Action Plan on Childhood Obesity and Pilot Projects

School Fruit Scheme meeting 20 May
Action Action Plan on Childhood Obesity

- Wider scope; call for SFS

Pilot Projects

- Narrower action; children as target group
Nutrition and physical activity

2007 EU Strategy on Nutrition, Overweight and Obesity-related Health issues
2014 Action Plan on Childhood Obesity (HLG)

2008 Guidelines on Physical Activity
2013 Council Recommendation HEPA

Health in All Policies
Monitoring and analysis (ECHI, WHO, OECD)
Nutrition strategy

Promote healthier lifestyles, reduce burden NCD

High Level Group on Nutrition and Physical Activity
Stakeholders Platform for action on Diet, Physical Activity and Health

2013 evaluation
(push forward, physical activity, inequalities)
Action Plan on Childhood Obesity

HLG document
  (implement the Strategy, faster)

Halt the rise in childhood obesity by 2020

Set of voluntary actions
Relevance

Additional warning
50-33-7

Bridges Commissions and EPs

Actions on the ground, proposed by MS
Start

Irish Presidency Informal Health Ministers
March 2013 mandate HLG

11 MS
Germany, Netherlands, Belgium, Cyprus, Finland, France, Greece, Hungary, Slovenia, Switzerland and Ireland
Process

- Meetings October/November 2013
- 1st (consolidated) draft end of 2013
- 22 Jan, 13 Feb, 21 Feb
- 8h discussion 24 Feb

Approval by 27 MS + Switzerland and Norway

Council Conclusions 20 June
Monitoring
Areas of the Action Plan

Support a healthy start in life
Promote healthier environments
Make the healthy option the easier option
Restrict marketing and advertising to children
Inform and empower families
Encourage physical activity
Monitor and evaluate
Increase research
Healthy start

Support breastfeeding
Set up guidelines for gestational weight gain and complementary feeding
Promote healthy diets among pregnant women
Train health professionals
Healthy environments

Expand the School Fruit and Milk Schemes
Promote tap water intake
Integrate with the school curriculum
Encourage active commuting
Promote screening
The easiest option

*Provide quality standards for school meals*

*Restrict (certain foods and beverages in) vending machines*

*Distribute tap water*

*Work with industry to reduce portion size*
Restrict marketing

Limit advertising at schools and beyond
Enforce audiovisual Directive and codes of conduct
Empower families

*Promote adequate sleep duration, eating together, active weekends*

*Improve nutritional labelling and voluntary signposting*

*Distribute recipes*

*Encourage local production and farmers’ markets*
Encourage physical activity

*Develop physical activity guidelines*
*Ensure adequate physical education at (pre)schools*
*Coordinate with urban planning*
*Offer low-cost sports facilities*
Monitor and evaluate

Develop comparable data
Develop food composition and physical activity databases
Increase screening
Research

Data collection
Identification of gaps
Alignment of agendas

Health Programme, Horizon2020, JRC

Conditions associated with obesity, socioeconomic determinants, behavioural science
Horizontal action

*MS can develop national action plan*

*MS can share good practices and develop adequate monitoring through a Joint Action*

*Platform members to contribute actions*

Pilot projects
Pilot projects

*EP financial envelope*

*Promoting F&V for vulnerable populations*

RO, BU, SK (‘12-14) + HU, PL (‘13-15)

*Promoting healthy diets*

children, pregnant women and elderly in 7 cities

(pregnant and lactating women in 5 countries)
F&V in RO, BU, SK

Low-income children, pregnant women, elderly
Health/care centres, NGOs, schools, maternities (Roman, Medgidia; Lovech, Troyan; Poprad, Kosice)

Monthly cooking, 3 kg (Oct '12-May '14)

Under evaluation: recall, satisfaction, behaviour

- Successful campaign
- Evaluation
F&V in HU and PO

Low-income children, pregnant women, elderly

9,000 homes (24,000) in Észak-Alföld, Észak-Magyarország; Podkarpacie, Kujawsko-Pomorskie (family size, age, poverty, rural/urban)

Cooking, +2 Kg (‘14-15)

Evaluation: baseline+2 yrs follow-up - Evaluation - Experts (mkt, pharma, social) - App vs teachers, bigger bang - Retail
Healthy diets in 7 cities

Children, pregnant women, elderly

Education tools (Granollers, Roncq, Cluj Napoca, Poznan, Deventer, Bradford, Banska Bystrica)

Design and test: website, app, games, book, leaflets, cooking challenge

Joint launch 17 Sep '04

- Vulnerable
- Evaluation
- Experts (mkt, pharma, social)
- Bigger bang
Healthy diets in 5 countries

*Pregnant and lactating women, especially of disadvantaged groups*

*Design and test interventions with educational material*

- Vulnerable
- Evaluation
- Literature review
In brief

*Early intervention (AP + PPs)*

*Information + distribution -> access is key*

*Access = $ but also skills, geography... (SFS; competition for schools’ time)*

*Evaluation -> essential for policy-making*
**Action Plan on Childhood Obesity**

- Call for SFS

**Pilot Projects**

- Children as target group
Action Plan on Childhood Obesity and Pilot Projects

School Fruit Scheme meeting 20 May
Ahead

- Prevention/early intervention
- Partnership/learning together

Health impacts and determinants of lifestyle options

N+PA monitoring (COSI, NUPA; comparability, breakdown, maps)

Economic impact (HS, overall)

Modelling and forecasts

Health interventions (early; vulnerable groups)

Pilot projects

Joint Action