_activity/policy/implementation_report_en.htm)

## CHAPTER 5 Achievements of the Platform: New Commitments

### 5.1 Introduction

This chapter provides a summary of the new initiatives undertaken by members of the Platform in 2010, along with an overview of the outputs of these initiatives in their first year. While the majority of the commitments have been carried over from previous years, this chapter only deals with the commitments which are new in 2010. The next chapter provides a brief update of the activities of continuing commitments over the previous year; further details of all the commitments that were active in that year are provided in the 2010 Annual Report<sup>10</sup>.

Of the 136 commitments for which monitoring forms were received this year (out of a total of 145 active Platform commitments), 116 were continuing commitments from last year and 20 were new starting from this year.

Table 5.1 Overview of commitments

Status of commitments	Number of commitments
Active Platform commitments	145
Monitoring forms submitted in 2010	136 <sup>11</sup>
Continuing commitments from 2009	116
New commitments in 2010	20
No monitoring reports received by deadline	9

### 5.2 Approach

In March 2011 the European Commission sent the IBF team the electronic files of all active commitments it had received from Platform members for this year of monitoring. IBF analysts read all the new monitoring forms in order to produce a comprehensive and accurate account of the activities outlined in each commitment form. This chapter was produced exclusively on the basis of the information included in the commitment forms.

Since the IBF team endeavoured to treat each monitoring form objectively, our intention in this chapter is simply to communicate the information contained in the forms in a clear way that is easily accessible to the reader. However, there are distinct limitations to this chapter and to Chapter 6 since the monitoring of the commitments in these chapters is self-reported by Platform members. No independent verification was carried out in order to assess whether the results reported could be attributed to the commitments themselves or were

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<sup>10</sup> To access the annual report, see:

[http://ec.europa.eu/health/nutrition\\_physical\\_activity/docs/eu\\_platform\\_2010frep\\_en.pdf](http://ec.europa.eu/health/nutrition_physical_activity/docs/eu_platform_2010frep_en.pdf)

<sup>11</sup> In early February 2011, reminders regarding the failure to submit monitoring reports for six actions were sent to four Platform members none of which had replied at the time of writing. Equally, three actions (by three members) were cancelled, not continued, or postponed, and therefore not reported on.

the results of other initiatives and no verification took place to establish the accuracy of these reports. In addition, in presenting this information, no judgement was made on the relevance of the commitments in relation to the aims of the Platform by the contractor or by Platform members.

### **5.3 Categories and definitions**

This chapter has been organised along five categories that represent the different types of activities carried out by Platform members in their carrying out of commitments. When submitting a commitment form to the Platform, members have to select from the list below the category that is most appropriate to their commitments:

1. Marketing and advertising – Proposing and/or implementing limits or codes of practice for advertising, often focused on curbing the advertising of high-fat, sugary or salty foods to certain populations.
2. Reformulation – Food producers and manufacturers altering the nutritional composition of food products, usually to modify levels of fat, sugar or salt.
3. Labelling – Modifying food product labels and/or labelling policies (both label design and label information content).
4. Lifestyles – This category includes attempts to educate the public about nutritional values or healthy diets in order to change behaviour, as well as implementing physical education or sport participation programmes, amongst other activities.
5. Others<sup>12</sup> – This category includes all remaining commitments. Examples of commitments in this category include the publication of a nutrition magazine aimed at health professionals and the promotion of research into obesity prevention and management as well as commitments focusing on monitoring, training and policy work.

The rest of this chapter provides an overview of the Platform's new commitments for 2010 in each of the five categories detailed above. The quotations in this chapter are taken from the commitment forms submitted by Platform members.

### **5.4 Marketing and advertising**

There are two new commitments in this area:

#### **Not to market to children under 12 years in the Digisphere (CIAA 1203)**

As a consequence of this commitment, guidelines have been issued to ensure that **UNESDA** members act responsibly in their digital marketing communications and do not market brands to children under the age of 12 years in the Digisphere. The overall objective is to demonstrate that self-regulation can be effective and that European drink companies can commit to not influencing the diets of children under 12 by exposing them to marketing

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<sup>12</sup> This Annual Report will consider only these five categories. However, subsequent to a decision to renew the objectives of the Platform, a sixth category, i.e. Advocacy and information exchange, will be open for reporting and monitoring in the coming year.

efforts and to ensure that responsibility for and control over what children drink resides with their parents and caregivers.

Consistency with the guidelines, audited independently on 285 company web pages in seven EU markets, found a compliance rate of 96%. A total of 633 social media web pages were found to be in full compliance with the objective.

### **International standards for marketing food to children (IOTF 1118)**

Funded by the EU, the **International Obesity Task Force** has committed to develop internationally-agreed standards for marketing food and beverages to children based on a consensus across scientific and policy expertise. The objective is to promote international exchange, understanding and learning with regard to policy aimed at tackling obesity and related ill health.

A Steering Group has been appointed and well-attended expert review meetings were held on both sides of the Atlantic. Furthermore, a website has also been set up.

### **5.5 Reformulation**

There is 1 new commitment in this area for the year 2010. However, one commitment originally appearing in 2009—where for seemingly unknown reasons failed to appear in last year's report—is cited below.

### **Nutritional Improvement Programme (NutriProgress) Danone (1218)**

Danone made a commitment to assess the nutritional quality of Danone dairy, water and baby nutrition products by the end of 2010, and of the dynamics of their quality over time. Moreover, it had the aim to ensure that such products were i) compliant with public health considerations and fit within a healthy diet; ii) are better than competitors' products, and; iii) are coherent with the communication/advertising relative to the product.

In 2010, the analysis was completed for ten EU dairy subsidiaries (and ten outside of the EU), representing 80% of the sales of the dairy Division; for seven EU baby Nutrition subsidiaries (and 2 outside); as well as for three EU waters subsidiaries (and four outside).

As a result of this assessment fat and/or sugar content was reduced in 20% of dairy products referenced and all added salt was removed from baby cereals sold by the Danone UK subsidiary.

### **Club 4-10 (EURO COOP 1110)**

In 2009 **Coop Italy** launched a campaign aimed at fighting child obesity. This foresaw a reformulation to render existing Coop brands coherent with scientific nutrition recommendations as well as the creation of low-calorie snacks (for children) with high fruit and fibre content whilst ridding of colouring, GMOs, hydrogenated fats, salt, added fat or artificial aromas.

The action is accompanied by guidelines for a healthy nutrition for children and new labelling systems, and promotional efforts.

## 5.6 Labelling

There is 1 new commitment in this area for 2010:

### **Consumer research on portion information to consumers (EUFIC 1215)**

Expanding its research programme, **The European Food Information Council** is active in research consumer understanding, behaviour and attitudes related to information on nutrition content, daily energy requirements and portions, including information on product packaging. The long-term goal is to contribute to behavioural change towards healthier and more balanced eating habits by communicating science-based information on food in an understandable and effective way. Research was undertaken in 2010 and is being analysed but final conclusions have not been communicated to the Platform.

## 5.7 Lifestyles

There are 11 new commitments in this area for 2010:

Two of these were submitted by **Danone**, the first of these is Danone Belgium's commitment '**Bon appétit, Bouge ta santé**' (CIAA 1207), concerning the introduction of a cooperative/competitive game to be played in schools, with a view to reinforce messages regarding the health benefits of fruits, vegetables, cereals, starchy foods, milk products, drinking water, and of physical activity.

Developed in 2010 in collaboration with European Club of Paediatric Dietitians and Société Belge de Pédiatrie, the game has been piloted and adapted for deployment in 2011 and beyond.

The second Danone commitment called '**Eat Like a Champ**' (CIAA 1208) is a nutrition education programme taught in UK schools with the objective of creating beneficial behavioural change in the diet and lifestyle amongst kids.

Developed with the British Nutrition Foundation, the six lessons use a variety of methods to convey the importance of a healthy diet and of an appropriate energy balance. As with the previously mentioned Belgian commitment, "Eat Like a Champ" was developed and piloted also in 2010. As the pilot results were highly positive, the campaign will be optimised and rolled out in a larger number of primary schools from 2011 onwards.

**The Italian infant food pyramids (CIAA 1216) by Melin**, provides daily and weekly nutrition advice so as to ensure babies a healthy diet during the weaning period. Working in collaboration with paediatric opinion leaders, the project took over a year to build but has now been made available to medical doctors and mothers in paper version on a website ([www.piramidealimentare.it](http://www.piramidealimentare.it)). Only generic, i.e. unbranded advice is given.

The official web site was launched in 2010 and information will be distributed to Italian health care professionals from Jan 2011. The outcomes will be better evaluated in 2011.

The Confederation of the Food and Drink Industries of the EU (CIAA) introduced a **Health in the Workplace programme (CIAA 1205)**, the overall objective of offering CIAA employees practical tools to help build healthy nutrition and physical activity into their professional and personal daily routines.

Actively promoting the consumption of fruits and vegetables as well as physical exercise (jogging, using the gym, cycling), the programme had, by the end of 2010, brought about a change in knowledge about diet, physical activity and health, and a steady increase in fruit and water consumption amongst CIAA employees.

The **'Healthy Diet for Toddler' (CIAA 1212)**, by **Nutricia NL** aimed to provide Youth Health Care Professionals (YHCP) with practical, anchored and visible solutions for healthy eating behaviour in toddlers, enabling them to give the best nutritional advice to parents.

Through a series of activities, i.e. workshops, creation of a website, production of education materials for YHCP and parents, the campaign was independently assessed to have increased YHCP's influence on parents.

**Kraft Foods – Employee Wellbeing (CIAA 1211)**, based in 14 countries and committed to creating a working environment which, via the provision of information and the promotion of activities, encourages and supports employees in their efforts to lead a balanced, active and healthy lifestyle.

Through participation in the so-called GCC initiative with 1,547 employees, Kraft Foods observed an overall 323% increase in exercise amongst participants, who in addition to significant improvements in health and wellbeing, also reported an average weight loss of 4.8 kg. Over 80% of employees said that they were already looking forward to participating again next year.

**'Meet and Eat with a Farmer' (COPA-COGECA 1210)**, by the Danish Agricultural and Food Council's (DAFC) uses a mobile kitchen seating ten visitors to give consumers the opportunity to learn about modern farming and food production and to acquire comprehensive knowledge on how to use and prepare agricultural produce in a healthy way. The consumer is served fresh, high-quality agricultural produce at the event and acquires knowledge enabling him/her to make informed food choices. About 100 farmers and 2,500 consumers have so far actively participated in the event, which has enjoyed good press coverage. Behaviour change has not been measured, but the DAFC believes that consumers/visitors have obtained useful information about food quality and production.

**Position paper on the dietetic management of obesity (EFAD 1112)**, by The European Federation of the Associations of Dietitians which was committed to develop and disseminate an evidence-based position paper describing the role of the dietician in the prevention and treatment of obesity. Drawing upon eminent expertise from a membership of 28,000 professionals across its 29 national member associations, the objective is to enable the best possible knowledge and practice to be applied in the prevention and management of obesity and in the promotion of a healthy lifestyle.

The final position paper and briefing paper was submitted for editing end-2010. Following editing they will be submitted to the NDAs for adoption and then to other NGOs, committees, policy makers and ministries as appropriate.

**“Let’s Dance with Change4Life” (EHFA 1200)** by the European Health and Fitness Association committed to a campaign in the UK to promote a healthy lifestyle. The objective of this nation-wide action to engage individuals – helped by dance instructors – was to appreciate the positive health and lifestyle changes that physical activity promotes, particularly through the medium of dance. The action was supported by the Department of Health and over 40,000 people attended sessions. Regional coverage of the campaign, although limited to England, was good, even in rural areas.

There was very positive feedback from clubs and dance instructors and participant testimonials were very positive.

**Health Promotion Network (ENGSO 1103)**, by the European non-governmental Sports Organisation (ENGSO) committed to develop ENGSO internal network with the aim to promote EU Platform activities and achievements and to strengthen horizontal cooperation between the Platform members and ENGSO stakeholders.

The conceptual objectives of the action included an analysis of the main health problems according to target groups and Platforms main areas and a mapping of national best practices in health sports movement concerning the target groups. Operational objectives in 2010 involved establishing a health promotion network, adoption of a cooperation model, and developing internal communication and dissemination channels. Wider impact is envisaged from 2011 and onwards.

Via its **ENERGY project (IOTF 1201)**, the International Obesity Task Force will analyse the determinants of health-promoting behaviour in young people (with focus on children between 10-12 years old), develop proposals for interventions in different settings and test those proposals with controlled evaluations. The project aims to bring a scientific knowledge on overweight, obesity and their determinants together from across Europe and bring it to bear on tackling the obesity epidemic in this age group.

The year 2010 was primarily concerned with the setting up of the project, developing coordination procedures, development of research protocols, and undertaking the early, primarily desk research aimed at producing the relevant evidence base.

The following years, 2011 and 2012, will foresee the development and testing of a set of proposed interventions in order to make 'best practice' recommendations, followed by the development of a larger implementation plan.

## **5.8 Others**

There are 4 new commitments in this area:

### **Kellogg's Belgian Prize for Dietetics (CIAA 1206)**

In partnership with the Belgian dietetics association, Kellogg sponsors a yearly award for the best dissertation in dietetics. The objective is to support the profession and encourage scientific research in the area of nutrition. This commitment aligns with the general aims of the Platform.

### **Hydration for Health Initiative (H4H initiative) (CIAA 1214)**

The H4H Initiative implemented by Danone Waters aims to raise awareness of the importance of encouraging healthy hydration habits by highlighting scientific and epidemiological evidence relating to liquid intake behaviors. The 2010 focus was to constitute the expert working group and launch the initiative.

### **Diet, Physical Activity and Cardiovascular Disease Prevention in Europe (EHN 1204)**

The European Heart Network endeavoured to review and update scientific evidence regarding food, nutrients and physical activity on prevention of cardiovascular diseases, and to report and disseminate findings to EU policy makers, health professionals, NGOs, and other stakeholders through a European conference to take place in 2011. In September 2010 a draft review was considered by a meeting of experts. Based on their comments a further draft was circulated to all EHN members in December 2010. The review will be finalised in 2011.

### **The role of public-private partnerships in health equity promotion and obesity prevention policies and settings (EuroHealthNet 1107)**

EUROHEALTHNET committed to contribute with a preliminary report examining the practice of public-private partnerships (PPPs) in the area of obesity prevention, approaching the issue from a health equity perspective. The aim is to establish the extent of collaboration between public health and health promotion actors and the private sector in promoting health and combating obesity.

The report is published on EurohealthNet's website. A follow-up study to deepen the learning and answer unresolved questions, e.g. on equity aspects, is foreseen.

## CHAPTER 6 The achievements of the Platform: continuing commitments

### 6.1 Introduction

The previous chapter provided details of the new commitments received from Platform members in 2010. In this chapter, we briefly outline the main achievements of the continuing commitments for the year 2010. This chapter is based on the outputs and outcomes reported in the monitoring forms whenever they were available. For ease of reporting and clarity, we have chosen to report the description of the outputs and outcomes of continuing commitments by Platform members, given that some Platform members have submitted a number of actions in each area of activity.

As explained in the introduction to Chapter 5, this chapter is also based solely on the information included in the monitoring forms submitted by Platform members.

### 6.2 Marketing and advertising

There are 23 continuing commitments in this area: 9 by the World Federation of Advertisers (WFA) and its members; 8 by the Confederation of the Food and Drink Industries of the EU (CIAA) and its members; 2 by EuroCommerce and its members; 1 by International Obesity Task Force (IOTF) and its members, 1 by the European Group of Television Advertising and its members, 1 by the Federation of the European Play Industry and its members and 1 by the Confederation of Family Organisations in the European Union (COFACE and its members.

#### ***Commitments submitted by the World Federation of Advertisers and its members***

This Platform member submitted 9 continuing commitments in this area.

The Federation itself submitted eight commitments and the Ferrero Group submitted one. Six of the commitments were designed for the general public and the remaining (three) were created for the children and adolescents group. Through the commitments of the WFA and its members, the following was achieved in 2010:

- **The EU Pledge - Changing Food Advertising to Children (WFA, 1075).** The overall compliance rates for the EU Pledge to change food and beverage advertising on TV, print and internet to children under the age of 12 in six EU markets (Greece, Hungary, The Netherlands, Poland, Portugal and Spain) were 98.87% for TV advertising, 100% for print advertising, 92% for in-school communication and almost all the websites monitored for internet advertising. Comparing with 2005 there was a 60% drop in the exposure to TV advertising for products that do not meet the nutritional criteria and a 36% drop to TV advertising for all products by EU Pledge member companies. Also each EU Pledge member was informed of each reported instance of non-compliance enabling the companies to take corrective actions whenever it was necessary. A monitoring report was published and EU Pledge has expanded with several new members.
- **Strengthening advertising self-regulation across the EU27: setting up SROs and codes of conduct (WFA 538).** Out of the five Self-Regulatory Organizations (SROs) planned to be set-up in 2010, there was one successful implementation in Cyprus; in

addition, there are ongoing efforts to set up SROs in Malta, Estonia and Latvia. In Denmark, the Consumer Ombudsman is in place and there is little space to set up another dedicated organisation such as an SRO. Also, advertising self-regulation is operational in 22 EU countries covering 97% of the EU's population.

- **Strengthening advertising self-regulation across the EU27: provision of advice and training for SROs (WFA 539).** Copy advice service was launched in Bulgaria and strengthened in Romania; also 74% of the EU countries (20 countries) offer fully operational copy advice services and 15 are linked to the pan-European copy-advice facility
- **Strengthening advertising self-regulation across the EU 27, through best practice in complaint handling, enforcement and compliance (WFA 540).** European Advertising Standards Alliance (EASA) adopted the Best Practice guidance note regarding their initiative on self-monitoring; a monitoring exercise was carried out by some of the established SROs for testing the feasibility of a large-scale review of marketer-owned websites in terms of advertising content and digital techniques with positive results.
- **Strengthening advertising self-regulation across the EU27 through increased consultation with non-industry stakeholders (WFA 541).** EASA secretariat monitored SROs progress on stakeholder involvement and provided an updated chart with best practice implementation on the 27 EU countries for each of the 10 key components of effective advertising self-regulation; Quarterly Executive Board Meetings reviewed the progress on SROs' adoption of EASA Charter provisions. Mechanisms for stakeholder involvement in SRO juries are in place in 21 of the 22 operational SROs across the EU and broad consultation in code drafting is implemented in 17 Member States, also considerable effort was directed to build the capacity of the Cyprus SRO.
- **Strengthening advertising self-regulation across the EU27 by raising awareness within industry and among consumers (WFA 542).** Promotional and awareness-raising activities on the basis of EASA Best Practice Recommendation on SRO Communication and Awareness were implemented in 5 EU countries (Spain, Portugal, Germany, Lithuania, and Slovenia).
- **Strengthening and expanding food and beverage advertising SR across the EU27 (WFA 544).** Up to 74% of the EU countries (20 countries) effectively transposed the ICC Framework for Responsible Food and Non-Alcoholic Beverage Marketing Communications into local codes of conduct for their SROs. The monitoring exercise carried out by the SROs in 8 EU countries showed that the ICC Framework is effectively applied to marketing communications on marketer-owned websites.
- **Media Smart teaching children to be media-literate (WFA 545).** In the UK, Media Smart received 10,088 teaching material requests from schools on banner advertising, commercial/branded websites, 'advergames', branded downloads, data collection, e-cards & viral ads, advertising & social media and cell phone advertising. In the Netherlands, Media Rakkers launched the WifiSmart national information campaign with more than 10,000 website unique visitors per week, and over 1.2 million children received WifiSmart educational materials mobile internet issues. Over 75,000 children and more than 2,500 schools downloaded "Databaas"

materials on online privacy, and 142 training workshops were offered to teachers and the free school materials reached 66% of all Dutch schools. In Hungary, Digital Advise-Module 1 was launched, a training course on media literacy was held in 8 regions and the programme was presented at 4 conferences. In Portugal, Media Smart received accreditation as an official training program for the primary and secondary school teachers and was launched as a new model on “non-commercial advertising. In Germany, Media Smart materials reached 57% of primary schools, where a specialized website was launched. Also a media literacy conference with over 200 participants was held and a competition on fictional advertising was organised in primary schools in one land. In France, Pubmalin teaching materials were used to teach over 30,000 children aged between 8-11

- **Media literacy & Responsible Advertising to children (Ferrero Group 427).** Ferrero participated in funding of the independent compliance monitoring and the secretariat of the EU Pledge. The monitoring exercise found high compliance rates (almost 100% for all media; 92% in-school communication) and a substantial reduction in children exposure to advertising for all EU pledge member companies’ products (-36%) as well as a very significant reduction for the products that did not meet companies’ nutritional criteria (-60%)<sup>13</sup>. Individual Ferrero compliance rate between 95-100%. Also Ferrero continued to support financially the media literacy program “Media Smart” in UK, Germany, France, Hungary, the Netherlands, Portugal and Sweden

### ***Commitments submitted by the Confederation of the Food and Drink Industries of the EU and its members***

This Platform member submitted 8 continuing commitments in this area. Two of these were submitted by the National Food & Drink Industry Federation Belgium (FEVIA), whilst another two were submitted by the Union of the European Beverages Associations (UNESDA). The European Snacks Association (ESA), Mars Inc, PepsiCo Europe & UK, and Unilever each submitted one commitment. Three of the commitments were designed for the general public, two for the industry, two for the children and adolescents group, and one for parents. Through the commitments of the CIAA and its members, the following was achieved in 2010:

- **Nutritional policy Charter (FEVIA 263).** Around 23 additional Belgian companies signed the Nutritional Policy Charter. A light Nutrition Report was issued this year with 59 actions by the federations and 42 actions by the companies summarized. Some of the good examples are the product reformulations leading to a decrease of the content in trans fatty acids to less than 1% in most food products, and the use of GDA labelling by all major food companies.
- **The self-regulatory code for advertising (FEVIA 265).** Out of the 11 advertisements for food and non-alcoholic beverages analysed by the Jury for Ethical Practice in Advertising (JEP), 9 were fully compliant with the Publicity Code and 2 received recommendation to modify their advertisements. Moreover, out of the 8

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<sup>13</sup> For clarification, these are the same figures as the ones given for WFA commitment "The EU Pledge".

advertisements for alcoholic beverages analysed by JEP, only 2 were in compliance, 4 received recommendations to be modified and 2 were asked to be removed. Also, there were 11 requests for prior copy advice (4 for food and non-alcoholic beverages and 7 for alcoholic beverages) and in 8 JEP requested a modification and in one case the recommendation was not to start the campaign.

- **No advertising in cinemas during films aimed at children under 12 years (UNESDA 1064).** There was an overwhelming compliance across member companies in using UNESDA guidelines regarding not to advertise to children under 12 during the screening of films in cinemas. Also there are still some challenges to be solved punctually with IMAX screen association and UGC due to their specific guidelines for working with advertisers.
- **Advertising and Commercial Communications, including school vending (UNESDA 581).** Very high compliance rates was observed regarding refraining from advertising to children under the age of 12 on TV, print and online media. This was according to data collected from 7 EU countries (Belgium, France, Germany, Italy, Spain, UK, and Poland) with 96% for TV ads, 100% for Print & Internet ads (Germany – different methodology for internet with 98% and Poland with different methodology for TV - >85%). Also, a monitoring exercise was carried out in primary and secondary schools in Germany and Spain regarding the availability and diversity of products for sale. The response rate was very low (15.17% in Germany and 8.48% in Spain) with overall results better in Spain than in Germany.
- **Savoury snacks industry commitments in the areas of consumer information, product development and commercial communication (ESA 604).** Voluntary nutrition labelling on savoury snack packs increased to 63% for the “big 8 – (*calories, fat, carbohydrate and protein, saturates, sugars, fibers and sodium*)” and 72% for the “big 4 – (*calories, fat, carbohydrate and protein*)”. Also, 91% of the members who participated in ESA survey used GDAs on their packaging. Around 91% of manufacturers produced snacks reduced in saturated fat and 82% produced snacks reduced in sodium (data similar with respect to 2009). The ESA advertising pledge was signed by 82% of members participating in survey, and ESA Salt workshop was attended by 27 members, also the ESA Summit was attended by almost 100 members (ESA604).
- **Mars Marketing Commitments (Mars Inc. 1018).** Mars re-launched its Marketing Code and developed training activities (Mars University Competence Week, in-market training in all countries in Western and Central Europe, E-learning module, the Driving Licence programme), and Certification with 95% success rate amongst Mars global marketing community. One major achievement was to move from “push” to “pull” environment with the marketing community. Observed was also the introduction of the common template for all Mars Branded web sites globally.
- **Product development, marketing/advertising and the promotion of healthy lifestyles (PepsiCo 619).** Throughout PepsiCo office and plants in Europe employees were encouraged to increase their health and wellbeing (stress management and posture workshops, Gymstill software, on-line nutrition training, etc.). The potato chips produced by PepsiCo in Romania, Poland and France have a 70% lower fat content than the traditional chips. GDA information campaign in Spain led to 138

media impacts, 13,600 face-to-face explanations and distributions of 16,700 brochures. Around 26 companies signed the Portuguese Pledge this year.

- **Responsible marketing and advertising (Unilever 833).** Unilever supported the funding of the monitoring exercise on compliance with the updated Marketing and Advertising Principles (*removal of exemptions on the use of cartoon characters and celebrities*) carried out by independent auditors in 10 countries. Also Unilever has 98.87% compliance regarding TV ads, 100% for print and internet and 92% for schools.

#### ***Commitments submitted by EuroCommerce and its members***

This Platform member submitted 2 continuing commitments in this area, one commitment being submitted by Carrefour and the other one by the Danish Chamber of Commerce. Through the commitments of the EuroCommerce and its members, the following was achieved in 2010:

- **Healthy diets and lifestyles (Carrefour 737).** Carrefour launched new products with high nutritional value denoted with the “kids” line in France, Italy, Spain, Belgium, Poland and Greece and “nutrition” products lines in Italy, France, Spain, and Belgium. There was a steady increase in brand organic listed products and Quality Line products. Also Front of Pack labelling was added this year, yet there is no data. Carrefour participated in all of the European countries of the public campaigns on fruits & vegetables, and also organised nutrition weeks 1-2 times a year as well as an awareness event (Spain on GDA) and leaflets with nutritional information in several European countries.
- **Facilitate the promotion of healthy diets and lifestyles in various areas (Danish Chamber of Commerce 727).** Coordination of the retailers’ voluntary 13-point plan to fight obesity by holding meetings with different stakeholders and trying to reach a consensus. However, there are no explicit outcome impact indicators for this commitment.

#### ***Commitment submitted by International Obesity Task Force (IOTF) and its members***

**POLMARK = POLicies on MARketing food and beverages to children (IOTF 1101).** Dissemination of the findings of the PolMark (*Policies and Marketing food and beverages to children*) project included five presentations to policy makers, two presentations to researchers and dedicated website with more than 2,000 hits this year.

#### ***Commitment submitted by the European Group of Television Advertising and its members***

**Producing EGTA guidelines on the ICC food and Beverage framework (EGTA 1054).** An electronic version of EGTA guidelines was sent to all TV members (77) operating in 24 countries. 100 copies of EGTA guidelines were distributed during a dedicated workshop, and a one-day workshop was held on the ICC Framework. The EGTA interpretative guidelines were released and promoted for several months through different communication tools.

***Commitment submitted by the Federation of the European Play Industry and its members***

**FEPI Award "Capital of Play" (FEPI 741).** Through Capital of Play Award, competition cities, municipalities and cities in Finland and Sweden were encouraged to create an environment that was conducive to physical activity of people of all ages. This year the winners were awarded with diplomas including the title and playground equipment worth 15,000 Euros.

***Commitment submitted by the Confederation of Family Organisations in the European Union***

**Media, advertising and nutrition: media literacy educational package (COFACE 1106).** The media literacy package regarding food advertisements for educators is still in its early stages. Furthermore, the budgetary outline was drafted and the draft document has been realised.

### **6.3 Reformulation**

There are 7 continuing commitments in this area: 5 by the Confederation of the Food and Drink Industries of the EU (CIAA) and its members; 1 by the European Federation of Contracting Catering Organisations (FERCO) and its members and 1 by the European Modern Restaurants Association (EMRA) and its members.

***Commitments submitted by the Confederation of the Food and Drink Industries of the EU and its members***

This Platform member submitted 5 continuing commitments in this area. Mars Inc. submitted two commitments, whilst Ferrero, UNESDA, and Unilever submitted one commitment each. All of the commitments were designed for the general public. Through the commitments of the CIAA and its members, the following was achieved in 2010:

- **Product formulation and portion sizes (Ferrero group 807).** Five Ferrero products with reduced portion sizes and energy intake or reduced sugar/ saturated fats were launched on the market (Kinder snacks and pralines); research on studying the metabolic impact of confectionery products in order to highlight the importance of breakfast for the cognitive performance of school children.
- **Product Reformulations & Portion Size Reductions (Mars Inc. 1004).** As a result of Mars Health & Nutrition Strategy, with the replacement of saturated fats with unsaturated fats (circa 3000 tonnes of saturated fat removed from European diet/year), all reformulated Mars products have at least 30% less saturated fats than the average products within the similar category. Also, 18% reduction in Mars and Snickers mini products bar weight, 15.5% in Twix mini products bar weight, 4.2% in Milky Way mini products bar weight, and 3% in Minstrels bag weight were reported. Developments of lighter bars with fewer calories and fat per portions are in progress (as launch is expected within next 5 years).
- **Reduction of salt levels in rice and sauce products (Mars Inc. 1016).** All Mars products were measured for salt content and the salt reduction programme is implemented worldwide. On European markets some Uncle Ben's products have on average 20% less salt compared with 2007; also Dolmio Sauces have on average 25% less salt compared with 2007.

- **Products, Choice & Portion Size (UNESDA 583).** The results of an audit of usage of 500 ml bottles across different age groups in UK, France, Germany, Spain and Italy showed that more than 66% of people choosing this packaging did so because they travelled and 65% drink straight from the bottle; also 71% drink only part of the contents in one go whilst keeping the rest. As much as 45% particularly chose this format since they were able to easily replace the bottle cap. UNESDA refined the questionnaire and produced an online survey in order to understand better the different needs of people related to packaging of non-alcoholic beverages (UNESDA 583).
- **Product reformulation and innovations (Unilever 834).** Several products around Europe were reformulated with respect to salt, saturated fats or the amount of kilocalories as follows: Mini Milk ice cream, Solo wrapper lights (< 30% kcal), and the nutritional composition of Family Brand Planta (decreasing the amount of saturated fat and increasing the essential fats). Partnerships with FSA (UK) and FSAI & Seafood (Ireland) and their salt campaigns on Unilever retail and catering products were successfully achieved.

***Commitment submitted by the European Federation of Contracting Catering Organisations and its members***

**FERCO General Nutrition Recommendations (FERCO 505).** The 5 member associations (France, Spain, the Netherlands, Hungary and UK) adopted their own national nutrition recommendation and have set up expert working groups (Portugal has also set up a working group). Another 4 member associations (Belgium, Italy, Sweden and Germany) are working along national guidelines and schemes set up by their national authorities.

***Commitment submitted by the European Modern Restaurants Association and its members***

**Product composition (EMRA 535).** Burger King's hamburger was re-designed with 10% reduction in fat content for nearly all European markets. For the 12 sandwiches in the range on the market, the reductions were as follows: 23% saturated fat reduction/ 100g and 27% fat reduction/ 100g. Trans-fats added in Domino's UK and Ireland products were not added anymore, and also 65% ingredients meet FSA's 2010 salt target and 31 % reached the 2012 target. McDonald's restaurants reduced trans-fatty acids to max 2% while limiting saturated fats to max 12% in 39 European markets. YUM eliminated artificial trans-fat acids in most international markets (over 80%) and the rest will be converted in the next three years. KFC UK managed to reduce sodium up to 45% on some menu items including 14% reduction in salt packs used for Original Recipe breadings. Eat Out Group switched to high oleic sunflower oil in the remaining restaurants and reduced the sugar offered with coffee at 5 grams per cup.

## **6.4 Labelling**

There are 9 continuing commitments in this area: 7 by the Confederation of the Food and Drink Industries of the EU (CIAA) and its members; 1 by the European Federation of

Contracting Catering Organisations (FERCO) and its members, and 1 by the European Modern Restaurants Association (EMRA) and its members.

***Commitments submitted by the Confederation of the Food and Drink Industries of the EU and its members***

This Platform member submitted 7 continuing commitments in this area. Unilever submitted two of these commitments and another two were submitted by the Union of the European Beverages Associations (UNESDA). The Confederation itself, Ferrero Group and Mars each submitted one commitment. All of the commitments were designed for the general public. Through the commitments of the CIAA and its members, the following was achieved in 2010:

- **CIAA Recommendation for a Common Nutrition Labelling Scheme (CIAA 740).** The information on CIAA voluntary Nutrition Labelling Scheme was updated on CIAA and GDA websites. Also the scheme was advocated at CIAA events and meetings. Major EU manufacturers that have GDA labels on 100% of their eligible product portfolios are Campbell, Coca-Cola, Ferrero (Kinder & Nutella), Danone, Kellogg, Kraft, Mars, Nestle, PepsiCo Beverages, PepsiCo Snacks and Unilever (CIAA 740).
- **Nutritional information (Ferrero 827).** Ferrero achieved the commitment on posting GDA nutritional labelling on its Kinder and Nutella products marketed in the 27 EU countries with one exception (Belgium, Luxemburg and Holland for Kinder products are still pending)
- **Nutrition Labelling Initiative: Indication of Guideline Daily Amounts (Mars Inc. 1015).** Mars managed to implement GDA labelling across all chocolate brands, also almost 100% across all Food brands (with few minor exceptions), and 60% of the Ice Cream products. By the end of 2010, more than 90% of all Mars Chocolate, Food and Ice Cream brands on sale throughout the EU had GDAs on their labels.
- **Guideline Daily Amount Labelling (UNESDA 1027).** UNESDA members managed to reach more than 90% compliance level on providing GDA labelling across all products, with the GDA becoming a standard across all brands.
- **Consumer information (UNESDA 582).** UNESDA members managed to reach 100% compliance level in providing nutrition information across all products, so as to be easily noticed by the consumer. Furthermore, regarding on-pack calorie information, approximately 40% displayed this information on front of the pack and the rest elsewhere on the pack.
- **Food Information to consumer (Unilever 836).** Unilever products present on pack information on back of pack (BOP) in the EU. On key Unilever brands consist of eight nutrients per 100g/ml and per portion (energy, protein, carbohydrates, sugars, fat, saturated fat, sodium and fiber) as well as GDA for five nutrients (energy, sugar, fat, saturated fat, sodium). For small or unusually shaped packs, nutrition labeling can be restricted to four nutrients. Front of pack (FOP) Unilever provides an energy declaration per portion in the absolute amount and GDA.
- **Healthy Choice the Easy Choice (Unilever 837).** Unilever supported the Choice Foundations in outreach activities towards different stakeholders. As much as 5,500 food and beverage products from over 130 companies worldwide have the Choices

stamp. Also scientific developments towards Choices initiative are ongoing in the Netherlands, Latin America and India.

***Commitment submitted by the European Federation of Contracting Catering Organisations and its members***

**Provision of nutritional information to the end consumers (FERCO 504).** Around 78,400 consumers participated in nutrition information activities in Belgium in locations including workplace restaurants and school canteens. In France, nutrition information was provided on 4,467 locations including workplace restaurants and school canteens as well as prisons and handicapped people. Also, the 16<sup>th</sup> of September 2010 was declared “No added Salt Day” where salt was removed from tables in about 3,000 workplace restaurants.

***Commitment submitted by the European Modern Restaurants Association and its members***

**Consumer Information (EMRA 536).** McDonald’s provided GDA based nutrition information in print online (with over 8,326,024 page views) and in its restaurants to 13.6 million customers a day in its 39 European markets. Domino’s continued to work with local schools showing children how to better balance energy intake on pizza by replacing mozzarella with low fat cheese and processed meat with vegetable toppings.

## **6.5 Lifestyles**

There are 60 continuing commitments in this area: 30 by CIAA and its members; 6 by the European Food Information Council (EUFIC) and its members; 3 by EHN and its members; 3 by Freshfel and its members; 3 by the agricultural organisations and cooperatives (COPA-COGECA) and its members; 2 by EFAD and its members; 2 by EuroCommerce and its members; 2 by EVA and its members; 1 by the European Non-Governmental Sports Organisation (ENGSO) and its members; 1 by AREFLH (Fruit Vegetable and Horticultural European Regions Assembly) and its members; 1 by the Confédération Européenne Sport Santé (CESS) and its members; 1 by EuroHealthNet and its members; 1 by the European Cyclist Federation (ECF) and its members; 1 by FERCO and its members; 1 by EMRA and its members; 1 by the International Diabetes Federation (IDF) and its members and 1 by the International Sport and Culture Association (ISCA) and its members.

***Commitments submitted by the Confederation of the Food and Drink Industries of the EU and its members***

This Platform member submitted 30 continuing commitments in this area. Nine of these were submitted by Nestlé, five by Mars Inc., four by the Danone Group, three each by FEVIA and Kellogg, two each by the Ferrero Group and Nutricia, one by the European Breakfast Cereal Association (CEEREAL) and one by Zywiec Zdroj. The European Breakfast Cereal Association (CEEREAL) submitted one commitment. Through the commitments of the CIAA and its members, the following was achieved in 2010:

- **Project Nestle Austria ufe (Nestlé Austria, 437).** About 13,000 6–19-year-old children took part in a running event sponsored by Nestlé Austria and 1,600 children joined the school breakfast parties at 10 different schools.

- **Nutrikid, basic school nutrition education (Nestlé Hungary, 442).** 850 Hungarian primary schools (of 3,600) ordered Nutrikid basic school nutrition education material. Amongst other activities, Nestlé Hungary arranged a competition aimed at overcoming the nutrition and physical activity challenges children face and promoted the Nutrikid project at events with 440 participants
- **EPODE France, Thao programme, European EPODE Network (Nestlé 1070).** Via the EPODE programmes in France and Spain and the EPODE-European Network (EEN) Nestlé helps fund activities, which aim to promote healthier lifestyles, improve diet and physical activity habits and prevent obesity among children. The experience from the community-based pilot projects is encouraging. A series of communication and dissemination efforts - inspiring initiatives in other European countries - were carried out in 2010.
- **Wellness for me (Nestlé Switzerland, 449).** Around 1,460 employees benefited from the Nutrition Quotient training, which was launched in 2010. Employees were encouraged to carry out physical activity via a "wellness for me" intranet site and two new internal sports club were created bringing the total number of Nestle sport & leisure clubs to 33.
- **Nestle Nutrition Studio: Consumer education for healthy and balanced nutrition (Nestlé Germany 1020).** More than 5.7 million people visited the Nestle Nutrition Studio website which provides information and personalized counselling for consumers on nutrition and lifestyle. Over 320,000 consumers benefitted from web-based coaching programs with nutritional counselling reaching an audience of more than 4 million people; strong presence at nutrition-related consumer and food science events.
- **FEVIA Fund - partnership with the King Baudouin Foundation (FEVIA, 269).** A total of 50,000 Euros was allocated to 11 projects (8 schools, 1 sports organisation, 1 child day-care centre and 1 youth organisation) aimed at 'combining a balanced diet (information, product offer, workshops) and physical activity (sport infrastructure, information, sensibilisation).
- **Promotion of physical activity (Ferrero Group, 431).** Ferrero promotes physical activity by sponsoring children's sport activities. In 2010, several thousand children took part in such activities in several European countries. In addition, involvement in a research project continues with the Institute of Sport Medicine in Torino to gather data on the health and physical aptitude of school children, to be used as a baseline for future research
- **EPODE (Ensemble Prévenons l'Obésité Des Enfants) / EEN (European Epode Network)) (Ferrero Group, 1001).** There has been continuing financial support by the Ferrero Group to the EPODE programme National Coordination teams in several countries. Funding in 2010 amounted to EUR 100,000
- **Nutrition by Play & Healthy Alphabet (DANONE Czech Republic 1072).** Danone Institute's and Danone's educational programmes about nutrition and physical activity target pre-school and primary schools children with the aim of helping them to adopt healthy eating habits and lifestyles, and to prevent obesity. In 2010 the "Zdrava abecedar" (Healthy alphabet) programme was finalised, a web site created, with 1,000 teachers trained, and the programme offered to 300 pre-schools.

- **Danone et Vous, a relationship program based on health and nutrition (Danone, 782).** Danone et Vous is a programme with the aim to provide dietary, nutritional, health information and advice for the general public, in print on a website. In the first 11 months of 2010, the website was viewed by 1,117,351 unique users (twice as many visits) and the consumer magazine was sent to around 2 million French households.
- **Organisation of a Breakfast Week - European Parliament, Brussels (CEEREAL, 778).** An annual event called the Breakfast Week, intended to show the benefits of breakfast on overall health and diet, continues to be organised by the European Breakfast Cereal Association (CEEREAL) at the European Parliament. In 2010, over 1,700 people attended the event – almost twice as many as the year before. A follow-up survey found that the Breakfast Week had helped 31% of the attendants change their breakfast eating habits.
- **Mars Central Europe Wellness Programme (Mars Inc., 1006).** Mars Inc. Continues to implement the Central Europe Wellness programme for its employees with, amongst other activities: 50% of employees having taken the Health Risk Assessment (HRA), 1,400 employees taking part in Access to Health and 130 employees and 120 of their family members accessing sport activities. Around 1,200 used other forms of financial support to engage in sports activities.
- **CleverNaschen (Mars Inc., 1009).** Continued dissemination and implementation of the CleverNaschen initiative and website to inform parents about healthy diet and nutrition for their children. In 2010, health and nutrition activities reached more than 22 million consumers either through print, TV, website, children’s books, and so forth.
- **Supporting research and communication on physical activity (Mars Inc., 1011).** Continued support for research on physical activity with 30,000 Euros as prize money to ten participants in the Mars Young Investigators Award (YIA) jointly with the European College of Sport Science (ECSS) annual congress. In 2010, the congress had over 1500 participants - an increase of 11.5% since 2007. The number of candidates for the YIA grew to 271.
- **'Bielice Run' - Young Europeans Run (Mars Inc., 1012).** Continued organisation of the Bielice Run – the young Europeans’ run – by Mars Inc. in Poland. The 2010 event was the 18<sup>th</sup> of its kind. Its popularity remains high and it continues to attract good media coverage – thus promoting a healthy lifestyle and physical activity among children.
- **Supporting the Epode European Network (Mars Inc., 1013).** Continuing support for the Epode European Network, the Thao programme and the European EPODE Network by Mars Inc. In 2010, this support funded research, meetings and workshops, and dissemination of the network’s activities through newsletters.
- **Nutrition Education Programme in Schools (Nestlé Spain, 1023).** In Spain, 1,342 schools participated in Nestlé’s Nutrition Education Programme in Schools, ‘a nutrition education programme targeting teachers of 10-year-old students, the students and their parents’. This represents 46,364 students and 2,935 teachers taking part in the programme.
- **A comer bien! / To eat well (Nestlé Spain, 1024).** Increase the dissemination of Nestlé Spain’s ¡A comer bien! (To eat well) progra

website’. In 2010 over 1.8 million users were registered in the website’s online

database and newsletters related to nutrition, health and wellness were sent to almost 295,000 qualified users and 800,000 users

- **Together Easier (CIAA 1213).** Nutricia's "Together easier" is an employee health and wellbeing programme. Initiated in 2009, it offers medical screening, lifestyle including a stress management training, smoking cessation, ergonomics, exercise, fitness and nutrition assistance. The programme will be monitored in 2011.
- **Danoners' Healthcare Packet Nutricia Denmark (CIAA 1202).** Nutricia Denmark's employee Healthcare Packet focuses on health knowledge, treatment and exercise and fitness. It strives to have happy and committed employees, decrease absence due to illness, and develop a team spirit. It is based on a holistic approach, including physiotherapy, stress coaching, nutrition, exercise and fitness, a stop smoking programme, and work-life-balance. In 2010, a majority of the small number of employees benefitted from the programme.
- **Nestle Make Space - Make Space for Health (Nestlé UK, 1026).** The Make Space for Health is a health and lifestyle programme reaching approximately 12,000 11 to 19 year olds in youth clubs in three local authorities in the UK. In 2010 an evaluation of the programme indicated that 82% of participants believed their awareness of health issues had increased. Approximately 75% of them said they would be interested in using the knowledge in the future.
- **Healthy Lifestyle Campaign 'Happy Body' (FEVIA, 1069).** The purpose was to increase the dissemination of and participation in the Happy Body campaign by FEVIA. In 2010 activities were directed at networking and heightening the profile of Happy Body. A Project Tool was finalised and an external evaluation of the programme was finalised.
- **Ma santé au quotidien / Health @ work (Danone 1114).** Engage DANONE's French Headquarter and R&D centre staff in "Ma santé au quotidien" designed to contribute to improve employees health and well-being at work. In 2010 the programme continued all current activities, introduce the subject of ergonomics at work, and set up an evaluation to assess impact and identify points of optimisation.
- **Faut que ça Bouge ! / Let's get Moving! (Institut Danone 463).** An Institut Danone programme "Faut Que ça Bouge!" aims at encouraging children and teenagers (from 8 to 14 years old) to move and have a balanced diet. Approximately 600 pedagogical kits were made available to primary school teachers in 2010 at no cost.
- **Website "alimentationinfo.org / voedingsinfo.org" (FEVIA, 266).** The information website on the food chain, food safety, and health and food quality, each month had an average of 7,739 visitors in 2010.
- **Nutrition Education "NUTRIKID" (Nestlé Switzerland, 448).** Further developments of the Nutrikid initiative for nutrition education. Among these an update of the website, which saw a substantial increase in the number of visitors.
- **Kellogg's Breakfast Clubs (Kellogg 1115).** The Kellogg's Breakfast Clubs programme provides a healthy, nutritious meal for young people with their teachers and classmates at the start of the day. In 2010, the programme was expanded in the UK, Germany, Sweden and Belgium.
- **Kellogg's ASA Awards Scheme and Schools Swimming Competition - Bästa Fyran (Kellogg 1116 and 1117).** The Amateur Swimming Association (UK) and the 'Bästa

Fyran' (Sweden) programmes encourage people to include swimming among their everyday physical activities. In 2010 saw further developments of both schemes.

- **Mum, Dad, I prefer water! (CIAA 1217).** The Zywiec Zdroj educational programme 'Mum, Dad, I prefer water' is dedicated to pre-school children and their parents and aims to promote drinking water and contribute a healthy lifestyle. An educational kit was prepared in cooperation with nutrition specialists, ecologists, psychologists and physicians and is accredited by the *Ministry of Education* and endorsed by the Institute of Mother & Child and the Ministry of Health. In 2010, educational material was distributed to about 35% of the target population. The campaign received very positive feedback and is set to be run in 2011 and onwards.

### ***Commitments made by the European Food Information Council and its members***

This Platform member submitted 6 continuing commitments in this area. In 2010 the commitments of EUFIC and its members achieved the following:

- **Enhancing web-based communications (EUFIC, 520).** Functionality of the eufic.org website underwent developments to enhance its impact, e.g. with additional energy balance language versions. Further, collaboration was made with national organisations so as to gain greater outreach.
- **Consumer research on nutrition information and labelling (EUFIC, 521).** EUFIC continued to publish peer reviewed articles and publications, and made use of speaking opportunities regarding its research on European consumer behaviour, understanding and use of nutrition information on food labels, and nutrition in 2010.
- **Increasing the outreach of EUFIC's information on healthy lifestyles (EUFIC, 524).** Spanish, German, French, Italian and Greek language versions of EUFIC's Energy Balance tools were introduced in 2010.
- **Using EUFIC communication vehicles to raise awareness of the EU Platform (EUFIC, 526).** Communication on the EU Platform for Action on Diet, Physical Activity and Health's activities focused on the evaluation of the Platform in 2010 and the organisation of a workshop held jointly with DG SANCO during the World Congress of Public Health Nutrition in Portugal in September 2010.
- **Obesity conference examining motivation & behavioural change (EUFIC, 1033).** In the course of 2010, 11,303 visitors accessed links associated to the Food in Action conference. A total of 3,383 visitors downloaded content available on EUFIC's website.
- **Using EUFIC communication vehicles to promote physical activity (EUFIC, 1061).** In collaboration with another Platform member, EFAD, additional language versions of the Energy Balance tool were launched. The number of visits to the tool reached more than 57,000, nearly 3 times the number of visits observed in 2009.

### ***Commitments submitted by the European Heart Network and its members***

This Platform member submitted 3 continuing commitments in this area. In 2010 the commitments of EHN and its members achieved the following:

- **Heart Walks (Slovenian Heart Foundation, 569).** The Slovenian Heart Foundation set up a Heart Walk in a park in Ljubljana, bringing the total of walks to eight.

- **Woman's Heart Programme (Finnish Heart Association, 607).** A process evaluation was carried out of the women's cardiovascular health campaign which found that 16% of women aged 25-64 years were aware of the PuNainen campaign.
- **Testing aerobic fitness in Danish schools (Danish Heart Foundation, 1034).** The Testing Aerobic Fitness in Danish Schools programme registered 3,000 new students in its database in 2010, bringing the total to about 15,000. A general purpose, i.e. to get political agreement to test all Danish children in schools, remains to be decided.

#### ***Commitments submitted by the European Fresh Produce Association and its members***

This Platform member has submitted three commitments in this area, two of which were submitted by Freshfel. In 2010 Freshfel and its members achieved the following:

- **"Fresh Times" Newsletter with Information on Fruit & Vegetables Promotion (Freshfel Europe 530).** The continued production and distribution of the *Fresh Times Newsletter* with information on fruit and vegetable promotion to a mailing list of 1,000 stakeholder contacts (actors in the sector, journalists, etc.). A survey representing nearly 25% of Freshfel's membership indicated that the Newsletter is a valued source of information.
- **Freshfel "Fresh Produce Charter" on fruit & vegetables at the workplace (Freshfel Europe, 775).** To extend its scope the 'Fresh Produce Charter' on fruit and vegetables in the workplace was presented to members of the Platform in February 2010 with an invitation to join the initiative. A survey among Freshfel signatory members showed that nearly all signatories considered the Charter to be a good tool for encouraging employees and visitors to increase fruit and vegetable consumption.
- **PRO GREENS - promotion of vegetable & fruit consumption in school children (Karolinska Institutet, Unit for Public Health Nutrition, Sweden, 1102).** Pro Greens promotes vegetable and fruit consumption in school children. Most of 2010 was devoted to the collection of baseline data, presented at a workshop during the World Congress of Nutrition in Portugal, September 2010.

#### ***Commitments submitted by the agricultural organisations and cooperatives and its members***

This Platform member submitted three continuing commitments in this area, all by the Danish Agriculture and Food Council (DAFC). Through these commitments, the following was achieved in 2010:

- **Holiday Food and Nutrition Camps / Madskoler (DAFC, 1065).** About 1,300 children attended 84 Holiday Food and Nutrition Camps, including 13 Ethnic Food and Nutrition Camps and two 3 camps for adolescents in Denmark. As a result of these camps, 66% of the parents surveyed said they cooked more food at home after attending the camp and 41% said their family had changed their dietary habits as a result.
- **The Whole Grain Partnership / Fuldkornspartnerskabet (DAFC, 1066).** The scheme focuses on the benefits of eating more wholegrain continues. There are indications that demand for wholegrain products is increasing, with reports of 32 g of wholegrain produce per day per person in 2008 (against a recommendation of 75 g/day/person),

- **6 A Day (DAFC, 1209).** This campaign aims to increase daily consumption of fruit and vegetables to at least 600 g for adults and 3-500 g for children aged 4-10. Specifically, and following growing sales during an earlier campaign, the objective is to reduce the number of people between 11-75 years old who eat less than 300 g of fruit and vegetables a day from 36% (in 2003/4) to 25% by end-2011. For children between 4 and 10 years old the objective is to reduce this percentage from 39% to 25% by end-2011. Monitoring will consist in registering the Danish population's views on, knowledge of, and self-reported efforts to follow 6 A DAY.

***Commitments made by the European Federation of the Associations of Dieticians and its members***

This Platform member submitted two continuing commitments in this area. Through these commitments, the following was achieved in 2010:

- **Dieticians Improving Education and Training Standards (DIETS) (EFAD, 282).** A network of professional dieticians, academic dieticians and nutritionists and other European agencies' aimed at sharing and disseminating dietetic knowledge, best practice and to encourage evidence based dietetic practice (EACEA). Now complemented by (DIETS2) as a 'means for working with both academics and professionals as well as NGOs' to 'facilitate the sharing of best practices with respect to promoting nutritional health'.
- **Evaluation and Promotion of the EUFIC Energy Balance Tool (EFAD, 1111).** The Energy Balance Tool 'provides general information on energy, nutrition, physical activity and how to use the nutrition information on food labels'. New language versions of the tool were launched. Accompanied by promotional activities, this led to a threefold increase in the number of visitors to the Energy Balance website compared to 2009.

***Commitments submitted by EuroCommerce and its members***

This Platform member submitted two continuing commitments in this area. In 2010 the actions of EuroCommerce and its members achieved the following:

- **German retailers' initiatives in the field of nutrition and healthy lifestyles (HDE, 738).** The German Retailers' Association (HDE) continues to promote food labelling. More than 80 % of own-brand products have nutrition labelling indicating the big 8 nutrients, showing an upward trend. About 75 % of own-brand products have GDA-labelling.
- **Promotion of a balanced nutrition programme for restaurants and employees (Accor Services, 1028).** The promotion of balanced nutrition through the consolidation of information 'in order to create adapted tools of sensitisation to promote balanced nutrition' by Accor Services. An evaluation of the tools developed in 2009 - 2010 to assess strengths and weaknesses of the communication and to raise awareness was launched among 52,000 employees and 5,000 restaurant owners in the 6 countries. The surveys allowed an adaption of tools and communication campaigns in several countries.

***Commitment submitted by the European Non-Governmental Sports Organisation and its members***

This Platform member has one continuing commitments in this area. In 2010 ENGSO and its members have achieved the following:

- **SPORT PRO GESUNDHEIT, a Quality seal for programs which promote health enhancing physical activity (ENGSO, 638).** ENGSO's programme, Sport pro Gesundheit, is a German quality seal for programmes which promote health enhancing physical activity. It includes 'Physical Activity on Prescription', allowing physicians to make appropriate recommendations to patients on physical activity courses. Approximately 18,000 courses can be found at the [www.sportprogesundheit.de](http://www.sportprogesundheit.de) website

***Commitment submitted by the Fruit Vegetable and Horticultural European Regions Assembly and its members***

**Coordination and promotion of regional education programmes (AREFLH, 724).** AREFLH's commitment in this area relates to the coordination and promotion of regional educational programmes on diet. In 2010, AREFLH's activities included the production of a newsletter, which is stated to have made a 'higher number of regions and stakeholders conscious of the increasing importance of obesity in Europe and in their own member state and aware of the need of new initiatives'.

***Commitment submitted by the Confédération Européenne Sport Santé and its members***

**Physical Activity and Nutritional habits for families (CESS, 1059).** The CESS 'physical activity programme for children of school age' carried out a study of 113 children from the programme, between the ages of 11 and 12 years. This followed the conclusion that increased BMIs recorded in children were more likely to be a result of reduced energy expenditure rather than dietary factors.

***Commitment submitted by EuroHealthNet and its members***

**Innovative approaches by health promotion bodies to counteract obesity and improve health equity (EuroHealthNet, 1049).** EuroHealthNet produced a second edition of its report entitled 'Obesity through a Health Equity Lens' providing information on projects implemented at the local, regional, national and European level. In addition to being available on EuroHealthNet's website it has now also been added to 15 external online libraries by other organizations internationally.

***Commitment submitted by the European Cyclist Federation and its members***

**LIFE CYCLE - Promoting healthy mobility: a life-long approach to cycling (ECF, 1062).** Through its commitment entitled 'Life Cycle – promoting healthy mobility: a life-long approach to cycling', the ECF aims to encourage the general public. Its Best Practice Handbook was presented in three international conferences in Copenhagen, Frankfurt and at the European Parliament.

***Commitment submitted by the European Federation of Contracting Catering Organisations and its members***

**FERCO partnership with its European Social Partner, EFFAT (FERCO, 507).** In accordance with its commitment to promote healthier lifestyles and to encourage contract-catering companies to develop training programmes on nutritional balance for employees, a joint meeting was held with the European Federation of Trade Unions in the Food, Agricultural and Tourism Sectors (EFFAT) report on the fight against obesity. A report presented by FERCO during the meeting includes information on the work of the Platform as well as on the achievements at national level. Twenty-two participants from seven EU countries attended the event.

***Commitment submitted by the European Modern Restaurants Association and its members***

**Choice (EMRA, 537).** Members of EMRA affected a range of changes in their menus to make it possible for their customers to choose 'more balanced options to better balance their diets based on their individual nutritional needs, and to properly highlight them in their restaurants'. Examples of such changes in 2010 included Burger King, McDonald's, Pans and Company, and Yum! brands.

***Commitments submitted by the European Vending Association and its members***

**EVA's webpage on actions for choice in vending machines and lifestyle actions (EVA, 1104).** A webpage set up by the Association which lists actions by its members related to 'offering a wider choice to consumers in vending machines (be it new products or new services) or impacting the lifestyle of employees'. In 2010 the page had 550 unique users with 691 hits, compared to initially 26 unique users in 2009, the first year of operation.

**Smart Choice Programme for Vending in Education (EVA, 1036).** Increase support to schools with regard to the promotion of responsible snacking in vending machines and day-to-day healthy lifestyle through the Smart Choice Programme for Vending in Education implemented by Mars Belgium Inc. In 2010 about 800 schools in Belgium participated to the Programme and to its promotion through the distribution of stickers with healthy lifestyles tips for vending machines and brochures promoting a new website on related topics.

***Commitment submitted by the International Diabetes Federation and its members***

**IDF Europe - Diabetes Prevention Forum (IDF, 640).** The Diabetes Prevention Forum (DPF) continued to engage in information diffusion to prevent diabetes. The IMAGE project (Development and Implementation of a European Guideline and Training Standards for Diabetes Prevention) guideline and toolkit were produced and launched at the 6th World Congress on Prevention of Diabetes and its Complications in Germany in April 2010. The project provides 'the foundation for more comprehensive activities in diabetes prevention'.

***Commitment submitted by the International Sport and Culture Association and its members***

**P.A.T.H.E. Physical Activity Towards a Healthier Europe (ISCA, 754).** In 2010, PATHE held its closing conference in April 2010 in Serbia with participation of project managers and political leaders of the 20 partner organisations and issued a handbook which included national methodologies and best practices from 15 countries and 29 cities.

**6.6 Others**

There are 17 continuing commitments in this area: four by CIAA and its members; three by EPHA and its members; two each by Freshfel and its members and by IOTF and its members; one by EuroCommerce and its members; one by EuroHealthNet and its members; one by the European Association for the Study of Obesity (EASO) and its members; one by the European Network for Prevention and Health Promotion in Family Medicine and General Practice (EUROPREV) and its members; one by the International Baby Food Action Network (IBFAN) and its members and one by the European Consumer's Organisation (BEUC) and its members.

***Commitments submitted by the Confederation of the Food and Drink Industries of the EU and its members***

This Platform member submitted four continuing commitments in this area. In 2010, the CIAA and its members achieved the following:

- **Nutrition Education "NUTRIKID" (FEVIA 268).** Set up by FEVIA, NUBEL (NUTRITION BELGIUM) compiles a scientific database of nutritional composition of food. 617 new products were added in 2010; 944 licenses for the on line food planner were sold in 2010 (principally to schools); the planner has now been extended by a module for use in hospitals and nursing homes, and 20,000 copies of a pocket version of the Food Composition Database is being widely distributed.
- **Health Professionals Magazine (Nestlé Spain, 446).** A total of 7,500 nutrition and health professionals as well as opinion leaders received a copy of Nestle Nutrition Dialogue, re-launched under the name "Nesvida" in 2010. Further, the first e-nesvida newsletter was sent to 1600 registered users in the company database.
- **'Be Treatwise' and Guideline Daily Amounts Nutrition Labelling Scheme (Cadbury, 654).** The new 'Be Treatwise' front of pack calories labelling standard is now applied to approximately 95% of our relevant portfolio for chocolate and candy, compared to 58% last year. This equates to approximately 54 product ranges for chocolate and candy.
- **Ensemble surveillons sa corpulence / Watching their body mass together (Institut Danone France, 800).** Continued awareness-raising of Danone's programme, Ensemble surveillons sa corpulence (Watching their Body Mass Together), by making kits freely available to health professionals in France to 'favour the monitoring of children's BMI curves, for early prevention of childhood obesity'.

### ***Commitments from the European Public Health Alliance and its members***

This Platform member submitted three continuing commitments in this area. In 2010 the EPHA and its members achieved the following:

- **The link between the Common Agricultural Policy and Diet (EPHA, 630).** Information on food, nutrition and Common Agricultural Policy (CAP)-related issues on the EPHA website and via a Newsletter. EPHA systematically informed and encouraged its members to contribute inputs to the Commission on the CAP, which led to public health and nutrition being considered alongside climate, biodiversity and animal health in the context. 21 articles were written under the 'Make the CAP healthy' section of the EPHA website.
- **Dissemination of information with EPHA's members organisations (EPHA, 1043).** With an average of 50000 hits per month the EPHA website and a newsletter remain relevant source of information for many interested individuals and organisations. This ensures that EPHA's members are kept informed about food and nutrition as well as physical activity policy developments through various means, including Policy Coordination Meetings (PCMs) and SIGs.
- **Monitor, encourage and support the implementation of the EU SFS (EPHA, 1105).** In collaboration with the European Heart Network (EHN) and Freshfel the European Public Health Alliance (EPHA) and monitors, promotes and supports the EU School Fruit Scheme (SFS), which aims to increase the consumption of fruit and vegetables by school children. Using workshops and seminars to this end the collaboration achieved keeping 'SFS high in the Commission's agenda through its inclusion in several meetings in 2010

### ***Commitments submitted by the European Fresh Produce Association and its members***

This Platform submitted two continuing commitments in this area. In 2010 Freshfel and its members achieved the following:

- **Freshfel Europe "Fresh Fruit and Vegetables Consumption Monitor" (Freshfel Europe, 529).** In 2010 Freshfel continued the collection and presentation of data on the consumption trends of fresh fruits and vegetables across EU-27, Norway, Switzerland and the USA in its Fresh Fruit and Vegetables Consumption Monitor. The report, produced on a yearly basis, is made available in pdf.
- **The Fit Food Dudes: Healthy Eating and Physical Activity Programme (BFARU, 1100).** The Bangor Food and Activity Research Unit (BFARU), and its Fit Food Dudes: Healthy Eating and Physical Activity Programme use 'the principles of role-modelling, rewards and repeated exposure to encourage primary school children to be more active (as well as encouraging them to eat more fruit and vegetables)'. Having published papers on its actions in scientific journals the scheme had not, at the time of reporting, secured funding for its continuation

### ***Commitments submitted by the International Obesity Task Force and its members***

This Platform submitted two continuing commitments in this area. In 2010 the IOTF and its members achieved the following:

- **Improving medical and health professional skills to counteract obesity (IOTF, 810).**The IOTF continued to organise and deliver face-to-face and online education in obesity for health care professionals throughout the EU
- **Research, informing policy and advocacy (IOTF/IASO, 814).**As part of a Knowledge Management Database IOTF/IASO published obesity prevalence data and relative risks estimates for 14 EU Member States, including 3 Eastern European countries, as well as comparable data for the USA (<http://www.iaso.org/policy/healthimpactobesity/>). The data/estimates 'underpin several papers submitted for publication in peer reviewed journals in 2010'

***Commitment submitted by EuroCommerce and its members***

**Healthy diets and lifestyles (Casino, 1063).**In 2010 Casino removed palm oil for 204 products to achieve a better nutritional profile; nutritional labelling is integrated in the packaging for 90% of (relevant) products; a new health and wellbeing range of products with 55 new products was introduced. Verification of the commitments is carried out by external 'auditor'

***Commitment submitted by EuroHealthNet and its members***

**Improved information exchange about the Platform (EuroHealthNet, 1050).**EuroHealthNet's commitment in this area relates to improving information exchange about the Platform. In 2010 'EuroHealthNet reported on all EU Platform plenary meetings and joint meetings with the High Level Group (HLG) to its Special Interest Group (SIG) members.

***Commitment by the European Association for the Study of Obesity and its members***

**Research, informing policy and advocacy (EASO, 533).** In 2010 EASO continued its collaboration with National Association Members and several other organisations sharing its interests. It embarked on establishing criteria for EASO Collaborating Centres of Obesity Management across Europe, organise a workshop entitled 'Sociocultural, behavioural and economic factors in obesity prevention', and an educational course in Russia on obesity.

***Commitment submitted by the European Network for Prevention and Health Promotion in Family Medicine and General Practice and its members***

**Attitudes to preventive services and to lifestyle: the views of patients (EUROPREV, 1071).** In 2010 EUROPREV collected primary care patient data in 22 countries on their 'beliefs and attitudes regarding: a) lifestyles and the impact of these attitudes on their behaviour, and; b) the support received from their general practitioners (GPs) to modify lifestyle behaviour'. The study has been completed and an exhaustive scientific paper written and submitted to Annals of Family Medicine for publication. It was also presented at the 2010 WONCA European Conference.

***Commitment submitted by the International Baby Food Action Network and its members***

**Policy and programme coherence in infant and young child feeding in the EU (IBFAN, 1068).** In 2010, IBFAN continued coordinating members' and partners' advocacy for EU policy and programme coherence on infant and young child feeding. Advocacy led to the

adoption in 2010 of a new World Health Assembly resolution to address marketing of baby foods and health and nutrition claims. This widens the scope of the International Code of Marketing on Breastmilk Substitutes which will help governments provide more effective protection of breastfeeding, appropriate infant feeding and improve child health.

***Commitment submitted by the European Consumer's Organisation and its members***

**Advertising and marketing unhealthy foods to children in EU (BEUC, 1047).** During 2010, BEUC continued monitoring legislation, co-regulation and self-regulatory initiatives. Equally, a report was drafted on the basis of the gathered information and data that would feed into BEUC's suggestions for the forthcoming revision of the 'White Paper on a strategy for Europe on Nutrition, Overweight and Obesity. However, due to structural problems, notably a shortage of human resources the organisation was unable to was not able to fulfil its commitment.

## CHAPTER 7 Mapping of commitments

### 7.1 Introduction

The monitoring reports submitted by Platform members for active commitments in 2010 are an indication of the large variety of activities aimed at addressing diet, physical activity and health in the European Union. This chapter maps out the 136 commitments covered in monitoring reports submitted in 2010 by geographical coverage, type of activity, target audience and type of commitment holder. By comparing commitments, this chapter provides an overview of the scope and scale of active commitments in the EU Platform for Action on Diet, Physical Activity and Health.

#### 7.1.1 Mapping commitments by type of Platform member

Platform members submitting monitoring forms for active commitments in 2010 represent a wide range of organisations. Table 7.1 shows the number of new and ongoing commitments submitted in each category of Platform member. New members self-select their type of organisation from the types listed in Table 7.1 when applying to become members of the Platform. Manufacturing organisations had the highest number of active commitments monitored in 2010, submitting 42% of all monitoring forms (57 out of 136 monitoring forms). However, NGOs were also actively involved, submitting 14% of monitoring forms (19 monitoring forms) for individual commitments.

Table 7.1 Number of new and on-going commitments by sector, N=136

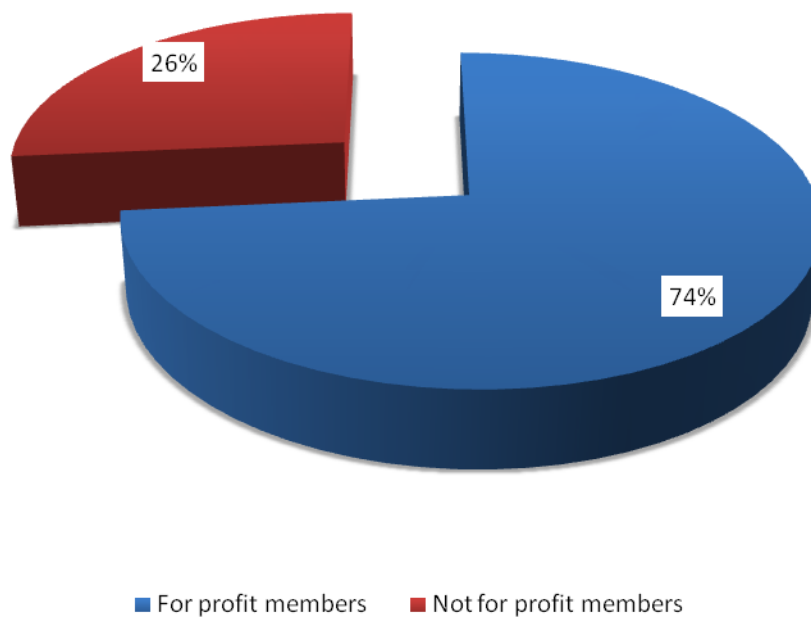
Type of organisation	New action	On-going action	Total
Advertising/marketing/media	2	13	15
Agricultural products	1	3	4
Catering	0	6	6
Consumer cooperatives	1	2	2
Consumer organisation	0	1	2
Fruit and vegetables sector	0	6	6
Government/EU	0	2	3
Health professionals	2	5	7
Manufacturing	9	48	57
NGOs	2	18	19
Retailing/vending	0	7	7
Sport and physical activity sector	2	6	8
<b>Total</b>	<b>19</b>	<b>117</b>	<b>136</b>

A variety of different types of Platform members created new commitments in 2010 as well. Out of the 19 new commitments in 2010, 9 were from manufacturing organisations. NGOs,

advertising/marketing organisations, health professionals, and sports and physical activity sector organisations each submitted two, whereas agricultural products organisations and consumer cooperatives each submitted one new commitment.

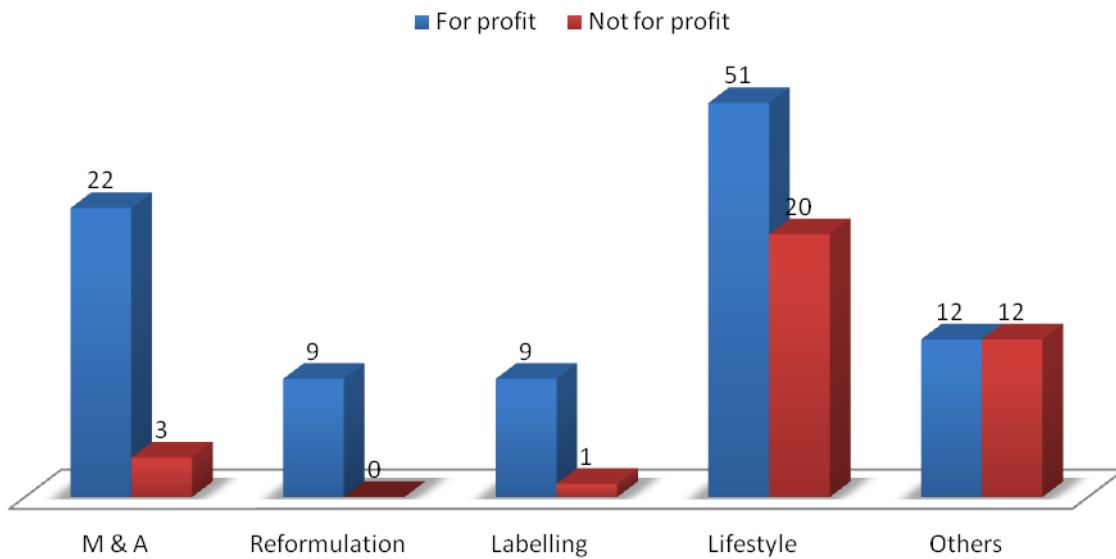
As the figure below shows, a percentage of 74% of the commitments are undertaken by for-profit platform members whereas 26% of the commitments are implemented by not-for-profit organisations.

*Figure 7.1 Mapping of commitments by type of platform member*



The distribution of the activity type according to the organisational type of the platform members is presented in the figure below. It illustrates how most of the marketing and advertising, reformulation and labelling activity types are commitments undertaken by the for-profit sector.

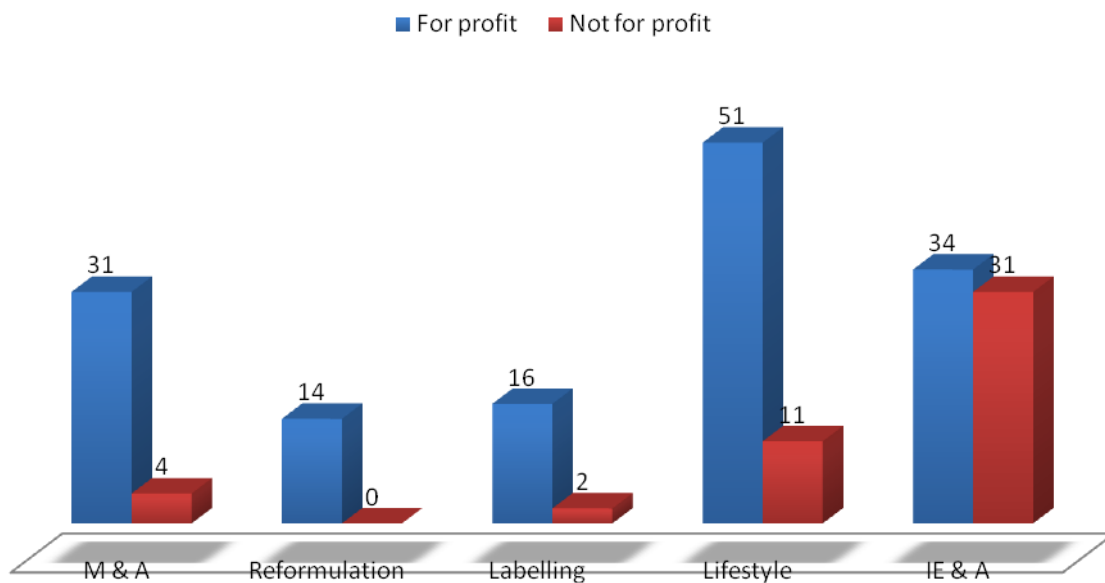
Figure 7.2 Distribution of platform members by type and activity type reported, N=136



During the assessment, the fields of action reported as “others” were analysed; most of them could be redistributed towards the existing fields; in addition, the opening of a new field was necessary. This new field of action – information exchange and advocacy—did capture all the remaining items.

The assessment of the 136 commitments revealed a total number of 194 activity types undertaken by Platform members.

Figure 7.3 Distribution of platform members by type and activity type – assessed, N=194



These findings confirm the need for the sixth type of action, information exchange and advocacy.

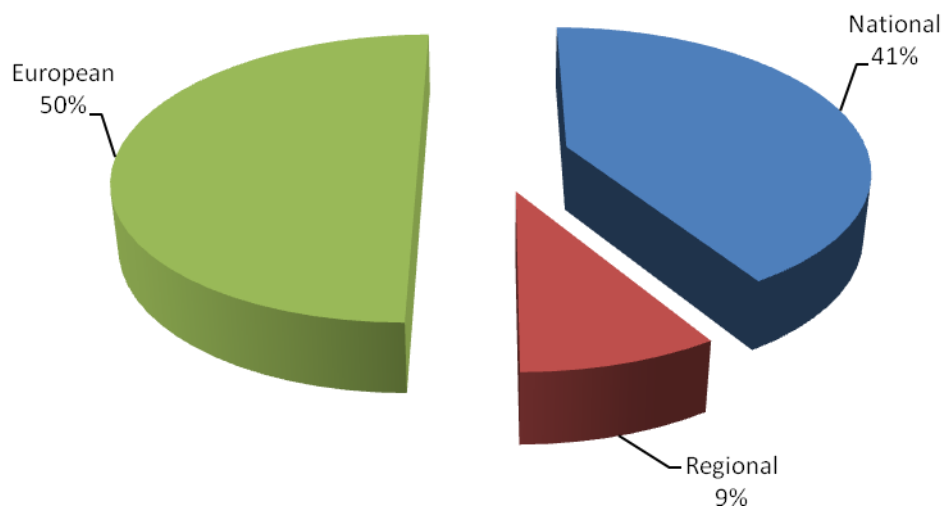
### 7.1.2 Mapping by geographical coverage

In the 2010 monitoring report, the consultant team (RAND Europe) distinguished between the commitments' geographical scale of coverage on three levels. For this annual report, the IBF team continued with three categories: National, Regional and European, defined as follows:

- 'National' refers to commitments covering one country or a region within a country;
- 'Regional' includes commitments operating in two to five Member States; and
- 'European' level includes commitments that are active in more than five Member States.

Figure 7.4 shows that in the past year, most commitments were either National or European. In total, 50% of commitments (68 out of 136 monitoring forms) were European, covering more than five Member States, and 41% (56 out of 136 monitoring forms) were National. Only 9% of commitments (12 out of 136 monitoring forms) were active in between two and five Member States.

Figure 7.4 Percentage of commitments by geographical coverage, N=136

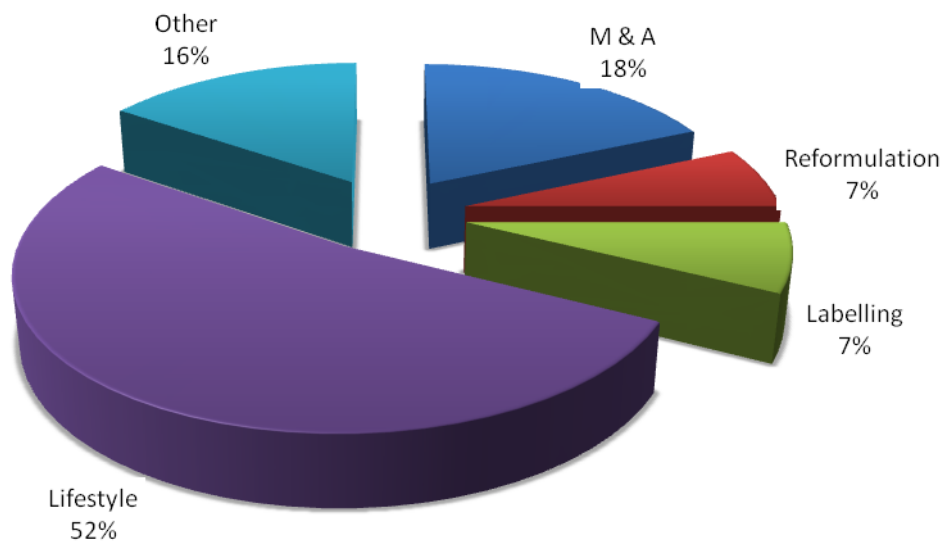


### 7.1.3 Mapping by activity type

To generate a map of commitments, it is also helpful to categorise commitments according to the activity type taken. For 2010, monitoring forms had five categories of action by which

Platform members could identify their commitments: 'Marketing and advertising', 'Reformulation', 'Labelling', 'Lifestyle', and 'Others'. The type of commitment in each category is described in Chapters 5 and 6. The percentage of commitments in 2010 by activity type is shown in Figure 7.5. Commitments categorised into 'Lifestyle' actions, including activities such as educational campaigns, physical activity and healthy eating programmes, were the most common, constituting approximately 52% of commitments (71 out of 136 monitoring forms). This was followed by 18% of commitments (25 out of 136 monitoring forms) identifying 'Marketing and advertising' as the category of their commitment.

Figure 7.5 Percentage of commitments by activity type - reported, N=136



However, after analysis of the different *reported* activity types were carried out, the monitors observed that many of the commitments were addressing more than one activity type; also, some of the activity types were formulated in the wrong way (i.e. a physical activity commitment being reported as a marketing one).

The figure below provides an overview of all activity types as the monitors have assessed them.

Figure 7.6 Percentage of commitments by activity type – assessed, N=194

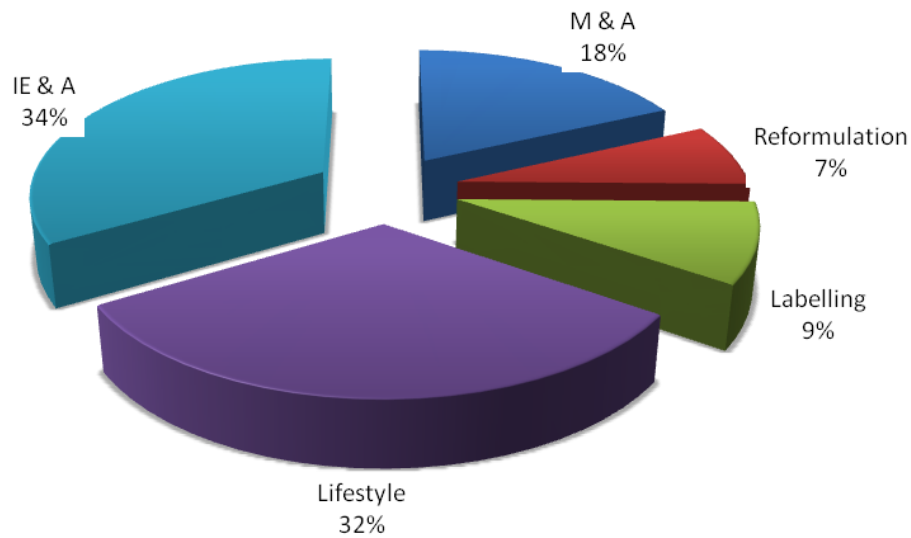
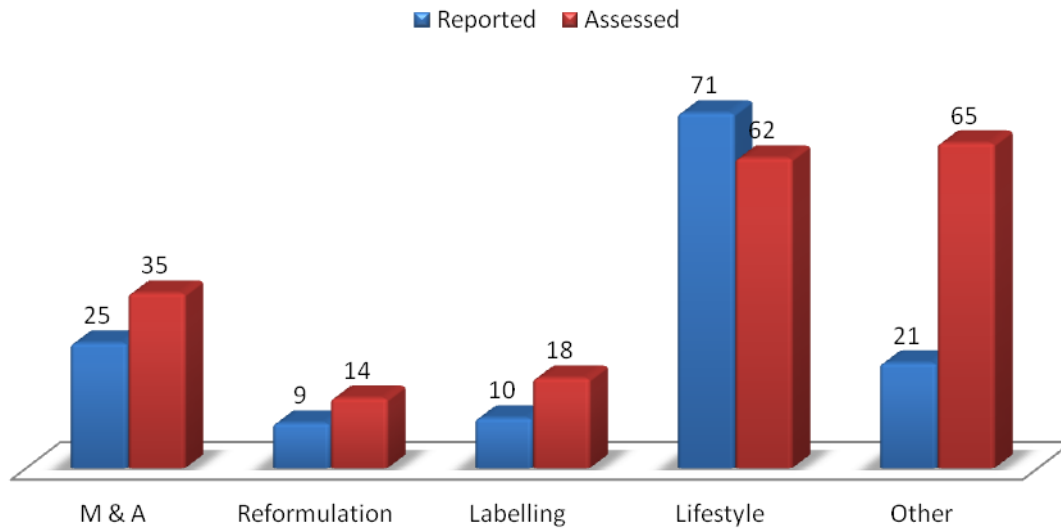
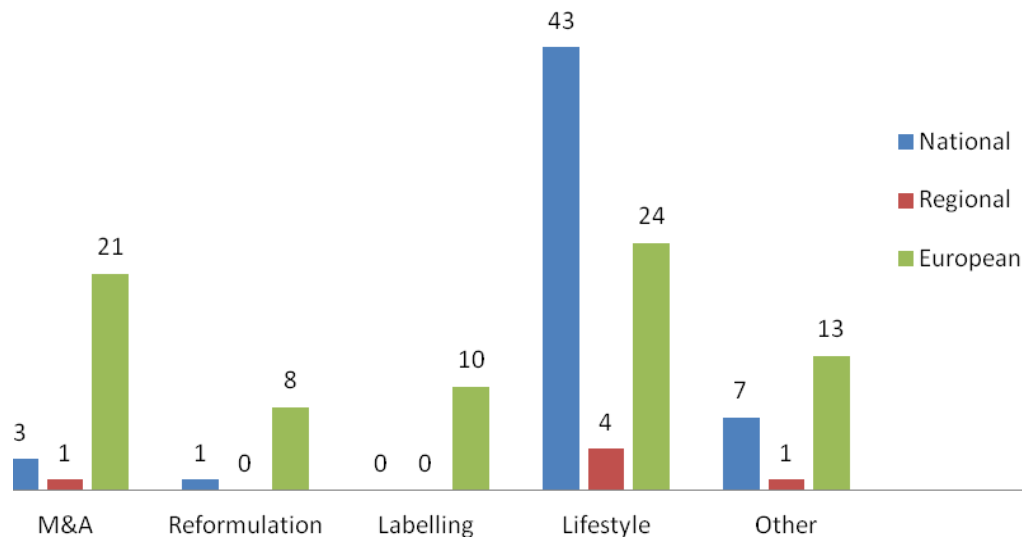


Figure 7.7 Distribution of activity types as reported versus as assessed



The distribution of commitments by both type of activity and geographical coverage is shown in Figure 7.8. Distinct from the other types of activities, the greatest proportion of Lifestyles commitments were at National level. Outside the Lifestyles category, the greatest proportion of commitments in every other category of action was implemented at a European level, i.e. in five or more Member States. A total of 21 out of 25 marketing and advertising commitments (84%) operated at a European level.

Figure 7.8 Number of commitments by geographical coverage and type of action, N=136



#### 7.1.4 Mapping by target audience

When mapping commitments by target audience, most commitments (46% – 62 out of 136) were aimed at the general public. However also notable, as shown in Figure 7.9, 21% of commitments (28 monitoring forms) were specifically targeted at children and adolescents, 10% (14 monitoring forms) were targeted at health professionals and 7% (11 monitoring forms) were aimed at policy makers. A notable fact is the very low percentage of commitments addressing local communities (2%), parents (1%) or educators (2%).

Figure 7.9 Percentage of commitments by target audience, N=136

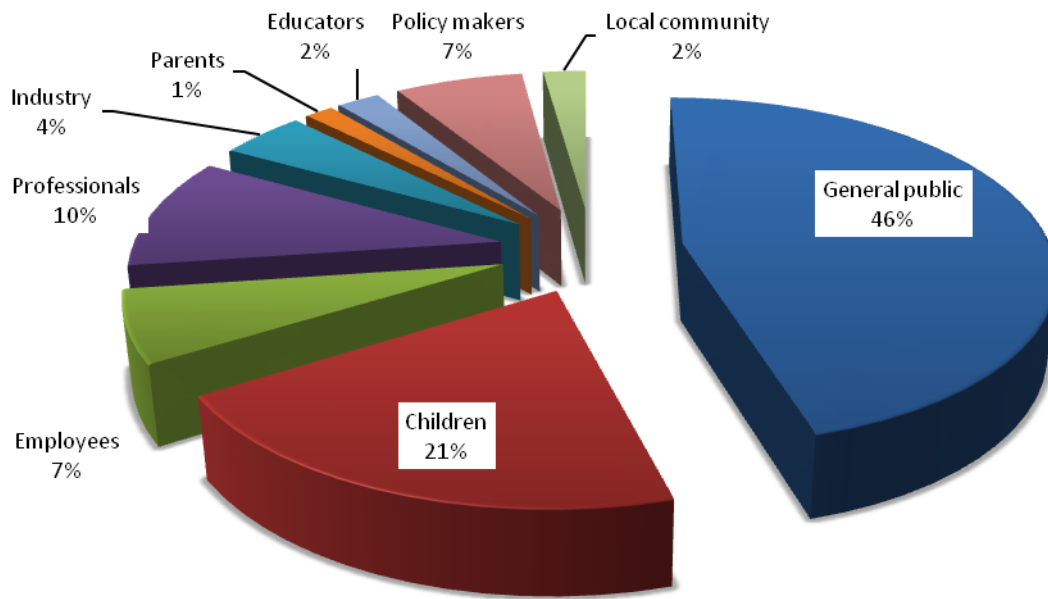
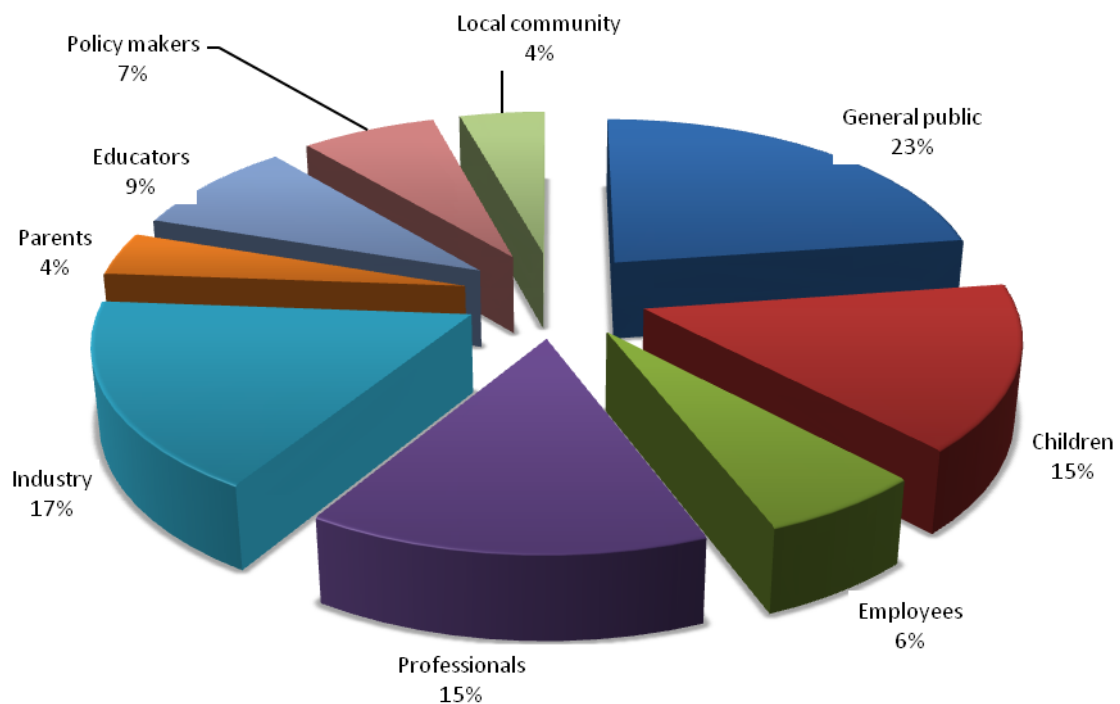


Figure 7.10 Distribution of commitments per target audiences – assessed, N=277

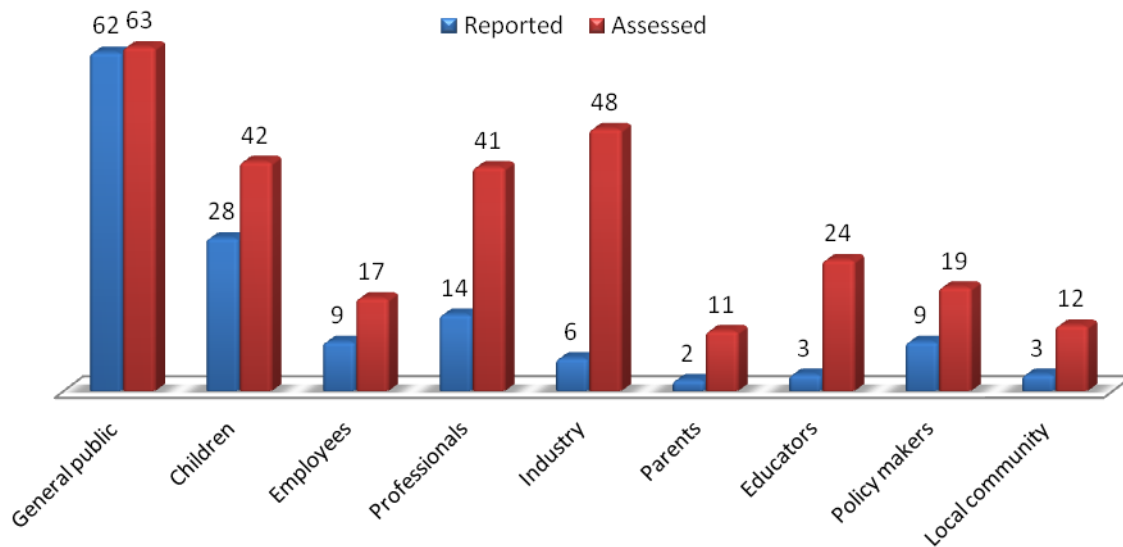


Whilst only 136 target audiences were reported in the monitoring forms, the assessment of the description of each commitment and of the target audiences approached in the

implementation of the commitments showed that the number of audiences reached was more than double (277 target audiences are approached by the 136 commitments).

The figure below (Figure 7.11) also shows which of the audiences fail the most in being specifically recorded in the monitoring forms.

Figure 7.11 Distribution of target audiences as reported versus as assessed

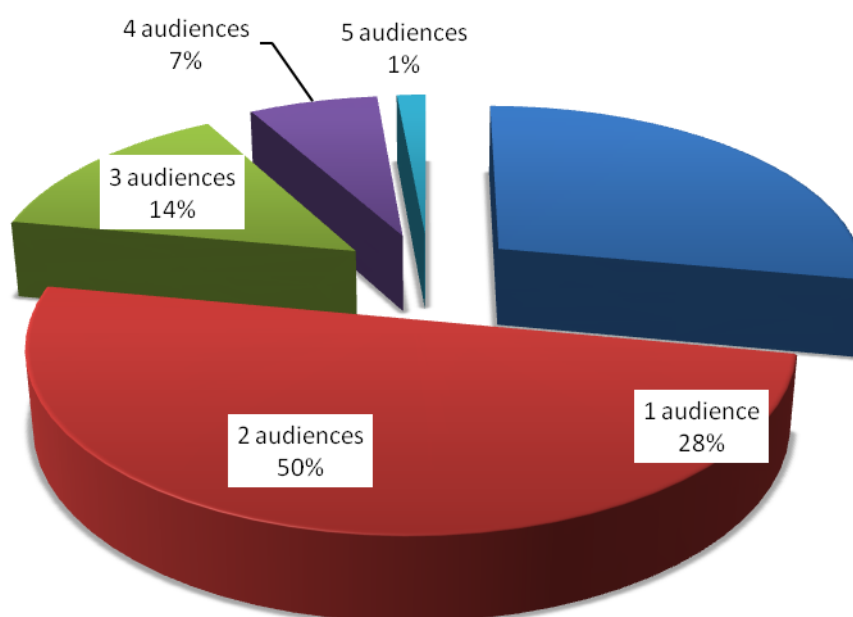


Many literature sources<sup>14</sup> recommend approaching several target audiences with the same coherent messages in order to increase the probability for achieving effective behaviour change. Our team believes that the following result of the assessment is very important for valuing the work that has been developed, but not yet captured within the monitoring forms. The next figure (Figure 7.12) illustrates how most of the commitments reached at least two target audiences (50% reach 2 audiences whereas 14% reach 3 audiences and 7 % reach 4 target audiences).

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<sup>14</sup> National Institute for Health and Clinical Excellence, Behavior Change Guideline at Population, Community and Individual Level , 2007

Figure 7.12 Distribution of commitments according to number of target audiences reached, N=277



The distribution of commitments by type of action and target audience is shown in Table 7.2. Certain activities are aimed at a general audience more often than others: 9 of 10 monitoring forms for Labelling commitments and 7 of 9 for Reformulation commitments were targeted at the general public. By contrast, a greater number of Lifestyles commitments were aimed at specific audiences. Together, policy makers and health professionals make up 14 of 21 (66,6%) of the target for commitments categorised as 'Other'.

Table 7.2 Number of commitments by type of action and target audience, N = 136

Type of activity	General public	Children & adolescents	Industry	Policy makers	Educators	Local community	Parents	Health professionals	Employees	Total
Labelling	9	0	1	0	0	0	0	0	0	10
Lifestyles	30	21	1	2	2	0	1	5	9	71
Marketing and advertising	12	5	3	2	1	1	1	0	0	25
Reformulation	7	1	1	0	0	0	0	0	0	9
Others	4	1	0	5	0	2	0	9	0	21
<b>Total</b>	<b>63</b>	<b>27</b>	<b>6</b>	<b>11</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>9</b>	<b>14</b>	<b>136</b>

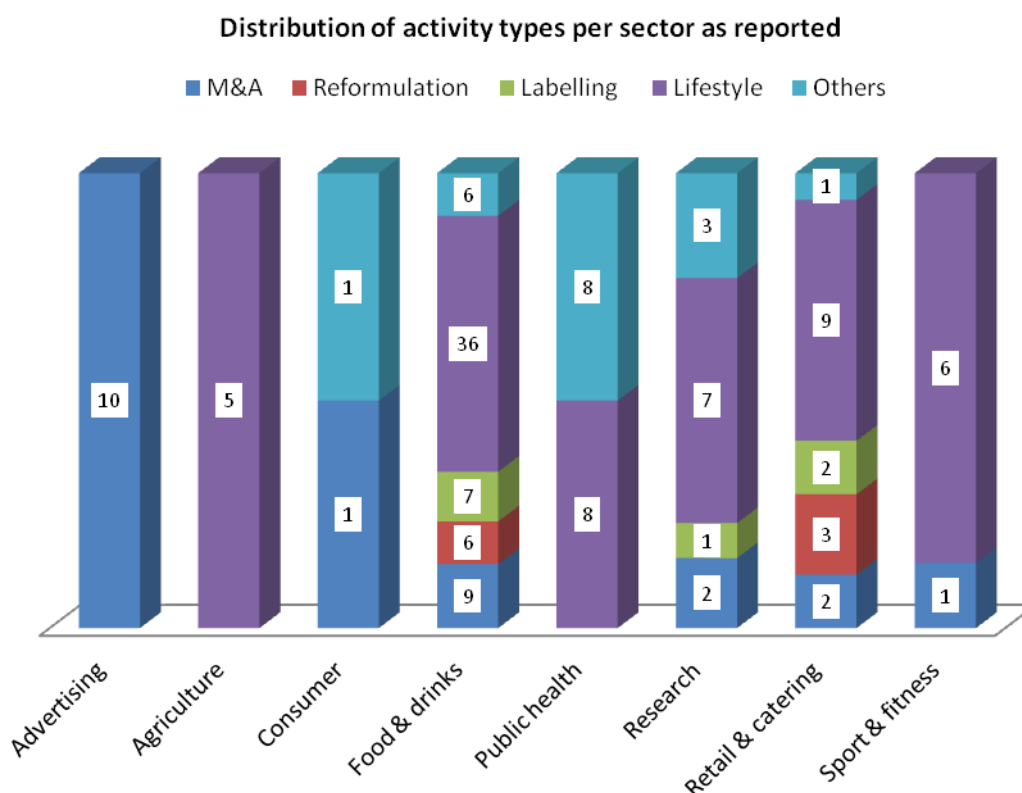
### 7.1.5 Mapping of commitments as per Platform member's sector

The distribution of activity type as per Platform member's sector is shown in the following figures. The figures are presented in pairs; the first figure presents the reported data whereas the second figure in each pair presents data based on the assessment from the monitoring team.

The first pair of figures, Figure 7.13 and Figure 7.14, describes the distribution of activity types per sector as reported (Figure 7.13) versus as assessed by the monitoring team (Figure 7.14). The agriculture sector is deploying activities mainly within the lifestyle activity type (5 commitments out of 5). The food and drinks sector addresses a wider range of activity types, covering more commitments in the lifestyles activity (36 commitments from a total of 64) than in the reformulation (6 commitments) or labelling (7 commitments) activity types.

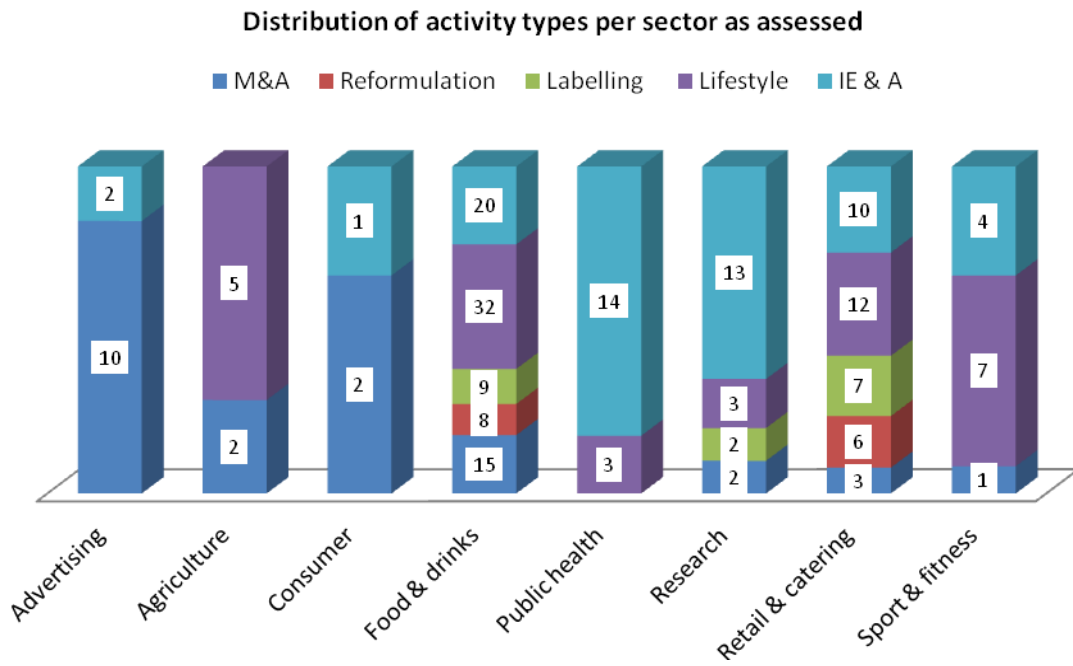
The retail and catering sector also focuses more on the lifestyle activity (9 commitments out of 17) whereas 3 commitments are dedicated to reformulation and 2 to labelling activity types.

Figure 7.13 Distribution of activity types per sector as reported



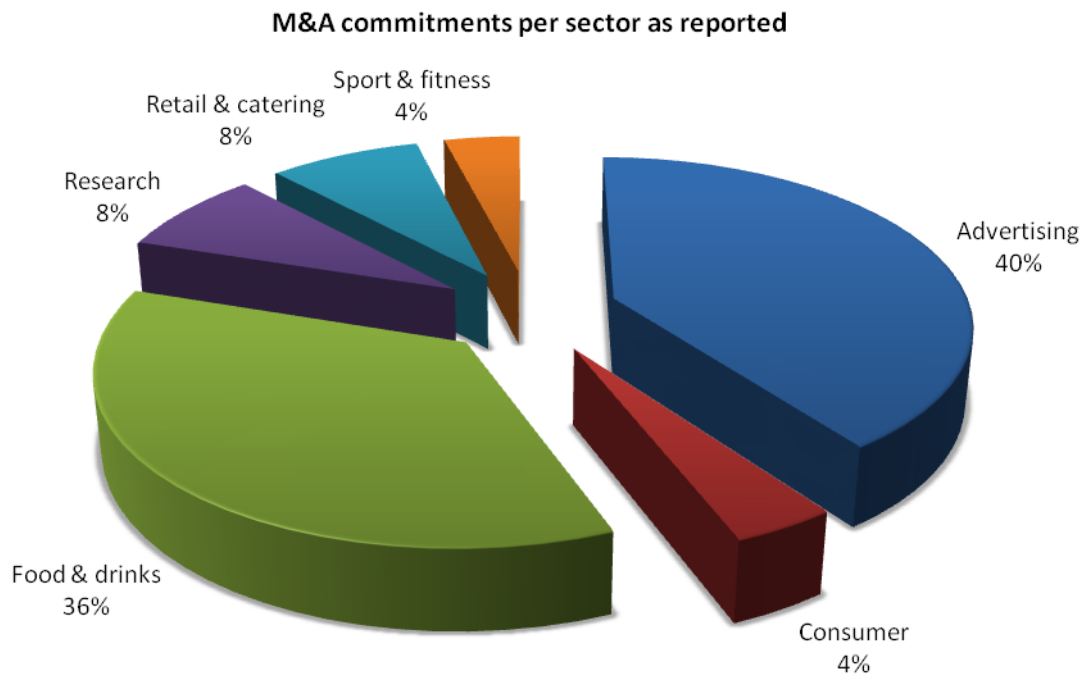
The higher number of activity types identified by the monitoring team's assessment (194) than reported by members reflects that many commitments include more than one activity. However, there are no differences of substance between the reported data and the activity types assessed by the monitoring team.

Figure 7.14 Distribution of activity types per sector as assessed, N=194



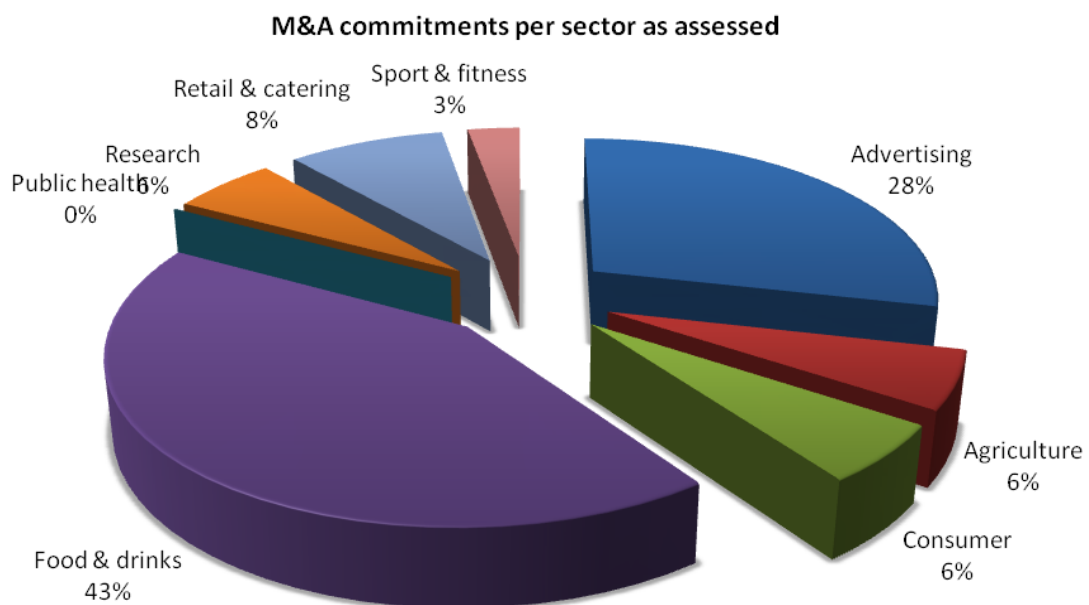
The second pair of figures illustrates the distribution of the marketing and advertising commitments per Platform member's sector as reported (Figure 7.15) and as assessed by the monitoring team (Figure 7.16).

Figure 7.15 M&A commitments per sector as reported, N=25



The small differences that occur will guide the coaching activities (i.e. the organisations from the agricultural sector failed to recognize that they address also marketing and advertising types of action).

Figure 7.16 M&A commitments per sector assessed, N=35



The third pair of figures shows the distribution of the lifestyle commitments per Platform member's sector as reported (Figure 7.17) and as assessed by the monitoring team (Figure 7.18).

There is no significant difference between the reported data and the data resulted after assessment with regard to lifestyle.

About half of the commitments regarding lifestyle are implemented by the food and drinks industry.

Figure 7.17 Lifestyle commitments per sector as reported, N=71

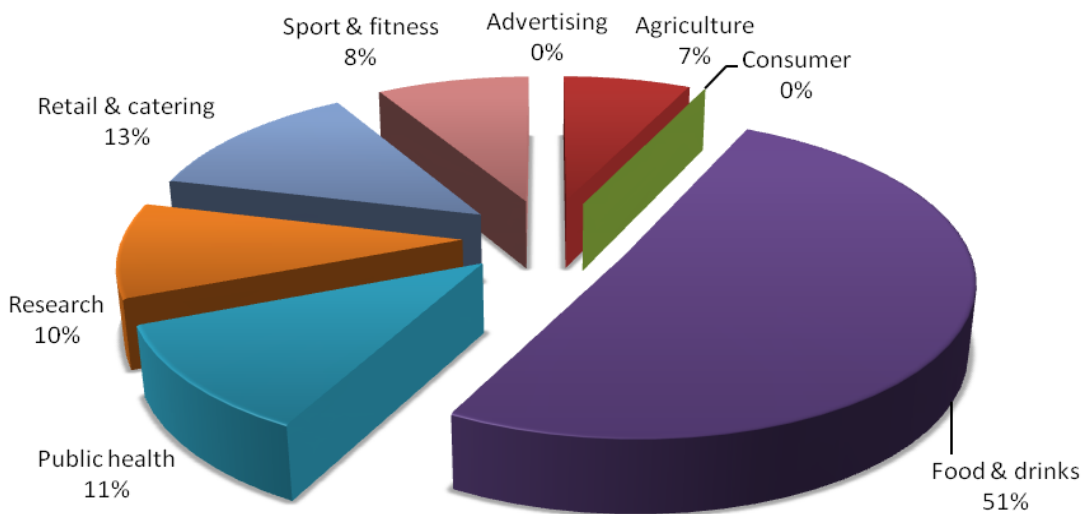
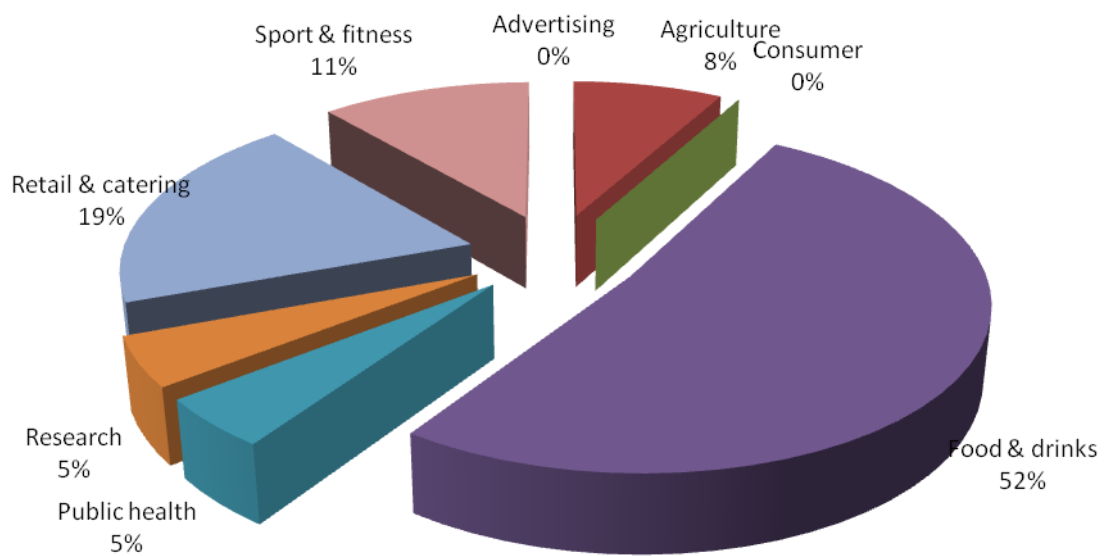


Figure 7.18 Lifestyle commitments per sector as assessed,



N=62

## **CHAPTER 8 Outline of the new monitoring system**

### **8.1 Introduction**

Monitoring the commitments of the Platform members is an important and sensitive activity aimed at i) tracking the appropriateness of each Platform member's involvement and activity; ii) progressively enhance effectiveness of each Platform member's contribution iii) enabling transparency and to catalyze joint work amongst Platform members. The IBF team was given the task to support the monitoring process of the Platform members in a moment of change, from focusing less on quantitative aspects and more towards qualitative aspects of the monitoring system. In order to define the methodology for assessing the quality of commitments, the IBF team had to strike a balance between ensuring continuity with the previous monitoring methodology whilst fulfilling the guidelines of the Monitoring Framework and the "Suggested Way forward" as specified by the Working Paper "Monitoring Platform members' commitments".

The IBF team proposed and applied this new methodology to the commitments for the year 2010. This chapter provides a detailed account of the way in which the quality assessment of the monitoring reports was carried out as well as the results of the quality assessment. Section 8.2 details the methodology used by our team to analyse the monitoring reports; it describes the four areas identified to mainstream our analysis. This section also elaborates on defining the criteria for assigning the level of performance for each of the four areas in order to ensure comparability between assessments. Section 8.3 describes the monitoring results, Section 8.4 provides a general summary with some general recommendations for monitoring to Platform members, and Section 8.5 outlines a few ideas regarding the way forward of the monitoring system.

### **8.2 Methodology**

A total of 136 monitoring forms were analysed in this Sixth Monitoring Progress Report. The IBF team had to accommodate a monitoring methodology that would be suitable for the agreed transition from a quantitative monitoring system to a qualitative one. In this endeavour, the monitoring team pursued the following principles with regard to the monitoring approach:

- The monitoring process should be a process owned by DG SANCO and Platform Members;
- It should be a transparent participatory process;
- It should represent the basis for organisational learning on how each Platform Member can better contribute to relevant and effective commitments;
- It should attempt to create bounds of trust amongst platform members, and create a shared sense of achievement;
- It should be a flexible process that builds on the strengths of each organisation/ enables a tailored approach for each of the organisations;
- It should be an evolving tool, leaving behind what has been already achieved and moving forward towards more ambitious goals, i.e. achieving a more holistic approach, valuing team work (between platform members/ between platform

members and local stakeholders/ national platforms) in achieving effective implementation of relevant and integrative commitments;

- It should focus on catalysing the definition and implementation of new commitments that are increasingly more relevant to the Platform's general objectives.

The main inputs in our reflection for the design of the new monitoring system were the Monitoring Framework, the DG SANCO Working Paper 150211 regarding the way forward of the monitoring system, the 2009 and 2010 Annual Reports as well as the Evaluation of the European Platform for Action on Diet, Physical Activity and Health - Final report, July 2010.

The IBF team re-analysed the main direction provided by the Monitoring Framework that specified: “the steps that indicate the minimum agreed requirements to monitor a commitment:

1. The relevance of the commitment to the general aims of the Platform is clearly described (relevance)
2. For each commitment there is a clear set of objectives (objectives)
3. Where practical, the resources put in to each commitment are identified (inputs)
4. The commitment is assessed and what has been achieved is identified and made public (outputs)”

The monitoring criteria used in the 2009 and 2010 RAND annual monitoring reports, specifically the four categories of proposed criteria as well as their scoring systems, have also been reviewed by the IBF team. The four categories were:

- Specificity
- Clarity
- Focus and
- Measurement.

In general, the RAND consultants reported progress in the fulfilment of these categories from the 2009 to the 2010 monitoring exercise.

As a result, the approach of our team was to:

- Integrate the learning from the previous monitoring system
- Use the achievements of the previous monitoring system (i.e. the 2009 and 2010 monitoring exercises had concentrated on “focus” and “clarity”; this had supported the Platform members in gaining focus and clarity whilst defining commitments)
- Promote a smooth transition towards a new monitoring system whilst respecting the directions foreseen in the Monitoring Framework.

The reflection process in our team led to the identification of the following areas for the 2011 monitoring exercise:

1. Assessing the relevance of each commitment
2. Specificity/ coherence in setting the objectives
3. Appropriateness of input and output indicators
4. Existing prerequisites for measuring outcome indicators (outcome and impact indicators)

Given the new turning point represented by the shift towards a qualitative assessment, the IBF team also pursued a transformation of the previous scoring system into a qualitative one. The five scores that had been used until now have been transformed into three categories, or levels of performance: highly satisfactory, satisfactory and not satisfactory. In addition, four areas of assessment have been defined:

### **1. Assessing the relevance of each commitment**

- **Highly satisfactory:** the commitment is highly relevant to the general aim of the Platform as it is set out in the Platform charter and in the White Paper on A Strategy for Europe on Nutrition, Overweight and Obesity-related health issues; it is responding well to DG SANCO policy directions (*fulfilling at least two of the following: is addressing vulnerable groups, is active in more than two Member States, is reaching partnerships with Member States/ different levels of government or PPP or is involving civil society/ industry and actors at local level - schools, communities, etc*)
- **Satisfactory:** the commitment responds in a reasonable manner to the general aim of the Strategy and the Platform; it is responding reasonably to DG SANCO policy directions (*fulfilling at least one of the following: is addressing vulnerable groups, is active in more than two Member States, is reaching partnerships with Member States/ different levels of government or PPP or is involving civil society/ industry and actors at local level- schools, communities, etc*)
- **Not satisfactory:** there is no clear correlation between the proposed commitment and the general aim of the platform, no clear link with DG SANCO policy directions.

### **2. Specificity/coherence in setting objectives**

- **Highly satisfactory:** the objectives fulfilling SMART criteria; 3 or more of the SMART criteria are fulfilled as specified in the Monitoring Framework
- **Satisfactory:** objectives are partially SMART; 2 of the SMART criteria are fulfilled as specified in the Monitoring Framework
- **Not satisfactory:** the objectives lack clear definition (are not SMART); one or no SMART criteria exist as specified in the Monitoring Framework.

### **3. Appropriateness of input and output indicators**

- **Highly satisfactory:** identified source, input and output indicators clearly defined and quantifiable; end users defined and quantifiable;
- **Satisfactory:** source implied/ not explicit; input and output indicators partially defined and quantifiable; end users partially defined and quantifiable;
- **Not satisfactory:** source not implied; input and output indicators not defined/ not quantifiable; end users are not mentioned.

#### 4. Prerequisites for measuring outcome indicators (outcome and impact indicators)

- **Highly satisfactory:** the commitment includes a tailored / adapted baseline; there is a framework / strategy for measuring outcome and impact indicators;
- **Satisfactory:** the commitment includes partially adequate baseline proposal/ there are attempts for measuring outcome and impact indicators
- **Not satisfactory:** the commitment has no proposal for a baseline, no long-term strategy for assessing outcome and impact indicators.

For the assessment of the overall qualification of a quality of monitoring a commitment, the monitoring team had the following assumptions:

- For the present monitoring process (for 2010 commitments), the fourth area - prerequisites for measuring outcome indicators **is optional** (non-satisfactory performance shall not represent a reason for declaring the commitment as non-satisfactory); reaching a satisfactory level on this area of “prerequisites for measuring outcome indicators” **shall become compulsory** starting with the 2011 commitments.
- The three remaining areas have been analysed according to the following judgement:
  - One non-satisfactory area can result in an overall satisfactory monitoring of the commitment if the other areas are well covered
  - Two non-satisfactory areas will result in a non-satisfactory monitoring of the commitment in question
  - Two highly satisfactory areas will result in highly satisfactory monitoring of the commitment if there is at least another satisfactory area.

The table below presents the full set of possibilities:

			Overall Qualification
HS	HS	HS	HS
HS	HS	S	HS
HS	HS	NS	S
HS	S	S	S
HS	S	NS	S
HS	NS	NS	S

S	S	S	S
S	S	NS	S
S	NS	NS	NS
NS	NS	NS	NS

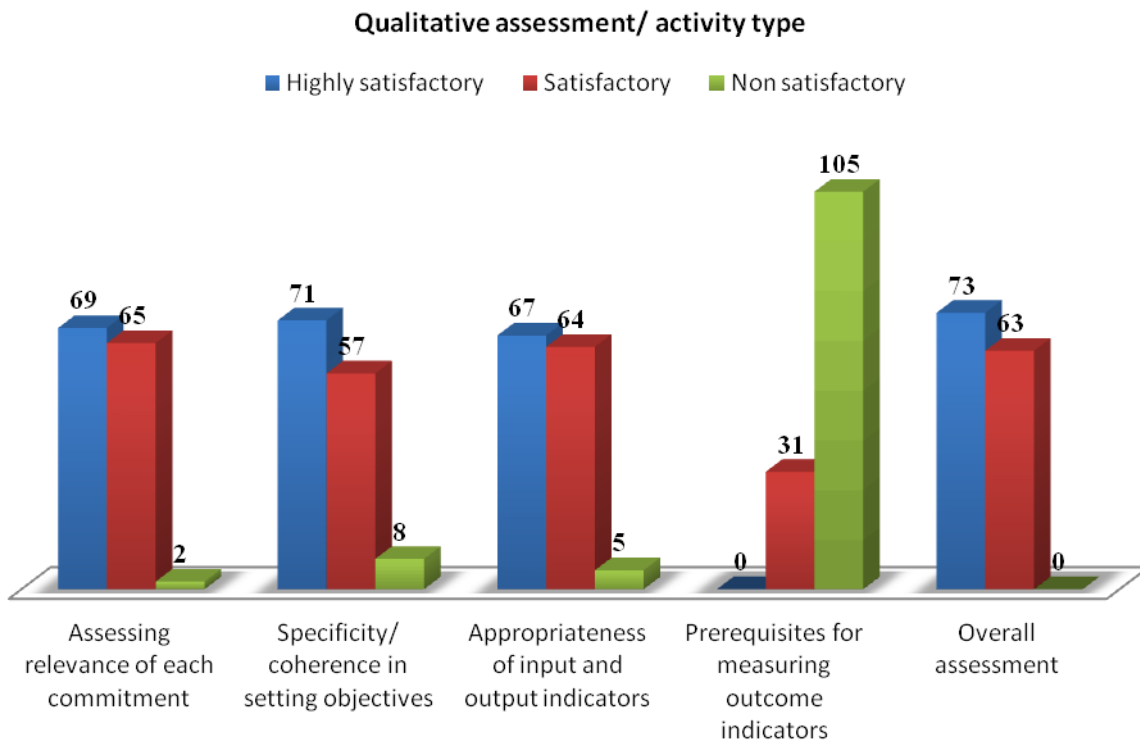
### 8.3 Monitoring commitments within the new monitoring system

Each monitoring form was analysed from the perspective of the 4 areas of interest: relevance to the Platform's general objectives, coherence of objective setting, appropriateness of input and output indicators and existing prerequisites for measuring outcome indicators. For each of these areas, one of the three levels of performance was assigned: highly satisfactory, satisfactory and non-satisfactory.

The process was performed in double blind (team members have performed his/ her own assessment and differences in assigning performance were discussed). Differences in assessment were discussed and a final qualification was agreed for each of the areas assessed. An overall assessment qualification was then assigned according to the algorithm in the table presented above.

The distribution of the assigned qualifications is summarized in the graph below:

Figure 8.1 Distribution of qualitative assessments per assessment criteria (absolute numbers), N=136



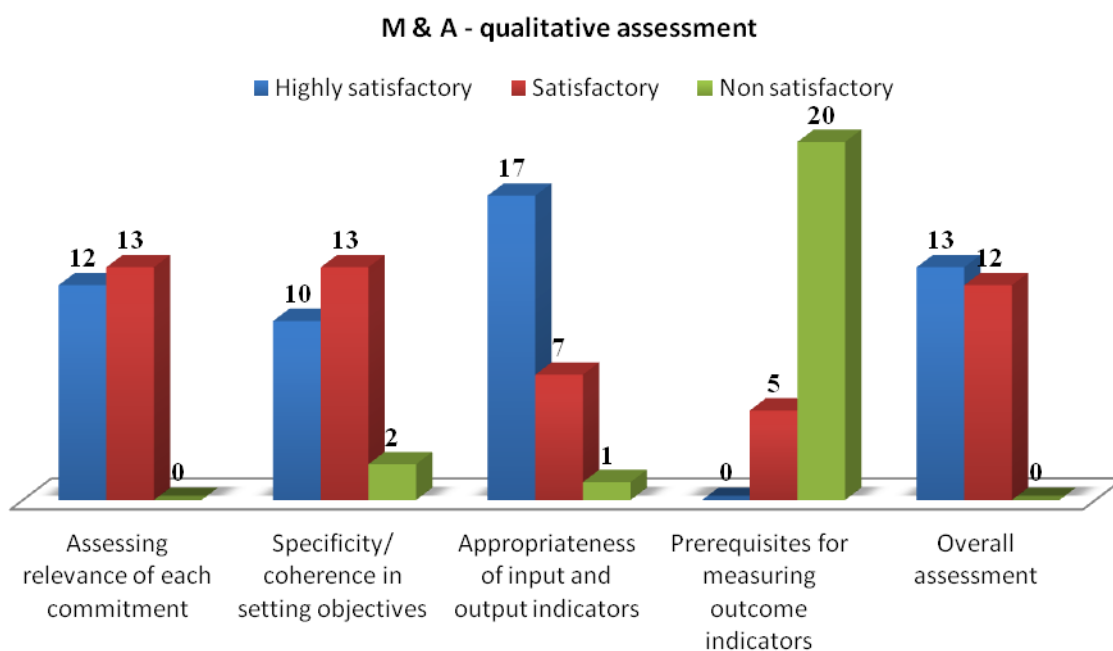
Relevance to the Platform's general aim was high (50.7% of the commitments were highly satisfactory on this dimension and are relevant to the Platform objectives, whereas almost half fulfils in a satisfactory way this criterion).

About half of the commitments benefit from a strong project-wise approach by having a good definition and coherence of the objectives (52%) as well as an appropriate definition of input and output indicators (49.2%).

The area where most of the Platform members had difficulty in reporting was the area of prerequisites (baseline) for outcome and impact measurement. This area was recently introduced, and its assessment for the 2010 commitments was only informative. Only 22.7% of the commitments qualified as satisfactory in fulfilling this point. As this area will become compulsory starting from the commitments for the year 2011, planning for outcome and impact evaluation will represent one of the main challenges for future monitoring exercises.

The quality of the monitoring of each of the target areas was analysed separately and is presented in the following graphs:

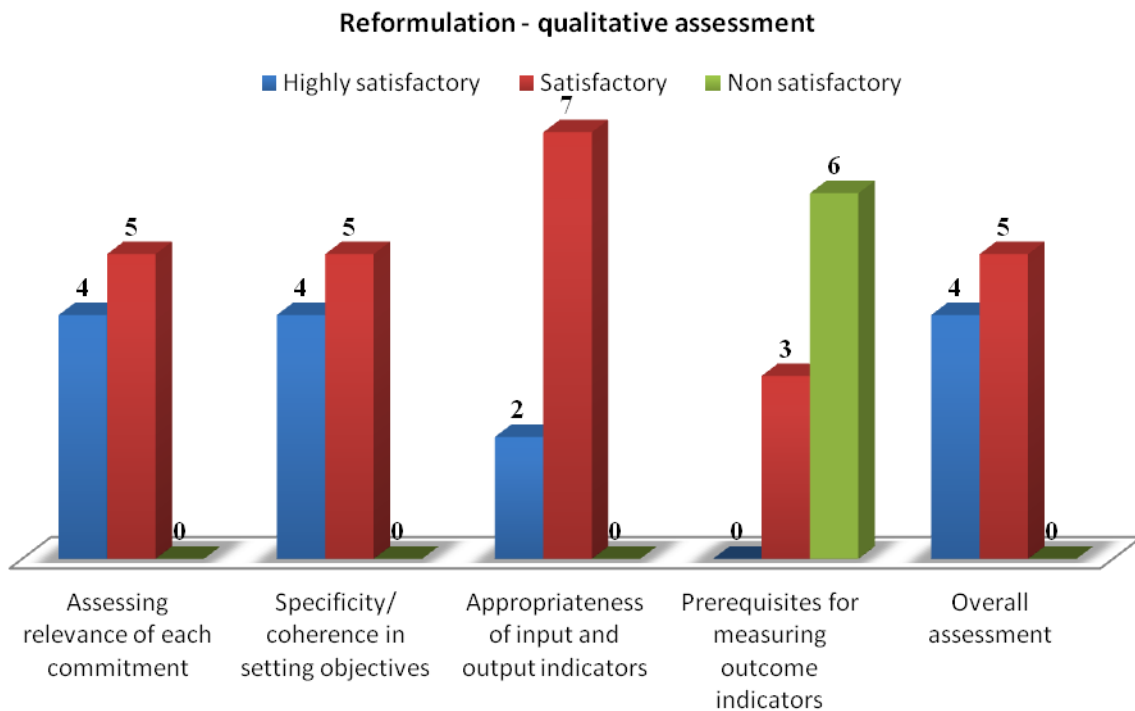
Figure 8.2 Marketing and advertising - quality of monitoring, N=25



Marketing and advertising commitments (N= 25) have a highly satisfactory and satisfactory relevance; only 8% of the commitments encounter difficulties in defining SMART objectives/objectives coherent with the main activities and results expected from the commitment.

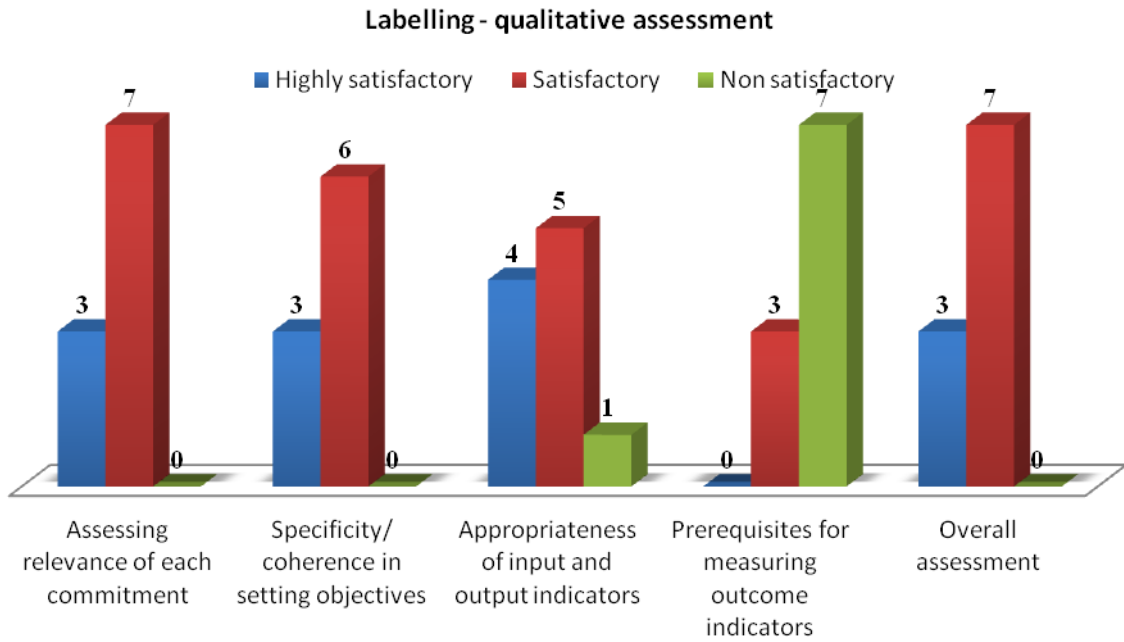
Most of the input and output indicators (68%) are assessed as being highly relevant, implying that they have well described and quantified indicators/ end users. Less positive is the assessment of the area looking at outcome and impact indicators where only 5 out of the 25 commitments have a satisfactory approach (20%).

Figure 8.3 Reformulation - quality of monitoring (numbers), N=9



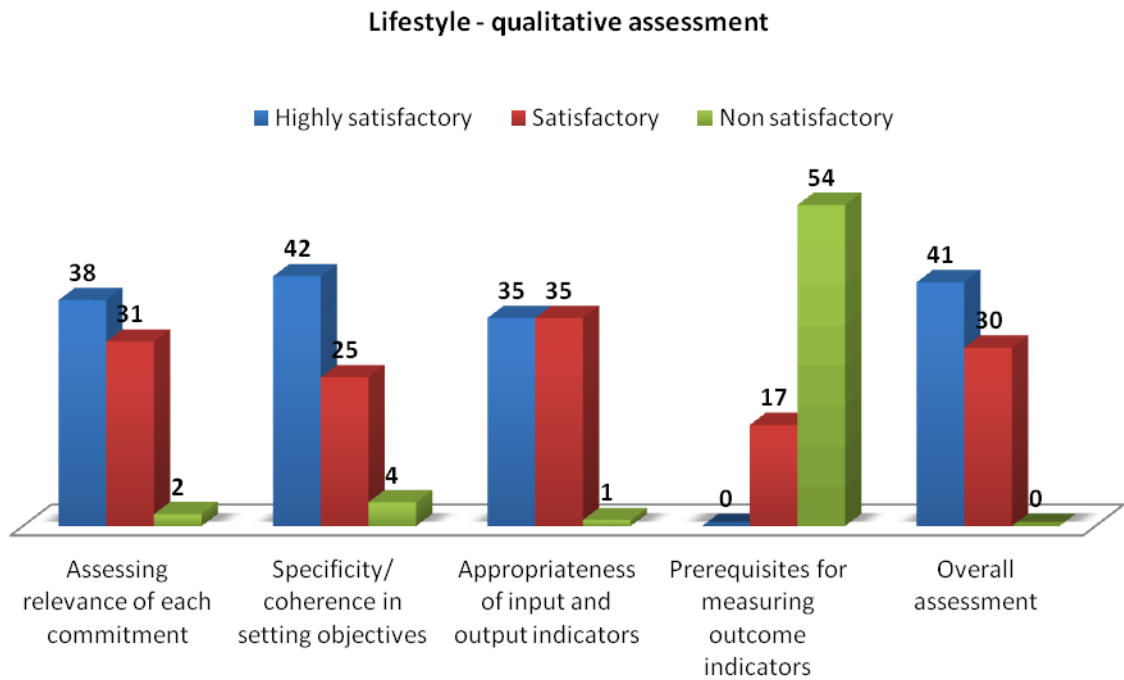
Reformulation commitments (N=9) have a good overall assessment with no Non-Satisfactory scores; they are strong in respecting relevance, coherence in setting objectives; however, attention should be paid whilst providing feedback on the upcoming measures for outcome and impact indicators.

Figure 8.4 Labelling - quality of monitoring (numbers), N=10



Labelling commitments seem not to have problems in reporting on the monitoring forms; however, the new requirement for 2011 for measuring prerequisites for outcome and impact indicators needs to be addressed in order to support further excellent quality in monitoring.

Figure 8.5 Lifestyle - quality of monitoring, N=71

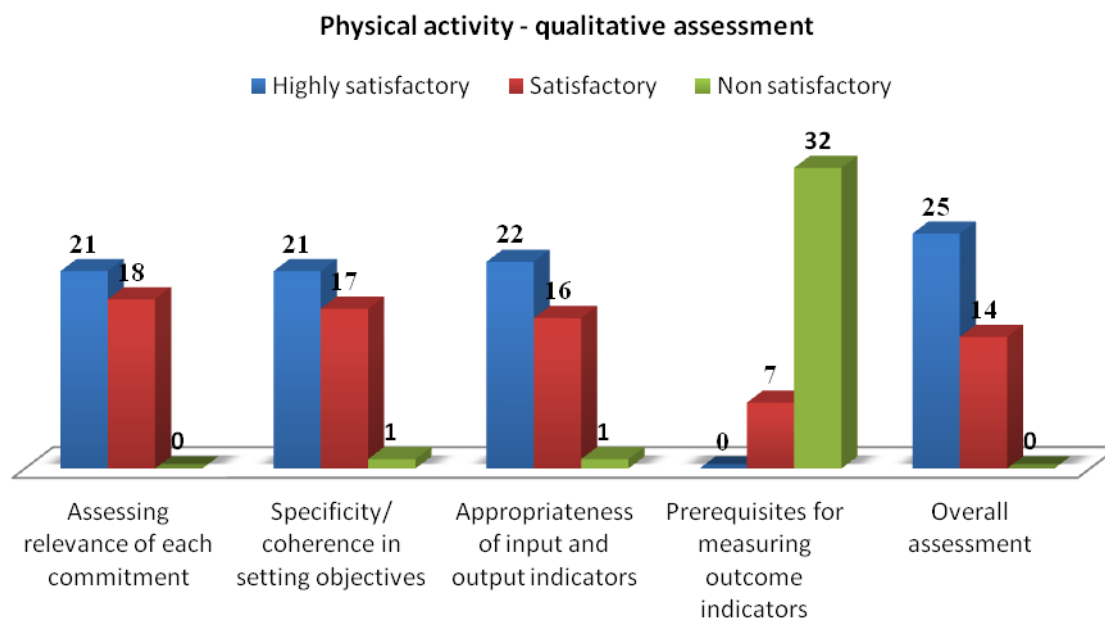


Only 2 % of the lifestyle commitments have problems in being relevant to the platform's objectives and 4% do have problems in defining appropriate- SMART and coherent

objectives. Issues in defining outcome and impact indicators are general, as they were for the other commitments.

The organizations having had non-satisfactory assessments of their commitments shall represent the main target of the coaching process.

Figure 8.6 Physical activity - quality of monitoring, N=39



The assessment of physical activity commitments mainly follows the pattern of the other commitments.

#### 8.4. The way forward

**After the analysis of the findings in Chapters 7 and 8, our team has arrived at the following conclusions:**

1. There is little interaction amongst Platform members in order to implement commitments (only a few initiatives are proactive in forging joint action), although the Platform was designed as an instrument to promote partnerships and inter-sectorial action;
2. Local communities are rarely the focus of action; most of the concern/ focus of the proposed actions is addressed to the general public/ political levels, and less to the communities/ professional levels;
3. There is much inertia of the Platform members' commitments following developments of previous years; in this context, new policy directions as i.e. focus on vulnerable groups or on children and adolescents is an issue that may take time to follow up unless clear action is taken;

4. Fields of action: although most of the fields of action are recorded accurately, there are still some which lack coherence with respect of the effective description of the commitment to be implemented;
5. Target audiences: most of the recorded target audiences that include the general public do record only the general public even if the activities are dedicated to more target audiences;
6. Outputs are generally well described; however, end beneficiaries are not always clearly specified and quantified; one reason may be the fact that there is no specific space in the monitoring form to record end users/ final beneficiaries. Making an overall calculation of end beneficiaries becomes very cumbersome in this situation.
7. More than half of the Platform members has a very good understanding of project cycle management, project-based approaches; however, the remaining half still finds difficulty in operating within these concepts and practices;
8. Prerequisites for outcome and impact indicators have been assessed with the purpose to better understand the needs in this area; the needs are obvious (there is no highly satisfactory qualification and only 31 out of 136 (22,7%) have a satisfactory qualification; in parallel, there is no clear guidance provided to Platform members over and above an overall evaluation framework promoting a shared set of indicators that may be chosen as baseline indicators for measuring outcome and impact indicators.

**The recommendations / proposed solutions that the IBF team proposes are the following:**

1. There is a need for more joint action between Platform members; joint action may ensure a more coherent/ orchestrated action with more chances for behaviour change in relevant target groups;
2. Go local; only 2% reported/ 4% assessed of the target groups are local communities; there is a need for more local integrated action if there is a shared understanding to see effective results in behaviour change;
3. Focus on policy direction is to be decided by the Commission and made explicit within the assessment of relevance;
4. The accuracy of recording fields of action can be increased through the tailored coaching exercise/ written feed-back from the monitoring team; a second field of action may be allowed in the monitoring form;
5. Target audiences - there is an obvious need to allow for more than one target audience to be recorded (a change in the form could allow for a number of 5 - 7 boxes for recording the most common target audiences);
6. A dedicated field should be foreseen within a new monitoring form for the recording of end users; different categories of end users should be mentioned, i.e. the ones that are priority to the Commission (children and adolescents, vulnerable groups, professionals, industry, etc);
7. Support for a more project-based approach can be provided through coaching/ training sessions;
8. There is a need for an agreed set of baseline indicators to be promoted by the Commission in such a way as the Platform members should have guidance on how to choose baseline indicators to enable the further measuring of outcome and impact indicators.

The IBF team is committed to support this process and to follow up on this new way forward by:

- Provide written qualitative feedback in a systematic and tailored way to improve the quality of the monitoring;
- Provide monitoring guidance ("coaching") and ex post discussions of monitoring efforts to individual Platform members; the coaching may focus on early detection of discrepancies between what is stated in the commitments themselves and on investigating the kind of actions that can be taken;
- Provide one 3 hours coaching / training session with up to 25 participants every year (on a day prior to the Platform meeting day, i.e. on October the 5<sup>th</sup> for 2011, date to be confirmed for 2012) on subjects identified by Platform members (i.e. Logical Framework Approach, etc);
- Provide a dedicated IBF email address / web page for the management of the mail based coaching with one week per year online continuous assistance;
- Support the development of a learning environment by making overall reviews/analysis of commitments in the relevant field of action for the afternoon sessions of the Platform meetings, identifying possible gaps in commitments, preparing questions related to the commitments' substance, impact, relevance and effectiveness, as well as suggestions for possible improvements of the commitments, etc.

## CHAPTER 9 Looking forward to 2012

In 2011 Platform Plenary meetings are scheduled for 15 February, 13 May, 6 October and 24 November.

The morning sessions of plenary meetings in 2011 will focus on the functioning and processes of the Platform (monitoring, reporting, membership, communication) and on briefings on EU related policy developments and presentation from other policy areas of the Commission. Afternoon sessions will be devoted to thematic exchange of experiences by members, as well as possible presentations and discussion on new stakeholders' initiatives in all the thematic areas.

<b>The 2011 schedule of meetings</b> (which may be subject to revision) is set out below. <b>Date</b>	<b>Morning Session</b>	<b>Afternoon Session</b>
15/02/11	Renewing Platform objectives Improving the monitoring system for Platform commitments	Stakeholders' initiatives in all areas
13/05/11	Agricultural policy in relation to nutrition + CAP development	Physical Activity
06/10/11	DG Education and Culture: Healthy nutrition and physical activity in schools	Communication/ Education; focus on children and youth environments (schools, local communities).
24/11/11 Joint meeting with High Level Group on Nutrition and Physical Activity	Updates on DG SANCO policies in relation to food legislation and nutrient profiles	Food reformulation and synergies with the HLG Evaluation/assessment of status for Platform's work, one year after the nutrition conference