



Flash Report
Diet, Physical Activity and Health
- A European Platform for Action
Plenary Meeting of 6 October 2011
Conclusions of the Chair



The plenary session of 6 October 2011 focused on two main themes:

- **Education**, as a component of platform commitments and a centre of initiatives addressing the objectives of the EU strategy on nutrition, overweight and obesity health related issues in this context; and
- **Communication**, as an element of the Platform's operation and as an aspect of outreach on its commitments.

On **education**, the Platform members looked at the progress of commitments so far and examined the possibilities under the European Commission's education policy and programmes. A number of commitments and initiatives were presented, in particular an education experience with the Turkish community in Germany, by Mars Holding; the Media Smart programme for media literate children – the Dutch example; the Dutch Healthy School Canteen Programme by The Netherlands Nutrition Centre; ADOS, an educational primary prevention program for preventing excess body fat in adolescents, by the European Network for prevention and Health Promotion in general practice/family medicine (EUROPREV); Healthy Children in Sound Communities, a physical activity outreach programme taking place in six Member States by the European Non-Governmental Sports Organisation (ENGSO).

The discussion demonstrated the need for interaction amongst Platform members on the content of commitments, the extent of private stakeholder involvement in initiatives taking place in schools, the role of media literacy and relevant challenges.

Regarding **communication**, after a presentation from the European Food Information Council (EUFIC) detailing the actions they had taken with respect to their commitment to raise awareness of the EU Platform via their communication channels, two main issues were identified for discussion:

- communicating on the Platform as a process for action within the EU strategy;
- communicating on the content of the commitments.

The tools used for communicating internally in the Platform and externally must also be considered in this context. More specifically, Platform members need to reflect upon:

- best mean to exchange information between Platform members, i.e. social media tool;
- how to modernise the Europa web pages on the Platform's work (including database for commitments) and make it more user friendly;
- enhancing the level of Platform information on the EU Health portal .

To address these issues, a seminar on communication and information was proposed for January 2012. To reinforce transparency, a pilot will be launched of issuing a Flash Report on the *Conclusions of the Chair* from the meeting to be posted on the Website of the Platform the day after the meeting.

Other issues discussed:

The **outcome of the UN General Assembly (UNGA)**: the Chair gave a general overview of the Conclusions and EU Statement on the United Nations Political Declaration on Non Communicable Diseases at the High Level Special Session on Non-Communicable Diseases. Commissioner Dalli will speak on his vision following the impetus of the UN GA declaration on NCDs in the context of the Platform at the joint HLG/Platform meeting in November 2011. Platform members were asked to provide their input on their vision and expectations but also their proposals for future action.

An **update on the status of the commitments** was provided. The number of active commitments is currently at 222. Members opting for continuing their commitments, were encouraged to do so in line with the agreed objectives, i.e. by stepping up efforts and seeking wider coverage. The deadline for submitting commitments is 30 November 2011. The European Health and Fitness Association presented "*Our Greatest Team campaign*" inviting members of the public to make a pledge to improve their health and wellbeing taking advantage of the 2012 London Games. A new commitment aiming at promoting active commuting to work, developed by the European Association of Communication Agencies (EACA) together with the European Cycling Federation (ECF), was also presented.

The next meeting of the Platform is on 28 November and will be held jointly with the meeting of the High Level Group. Commissioner Dalli will be present to outline his vision for the work of the two groups.