



EU Platform on Diet,
Physical Activity and Health

DIET, PHYSICAL ACTIVITY AND HEALTH – A EUROPEAN PLATFORM FOR ACTION

PLENARY MEETING WEDNESDAY, 4 JULY 2007 SUMMARY REPORT (DRAFT)

APPROVED AGENDA

- 1. Introduction by the Commission**
- 3. Nutrition and Physical Activity: Policy developments (I)**
 - *Transport and Health*, Mr. Zoltan Kazatsay, Deputy Director General, DG TREN
- 2. Platform vision beyond 2007 (Commission paper)**
- 3. Nutrition and Physical Activity: Policy developments (II)**
 - *White Paper: A strategy for Europe on Nutrition, Overweight and Obesity related health issues*, Mrs Ceri Thompson, DG SANCO C4
 - *Reformulating food products for salt: transferring what works*, Mr. Robert Madelin, DG SANCO
 - *WHO post Istanbul progress*, Mr Francesco Branca, WHO
 - *Programme National Nutrition Santé*, Mr. Nicolas Canivet, Ministère de l'Agriculture et de la Pêche, France
- 4. Commitments outcomes and developments**
 - *Consumer Research Survey*, CIAA
 - *EPODE program*, EPODE European Network (EEN)
 - *National Heart Forum report on GDA system of signposting*, National Heart Forum
- 5. Initiatives in Member States**
 - *Interactive programme Alimentation*, Test-Achats (Belgium)
- 6. Applications for membership (Commission paper)**
- 7. Any other business**
 - Conference Diet, Physical Activity and Health at the Workplace
 - European Day for Healthy Food and Cooking
 - Next Platform Meetings

1. INTRODUCTION BY THE COMMISSION

The plenary meeting was chaired by SANCO DG Robert Madelin. Mr Madelin welcomes the Platform Members and the special invitees to this meeting.

3. NUTRITION AND PHYSICAL ACTIVITY: POLICY DEVELOPMENTS (I)

Transport and Health

Mr. Zoltan Kazatsay, Deputy Director General, DG TREN

Mr. Kazatsay discussed various aspects of the European Transport Policy. Transport activities within Europe have increased enormously. These transport activities should be efficient (e.g. infrastructure), sustainable (e.g. environmental issues), and safe (e.g. resting periods drivers). The transport policy deals with all kinds of transport, also urban transportation including cycling and pedestrians. Mr. Kazatsay also raised health issues in relation to transport activities. These issues not only deal with crewmembers, but also with the users of transport facilities, and with the other users of the roads and other infrastructures.

There is a need to link the recommendations of the Platform to other DG's, for instance to DG TREN. In 2008 a Green Paper will be launched on transport and health. This Green Paper could indicate what transport can do on health issues in general and on issues related to diet and physical activity in particular, in order to achieve the same goals as the Platform.

2. PLATFORM VISION BEYOND 2007 (COMMISSION PAPER)

The "EU Platform on Diet, Physical Activity and Health - Beyond 2007" was diffused to Platform members in advance to the meeting. The purpose of this paper was to facilitate a debate on the progress of the Platform, identifying challenges that the Platform is facing, highlighting issues to be discussed, and suggesting on how to go forwards.

Mr. Philippe Roux introduced the points "Membership" "Platform Meetings", "relevance", on "Communication" and "Going Local". Mr. Jonathan Back and Ms Francesca Rio introduced the points "Information Management", "Platform Reports", "Monitoring", and "Achievement".

[For more information, see the Commission papers *The EU Platform on Diet, Physical Activity and Health - Beyond 2007* and *Revision of data management tools for the Platform on Diet, Physical Activity and Health* on the CIRCA website under the heading of Plenary Meeting 4 July 2007]

Subsequently, Platform members gave their first comments.

Members consider the requirements for membership of the Platform as a main issue. There should be a set of basic rules of functioning. Since the Platform becomes more and more visible to the

public, it is crucial to remain credible. Active membership is a prerequisite. It is recognized that each member may provide input but that they have to do so with different levels of resources or of time investment. It is also noticed that there are gaps in the current memberships, for instance schools and parent associations are still missing.

Platform members indicate that they are willing to learn from each other's experiences. In order to do so, it is suggested that members might give short presentations on their actions and on their experiences. This might improve the communication within the Platform. A need is felt to improve mutual understanding among members. When there are no common positions within the Platform, it becomes difficult to communicate externally about what has been achieved by the Platform.

Mr. Madelin underlines that importance of active membership. Underperformance has an impact on the credibility of the Platform. By the end of 2007 a list of members that under perform should be drawn up.

Mr. Madelin asked members to provide to the Commission written comments and proposals by end July at the latest. He asked Commission services to prepare an analysis of the contributions for discussion at the next plenary meeting.

3. NUTRITION AND PHYSICAL ACTIVITY: POLICY DEVELOPMENTS (II)

White Paper: A strategy for Europe on Nutrition, Overweight and Obesity related health issues

Mrs Ceri Thompson, DG SANCO C4

Adopted on 30 May 2007, the White Paper (A Strategy for Europe on Nutrition, Overweight and Obesity related Health Issues) builds on recent initiatives undertaken by the Commission in particular the EU Platform for Action on Diet, Physical Activity and Health and the responses to the Green Paper.

The European Commission sees a role in marshalling Community actions towards: (1) better informing the consumer; (2) making the healthy option available; (3) encouraging physical activity; (4) focus on priority groups and settings (such as children and schools); (5) developing the evidence base to support policy making; and (6) developing monitoring systems.

In order to facilitate actions at the community level, there is a need for a stronger partnership framework. A High Level Group of Member States' representatives will be founded to establish working methods and work programmes.

[For more information, see the PowerPoint presentation 'White Paper Presentation (EC)' on the CIRCA website under the heading of Plenary Meeting 4 July 2007]

[link to White Paper and other background documents: www.ec.europa.eu/health/index_en.htm]

Reformulating food products for salt: transferring what works.

Mr. Madelin, DG SANCO

Mr. Madelin underlined that the basis of the Commission proposal in the White Paper to develop, in a partnership approach, a "Salt Campaign" across the EU27 is the promising results with salt

reformulation in some Member States, e.g. in the UK, France, and Finland. The idea will be submitted to new High Level Group of MS representatives.

WHO post Istanbul progress

Mr. Francesco Branca, WHO

Mr Francesco Branca reviewed the policy developments within WHO since the Ministerial Conference in Istanbul and introduced the 2nd Action Plan on Food and Nutrition Policy. The overall nutritional challenge is not only focused on obesity. Several health challenges need to be tackled. A set of 26 priority actions are indicated, belonging to six areas of action: (1) supporting a healthy start; (2) ensuring safe, healthy and sustainable food supply; (3) providing comprehensive information and education to consumers; (4) integrated actions to address related determinants; (5) strengthening nutrition and food safety in the health sector; and (6) monitoring and evaluation. The actors for the 2nd Action Plan are governments, civil society and professional networks, economic operators, and international actors.

WHO hopes that the commitments of the Platform members will remain along the lines of the Action Plan. WHO also expects that the Platform will remain a forum for dialogue, that the Platform will widen membership (e.g. with trade unions), and that the Platform will pay attention to surveillance of outcomes.

[For more information, see the PowerPoint presentation ‘Post Istanbul Progress (WHO)’ on the CIRCA website under the heading of Plenary Meeting 4 July 2007]

Programme National Nutrition Santé (PNNS)

Mr. Nicolas Canivet, Ministère de l'Agriculture et de la Pêche

The objective of the French PNNS (Programme National Nutrition Santé) is to improve the state of health of the whole population. The first PNNS was from 2001-2006, and the second PNNS covers 2006-2010. In this second PNNS, 4 action plans are considered: (1) nutritional prevention; (2) identification and treatment of eating disorders; (3) measures concerning specific populations; and (4) specific measures. Mr. Canivet concluded that a policy concerning the nutritional quality of the food supply can be based on partnerships dynamics, and on a voluntary approach (commitment charters) for national producers if strong mechanisms exist to guarantee the credibility of the system.

[For more information, see the PowerPoint presentation ‘Nutrition & Health Programme (Food Supply – France)’ on the CIRCA website under the heading of Plenary Meeting 4 July 2007]

Mr Madelin pinpoints that this French example gives more insight in the key elements of success. But it is also important to keep in mind that these elements of success differ from country to country. The French example also points to the need to search for coherence among activities, which are undertaken by national governments, local actors, and Platform members, in order to prevent contradiction.

4. COMMITMENTS OUTCOMES AND DEVELOPMENTS

Consumer Research Survey, CIAA

Mrs. Sabine Nafziger, Mr. Alain Beaumont, Mrs. Sylvie Chartron

CIAA introduced the results of their Consumer research survey and potential development of a healthy lifestyles public information campaign. The purpose of the campaign would be aimed at raising awareness among the public (specifically aimed at children in the age of 8-12 years old) about the importance of balanced diet and increasing physical activity. CIAA suggested that such initiative should be carried out in partnership among Platform members and National Authorities.

[For more information, see the PowerPoint presentation ‘Public Information Campaign (CIAA)’ on the CIRCA website under the heading of Plenary Meeting 4 July 2007]

Mr Madelin suggested that those members who are willing to share knowledge and experiences about this proposal could meet in a working group on voluntary basis on the afternoon of the 19th of September 2007 (the day before the next plenary meeting).

EPODE European Network (EEN)

Mrs Sandrine Raffin

The EPODE program is dedicated to the development of operational strategies for a sustainable involvement of local stakeholders. The EPODE European Network (EEN) is an initiative arising from the scale up of the EPODE program extension since 2006. The objectives of the EEN are to: (1) establish good practices for the design, dissemination and evaluation of community-based interventions; (2) prompt the implementation of EPODE-like initiatives in other European countries; (3) build the legal and ethical framework of the public/private partnerships.

[For more information, see the PowerPoint presentation ‘EPODE Programme’ on the CIRCA website under the heading of Plenary Meeting 4 July 2007] [See also website www.epode.fr].

National Heart Forum report on GDA system of signposting

Mr Tim Lobstein, Mrs Jane Landon

Mr. Tim Lobstein presented the National Heart Forum report on ‘Misconceptions and misinformation: The problems with Guideline Daily Amounts (GDAs)’. This report assesses the use of Guideline Daily Amounts (GDAs) on food and drink packages as a means of conveying nutritional information. It finds several areas of concern. This use of percentage GDA signals on front-of-pack labelling has been promoted by some sections of the food industry as an alternative to a ‘traffic light’ signposting system recommended by the Food Standards Agency.

[The GDA report can freely be downloaded from the website: <http://www.heartforum.org.uk/>]

5. INITIATIVES IN MEMBER STATES

Interactive programme Alimentation, Test-Achats Mrs Stéphanie Bonnewijn, Mrs Sigrid Laurysen

Test-Achats (Belgium) has developed an interactive programme (Alimentation: Dis-moi ce que tu manges...) with the aim to educate people in order to improve their eating habits. The programme provides general nutritional information (e.g. the nutritional value of individual foods and of recipes) but also the nutritional value of the daily diet of an individual together with personal advice.

[For more information, see <http://www.test-achats.be/map/show/16402/src/234681.htm>]

6. APPLICATION FOR MEMBERSHIP (COMMISSION PAPER)

The Platform has received two applications for membership of the Platform: from the Confédération Européenne Sport Santé (CESS) and from the European Network for Prevention and Health Promotion and General Practice (EUROPREV). The Commission recommends that both CESS and EUROPREV be offered membership by the Platform. The Platform adopts this recommendation.

[For more information, see the Commission paper ‘New Membership’ on the CIRCA website under the heading of Plenary Meeting 4 July 2007]

7. ANY OTHER BUSINESS

Conference Diet, Physical Activity and Health at the Workplace

This conference took place at the 3rd of July 2007. In general, the participants have experienced the conference as interesting and useful. It was suggested to develop a website to emerge the initiatives on health at the workplace. Another important question posed was how to make the initiatives and activities of the large companies workable for medium and small companies. The presented on-going initiatives also disclose the many links to other DGs.

[For more information, see the Report on the Conference Diet, Physical Activity and Health at the Workplace on the Platform web pages on EUROPA]

European Day for Healthy Food and Cooking

The European Day for Healthy Food and Cooking will be celebrated on 8 November 2007. On that day, in most EU countries, Euro-toques International chefs will either visit a local school to carry out workshops or invite a class into their restaurant for lunch and a chat on healthy cooking. This will happen in the 17 countries that are members of Euro-toques International, a European

community of chefs who promote the European cooking heritage and culture. Around 1 000 schools and 20 000 children are expected to participate in the event.

[For more information, see the PowerPoint presentation ‘EU Minichefs’ on the CIRCA website under the heading of Plenary Meeting 4 July 2007]

Next Platform Meetings

The next Platform meeting will be on Thursday 20 September 2007. CIAA invites Members for an afternoon meeting on Wednesday the 19th of September to discuss the CIAA consumer research survey.

On Thursday the 15th of November the last Platform meeting of this year is scheduled. On Wednesday the 14th of November an afternoon meeting on physical activity is planned.