



EU Platform on Diet,  
Physical Activity and Health

# **DIET, PHYSICAL ACTIVITY AND HEALTH - A EUROPEAN PLATFORM FOR ACTION**

## **WORKSHOP ON COMMUNICATION AND INFORMATION**

**25 JANUARY 2012  
10.00 – 17.00**

**VENUE :**

**CENTRE DE CONFERENCES ALBERT BORSCHETTE (CCAB)**

**[ROOM : AB-1C]**

**36, rue Froissart, B - 1040 Brussels**

## **AGENDA**

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### **1. INTRODUCTION BY THE COMMISSION**

### **2. EXTERNAL COMMUNICATION**

**2.1. "COMMUNICATING THE COMMITMENTS OF THE EU PLATFORM ON DIET, PHYSICAL ACTIVITY AND HEALTH" PRESENTATION BY PHILIPPE ROUX, HEALTH DETERMINANTS, DG HEALTH AND CONSUMERS**

**2.2. "HEALTH-EU PORTAL AND NEWSLETTER" PRESENTATION BY JOHANNA KLEINE, PROGRAMME AND KNOWLEDGE MANAGEMENT, DG HEALTH AND CONSUMERS**

**2.3. DISCUSSION ON THE DEVELOPMENT OF A SYSTEMATIC AND COMPREHENSIVE APPROACH TOWARDS EXTERNAL COMMUNICATION**

**- OBJECTIVES (COMMON VS. INDIVIDUAL), KEY MESSAGES, TOOLS, TARGET AUDIENCES;**

## **2.4. COMMUNICATING IN A MODERN MEDIA ENVIRONMENT: WHAT FOR? To whom? How?**

PRESENTATION BY MICKY DENEHY, FOUNDING PRINCIPAL, EACA  
INTERNATIONAL SCHOOL OF ADVERTISING AND COMMUNICATIONS

## **3. INTERNAL COMMUNICATION**

3.1. **"COMMUNICATION WITHIN THE EU PLATFORM ON DIET, PHYSICAL  
ACTIVITY AND HEALTH"** PRESENTATION BY PHILIPPE ROUX, HEALTH  
DETERMINANTS, DG HEALTH AND CONSUMERS

3.2. **DISCUSSION ABOUT CIRCA AND VIEWS ON HOW INTERNAL  
COMMUNICATION CAN BE IMPROVED**

## **4. CONCLUSIONS**