



EU Platform on Diet,
Physical Activity and Health

2009 Annual Report

April 2009

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Executive Summary

The EU Platform for Action on Diet, Physical Activity and Health was established in March 2005 as one of the responses to the rising prevalence of obesity and associated health challenges across the EU.

This Annual Report presents the 2008 activities and achievements of the Platform, and also examines how successfully the Platform's members are monitoring progress.

This Report was prepared for, and funded by, the Health and Consumer Protection Directorate General of the European Commission (DG SANCO). It will give an overview of Platform activities and allows Platform members and other interested stakeholders to understand the extent to which it is possible to provide a clear account of the Platform's impact.

The Platform met in plenary four times in 2008, including one joint meeting with the High Level Group on Nutrition and Physical Activity in July. Selected Platform Members also took part in a joint monitoring workshop with the High Level Group in October, and provided additional input into discussions on the salt reduction framework and governance of public private partnerships. A summary of proceedings at each of the plenary meetings is given in this report. The number of active Platform members now stands at 32 a full list of member organisations is set out later in the report.

The section of the report which deals with the overview of the Platform's achievements is derived from RAND Europe's analysis of the 160 monitoring forms completed by Platform members and submitted to the European Commission. This report may not comprehensively include all the commitments being undertaken as part of the Platform because not all Platform members submitted monitoring forms for their commitments, or submitted them after the deadline of 31st January 2009. Of the 160 commitments, 125 were continuing commitments from last year and 35 were new from this year – it is on these new commitments that the report focuses. A total of 24 of last year's commitments were completed, and are therefore not discussed in detail. All of the Platform commitments, for years past and present, can be accessed via the online Platform database.¹

The range of activities associated with the Platform is very broad. In order to give a useful overview of the Platform's commitments, they are organised into four main categories – the food environment, the eating environment, physical activity, and research – and within these, further split into nineteen sub-categories. These activities include: measures to improve the labelling of food products; schemes to reformulate food products; initiatives to modify the range of products available and their portion sizes; activities to address advertising and marketing; attempts to educate and inform European citizens about nutrition and physical activity in general and the health qualities of particular products; changing food consumption patterns at the point of purchase; implementing work-place based programmes to improve healthy lifestyles; attempts to influence policy-makers; projects to promote participation in sport and non-sport physical activities; programmes to facilitate access to sports and non-sport physical activities; sponsoring sports teams and events; and conducting and supporting research.

The report gives prominence to certain commitments within each category according to the following five criteria:

- The impact of the action area on obesity (according to available research)
- The scale of commitment
- The potential scale of commitment (i.e. possibility for future development)
- The quality of the monitoring
- The commitment's achievements, according to available evaluations.

¹ http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/database/dsp_search.cfm?

This section also charts the commitments with regard to geographic coverage and the broad categories of activities being undertaken. The majority of commitments continue to take place either in a single Member State or across six or more Member States (at “European” level) rather than “internationally” (2-5 countries).

The monitoring progress chapter offers an overall assessment of the Platform members’ monitoring practices. To ensure relative consistency, this part of the analysis uses the 5-level quality scoring mechanism developed by RAND in 2007. The monitoring forms in 2008 once again meet an “adequate” standard, with an average (mean) quality score of 3.05, showing a slight improvement over the last two years. These averages do, however, conceal many variations between different categories, as well as between different selections of commitments (for example, new and continuing commitments). In particular, the slight decrease in average score for continuing commitments points to the need for ongoing work on the monitoring of commitments.

It is notable that around 13% of the forms gained a score of 4 (“good”) or above. This is somewhat higher than last year. 55% of the commitments received a score equal to, or higher than, 3 (“adequate”), also an improvement over the previous year, although still falling well short of the Chair’s challenge to members to raise this figure to 80%. Similar to previous years, the 2008 forms appeared to score best on Clarity and Measurement and performed less well on the Focus criterion. This highlights a need for Platform Members to pay particular attention to the Focus elements of the monitoring form (formulating objectives, communicating clearly, selecting appropriate information). Further information and guidance about the monitoring process can be found within the Monitoring Framework document²

A current list of Platform member organisations is given in Chapter 2, Chapter 3 summarises Platform meetings and lists publications made in 2008, and Chapter 4 notes changes in Platform membership. Chapters 5 and 6 give an overview of the 2008 achievements of individual Platform members, both via new and continuing commitments. Chapter 7 maps the commitments geographically, and Chapter 8 discusses the monitoring process, including RAND’s scoring system for data quality on the monitoring forms. Chapter 9 gives a forecasted schedule of Platform activities for 2009.

² http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_mon-framework_en.pdf

Foreword from the Chair

The Platform is an experimental and innovative process which has led to new partnerships between stakeholders and a fruitful dialogue with policy-makers. The goal of the Platform is to impact on obesity levels in Europe by generating action by all organisations that are willing to engage. In this respect the Platform has been successful, as the extensive list of commitments at European, national and local level attests. The challenge is to maintain the momentum of activities and for Platform members to find ways of doing more and being more effective.

The global economic crisis has hit Europe severely, adding pressure to national budgets, tightening the operating environment for stakeholders and leading to job insecurity and unemployment. In these difficult times, there may be a temptation to reduce non essential activities and seek ways to cut costs. For Platform members, it may be hard to justify spending resources and efforts on voluntary commitments. However, it is important to understand that public health requires a sustained investment that is counter-cyclical. Investment in health during hard times pays dividends because it contributes to a healthier population and economy. The work of the Platform members becomes even more important because the impact on nutrition is magnified. Consumers become more cost conscious and careful about their food choices, they may also be more receptive to messages about improving their health through their diet. Efforts by Platform members to reformulate product lines and raise awareness must be maintained even in the face of pressure to cut costs.

Inequalities in society are reflected in health inequalities, which are significant both within countries and across the European Union. These can result in a difference in life expectancy of up to 10 years between richer and poorer communities. Given the central role of diet in health status and the risk of chronic diseases, better nutrition is an important element of tackling health inequalities. This needs to be a continued key focus for Platform members, actively seeking ways of improving budget food ranges and the availability of fresh products including fruit and vegetables so that the most vulnerable populations can achieve a better diet. DG SANCO is committed to addressing health inequalities and will publish a Communication on this issue.

2009 is a year of change for the European institutions. After the elections in June, the European Parliament will feature many new MEPs and an updated political landscape for policy-making. The European Commission will also change: the new mandate may result in a reorganisation of the Commission departments and political focus. One thing will not change: nutrition will continue to be a high priority for DG SANCO and the collaborative efforts with Platform members to achieve measurable results will remain an important part of implementing the Strategy for Europe on Nutrition, Overweight and Obesity related health.

In April 2008 I issued a challenge to members of the Platform: to ensure that at least 80 % of all commitments received a score of '3' or above for monitoring. Although this year's results show a slight improvement, the average quality score for monitoring is 3.05 which means that there is considerable room for improvement. At the Platform meeting on 3 April 2009 I invited members that had not achieved a score of 3 to consider how their can improve the monitoring of their commitments and revise their reports on the Commitment database by June 2009. Monitoring commitments is an obligation of membership of the Platform, but more importantly is a discipline that improves the focus of the activity in the commitment. It is also the mechanism for communication to other Platform members and a broader audience about the activities and achievements of the Platform. I urge all members of the Platform to invest more thought and attention to the way that they monitor and report on their commitments.

Robert Madelin

Director-General, DG SANCO

In most European Union Member States more than half of the adult population is overweight or obese. It is also estimated that almost 30% (around 22 million) of children are overweight in the EU and each year this figure is growing by 400,000. Obesity accounts for six of the seven leading risk factors for ill health in Europe. The combination of increasing calorie intake coupled with a more sedentary lifestyle and decreasing levels of physical activity are at the root of the problem.

Given the multi-causal character of the obesity epidemic, the European Commission has acknowledged the need for a coordinated approach by a wide range of actors across a number of policy areas. In 2003, 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, was established to advise the Commission on the development of an EU strategy on nutrition and obesity. Its mandate declares that it will *“examine the possibilities of common evidence-based actions with the support of the Commission services, the network members and relevant stakeholders, concerning in particular aspects of health information, health promotion and disease prevention. It will examine public health nutrition related issues in other Community policies. It will give attention to evaluation of actions and development of tools for evaluation.”*

In July 2004, the Commission 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.

The Commission drew the following conclusions from the debate:

- The need for a multi-stakeholder approach and for action at all levels;
- positive attitude towards co-operation;
- involvement of the EU presidencies in the roundtable process;
- importance of public-private partnerships

This led to the creation in March 2005 of the EU Platform on Diet, Physical Activity and Health. The aim was to explore best practice and encourage voluntary action on consumer information and labelling, advertising and marketing, and product development. The Platform brings together food manufacturers, retailers, the catering industry, advertisers, consumer and health NGOs, health professionals and public authorities, the main purpose was to conduct an open and informal discussion to examine ways of achieving binding commitments aimed at tackling the obesity epidemic.

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 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”* (Platform Founding Statement, March 15th 2005 – for full text, see Annex i).

The Platform serves to deepen a mutual understanding of the challenge of obesity, to integrate responses to this challenge into a wide range of EU policy areas such as agriculture, environment, 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.

By bringing together key stakeholders at EU level, the Platform can pool their expertise and catalyse Europe-wide action across a range of sectors. The Platform is also designed to act as a resource through which good practice can rapidly be 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 in an observational and scientific advisory capacity and thus do not produce commitments for action.

The five fields for action identified so far by the Platform Members are:

- 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

Member commitments and monitoring information can be viewed via a publicly available database:

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/database/web/dsp_search.jsp

Achievements pre-2008

Since 2005 the Platform has more than doubled in size, from its initial group of 15 founding members. More than 200 commitments have been tabled by Platform members. These commitments represent more than 600 initiatives implemented at local, regional and national levels.

With its broad membership base and opportunities for debate and sharing of best practice, the Platform has greatly raised the visibility of issues surrounding obesity and provides a constant impetus for action, together with a framework for measuring success.

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.

More information regarding the EU Platform on Diet, Physical Activity and Health is available from the DG Health and Consumer Protection section of the European Commission website:

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/platform_en.htm

CHAPTER 2 Platform Member organisations.

1	Agricultural Organizations and Cooperatives (COPA-COGECA)
2	Association of Commercial Television (ACT)
3	Confederation Européenne Sport et Santé European Confederation Sport and Health (CESS)
4	Confederation of the Food and Drink Industries of the EU (CIAA)
5	Eurocommerce
6	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 Dieticians (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 Vending Association (EVA)
22	European Network for prevention and Health Promotion (EUROPREV)
23	Assemblée des Régions Européennes Fruitières, Légumières et Horticoles (AREFHL)
24	Federation of the European Play Industry (FEPI)

25	Family Associations Confédération des organisations familiales de la Communauté européenne (COFACE)
26	Freshfel Europe
27	International Baby Food Action Network (IBFAN)
28	International Diabetes Federation (IDF)
29	International Obesity Task Force (IOTF)
30	International Sport and Culture Association (ISCA)
32	Standing Committee of European Doctors (CPME)
32	World Federation of Advertisers (WFA)

Additionally, WHO, EU Presidencies, some Member States, EFSA, European Committee of Regions as well as the European Parliament are represented at the Platform as observers.

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

2008 Meetings

Plenary Meeting: 23 April 2008

Feedback was collected from Members about the draft 2008 Annual Report which had been circulated prior to the meeting. There was a general approval of the simplified format which combines the synopsis of annual activities together with the monitoring analysis provided by RAND Europe.

Insight Investment presented the “The Proof of the Pudding” report – the results of a benchmarking analysis of ten of the world’s largest food manufacturers’ response to obesity and related health concerns.

The Commission provided a briefing note on membership, including, as requested by the Platform, a proposal for dealing with delinquent members. The outcome is that those organisations who had not yet fulfilled their 2008 membership requirements (in terms of submitting commitments for the year) were to be formally reminded, with a deadline of 15 June 2008 by which to complete them, failing which, their membership could be terminated or suspended. It was agreed that suspended memberships might be reactivated in future upon the submission of appropriate new commitments and after consultation of the Platform membership. A new candidate for membership, ECF (European Cyclists’ Federation) was presented, and was welcomed into the Platform.

A background document on reformulation and labelling prepared by ECO Consultants was presented as a basis for a debate on platform initiatives in this area. The discussion included an update from DG SANCO on legislative proposals and initiatives on salt reduction and nutrition labelling. Two Platform members also highlighted their proposals for specific research on reformulation and labelling: CIAA (survey of manufacturers’ practices) and EUFIC (survey of consumers).

A representative of Foresight (a UK government initiative) gave the report ‘Tackling obesity: future challenges’, in which the time-lag between intervention and measurable results was examined. The presentation emphasized the complex, multi-factoral nature of obesity and mapped the interaction of different policy fields that need to be coordinated in order to tackle obesity.

Platform members IASO-IOTF announced that they have developed an international code on marketing of food and non-alcoholic beverages to children which they hope will be endorsed by the World Health Organisation, European and national authorities.

The CIAA and EACA provided an update on their multi-stakeholder Platform commitment “Healthy Lifestyles Public Information Campaign”, initially presented to the Platform in 2007 and which will be piloted in several European countries.

Plenary Meeting (and joint meeting with the High Level Group): 2 July 2008

This occasion was the first joint meeting between the Platform and the High Level Group, and the participants received a video message of welcome and support from the Commissioner.

It was reported that two workshops of national experts on the subject of salt had resulted in a common framework for national salt reduction initiatives, with Member States identifying the 4 categories of food as priorities: bread, ready meals, cheese and meat products. The common goal is to achieve a 16% reduction in salt over 4 years although Member States will have flexibility about the targets and implementation tools.

A paper was distributed with some preliminary ideas on the potential for cooperation and modalities between Platform, High Level Group and national processes. The role of public private partnerships (PPP) for delivery of health objectives was discussed.

The CIAA gave an update to their ongoing research project: a survey to indicate the extent to which industry is reformulating products and updating labelling.

A background document on nutrition information and lifestyles education prepared by ECO Consultants was presented as a basis for a debate on platform initiatives in this area, which centred upon the difficulty of translating increased consumer awareness into specific behaviour change.

DG SANCO noted that those remaining Platform members who had been reminded to submit their 2008 commitments had done so, and that the database of commitments was now available online, thus greatly simplifying the process. Members will now receive an automatic reminder when their existing commitments are due to expire and should be replaced.

Plenary Meeting: 17 September 2008

The Commission noted the follow-up responses from Platform members to issues raised in the July joint meeting with the HLG. These included suggestions on modalities for cooperation between Platform members and the HLG, along with volunteers from amongst the Platform membership to attend the joint HLG workshops scheduled for October 2008 in Luxembourg on the subjects of Monitoring, Awareness raising on salt reduction, and Governance of public private partnerships.

Two initiatives were outlined which have obvious relevance for Platform activities: The Head of the Sports Unit at DG Education and Culture (DG EAC) presented the Draft EU Guidelines for Physical Activity, an ongoing activity to identify policy changes in different sectors which could encourage citizens to move more on a daily basis; and the WHO HEPA Europe (Health Enhancing Physical Activity) Network reported that they are working on an inventory of approaches to physical activity across Europe, using in-depth analysis of national policy documents.

The Platform heard details from Dr Alasdair Thin (of Heriott Watt University, UK) of how some of the new interactive and exercise-generating home video games can be beneficial. In particular, they help to generate an element of physical movement for a sector of the population which is otherwise largely sedentary.

The theme of the afternoon's discussion was physical activity. The following Platform representatives presented their current commitments:

- The Fitness Industry Association (FIA) – “GO”, an activity programme designed to attempt to lift the negative perception of physical activity amongst girls and young women
- International Diabetes Federation (IDF) – The role of physical activity in diabetes management and prevention

- International Sport and Culture Association (ISCA) – The PATHE (Physical Activity Towards a Healthier Europe) project
- The Shape Up project (sponsored by Kraft)
- European Cyclists' Federation (ECF) – “Lifecycle”: a life long approach to cycling

A background document on physical activity prepared by ECO Consultants was presented as a basis for a debate on related Platform initiatives. It emphasized that the European population is currently insufficiently active to attain the physical and mental health benefits which accrue at levels of activity well below those that are necessary for weight loss and maintenance. Therefore all initiatives that can improve physical activity are valuable, including approaches that address behavioural change, adapting infrastructure and working with community groups. The Chair pointed out that the Platform is still under-represented in the area of physical activity commitments, and members are encouraged to look for opportunities to increase their engagement in 2009.

Plenary Meeting: 19 November 2008

It was noted in the Chair's introduction that 2009 activities will take place against a backdrop of worsening global economic climate and during a period of transition for the European institutions.

The Commission reported on the various topics which had been the subject of discussion within the High Level Group, including modalities for cooperation with the Platform. Future collaboration will include at least one joint meeting per year, and information slots on the agenda of each body for an exchange on the developments of the other.

Two updates were provided on initiatives in the area of physical activity. The six physical activity-oriented members of the Platform have established a cooperative group, the “European Physical Activity Promotion Forum”, and this group will work on producing a 2009 manifesto. EHFA also described the establishment of a UK alliance of organisations on physical activity, a cross-sector body sponsored by the UK government. Other Platform members were encouraged to think about how to integrate physical activity into their 2009 commitments.

EUFIC (European Food Information Council) produced the results of their major research project on in-store consumer behaviour, understanding and use of nutrition information on food labels.

DG Information Society and Media (INFOS) made an informative presentation on the Audiovisual Media Service Directive adopted on 11 December 2007, regulates cross border television advertising. Specific attention was paid to the articles which cover protection of minors and food advertising.

IASO presented the POL-Mark Project, a commitment designed to produce a body of evidence to support policy-making in the area of marketing of foods to children.

The Platform also received an update on the EU Pledge, an ongoing commitment by 11 leading food and beverage companies (together accounting for over 50% of food and beverage advertising spend in the EU) to limit food and beverage advertising to children under 12 years old.

The remainder of the meeting was devoted to the discussion of Platform commitments in the field of marketing and advertising, notably the self-regulation measures being implemented by the WFA (World Federation of Advertisers), EGTA (European Group of Television Advertising), and UNESDA (Union of European Beverages Associations).

A background document on advertising and marketing prepared by ECO Consultants was presented as a basis for a debate on related Platform initiatives.

2008 Publications

The **2008 Annual Platform Report** containing the report on 2007 activities and including a synopsis and analysis of Member commitments was released in April 2008. The report is publicly available on the EUROPA site at:

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_2008frep_en.pdf .

The **National Contact Points Directory**, which lists for each Member State, a Platform Member willing to act as the first point of contact for other organisations within the country in order to facilitate networking and support for Platform-type initiatives at Member States level, was updated in November 2008, and is publicly available on the EUROPA site at: http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/contacts2008_en.pdf.

ECF, the European Cyclists' Federation, applied for Platform membership in 2008 and was accepted. Based in Brussels, ECF has 56 member organizations who all have national, regional or local campaigns promoting cycling as a healthy mode of transport and leisure. It is implementing an EU funded project which forms its first member commitment: 'Life Cycle' designed to improve awareness of healthy mobility options such as cycling for different population groups.

Three organisations: **HOTREC** (Confederation of National Associations of Hotels, Restaurants & Cafes), **ESPGAN** (European Society of Paediatric Gastroenterology and Nutrition) and **EBU** (European Broadcasting Union) failed to fulfil their membership requirements to submit commitments during 2008, and have therefore been removed from the list of active Platform members.

One organisation **EUROFEL** resigned from the Platform in 2008.

CHAPTER 5 The achievements of the Platform: new commitments

5.1 *Introduction*

This chapter summarises the new initiatives undertaken by members of the Platform in 2008, and the results these initiatives produced. As a significant number of the commitments are the same as the previous year, this chapter presents a more detailed discussion only of the commitments that are new to this reporting period. For continuing commitments, only a brief update on their activities over the last twelve months is provided in the next chapter. Details on the commitments that were active last year are provided in the Third Progress Monitoring Report.³ Of the 162 commitments for which monitoring forms were received this year (out of a total of active Platform 193 commitments), 125 were continuing commitments from last year and 35 were new from this year. One form received corresponds to a discontinued commitment and one to a commitment due to commence in 2009; these two forms were therefore excluded from the analysis. Twenty four of last year's commitments were terminated, and are therefore not discussed in detail in this report. Table 1, below, summarises these figures:

Table 1: Overview of Commitments

	Number of commitments
Active Platform commitments	193
Monitoring forms submitted ⁴	162
Continuing commitments from last year	125
New commitments	35
2007 commitments terminated	24

Because not every member submitted a monitoring form for their activity, this chapter provides an incomplete account of the activities of the Platform's members. All Platform activities can be found on the Platform online searchable database, which contains details of every Platform commitment.⁵ Each statement in this report concerning a commitment is followed by a number in parenthesis, which is the Platform database number for that commitment. The next section explains how this chapter was produced.

³ Hallsworth, M., J. Krappels and T. Ling. (2008), The EU Platform on Diet, Physical Activity and Health: Third Monitoring Progress Report, RAND Europe TR-609-EC.

⁴ Two forms corresponding to completed/ discontinued commitments and are therefore excluded from the analysis.

⁵ Available at: http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/platform_en.htm (accessed 23 June 2008).

5.2 *Methodology*

In February 2009 the European Commission sent the RAND Europe team the electronic files of the 162 monitoring forms that it had received from Platform members. The RAND Europe team engaged a single analyst to read all of the monitoring forms and to produce cogent, accurate summaries of the content of each form. The same analyst conducted this task for the Third Monitoring Progress Report for the Platform in 2008.

This chapter has been constructed on the principle that information should be included unless there are good reasons for its exclusion. Information was excluded if one or more of the following conditions was fulfilled:

1. The monitoring form's specificity, clarity, focus or means of measurement was so poor that it was not possible to communicate the information in a meaningful way.
2. The information was not relevant to the commitment and its actions.
3. The information was not judged to be significant enough to merit inclusion.
4. The information did not concern actions taking place in 2008.

5.2.1 **The objectivity and reliability of this chapter**

RAND Europe compiled this chapter on the basis that all the information necessary to represent the progress of a commitment accurately was contained in the monitoring forms. Therefore, the only evidence we have used to create this chapter was provided by the monitoring forms we received or the responses to our queries to the authors of some of the forms.

The RAND Europe team endeavoured to treat each monitoring form in a wholly objective manner. Our intention was simply to communicate clearly the information a form contains, and therefore this chapter is very descriptive. We did not make any judgements about the relevance of a particular commitment to the Platform's aims. We did, however, refer to five criteria when making decisions about the order in which to present commitments and the extent of the information presented about each commitment:

- The impact of the action area on obesity (according to available research)
- The scale of commitment
- The potential scale of commitment (i.e. possibility for future development)
- The quality of the monitoring
- The commitment's achievements, according to available evaluations.

Given that we treated each form objectively, and used no other sources of information, this chapter's account of the Platform's commitments reflects how well Platform members reported on these commitments. For example, if a monitoring form offered much relevant, specific information in a cogent manner, then this chapter may treat it in more detail than a form that offered little appropriate data in a confusing format.

5.2.2 **Categories and definitions**

In order to give an informative overview of the Platform's commitments, this section has been organised into four main categories and nineteen sub-categories. The four main categories – the food environment, the eating environment, physical activity and research – were developed

from the available research, particularly the obesity schema developed by the UK Foresight programme.⁶ The following table gives an overview of the categories and their definitions.

Table 2: Categories and sub-categories of Platform commitments

Category	Sub-category	Definition
The food environment	Product labelling	Modifying food product labels and/or labelling policies (both label design and label information content).
	Product reformulation	Food producers altering the nutritional composition of food products – usually to modify levels of fat, sugar or salt.
	Product range modification	Food producers altering the range of food products they produce in order to contribute to the Platform’s aims, whether by eliminating less healthy options or by introducing new, healthier options.
	Portion size	Altering the amount of a food product understood to be, or provided as, a “portion”.
	Advertising controls	Proposing and/or implementing limits or codes of practice for advertising, often focused on curbing the advertising of high fat, sugar or salt foods to certain populations.
The eating environment	Nutrition education	Attempts to educate about nutritional values or healthy diets that require active participation or response from the target population, often involving person-to-person interactions.
	Nutrition or healthy lifestyles information (off-label)	Producing and/or distributing information about nutritional values or healthy lifestyles using mechanisms other than labelling.
	Promoting health qualities of own products	Highlighting the healthy aspects of food products or promoting food products that are claimed to have health benefits, when the promoter is also the producer of the particular products (or represents the product’s producers in some way).
	Point of purchase	Changing food-purchasing patterns through mechanisms implemented at the point of purchase. These may include: altering the product range available at point of purchase and the pricing of items in that range.
	Workplace-based initiatives	Initiatives that are aimed at encouraging or mandating various aspects of a healthy diet and lifestyle, often through a holistic programme of activities, and which are based in workplaces.

⁶ Government Office for Science (2007) Foresight: Tackling Obesities: Future Choices: Project Report.

	Attempting to influence policy-makers	Attempts to advance the aims of the Platform through directly engaging and influencing policy-makers.
Physical activity	Non-sport participation	Providing specific opportunities for non-sport physical activity.
	Sport participation	Providing specific opportunities for sport-based physical activity.
	Facilitating access	Initiatives that help to create conditions that enable people to take part in physical activity (usually sport-based) – for example, providing relevant equipment or subsidising sport fees; does not include physical activity information provision.
	Physical activity information	Producing and/or distributing information about physical activity.
	Sponsorship	The specific act of providing money to a team, organisation or event (usually in exchange for publicity) where the provider's involvement is solely financial.
Research	Conducting research	Conducting research to advance understanding of issues related to the aims of the Platform.
	Supporting research	Initiatives that support the undertaking of research into issues related to the aims of the Platform. For example: creating networks for the exchange of research findings and techniques; funding professional development in relevant research areas; providing funding for research.
	Information facilitation	Provision of information on nutrition/physical activity/health by a member (often a secretariat) to a specific selected group, such as their own members, or specific selected public policy makers. This is distinct from information provision to consumers.

The rest of this chapter provides an overview of the Platform's commitments in each of the nineteen sub-categories outlined above. However, as mentioned above, a significant number of the commitments are the same as last years' so this Chapter presents a more detailed discussion only on the commitments that are new to this year.

5.3 *The food environment*

5.3.1 **Product labelling**

Modifying food product labels and/or labelling policies (both label design and label information content).

There are no new commitments in this area

5.3.2 Product reformulation

Food producers altering the nutritional composition of food products – usually to modify levels of fat, sugar or salt.

Mars Inc., a member of the **Confederation of the Food and Drink Industries of the EU (CIAA)**, has committed to implementing a product renovation programme (2008-2010) to improve the nutritional balance of its products and a portion size reduction programme to reduce the average caloric intake per portion, under the Mars Health and Nutrition Strategy (1004). Specifically, this action aims to:

1. reduce bar weight of major brands. The company aims to achieve a reduction of approximately 7% in bar weight on average in 2008.
2. introduce smaller options into major brands of confectionery.

As of 2008 the programme's outputs included:

- A reduction in the portion size of Mars and Snickers standard bars was implemented.
- The business committed to reduce the portion sizes of the minis in order to achieve less than 99kcal per bar.
- Sensorial studies and consumer research were conducted to assess the impact of the dimension changes.
- The programme of work was implemented and completed by Autumn 2008 with a number of reductions in portion sizes.

5.3.3 Product range modification

Food producers altering the range of food products they produce in order to contribute to the Platform's aims, whether by eliminating less healthy options or by introducing new, healthier options.

There are no new commitments in this area.

5.3.4 Portion size

Altering the amount of a food product understood to be, or provided as, a "portion".

There are no new commitments in this area.

5.3.5 Advertising controls

Proposing and/or implementing limits or codes of practice for advertising, often focused on curbing the advertising of HFSS foods to certain populations.

Two commitments on advertising controls were introduced this year. In the first one, the **European Group of Television Advertising (EGTA)** committed to producing guidelines helping its members (television sales houses across Europe) interpret the ICC Food and Beverage framework of advertising self-regulation, and thus better play their gate keeper role (1054). The guidelines will include a set of recommendations for traffic controllers to pay particular attention to advertising spots for food and beverage products targeting children and to request copy advice more systematically in case of doubts. The EGTA will organize a launch conference in the last quarter of 2009. Interested professionals from all EGTA European sales houses will be invited. EGTA will aim to ensure the programme responds to the needs of sales house professionals. The participation of self-regulation practitioners and advertising

professionals, as well as the use of case studies of television advertising spots should offer participants hands-on learning.

Towards these aims, the EGTA has carried out a number of activities, including sending its members a Recommendation Paper to alert them on the need to improve the effectiveness of self-regulation of food advertising, and conducting a survey among EGTA's members to identify the traffic controllers within the sales houses and their job procedures and constraints so as to help in the assessment of their understanding of the ICC Framework and their concrete difficulties in interpreting it.

The actions carried on by EGTA during 2008 are part of a preliminary phase which provides the basis to proceed with the actual drafting of the interpretative guidelines, which is the final objective of the EGTA's commitment. As a result, there are no outcome/impact indicators identifiable at present.

The second commitment in the area of advertising controls is from the **World Federation of Advertisers** (WFA), which had other commitments in previous years in this area. The WFA's EU Pledge is a commitment to change food and beverage advertising on TV, print and internet to children under the age of 12 in the EU (1075). The aim is that participating companies will do so by limiting advertising of products to children under 12 years to products which fulfill specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines. In addition, participating companies pledge not to engage in any communications related to products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes. Signatory companies will implement company-specific voluntary measures by-end 2008 to meet this commitment.

Currently participating companies, which represent approximately two thirds of the food and beverage advertising spending in the EU, are:

- Burger King
- Coca-Cola
- Danone
- Ferrero
- General Mills
- Kellogg
- Kraft
- Mars
- Nestlé
- PepsiCo
- Unilever

In 2008, the EU Pledge initiative achieved a number of outputs, including: the establishment of a permanent secretariat for the initiative; the creation of the www.eu-pledge.eu website; the developed a company-specific commitment within the framework of the EU Pledge by each individual company; the development of the compliance monitoring programmes for 2009 and; the appointment of independent auditors and reviewers. Outcome indicators will be provided following the completion of compliance monitoring programmes in 2009.

5.4 *The eating environment*

5.4.1 **Nutrition or healthy lifestyles information (off-label)**

Producing and/or distributing information about nutritional values or healthy lifestyles using mechanisms other than labelling.

New commitments

Four new commitments in the area of nutrition information (off-label) were introduced in 2008. The **Agricultural Organizations and Cooperatives (COPA-COGECA)** commits to informing the general public about the beneficial effects of whole grain on overweight and obesity, cardiovascular diseases, cancer and diabetes, with the overall objective is to improve public health and fight obesity (1066). This will be achieved through an initiative encompassing two stages. First is the analysis stage, where evidence will be gathered on the link between a high intake of whole grain and the risk of developing cardiovascular diseases and diabetes and reduces the risk of developing overweight and obesity. Second is the campaign stage (from January-April 2009), which will consist of a generic health campaign about whole grain consisting of four groups of activities:

- Communication
- Labelling of products
- Product development
- Monitoring and accessibility

In addition, new initiatives focusing on public food service will be launched April 2009 - April 2010 and new initiatives focusing on creating new norms, especially at workplaces, will be launched May 2010 - April 2011. Because the initiative will be in its first year during 2009, no outcome indicator has yet been measured. However, all partnership members are already involved in activities aiming to promote the benefits whole grain.

CIAA member **FEVIA** (national food and drink industry federation, Belgium) has launched the Happy Body campaign in Belgium aims at changing the lifestyle of the whole population in order to reduce overweight and obesity (1069). The objective is to reach the public in its daily life in order to make a healthy lifestyle the evident option. The Happy Body campaign is a joint initiative from FEVIA (the Federation of Belgian Food and Drink Industry), NUBEL (Nutri Belgium, in charge of the development of a national food composition database) and the BOIC (Belgian Olympic and Interfederal Committee).

To realise its objectives, Happy Body will use a range of tools, including:

- bringing together experts in the fields of communication and consumer behaviour and develop information material;
- creating a media- and publicity campaign that will be repeated several times
- following up of the press contacts to keep the attention alive
- collaborating with the actors concerned (authorities, economical sector, medical sector, schools, prevention sector, socio-cultural organizations) to develop common projects aiming at the creation of an environment that promotes an equilibrated diet and physical activity.

Post-campaign research showed that the coverage of the first wave of the campaign (January - March) was 76,5% in Flanders and 70% in Wallonia. For the second wave (September - November), TV coverage was 70% and 65% respectively. 20,747 clicks were registered during the on-line action in January. In addition, an independent study showed that the notoriety of Happy Body (name and message) increased from 9.5% in March to 14.3% in November. The message that is remembered by people was 'eat healthier' and 'change your lifestyle'. 56.2% of

the people who participated in the survey classified the campaign as 'useful' or 'very useful'. 43.3% of the interrogated persons think that this type of campaigns can make people think and change their lifestyle (with a balanced diet and more physical activity). In 2008, 33,321 persons registered on the web site for the HBC.

A member of the **European Heart Network**, the **British Heart Foundation**, implemented a commitment in the UK, a social marketing campaign (Food4Thought) using a variety of media, aimed at 11-13 year old children to encourage them to think about the foods they eat and protect their heart health. The Food4Thought campaign has two key purposes (1074). First, the campaign aims to encourage 11-13 year old children to take greater responsibility for their own health. This will be done by raising awareness of what is really in the foods we eat, providing young people with the tools to make informed decisions, and inform young people about the importance of healthy eating. One of the central tools to accomplish this is yoobot.co.uk, an online technology allowing youngsters to create a digital version of themselves called a Yoobot based on a real life photo, where they can see the impact of different types of diets and amounts of exercise on their own bodies in the long-term. Second, it intends to create an environment where bad food influences are minimised. This will be done by engaging and recruiting supporters to speak out against junk food marketing, pushing the UK Government to introduce tougher standards for junk food marketing and raising awareness of the ways in which junk food marketing works. Importantly, the campaign will maintain calls for a single system of traffic light colour coded food labelling to help parents choose healthier food options, and further regulatory action on the marketing of foods high in fat sugar and salt to children. The outputs and outcomes of the campaign will be made available when the BHF completes its evaluation of the Food4Thought project in early 2009.

The **European Public Health Alliance** (EPHA) will upload news and policy developments onto its website (accessed by 50,000 people a month) and its monthly newsletter (which has a circulation of 5000) on strategies for tackling the obesity epidemic (1042). The aim of this action is to improve the sharing of information on strategies for tackling the obesity epidemic at all levels.

This commitment is achieved through the EPHA Secretariat's work, which involves updating the EPHA website (<http://epha.org>). Over the period January-December 2008, EPHA published 46 articles that were filed under the 'Food and Nutrition' keyword on its website. In 2008, articles published on the website received between 350-2200 hits. Throughout the year the Secretariat also attends as many relevant meetings, conferences, and working groups as possible and makes reports on these events available on its website. In addition, EPHA sends out a monthly newsletter to 5,000 readers, with articles covering a wide range of public health-related topics, including diet, nutrition and physical activity. Finally, the EPHA commits to preparing inputs for meetings, making interventions and organising open networking meetings; all based on the information and knowledge EPHA obtains through its Secretariat work.

5.4.2 Nutrition education

Attempts to educate about nutritional values or healthy diets by means of active participation or response from the target population, often involving person-to-person interactions.

Various new commitments were introduced in 2008 in the area of nutrition education. The action of **Agricultural Organizations and Cooperatives** (COPA-COGECA) member **Danish Agricultural Council** (DAC) consists of a Holiday Food and Nutrition Camp in Denmark as a voluntary holiday activity for children aged 8-12, organised by DAC and the agricultural youth association 4H (1065). Its main objective is to teach children how to cook healthy food and teach them about diet and physical activities. The Camp lasts for 5 days during school holidays and focuses on how to prepare nutritious and varied meals and how to teach the children about the origin of different food products. A variety of physical activities, lasting one hour, are offered each day. In addition, farm visits are included in the activities of the Camp. While the

outcomes of the Camps are not measured, its outputs include a growing number of camps being set up, with concomitant growing number of children and adolescents involved.

CIAA member **Danone Institute Italy** is launching an educational campaign (*Eat better grow up healthy*) aiming at promoting a correct approach to food and a healthy lifestyle in children of intermediate schools (ages 12-13) (1073). A first phase is carried out in the Liguria region as a pilot project. The project involved expert pediatric nutritionists meeting children in schools across a region to inform them about healthy diet and the importance of physical activity; specifically, information provided included on food pyramid, physical activity, seasonal fruit and vegetables, ideal weekly diet, recommendations for a healthy lifestyle. At the end of each meeting students were invited to develop a weekly diet on the basis of what they had learned in class which was then reviewed together with the expert and to write a newspaper-like article on the issues they discussed at the meetings that was then published on an important national Italian newspaper.

Around 150 children benefit from the nutrition expert meetings, and five articles have been published on the newspaper for a total of over 2.5 million readers. The project's outputs to assess if the pilot phase should be deployed at a broader scale will be monitored through market research that is still on going and that is aiming to assess the impact of the campaign on the general public (readers of the newspaper) in terms of improving their general knowledge of a healthy lifestyle.

CIAA member **Danone Czech Republic** launched the programme "Nutrition By Play" which is an educational "programme pack" about nutrition & physical activity targeting pre-school (5-6) and primary school (7-10) through the dissemination of an educational "programme pack" composed of a nutrition based computer game and a methodological guiding tool targeting teachers in order to contribute to prevent childhood obesity by encouraging children to adopt healthy eating habits (1072). The dissemination will be ensured through schools with the collaboration of teachers who will be trained on demand. With the support of Danone Institute as the supervisor, the company Danone will then enlarge the program for pre-school children (5-6) by creating special educational tool dealing with nutrition education but also physical activity.

Since the beginning of the project more than 2000 schools and non-profit organisations received the CD with the game (the CD alone available since 2007). Since 2008, the CD with the game is also downloadable for free from a website, although the number of downloads is not tracked. In 2008, 60 schools ordered the whole programme pack.

In partnership with other Platform members, notably CIAA, the **European Association of Communication Agencies** (EACA) is developing a pilot public *Healthy Lifestyles* information campaign to communicate healthy lifestyle messages to 11-14 year old adolescents, using TV and a website to create a youth community) (1053). The action is a multi-media campaign which will use a TV spot to create interest in a youth community website called www.greenlace.com. The TV spot will introduce the idea of active young people wearing a green lace, which they can win by registering on the website. Once on the website, the Green Lace community can share videos & pictures, find out about local events and promotions (fun miles, sports events, music gigs) and see information about special offers from other campaign participants (such as 'try a new sport' or 'try a gym session for free' offers). Information about healthy living & eating will also be available, provided by the national health authority. No branded content will be permitted on the website. Potential future activities could include special Green Lace events and online behaviour surveys. At this stage, the action's key objective is to gain the approval & support of the health authorities in the 5 pilot markets. If this is achieved, then the programme would be launched in the countries involved in 2009. A quality result for 2008 will be: acceptance and endorsement of the programme by the health authorities in the 5 pilot markets; full development of working plans for each of the 5 pilot markets presented to the Platform Plenary in November and endorsed, and; funding for the initial launch phase of the programme agreed.

A **European Heart Network** member, the **Slovenian Heart Foundation**, has committed to organizing at least 50 healthy nutrition workshops in primary and secondary schools in all Slovenian regions (616). Workshops were also organized in 2006 and 2007. The lecturers will be students of Medical faculty. Pupils will deal with different issues in a field of food and nutrition. The main topic of workshops and lectures within the scope of this project will be the prevention of cardiovascular diseases. First the workshops will be organized at primary schools in Ljubljana and later also in all major towns in Slovenia. The Slovenian Heart Foundation will play a scientific and professional role in this project in preparing educational tools (brochure, leaflet), searching contacts with the schools and introducing this issue into educational plans. The topics discussed at these workshops and lectures will be based on presentation of the anatomy of the human heart, atherosclerosis, ischemic heart disease, and risk factors for the development of cardiovascular diseases. The textbook or the collection of lectures will be richly illustrated. Monitoring suggests that there is growing demands from schools but the Foundation does not possess the capacity to respond to all their enquiries. However, the increase in knowledge from the workshops – one of their key objectives - is verified through questionnaires filled in before and after the workshop and the thus obtained results were evaluated by the lecturers.

5.4.3 Workplace-based initiatives

Initiatives that are aimed at encouraging or mandating various aspects of a healthy diet and lifestyle, often through a holistic programme of activities, and which are based in workplaces.

Agricultural Organizations and Cooperatives (COPA-COGECA) member **DAC** is organizing the campaign Healthy Food at Work in Denmark, aimed at skilled and unskilled workers who work outdoors or in places with no access to canteens or other lunch facilities (1067). Specifically, the campaign aims to increase health among at least 300 outdoor workers in workplaces. This will be done by introducing activities at the workplace that will give the workers an opportunity to consider their general health condition and change their dietary habits. It also aims to bring healthy food and habits into focus and provide better packed lunches at work places without canteens, to lobby employers to accommodate health promoting activities by implementing fruit schemes or other measures and to produce new knowledge on how to design health promoting activities aimed at adult target groups.

A baseline survey of the participating employees was made when the project was initiated. The aim of the research was to outline the employees' behaviour regarding health and to ensure that the employers are aware of the activities implemented during the campaign. Information from this baseline survey is to inform the development of impact measures, developed late in 2008.

Following from the implementation of its Wellness pilot programme in Poland (described in detail in last year's report), CIAA member **Mars Central Europe** implemented the first six steps of the programme in a number of other EU countries, namely Hungary, Czech Republic, Slovakia and Lithuania (1006). The MCE *Wellness Programme* has established a consistent approach to regularly measure its outcome/impact, with a number of measurable indicators, including % of the population who is aware of their own blood pressure, and so forth. The programme is intended to continue until 2013, by which time the aim is to have achieved 70% participation in the programme throughout the Central European region.

5.4.4 Influencing policy-makers

Attempts to advance the aims of the Platform through directly engaging and influencing policy-makers.

The **European Public Health Alliance** (EPHA) has committed to informing and upskilling MEPs from across the EU, in order to facilitate their participation in decision-making on issues related to obesity (1044). This is done through meetings between EPHA and the co-chair MEPs to discuss and approve the agenda. After their approval, suitable speakers were chosen to

address the MEPs in the Parliament in Strasbourg. The Health and Consumer Intergroup in Strasbourg was attended by 34 high-level participants such as EU policy makers, MEPs, civil society representatives and industry representatives.

Another commitment of the **EPHA** is to organise a capacity-building seminar for civil society to increase dialogue with the scientific community and its work on CAP and nutrition (630). Several meetings were to take place in 2008 to update public health stakeholders on CAP and its reform. Having facilitated the meetings in 2008, EPHA raise the profile of the topic in the political agenda for civil society and can now transfer the leading role to those civil society stakeholders who correctly identified (as a result of the discussions at the meetings) this topic as a priority for the next years, and who are able to work on the issue as experts. The Health and Agriculture Consortium was set up with the support of EPHA members. We will continue to monitor the developments and are willing to support initiatives when needed.

A third commitment in this field from the **EPHA** is to contribute to the work of the European Food Safety Agency, of which the EPHA is a member (631). Specifically, the EPHA commits to providing the EFSA with feedback on its policies, alerting it of emerging policy concerns and issues, advising on EFSA's working methods and consultation, and providing limited technical cooperation. Towards this aim the EPHA attends bi-annual meetings of the EFSA's Consultative Platform, and devotes organisational resources to following the EFSA's work.

5.5 *Physical activity*

5.5.1 **Non-sport participation**

Providing specific opportunities for non-sport physical activity.

There are no new commitments in this area.

5.5.2 **Sport participation**

Providing specific opportunities for non-sport physical activity.

There are no new commitments in this area.

5.5.3 **Facilitating access**

Initiatives that help to create conditions that enable people to take part in physical activity (usually sport-based) – for example, providing relevant equipment or subsidising sport fees. This does not include physical activity information provision.

There are no new commitments in this area.

5.5.4 **Physical activity information**

Producing and/or distributing information about physical activity.

The **Confederation Europeenne Sport Sante** (CESS) commits to elaborating and developing a physical activity programme for children of school age (8-12 years old) that is complemented by the dissemination of information on diet and nutrition aimed at parents and children, fronted by family doctors and diet specialists (1059). The programme includes carrying out 25 physical activity sessions over 12 weeks in the swimming pool. The programme starts with a medical test which consists of a general physical examination and the determination of the body mass index. At the same time physical tests are carried out to assess the physical capacity of participants. Both tests are repeated at the end of the programme. Throughout the 12 weeks of the programme the parents of those children who participate have access to a website with information on children's diet and physical activity. The programme is developed in schools

which will come to an agreement with sport organizations who will provide them with instructors and the physical activity programme.

At present, the program has been promoted to 2 public sport facilities. Those who have signed their children up to the programme will be starting the programme at the beginning of February. During February a third group of children in another sports facility will be created.

European Heart Network (EHN) member the **Slovenian Heart Foundation** has committed to open several *Heart Walks* (569) in Slovenia in order to:

- promote healthy lifestyle and regular physical activity
- to establish healthy lifestyle patterns
- to provide a possibility for active daily inclusion of physical activity.

So far, the organization has opened six Heart Walks in different parts of the country, and is planning to open at least 4 more.

The **Danish Heart Foundation**, member of the **European Heart Network (EHN)**, aims to implement aerobic capacity tests in as many Danish schools as possible, with the objective to: gather information about the aerobic capacity of the children in order to contribute to the knowledge of the development in children's health; raise awareness on health and physical activity issues in the schools; and to engage the media to also raise awareness more widely about the level of physical activity among Danish children (1034).

The **Finnish Heart Association**, also a member of the EHN, has committed to raise awareness of the risks of CVD among women, health professionals and policy makers, increase information about heart disease in women through its *Woman's Heart Programme*, which was launched in 2002 (607). In 2008 the key objective of the campaign was to raise awareness among women ages 30 to 45. In terms of inputs, the campaign consists of a website and printed materials, and it counts with the collaboration of private companies to advance the messages. Process evaluations and evaluations of the website's activities have been conducted (but the results not reported in the Commitment's monitoring form).

The **European Cyclists' Federation (ECF)** has launched the *LIFE CYCLE* project, which aims to promote physical activity and bicycling in particular, by adults, senior citizens and children in nine EU countries: Austria, Belgium, Germany, Hungary, Lichtenstein, Poland, Portugal, Slovenia, and the UK (1062). As part of the project, ECF will conduct seven related activities:

- Identify the most important determinants to foster physical activity in chosen target groups.
- Review existing good practice examples of measures fostering cycling and physical activity and evaluation for their suitability in LIFE CYCLE. The measures are evaluated for their suitability for creating a life-long approach on cycling.
- Develop, test, improve, re-test and finalise a detailed intervention manual for the LIFE CYCLE measures aiming at establishing life long cycling. The intervention manual (IM) will contain the measures chosen for fostering cycling. It will identify the most relevant stakeholders and detailed resources needed to implement the measures.
- Analyse the status quo of physical activity and cycling and the daily mobility patterns of people. Development and implementation of a questionnaire and interview tool to gain know-how on the current level of physical activity, modal choices and mobility patterns of people.
- Identify multipliers ensuring sustainability of the intervention. LIFE CYCLE aims to achieve a long-lasting effect and therefore aims at integrating the most important multipliers e.g. umbrella associations to ensure sustainability after the end of the project.

- Foster activities that follow LIFE CYCLE's intervention plan by entities other than the project partnership after the end of the project itself
- Include as many people as possible within each age group in the project.

In 2008, LIFE CYCLE staff completed the sourcing of the cases, including identifying relevant databases, and physically obtaining the information. Hundreds of best practice examples have been identified, and the evaluation has commenced. Given that the LIFE CYCLE project commenced in the summer of 2008, the current state of progress is judged to be satisfactory.

5.5.5 Sponsorship

The specific act of providing money to a team, organisation or event (usually in exchange for publicity) where the provider's involvement is solely financial.

There are no new commitments in this area.

5.6 *Research*

5.6.1 Conducting research

Conducting research to advance understanding of issues related to the aims of the Platform.

The **Association of Commercial Television (ACT)** has committed to highlighting best practice among broadcasters in raising awareness of the fight against unhealthy diets, lack of physical activity and obesity (1052). In 2008, the ACT will provide examples and data from Germany, France, Italy, UK, Finland, Belgium, Poland and Hungary. The outcomes of this action will be published in a brochure including the results of the relevant commercial TV programming initiatives by delivering data on the audience share and the absolute number of viewers compared to average audience share. The ACT's achievements in the past year have been to agree on a design and concept for the brochure, analyse the programming in the eight countries and extract the material. After finalizing layout and printing, which took three weeks, the brochure was published on 29 January 2009.

EuroHealthnet has committed to providing information for platform members, health promotion professionals and other interested experts on best practice in counteracting obesity and improving health equity in EU countries (1049). This was done through the production of a report on "innovative approaches and promising practices by health promotion bodies in the EU to counteract obesity and improve health equity". Expertise from the EuroHealthNet Special Interest Group on Nutrition and Physical Activity will feed into this report, which will be presented at the network General Assembly in March 2009 and then to the Platform. The report will be published on the EuroHealthNet and Health Inequalities Portal websites.

Information was sought through consultation with members of the network itself as well as with other actors at local, regional and national level working on obesity and health. To date, significant responses have been gathered from 20 countries (Austria, Belgium, Bulgaria, Czech Republic, Denmark, England, Finland, France, Germany, Greece, Ireland, Lithuania, the Netherlands, Norway, Romania, Scotland, Slovak Republic, Slovenia, Spain, and Sweden). The network office is still awaiting responses from Portugal and Italy. In total over 50 project descriptions have been received on local, regional, national and European level.

The same organization has committed to sharing and exchanging information about the Platform activities with interested members, by using and developing a Special Interest Group (1050). The group is open to experts from **EuroHealthNet** and IUHPE (International Union for Health Promotion and Education). It will be coordinated by a newly appointed EuroHealthNet Special

Interest Group Support Officer. In the previous year, EuroHealthNet exchanged information from the Platform meetings with the Special Interest Group and informed them about new developments and decisions made. The results of this exchange were fed back during the meetings of the Platform.

The **European Food Information Council (EUFIC)** is adding new information on physical activity and energy balance to its website www.eufic.org (1061), with the aim to promote physical activity through:

- helping consumers understand the concept of Energy Balance through the provision of supportive information and personalised interactive tools - www.eufic.org/energy-balance
- providing interviews (podcasts) with leading scientists who explain in layman's terms the latest scientific thinking about physical activity benefits, and the negative aspects of sedentariness.

As part of its commitment, EUFIC will put in place measurement tools that will record the number of people who access this information and be able to provide statistics on the uptake of the information. Since its launch in July 2008, EUFIC has collected the following output data:

- 930 individual profiles have been created
- 8,288 visitor sessions have been made to the site
- Over 33,000 key contacts were informed about the launch of this initiative.
- A press release was written and the media were informed about the importance of a healthy balanced lifestyle
- Two podcasts were recorded in 2008 on the subject of physical activity. The first podcast with Professors Steven Blair (South Carolina University, USA) and Stuart Biddle (Loughborough University, UK) explaining the impact of sedentary lifestyle behaviours and the environments that support inactivity has been listened to by 5,986 visitors. The second podcast with Professors Nick Wareham (MRC Epidemiology Unit, UK) and Ken Fox (Bristol University, UK) discussing the important role that physical activity can play in reducing the risk of chronic diseases and increasing mental well-being, has been listened to by 4,579 visitors.

In addition to this, EUFIC had excellent collaboration with EU Platform member EFAD (European Federation of Association of Dieticians) that kindly assisted with a broad dissemination of the tool to its 22,000 members across Europe.

The **European Network for Prevention and Health Promotion in Family Medicine and General Practice (EUROPREV)** has committed to conducting a survey to collect information about beliefs and attitudes of patients that visit general practices in 23 European countries (1071). The specific objectives of this survey are:

- to explore if patients have had any screening and if they received any lifestyle advice or counseling from their general practitioners or other health professionals in primary care;
- to explore patients beliefs about the effects of unhealthy lifestyle;
- to explore patients willingness to modify their health risk behaviour;
- to study relationships with practice characteristics, health services characteristics and health prevention programmes and national policies.

As of 2008, the project had developed the webpage for the study, developed a questionnaire (research tool to carry out the survey), translated and validated into 17 European languages, and finalized a list of definitive Principal Investigators (P.I.s), GP practices/health centres and researchers.

The **Standing Committee of European Doctors (CPME)** has committed to surveying reimbursement possibilities for physical activities when these are prescribed by General Practitioners per Member State within one year, by contacting insurance companies and checking the national regulation (1039). General Practitioners prescribe physical activity in some cases. In some MS, costs incurred can be reimbursed. Mapping the existence of the reimbursement and the related conditions would help getting a clearer picture of incentives and promote PA. One contact person per Member State will be chosen to be responsible for the examination of the possible reimbursement on national level. Insurance companies will be contacted to survey the reimbursement possibilities. The delegations will be asked to do this by e-mail reminders, on Board meetings of CPME twice a year and at CPME's General Assembly once a year. One employee of CPME will coordinate the communication to the delegations and will collect all the incoming information.

Finally, the **European Heart Network's Heart Healthy Physical Activity Initiatives in Europe** aims to map the activities carried out by its members in the field of promotion of heart-health-enhancing physical activity (1035). This commitment runs until mid-2009. This year, the EHN sent its template questionnaire to 30 member organizations in 26 countries; as of yet 21 responses were received from 18 countries.

5.6.2 Supporting research

Initiatives that support the undertaking of research into issues related to the aims of the Platform. For example: creating networks for the exchange of research findings and techniques; funding professional development in relevant research areas; providing funding for research.

Confederation of the Food and Drink Industries of the EU (CIAA) member **Mars** grants every year 20 Young Investigator Awards to young researchers on sport science during the congress of the European College of Sport Science, of which Mars is a sponsor (1011). The main goal of this sponsorship activity is to contribute to scientific research on physical activity and its dissemination with the conviction that it will help promote healthy lifestyles and physical activity across Europe. In 2008, many activities and accomplishments occurred in relation to this commitment:

- The number of participants at the YIA has considerably increased in 2008: from 143 in 2007 to 214 in 2008 (+49.6%)
- Development of ECSS membership: 1318 members in 2007, 1703 in 2008 (+29%)
- Participation increase at the ECSS congress: 1421 in 2007, 2026 in 2008 (+42.6%)
- Increase in participating countries: 51 in 2007, 61 in 2008 (+19.6%)
- Publication of three new position statements: *The Role of Supplements in the Athlete's Diet*, *A Joint Position Statement of ACSM/ECSS/IOC; Cardiovascular Adaptations and Exercise*; *Testing of physical condition in a population ;how good are the methods?*

The **European Consumer Organisation (BEUC)** organized *Generation Excess III*, a one day conference with speakers from EU, US and Member State Regulatory departments, consumer organisations, academia, NGOs and retailers which follow from two previous conferences *Generation Excess I* and *II* (1048). The conference, which took place in Washington D.C., addressed the current situation regarding obesity and nutrition policy, developments in the EU and US. The issue of food marketing to children was discussed which examined commercial communication to children and the effectiveness of self- regulation and co-regulation versus regulation. The issues of nutrition labelling and product reformulation were also discussed. Between 120 and 130 participants attended the conference.

5.6.3 Information facilitation

The **European Public Health Alliance (EPHA)** has committed to facilitating information exchange and advocacy work of NGOs at national level, in order to increase the importance of nutrition and health in national policy discussions (1043). The overall objective is to build the capacity of civil society to participate in policy discussions affection nutrition. This is achieved through the eight policy coordination meetings held every year. Throughout 2008, attendance to the meetings is reported to have been consistently high.

The **EPHA** also provided a country information briefing in Bulgaria to inform Civil Society in Bulgaria about the work of civil society in Brussels and its involvement in the EU Platform on Diet, Physical activity and Health. An update was given on the EU Policy Framework such as the White Paper on Nutrition and Obesity and its relation with the action coming out of the EU Platform (1045). To this aim, EPHA participated in the seminar on obesity organized by COFACE, a Platform member. The seminar: "Nutrition: a family matter", took place in Sofia, Bulgaria on 25 October 2008. The EPHA Secretariat sent one EPHA staff member to Bulgaria to participate as a speaker in the above mentioned seminar, who gave a paper on the European health community's view on the fight against obesity and talked about the policy background and the importance of empowering different stakeholders in this fight.

The **Family Associations (COFACE)** committed to presenting, sharing and discussing the results and recommendations resulting from the work of our network (56 members in 20 countries) in Sofia (Bulgaria) (1051). This was done through a seminar organized in 2008, in which COFACE would present, specifically, the results of:

- A report produced following the conclusions of 2 Study Days: 1) on paediatric obesity, 2) on dietary habits and advertising. This report, including several recommendations, will be used to work up material for COFACE's members (56 members in 20 countries) to use in actions with their constituencies (schools, exhibitions, etc.).
- A questionnaire: COFACE is currently disseminating a questionnaire for parents on overweight and obesity among children. This questionnaire contains topics about nutrition habits and behaviour of parents.

The seminar had more than 50 participants, and raised significant media interest (local television, press releases in different countries like Bulgaria, Spain, France, and so forth). All the presentations made at the seminar are published on a website (<http://www.coface-eu.org/en/gallery563.html>). The number of visits on COFACE's website rose for several days after the seminar. All the information was disseminated through newsletters, a website page and press releases.

The **Standing Committee of European Doctors (CPME)** has committed to collecting information about the news, projects, researches and general experiences in the different Member States, performances can be reported and reviewed by other stakeholders (1037, 1040). The aim of this activity is that over time, better evidence will be assembled of what works and Best Practice will be more clearly defined. Each delegation of CPME, representing all Member States, will forward the news on a national level to CPME. The delegations will be asked to do this by yearly e-mail reminders, on Board meetings of CPME twice a year and at CPME's General Assembly once a year. One employee of CPME will coordinate the communication to the delegations and will collect all the incoming information. The CPME intends to evaluate the extent to which this information is accessed (and ultimately used) by other organizations.

CHAPTER 6 The achievements of the Platform: continuing commitments

The previous chapter provided details on the new commitments from Platform members for 2008. In this chapter, we briefly outline the achievements of continuing commitments for the same year. Only results reported as outputs and outcomes are reported in this chapter, wherever available.

6.1 *The food environment*

6.1.1 Product labelling

There are twenty continuing commitments in the area of product labelling. These include thirteen commitments from the CIAA and its members, three from the EuroCommerce and its members, two from the EuroCoop and its member, one from Freshfel Europe, one from the European Modern Restaurants Association (EMRA), and one from the Member States. Through its commitments the **CIAA and its members** have:

- Applied the *Be Treatwise* message across 80% of the Britain and Ireland chocolate and candy portfolio (**Cadbury**, 654). Guidelines showing how *Be Treatwise* can be adapted for other EU countries- the message has been drafted with specific emphasis on Polish and Spanish translations.

As a result, one quarter of respondents recognised the *Be Treatwise* logo and 49% of these knew the initiative was related to healthy eating, with 44% agreeing that it provides a greater awareness of GDA. The *Be Treatwise* campaign contributed into achieving that 59% of the range in the UK market carries the *Be Treatwise* messaging (across key brands).

Also, according to the results for the 2008 Raising Kids' activity, there were 171,966 impressions over the duration of the campaign; during the time *Be Treatwise* was the 7th most viewed section of the Raising Kids site (the discussion forum had 4932 people viewing and 273 posts); 13 competitions had a total of 19,941 entrants; Following this activity, a survey carried out on 700 respondents showed that 94% of them clearly understood what the *Be Treatwise* campaign was about.

- **Mars** placed the *Be Treatwise* messaging on 59% of Mars products in the UK, received 105,000 hits on its website during 2008 (up from 50,000 in 2007), and continued partnership with www.raisingkids.co.uk (1010).
- Implemented GDA labeling on 75% of **Mars** products across the EU (1015).
- Implemented GDA labelling on 48% of **Kraft** products by December 2008, representing 1189 brands, and 36% of the chocolate and coffee portfolio labelled by the end of 2008 in Romania (1003).
- Undertaken the *CIAA Recommendation for a Common Nutrition Labelling Scheme*, which has significantly increased the interest in GDA of countries outside the EU (740): Australia, New Zealand, Canada, US, South Africa. Percentage of production volume with GDAs by December 2008: Cadbury 50%, Campbell 95%, Coca-Cola 100%, Groupe Danone 90%, Kellogg 100%, Kraft 52%, Mars 75%, Nestlé 100%, PepsiCo Beverages 100%, Pepsico Snacks 99%, Unilever 90%.

- The **European Snacks Association** conducted a number of activities under its Savoury snacks industry commitments in the areas of consumer information, product development and commercial communication (604). For example, 90% self-certification on ESA guidelines on commercial communication, sales in schools and vending of ESA membership was reached; the ESA summit was held in Brussels in July 2008 attended by 100 attendees; and continued involvement in processes of reformulation of snacks among manufacturers.
- **Danone Eaux France** created a website of Volvic flavoured beverages (with 4000 visits a month) for nutritional information about sugar scale and information to help consumers to choose their beverages regarding their sugar content (under the commitment called *Design of a sugar scale on Volvic flavoured beverages labels*) (780).
- **Groupe Danone** concluded in the *Harmonized nutritional labelling* that by the end of 2008, approximately 90% of eligible Groupe Danone packs (all packs except very small packs, packs with more than 3 languages and packs with more than 3 varieties) displayed information appropriately in all European Countries, where **Groupe Danone** is present (781).
- **Mars** noted that as the result of the *CleverNaschen* action, by 2008, 75% of its products on sale had GDAs on their labels throughout the EU (1009).
- In the work of product development, consumer information, marketing/advertising and the promotion of healthy lifestyles, **PepsiCo Europe & UK** included SunBites in the FSA funded WHOLEheart study, which is examining the impact of increase in the consumption of whole grain products on cardiovascular disease risk factor. The launch of SunBites is part of a wider commitment to offering consumers a broad choice of tasty snacks with healthier options that can play a positive role in people's diets (619).

Additionally, there was removed 25% of saturated fat in the Cheetos line in Poland, Hungary and the Baltics, resulting in the total reduction of fat by 10% in the same line in Greece, Poland, Hungary and the Baltics.

Investments into updating the GDAs and increasing consumers' awareness are continuous. For instance, 10,000 was contributed towards the total cost of translating and adapting an English-language TV spot about GDAs for the Greek market, as well as the generation of other GDA communication materials.

For the consumer information, there has been achieved 99% GDA coverage under the *Product development, consumer information, marketing/advertising and the promotion of healthy lifestyles* commitment. The GDA TV spot ran for one month in Greece and was aired approximately 350 times. In Poland, as part of the GDA information campaign, 3 million leaflets, 2 million cards, and 30,000 posters were distributed in over 1,000 Tesco, Metro and JM stores across Poland, reaching more than 6 million consumers. 6 editorials/ads in Female magazines were published. Starting in December, a second wave was run jointly with the regional Consumer NGO offices in the local communities. Another (10000pcs) posters and leaflets (30,000pcs) were distributed.

Also, the EUFIC study was conducted under the same commitment. It concluded that in 6 European countries less than one-third of the consumers look for the nutrition labels. When the nutrition label was used, consumers looked mostly for fat, calories, sugar, salt and the GDA label.

- In the *UNESDA's Union of European Beverages Associations*, it was concluded that 64% of the drinks sold in the 4 markets (by volume) carry Guideline Daily amount labelling (1027). This ranges from over 89% in the UK, to 64.2% in Germany, 55.6% in Italy and 26.5% in Poland. Across all four countries 80.3 % of the monitored products had Nutrition Information labelling (measured as a proportion of volume).

- Continued commitment to implement GDA labelling in all **Unilever** products (836).
- Extended the presence of the *Choices* logo from 14 to 19 European countries, with the Choices International Foundation fully functional now (**Unilever**, 837).

EuroCommerce and its members have:

- Introduced in the commitment of *Healthy diets and lifestyles* a reformulation and development of new products with a high nutrition value, with the emphasis on “kids” line of products (in the stores of France, Italy, Spain, Greece, Poland, Belgium), and campaigned for the importance of fruits and vegetables (by participating in the public campaigns in all of the European countries) (**Carrefour**, 737).
- Implemented successfully nutrition and healthy living material in German schools (via **METRO** Group in the commitment of *Healthy diets and lifestyles*). The work concluded that the “healthy” assortment within the METRO Group stores is accepted by the consumer, while the issue of nutrition and health has risen awareness among the consumers (735).
- **EuroCommerce** also continued with its commitment on recommendations on nutrition labelling (796), on which six retailers – from France, Belgium, Sweden and Norway, Germany, Czech Republic and Slovakia- reported progress in a range of areas.

Under the commitment of *CONTIGO- Prevention of childhood obesity campaign*, The **EuroCoop** Spanish member **EROSKI** has included 6817 people into the campaign of preventing childhood obesity (1029). Additionally, EuroCoop’s **EROSKI** has finished the program called *Contigo- Nutritional colour code* for 982 Eroski products. The goal is to label 2000 Eroski’s products that apply to the standards of the particular program (1030).

The **European Modern Restaurants Association** (EMRA) has concluded that with regard to the *Consumer Information* program, McDonald’s, Quick, and Goody’s have made the nutrition reference now more available. Goody’s reported further that reference to their nutrition information web site is now available on all of their packaging (536). Additionally, in the UK, Burger King has launched a Mums’ Panel on the online community site Mumsnet and will work with them to help provide feedback on the development of the kids menu.

Freshfel Europe used the Freshfel Europe logo under the commitment of *Enjoy Fresh*, a Pan-European Logo for the promotion of fruits and vegetables consumption in all Freshfel’ Europes external communications, public documents, posters in events, website, etc (527). Since the logo has no capacity for promotional campaigns, it remains entirely in the hands of potential users.

The **Member States’ UK Food Standards Agency** in their program of *Development of a Front-of-Pack ‘Signposting’ Labelling Scheme* in Great Britain, has carried out an independent research to explore how consumers use FOP labels in the retail environment and at home (159). The initial findings suggest that people welcome and use nutritional signposting on the front of packs of food and has provided valuable insights on how people actually use the labels. Additionally, the qualitative research that was published by the PMP in September 2008 found that the traffic light colours, when understood, provided an instant visual of the level of nutrients within a product, which was particularly beneficial for those who were short of time when shopping.

GDAs were found to be helpful to people who had a good level of knowledge of nutrition and wanted more detailed information. Participants were unclear how GDAs applied to everyone and whether there were different GDAs for different people. Participants also felt that the presence of percentages in GDAs required mathematical manipulation with GDAs, and this was off-putting.

6.1.2 Product reformulation

There are continuing commitments in this area. In 2008, the **CIAA**'s member **FEVIA**'s *nutritional policy charter* was signed by 58 new companies, bringing the total number of signatories to 292 which represent almost 59% of the turn-over of the Belgian food industry (an increase of 3% as compared to 2007) (263). In another commitment, the **CIAA**'s action, implemented by **Mars Inc.** on *Reduction of salt levels in rice and sauce products* achieved a reduction in the salt content of a number of products including a range of soups (with a 31% reduction) and a range of Indian products (a 28% reduction) (1016). As of 2008, a third **CIAA** commitment in the area of reformulation, **Unilever**'s *Nutrition Enhancement Programme*, has achieved reductions in the saturated fat (11,000 tonnes), salt (640 tonnes) and sugar (20,000 tonnes) content across a range of products (834). Finally **Ferrero Group** launched four new products – one Kinder Fine Bakery product, one Ferrero non-alcoholic beverage, and two Ferrero confectionary sugarless products - with lower or no sugar content or with reduced caloric value (807).

EuroCoop member **Eorski**'s commitment, *CONTIGO- LESS HEALTHY FATS, OUT*, achieved the reformulation of 51 products in 2008, with the remainder of the product lines due to be reformulated during 2009 or eliminated (1031). The **European Modern Restaurants Association** (EMRA) also committed with its members to reformulate *product composition* towards healthier choices. Thus, EMRA had various achievements, including reductions in the salt content of foods across its member Goody and the YUM brand (535). Finally the **UK Food Standards Agency (FSA)** is working with the UK's government and stakeholders to reduce the average adult population intake of salt to 6.0 grams per day (from 9.5 grams per day in 2000/01) by 2010. With this aim in mind, in 2007 the FSA consulted on and published a self-reporting framework for the food industry to use to report on progress towards meeting the FSA's salt target. By the end of 2007, 23 responses to the self-reporting framework had been received from organisations across all sectors of the food industry. 2007 also saw the publication of the FSA's urinary analysis survey, conducted in 2005/06, which showed that the average daily salt intake for the UK population had fallen by 0.5g to 9.0g. In addition, work began to review progress made by industry towards achieving the FSA's voluntary salt targets for 85 categories of food products originally published in 2006 (158).

EuroCommerce member **Casino**'s commitment in this area, *Healthy diets and lifestyles*, has led to improvements in the composition of 287 products, including reductions in salt, sugar and fat contents. It also created an annual nutrition event (1063).

FERCO *General Nutrition Recommendations*, is a commitment with various elements to it and multiple achievements in 2008 from many of its members. Some of these are the launch of a vending machine with healthy snacks in Belgium, changes in the food offering in the UK, and the launch of pilot programmes to provide healthier meals to pupils and elderly people in Italy and Spain (505). Another **FERCO** commitment on *Partnership with EU Stakeholders in the Food Chain*, focused in 2008 on informal bilateral or cross-industry meetings between the EU secretariats, exchange of e-mails and of sharing working documents on a regular basis (819).

6.1.3 Product range modification

Members of the **European Modern Restaurants Association** (EMRA) have included products in their range that enhance the healthy options available to consumers. Thus, Goody's non-meat salad has become, in 2008, one of the five best-selling products, while McDonald's Europe Happy Meal Programme continues to add healthier choices to its offer (537).

6.1.4 Portion size

There are no continuing commitments in this area.

6.1.5 Point of purchase

Six commitments have continued in this area since the previous year. In 2008, **CIAA** member **UNESDA**'s commitment on *Advertising and Commercial Communications, including school vending* focused on monitoring those of its commitments for which compliance was lower than 90% (581).

EuroCommerce member the **Danish Chamber of Commerce** had a commitment on *Facilitating the promotion of healthy diets and lifestyles in various areas*. Through this commitment, the Danish Chamber of Commerce had various accomplishments, including supporting healthy diet campaigns, starting the development of an education tool on nutrition labels, and continuing its work on the retailers voluntary 13-point plan for fighting obesity (727).

The **European Federation of Contracting Catering Organizations** (FERCO) had a number of commitments in this area:

- Its commitment on *Better information of the end consumers* led to the improvement of information tools through some of FERCO's members for example in Italy, Spain and The Netherlands (504);
- Through its commitment on *Partnership with National Public Authorities and Promotion of Educational Campaigns*, FERCO members achieved a number of things, including continuation of a number of campaigns promoting healthy foods (506);
- FERCO action on *partnership with its European Social Partner, EFFAT*, conducted information activities for Trade Unions representatives and at the national level, training of staff and awareness raising activities (507);

In 2008, the **European Vending Association** (EVA)'s commitment on *Best Practice Guidance - Vending in schools: a matter of choice* monitored the compliance rate with its best practice guidance. It found that compliance rates increased from 74% in 2007 to 76% in 2008 (518).

6.1.6 Advertising controls

CIAA had a number of commitment in this area. **CIAA**'s commitment on *principles for food and beverage advertising and product marketing communication* estimates that compliance with this commitment (which is linked to actions of the **WFA**) is around 97% for 2008 (611). Another **CIAA** commitment focused on *The self-regulatory code for advertising*, in Belgium. According to its monitoring activities, the number of complaints on marketing practice decreased from 32 in 2007 to 20 in 2008, and the number of requests for advice before publication increased from 10 in 2007 to 25 in 2008 (**FEVIA**, 265).

A **CIAA** member, **Mars**, provided training to over 100 of its employees as well as external advertising agencies working for Mars, on its *Marketing Commitments* which include stopping all food and snack food products advertising targeted at children below the age of 12 years old (1018). Another **CIAA** member, **Unilever**, through its commitment on *Responsible marketing and advertising* conducted a monitoring exercise on advertising for food and non-alcoholic drinks to assess compliance of TV, press and paid-for internet advertising. The overall compliance result for Unilever was of 99% with one add in breach (833).

The **European Consumers Organisation** (BEUC) continued with its commitment on *Advertising and marketing unhealthy foods to children in EU*. A number of BEUC's members conducted a number of activities in 2008, including the publication of report detailing and analysing the various marketing tactics being employed by 12 of the UK's leading food

companies to promote foods to children; a study of food advertising during children's television programmes broadcast between 06.00h and 21.00h. in Spain; and the launch in Italy and Portugal of campaigns to fight against obesity where one of the major objectives was to educate people about the power of marketing to children and to call for the adoption of the CI Code on Marketing to children (1047).

The **World Federation on Advertiser** had a number of commitment in this area. First, its commitment on *Strengthening advertising self-regulation across the EU27: setting up SROs and codes of conduct*, continued in 2008 with its efforts to establish self-regulatory organizations (SROs) which resulted in the launch of an SRO in Luxembourg and the achievement of consensus for the establishment of one in Bulgaria (538). A related commitment of the WFA, *Strengthening advertising self-regulation across the EU27: provision of advice and training for SROs* (539) led in 2008 to:

- A fully operational copy advice system being set up in the Czech Republic.
- The Netherlands and Romania working towards setting up a copy advice service and are in the process of launching it.
- Germany working towards re-launching this service.

A third commitment of the WFA in this area was *Strengthening advertising self-regulation across the EU 27, through best practice in complaint handling, enforcement and compliance* (540). In 2008, this commitment achieved:

- Online complaints services (specific online complaint forms) are now available in 17 of the 21 operating SROs in the EU.
- The code compliance monitoring for food and beverage advertising was repeated in 8 countries in 2008.
- SRO adjudications are now available on SRO websites, with a dedicated webpage, in 19 of the 21 countries where SROs are operational.

The fourth related WFA commitment was on *Strengthening advertising self-regulation across the EU27 through increased consultation with non-industry stakeholders* (541). Through this commitment, the WFA has achieved the establishment of mechanisms for stakeholder consultation in a number of countries where SROs are in place; the launch of broad consultation in code drafting in 13 countries; and the presence of independent expert representation juries. Another WFA commitment, *Strengthening advertising self-regulation across the EU27 by raising awareness within industry and among consumers* (542), led to 18 out of 21 operational SROs across the EU launching awareness raising campaigns, with other SROs making plans towards this. Related websites and publications have also been revamped or launched. Another WFA commitment in this area was on *Strengthening and expanding food and beverage advertising SR across the EU27* (544). In 2008 WFA and EASA repeated the independently verified compliance monitoring programme to verify proper implementation of the ICC Framework provisions, which this year covered third-party internet advertising, as well as TV and the print media. The overall level of compliance was again satisfactory, reaching 96% this year.

WFA's member Ferrero Group's commitment in this area is *Media literacy & Responsible Advertising to children*. In 2008, the Group continued supporting the programme in a number of countries, including The Netherlands, UK and Germany among others, as part of the EU Pledge on advertising (427). The **WFA** has also carried on their commitment (*Media Smart - teaching children to be media-literate*) continuing the programme which as of 2008 involved 28,344 European primary schools having requested Media Smart materials (37.4% of schools in the eight Member States in which the programme is active (545).

6.2 *The eating environment*

6.2.1 **Nutrition information (off label)**

There are a large number of commitments in this area. The **CIAA**'s commitment on *Healthy lifestyle public information advertising campaign* led in 2008 to the development and testing of the concept of the campaign in Lisbon and Prague, and to communications with various national authorities across a number of EU MS to assess willingness to participate in the campaign (610). Another **CIAA** commitment in this area is on the *Common framework for an informative/educational brochure on nutrition information*, which led to educational brochure on nutrition information being distributed to all CIAA members (including national federations) throughout Europe and being made available online to a wide audience through the CIAA website (595).

The **CIAA**'s commitment on its website in Belgium *alimentationinfo.org / voedingsinfo.org* found that the average number of unique visitors each month was 8,865 in 2006, 9,711 in 2007 and 8,513 in 2008 (**FEVIA**, 266). In another CIAA commitment, *FEVIA Fund (partnership with the King Baudouin Foundation)*, also in Belgium, 20 awards were given to children/teenagers' projects which promote healthy eating habits and physical activity (269). **CIAA** member **Danone**'s commitment *Danone et Vous, a relationship program based on health and nutrition*, in France, continued to receive approximately 400,000 visits to its Danone et Vous website, and to send its print programme to about three million French households (782).

Also in France, **CIAA** member **Institut Danone France**'s commitment on *Ensemble surveillons sa corpulence (Watching their body mass together)*, led in 2008 to 830 new kits being ordered by health professionals (mainly dieticians, general practitioners, pediatricians and nurses), and 12 refill kits being ordered (800). In Ireland, **CIAA** member **Mars Inc.** commitment *Funding sponsors for the Nutrition & Health Foundation (NHF)* (1014) continued in 2008 with its multiple actions. Some of the year's achievements include contributing to the establishment of an Interdepartmental Working Group on Obesity with the NHF as member; reaching 300,000 (7% of total Population) at the 2 major national consumer events; having 80,000 employees taking part in the NHF Workplace Wellbeing Programme; and continuing with media campaigning. In Spain, **CIAA** members **Nestle Spain**'s commitment on the campaign *¡A comer bien! (To eat well)*, achieved: more than 9 million of newsletters (+360% compared to 2007) and 650000 e-magazines (same as in 2007) with content related to nutrition, health and wellness being sent; 50% increase of visits to the "A comer bien" microsite", and reaching 817.319 users registered in the database by the end of 2008 (1024).

EuroCommerce commitment on *Promotion of a balanced nutrition programme on the working place* (1028) had a number of accomplishments in 2008. These have included actions to sensitise cooks, owners and waiters of restaurants in the Czech Republic, Belgium, France, Italy, Spain and Sweden. Another **EuroCommerce** member **HDE**'s commitment, *German retailers – initiatives in the field of nutrition and healthy lifestyles*, continued its activities to inform and discuss its members on nutrition issues, for example presentations in the International Green Week, HDE's Annual Entrepreneur Day – Food 2008, and communications and activities with EU and German government institutions (738).

The **European Food Information Council (EUFIC)** has a commitment on *Enhancing web-based communications*, through which in 2008 new information was published on its website, for example about national nutrition foundations across Europe and various materials (such as briefing papers) which they have developed (520). Another **EUFIC** commitment, on *Increasing the outreach of EUFIC's information on healthy lifestyles*, aimed to translate materials into Hungarian and Portuguese, bringing the total number of European languages represented in the EUFIC website up to eleven. Many materials were translated and proof-read into these two languages in 2008, and more will be translated during 2009 (524). A third **EUFIC**'s commitment in this field, on *Using EUFIC communication vehicles to raise awareness of the*

EU Platform, focused since 2006 on conducting and posting online a series of three interviews with Robert Madelin, which were listened to/downloaded by over 23,000 people in 2008 (526).

The **UK Food Standards Agency** continued to populate its *Food Vision website* (www.foodvision.gov.uk) with case studies and guidance during 2008 (762). Finally, the WFA had a commitment in this area, on *Promoting healthy lifestyles through advertising* (546).

6.2.2 Nutrition education

A significant number of continuing commitments are in the broad area of nutrition education. The **CIAA and its members** had committed to a proportion of the actions in the area, through which it achieved:

- Continued support to the development of *EPODE* and *SHAPE UP* programmes at national level, which were due end in December 2008, and through which best practice in collaborative approaches to tackling childhood obesity were developed and advanced (591)
- Continued with its *BON APPETIT LA SANTE* educational game led by **Danone** in Belgium (774)
- Continued funding through the *Health4Schools* of **Kraft Foods** in the UK, in which 25 schools participated – 96% of which stated they intended to continue with the activities even after the end of the Kraft Foods involvement (457)
- Through Supporting the Epode European Network **Mars Inc.** provided financial contribution to enable a number of preliminary meetings with associated universities; committees, Board and International Advisory Board meetings; development of website and production and distribution of first newsletter (1013)
- CIAA's member **Nestle S.A.'s Nutrikid**, basic school nutrition education commitment in Hungary raised the number of schools involved (2,500 primary schools joined the programme out of 3,600 primary schools in Hungary, which is just over the target to involve 70% of all primary schools in the country), achieved the involvement of 450 schools in the Nestle Nutrikid Olympics, and disseminated the results of the programme in events and through press releases (442)
- Also from **Nestlé (Deutschland AG)**, the commitment on *Nestlé Nutrition Studio: Consumer education for healthy and balanced nutrition*, received approximately 4.5 million visits to the NNS website, which was ranked the currently third most popular nutrition website in German speaking countries by Alexa, The Web Information Company (1020)
- **Nestle Spain's Nutrition Education Programme in Schools** delivered educational material to 4000 Spanish schools, with 753 schools (25258 ten-year old children) participated in the programme, which is 19% of the schools to which materials were sent (1023)
- **Nestle Switzerland's** continued with its *Nutrition Education "NUTRIKID"* by holding a number of meetings to improve the programme, improve the website and disseminate the programme in various international fora. An evaluation of NUTRIKID for ages 5-7 was conducted which revealed that the material developed for this age group by Nutrikid is appropriate, motivating and very well designed (448)
- **Nestlé UK's** commitment *Make Space for Health* focused in 2008 on sending its three newsletters to 1284 Make Space clubs across England, reaching approximately 12,000 11 to 19 year olds, as well as to approximately 20 opinion formers, plus schools local to 9 Nestlé sites in the UK. Also, in 2008 a new *Make Space for Health* website was launched, events held, and press releases/articles published (1026)

- **Nestle S.A.** has also continued supporting projects *EPODE France, the Thao Programme in Spain and European EPODE Network (EEN)* which in 2008 increased the number of children involved to 70,000 for EPODE and 65,000 for Thao, and which EEN events to take place (1070).
- **Ferrero Group** continued supporting the EPODE programme contributing to the funding of the activities of the EPODE National Coordination Team in France, and supporting EPODE in Spain and Belgium (1001). Under this commitment, Ferrero Group also held four preliminary EEN meetings to prepare the project's work plans.
- The Smart Choice Programme for Vending in Education, run by **Mars Inc.** in Belgium, which in 2008 focused on the preparation of the programme (such as through qualitative research) and development of the programme's materials (such as stickers and brochures) (1036).

Freshfel Europe's commitment in Ireland, *Food Dude Healthy Eating Programme*, evaluated the results of its programme. The findings included that: 71% of the 800 teachers surveyed reported eating more fruit and vegetables themselves as a result of the programme; 91% of teachers reported being able to integrate the FDP into the school curriculum; 91% of the 2000 parents surveyed reported putting more fruit in their children's lunchboxes; and 94% of parents reported that their children are eating one or more portions of fruit at school as a result of the programme (528).

UK Food Standards Agency's commitment, *Out of school hours cooking clubs - roll out in the North East England*, focused in 2008 on the delivery of the initial stages of the roll out of What's Cooking clubs in East Midlands, and on disseminating the findings of the What's Cooking programme evaluation findings. The evaluations found that participants improved their skills and knowledge about food preparation and hygiene, and developed greater willingness to try different foods (760). Another commitment from the same Platform member, *2nd edition - Food Policy in Schools: framework document for Governing Bodies*, consisted in 2008 of conducting an evaluation of the framework document, for which 348 school governors from primary and secondary schools who are fully or partly responsible for school food policy were interviewed, and on the publications and dissemination of the evaluation's findings (in November 2008) (761). A third commitment from the same Platform member, *Food Competences for Young People aged 5 to 16 years*, continued in 2008 to promote food competences to educational practitioners through participation in events and fora, representation on key cross Government and wider stakeholder expert groups, publication of the food competences online, and developed advertorials in girl teenage magazines among other activities (759).

Freshfel Europe's commitment *"Fresh Times" Newsletter with Information on Fruit & Vegetables Promotion* produced its six annual newsletters during 2008, and conducted a survey on whether the newsletter has this year served as an informative and inspirational tool for actors, to which 65% of respondents strongly agreed and 35% agreed (530).

The **European Food Information Council (EUFIC)**'s commitment in this area was on *Using EUFIC communication vehicles to promote physical activity*. In 2008 it launched the new Energy Balance section to the EUFIC's website (www.eufic.org/energy-balance), which received 8,288 visitors and was announced to over 33,000 contacts (1061).

The **Diabetes Prevention Forum (IDF)** achieved its 2008 objective to hold a meeting with its members to plan the activities for the forthcoming year, and to promote the Forum at the at the 5th World Congress on Prevention of Diabetes and its Complications (640). In addition, the Forum developed and launched its website, developed various publicity materials for distribution at key Diabetes conferences, published a paper in a journal, and continued to work closely with the IMAGE project.

6.2.3 Promoting health qualities of own products

There are two continuing commitments in this category. **CIAA** member **CEEREAL** (the European Cereal Breakfast Association) organized a 2008 Breakfast week to promote the importance of breakfast among a target group of MEPs and their assistants, European Parliament officials, and to engage with journalists. The three-day event had a greater attendance than in 2007 based on staff needed and the extent of material give away (over 1500 participants received cereals and drinks compared with 800 in 2007). The event helped increase the awareness of 70% of those participants who were contacted and 60% also now have breakfast more regularly. The organizers contacted a quarter of the total attendees to evaluate the short-term impact of the 2008 Breakfast week campaign in Brussels (778). Given its nature this commitment could also be categorized under the nutritional education section.

Freshfel Europe used the Freshfel Europe logo under the commitment of *Enjoy Fresh*, a Pan-European Logo for the promotion of fruits and vegetables consumption in all Freshfel' Europes external communications, public documents, posters in events, website, etc (527). Since the logo has no capacity for promotional campaigns, it remains entirely in the hands of potential users.

6.2.4 Influencing policy-makers

Through its commitments, **EASO** works collaboratively to monitor and evaluate childhood obesity prevalence rates in Europe; contributes to the HOPE project by strengthening the Eastern European component; collaborates with WHO Europe to strengthen primary care physician capacity for lifestyle counseling; and, continues to develop, with IASO, the SCOPE online obesity management education programme. In addition, EASO promotes European researcher linking and information exchange through various avenues (533):

- a web-based information and networking database developed in 2008 by the Young Investigators United network of EASO
- presenting 120 scientific papers and 700 scientific posters at the European Congress on Obesity in Geneva in May 2008 to over 2500 health professionals
- an educational workshop, organized by EASO's Childhood Obesity Task Force, during 2008 EASO annual congress
- launching the European Journal of Obesity in January 2008

As a collaborating body focused on improving diet and activity to prevent childhood obesity, **IOTF** continues to support the developing European Childhood Obesity Prevention Alliance by extending NGO collaboration on advocacy and action to more than 12 European NGOs. The Alliance, in developing the first ever global action programme, is assessing which prevention strategies may be most effective in helping countries in different stages of development to address the enormous challenge of obesity and its amplified risks for diabetes, heart disease and cancers, particularly childhood obesity in Europe (811).

The key commitment of **CPME** to hold a conference at the European Health Forum Gastein in October 2008 was successfully completed, with the financial support from DG SANCO. CPME contributed two sessions over two days to Forum 1 on Promoting Health – Preventing Disease and a report of the meeting was published on the EHFG website and circulated among European National Medical Associations (653).

The **International Baby Food Action Network** (IBFAN)'s commitment *Policy and programme coherence in infant and young child feeding in the EU* in line with member states' global and regional commitments to ensure access to objective and independent information and monitoring commercial activities. It has continued with its activities including the organization of campaigns in various EU MS such as the UK and Italy, submitting reports and consultation

responses to different MS government bodies, international organizations like the WHO, and to MEPs, and the production of 2009 Breastfeeding Calendar which is distributed widely in health care facilities in nine EU countries (1068).

The **UK Food Standards Agency** continued with its commitment to collect survey data on food consumption, physical measurements, nutrient intake and status in the general population to support evidence based policy making, monitor progress toward diet goals and allow exposure assessment (765).

6.2.5 Workplace-based initiatives

Five commitments are continuing in the area of workplace-based initiatives. Among them are Kraft, Nestlé, the Standing Committee of European Doctors (CPME) and companies signatory to Freshfel Europe.

Through its commitment, **Kraft** continues to involve staff in existing Health and Wellness days across the whole EU region. In France, 98% of employees who participated thought it is a good initiative and wish for more such H&W weeks to be organized. Moreover, 41% of French employees surveyed for the global H&W programme affirmed they pay more attention to balanced nutrition and physical activity than before. Regular activities are also ongoing at Kraft such as Pilates classes, yoga and running clubs, and preventative services are also provided, including free eye tests to 78 UK employees, free flu screenings to 100 UK employees and in-house physiotherapy to 400 Spanish employees. Kraft also encouraged its employees to participate in charity events focused on cycling or running (e.g. Race for Life, London to Brighton bike ride, etc), even distributing step counters to Italian employees for charity. The Vegetable and Vitamin days newly organized in 7 Central European countries had to effect of employees initiating discussions at home about diet and healthy eating, with increases in sales of fruit at Kraft canteens. Finally, other organized events included an Ergonomics Day and a Wellness and Self-esteem workshop (456).

Continuing its *Wellness for Me* programme in Switzerland, **Nestlé** held 105 sessions of teaching with dieticians in 2008 which had high satisfaction among employees who showed a willingness to learn more about nutrition issues. Nestlé also provided free fruit and bottles of water in addition to clarifying and expanding nutritional information on all products sold at the canteen. Memberships to the 29 sports and leisure clubs increased 9% since 2007 and a new Club called "Passion des saveurs" started in 2008 to develop taste, cooking skills and well-balanced recipes. The Wellness for Me week in June 2008, dedicated to bone health, included free test of bone density for 240 people and free medical follow up for 45 people with pathological results (449).

Freshfel Europe surveyed all the 13 companies signatory to its *Fresh Produce Charter* and found that the initiative reached 2889 employees in 97 depots (meeting rooms being the most common display of fruits and vegetables, followed by reception and canteens). Displays were restocked 5 to 2 times a week in most cases. Four of the 13 also provide supplementary healthy living information together with fresh produce. The Freshfel Europe Charter is considered by 92% of signatories to be a good tool for encouraging employees and visitors to increase fruit and vegetable consumption and 100% agree that the measure is greatly appreciated by beneficiaries in those companies (775).

CPME continued its commitment to provide weekly order of 4.5kg fruit basket of 6 to 8 varieties. Evidence of the positive impact on employees is seen in their consumption of at least 1 more fruit every day and CPME's extension of the contract with the delivering company (1041).

CIAA's member **Mars** commitment *Healthy Workplace* in Hungary continued with a number of activities in 2008, including the Healthy Good Morning programme which provides employees with wider knowledge on healthy lifestyle elements, the Fitness Ambassadors programme, and 'run with your dog' event (1007).

6.3 *Physical activity*

6.3.1 Sport participation

There are five continuing commitments in the area of sport participation. These include three commitments from the **CIAA and its members** and two from the **European Health and Fitness Association**. Through its commitments, the **CIAA and its members** have:

- Held the *Danone Nations Cup* in many countries across the EU, which included 40 national cups, and 2,5 million players from over 20,000 clubs and over 33,000 schools (**Groupe Danone**, 462).
- Organised the '*Bielice Run*' - Young Europeans Run, in which over 200 disabled youth and their carers took part, as well as an estimated 3500 children (**Mars Inc**, 1012).
- Held nine running events in Austria (*Nestlé Austria Schulläufe*), sponsored by Nestle, in which over nine thousand children took part in various ways, and which led to 22 media reports on the event (437).

In addition, the **European Health and Fitness Association** began an evaluation of its *Active at Work – Healthy Workforce Programme* in the UK. The evaluation found that four of the business where the programme had been implemented, 39% of participants had joined health clubs, 94% said they were trying to build regular exercise into their schedule, and 10% continued with a regular exercise regime outside a health club (796). The EHFA also began an evaluation of its *GO (Teenage Girls - Healthy Schools Programme)* which found that as of 2008, GO had successfully implemented 80 programmes, involved 2400 girls, conducted three workshops with around 60 attendees, and produced support packs for all programme coordinators, also in the UK (798).

6.3.2 Promoting physical activity

Six commitments continued from last year in the area of physical activity promotion. The **CIAA** and its member **Institut Danone France**, through its *Faut que Bouge! (Let's get Moving!)* programme in France, had over 1000 visits on its website through which a kit to help teachers encourage children to move through play at school is disseminated (463). In addition, 680 subscription and 470 requests for kits have been made. The Institute Danone France, in charge of the programme, estimates that about 17,000 students may have benefited from the initiative. Another CIAA member, **Kraft Foods**, continued with its *Shape Up* programme, with participation of 22 cities across Europe, and with a closing conference being held in Barcelona attended by 180 participants from across the EU including EU and Member State representatives, academics and others (1002).

CIAA member **Ferrero Group** has continued with its commitment in this area, which consists of *sponsorship* of ski, cycling, volleyball, beach volley, basket, sailing, athletics and football teams as well as by promoting children sport activities in different European countries (431). In 2008 Ferrero Group sponsored a number of sports activities and event in countries including Greece, Italy, Poland, Czech Republic and Spain. In addition, the group began supporting a research exercise looking at the health status and physical efficiency of children aged between 10 and 12 years and currently attending the first year of secondary school in Turin.

The *Sports and Entertainment Sports Clubs* in Romania, organized by **CIAA** member **Nestle Romania**, distributed over 2500 free booklets on physical activity to schoolchildren and teachers, as well as provided school equipment and other materials to schools with the aim of supporting them in the promotion of physical activity (1019).

The **European non-Governmental Sports Organisation** (ENGSO)'s initiative in Germany, *SPORT PRO GESUNDHEIT*, a Quality seal for programs which promote health enhancing physical activity, has began an evaluation of its impacts which will take place over 2008 and

2009 (638). In the meantime, the organization continues its work with other bodies (e.g. a new cooperation with German Cancer Aid), production of promotional material and running of its website where at present over 16,000 courses can be found.

The **International Sport and Culture Association** (ISCA) continued with its *P.A.T.H.E. Physical Activity Towards a Healthier Europe* programme (754). In 2008 it organized meetings of its members, held a seminar, and produced and distributes P.A.T.H.E. materials, including leaflets and a handbook). In addition, the organization participated in events organized by other groups such as ISCA and others.

6.3.3 Facilitating access

There are two continuing commitments in this area. In the first one, **FEPI** (the Federation of the European Play Industry) launched in 2008 its *Capital of Play* competition and award in several countries across the EU (741). This year, the action has focused on focus marketing and communication completed with some key strategic alliances with media and local authorities. The competition will be launched in Finland and Sweden in March 2009. The second commitment, the **European Health and Fitness Association** (EHFA) member **Fitness Industry Association** continued with planning for its *Active at School (Healthy Schools Programme)*, which will run for a minimum 6 week period at the start of each of the three school terms in the UK (797). During this period, an instructor from the participating leisure centre or health and fitness club will visit the school or hold a class at the club once a week.

6.4 Research

6.4.1 Conducting Research

There are various continuing commitments in this area. The **A.R.E.F.L.H** (Fruit Vegetable and Horticultural European Regions) continued with its action on *Coordination and promotion of regional education programmes*. In 2008, AREFLH assessed eight regional programmes, and disseminated good practice through its website, which received 1,000 hits a month (724).

Over the past year, the **CIAA** conducted a number of activities on its commitments, which included⁷:

- A survey on product reformulation innovation and labeling, which showed that reformulation and innovation by the European food and beverage industry is fairly widespread. For example, 43% of companies surveyed say that their company has either reduced the amount of saturated fat, salt or sugars in their current products (29%) or introduced new products with less saturated fat, salt or sugars (5%), or done both (9%) (826).
- Through its *NUBEL* programme, CIAA member **FEVIA** national food & drink industry federation – Belgium sold 12 500 copies of the food composition table and 690 licenses for the food planner provided to schools, health professionals and individual consumers (268).

In 2008, the **European Food Information Council** (EUFIC) conducted Consumer research on nutrition information and labeling. Results from the study were disseminated in 2008 through a website, media coverage (with press releases sent out to specialized media across Europe in various languages) and participation in events (521).). The research is also being written-up for peer-review publication in 2009.

⁷ One CIAA commitment (827) around nutritional information will be implemented in 2009.

Freshfel Europe's *Fresh Fruit and Vegetables Consumption Monitor* produced its Annual report for 2008, which was distributed in around 500 copies to sponsors, and its results presented in various events and conferences (529). The **IASO International Obesity Task Force** commitment on *research, informing policy and advocacy* aims to develop a web based interactive Knowledge Management system for obesity (531). In another commitment of the same Platform member, a significant amount of data has been collected to model future patterns of health, through the *DYNAMO* project (814).

6.4.2 Supporting research

One of **CIAA's** pan-European commitment in this area, *Strategic Research Agenda and Implementation Plan - European Technology Platform - Food for Life*, involved in 2008 an ETP Stakeholder meeting, during which an ETP Member State Mirror Group was established, and the launch of the Food for Life Implementation Action Plan (614). In another commitment in this area, the **CIAA** member **Nestle's** Health Professionals Magazine was sent to 7000 nutrition and health professionals and opinion leaders in Spain, and continued maintaining its database of contacts (446).

The **European Federation of the Associations of Dietitians** (EFAD) commitment on *Dietitians Improving Education and Training Standards (DIETS)* continued growing its network during 2008, reaching 120 partners by the end of 2008. As part of the 2008 activities, the EFAD published newsletter, attended events and conducted other communication activities. Several partners have reported that they are revising their practice training guidelines as a result of the DIETS outputs. Others have upgraded their dietetic teaching to first cycle degree level or report planning to do so (282).

During 2008, 19,608 visitors downloaded conference material and listened to the webinar which was part of the **European Food Information Council** (EUFIC)'s commitment *Obesity conference examining motivation & behavioural change* (1033). The **International Obesity Task Force's** commitment *Research, informing policy and advocacy* worked towards its 2008 objectives of maintaining its website, develop a network of networks, establish 10 work packages and convene meetings to progress the project's research programme. In 2008 the list of networks was completed and posted on the web, initially composed of around 120 networks, communication was established with over 3000 related organizations, and several hundred researchers visited the website (809). In its second commitment in this area, the IOTF's *Improving medical and health professional skills to counteract obesity* continued working towards maintaining and developing the web-based online training course (launched during the year), and accredit supporting courses held in varying European countries (810).

6.4.3 Information facilitation

The **European Federation of the Associations of Dietitians** (EFAD)'s commitment *The Dietetic Contribution to Health in the Workplace* consisted in 2008 of a workshop in Italy to promote the work of the Platform, synthesizing reports from 21 national dietitians associations about involvement with their national Platform, production of a report on 27 examples initiatives where Dietitians were contributing to health in the workplace covering a wide range of locations and types of work, and development of a template for the collection of more such exemplified (1032).

The **Standing Committee of European Doctors** (CPME)'s *Annual CMO report on nutrition/diet/obesity* retained its commitment to stimulate National CMO's to publish an annual report on the activities concerning nutrition, diet and obesity, and to collect experiences concerning diet, nutrition and obesity from different Member States and make these available at the EU platform (1038).

The RAND Europe team created a geographical scale of the *level* at which commitments are active (e.g. local, one Member State, trans-European), which was then combined with the *policy area* that commitments refer to (e.g. labelling or reformulation) in order to provide a clear overview of Platform commitments. The geographical scale in last year’s monitoring report consisted of seven levels, where the numbers 1 to 7 corresponded to a different geographical coverage as listed in Table 3. Level 7 was separate in the sense that commitments at this level were not directly bound to any specific countries but operated at a trans-European level – that is covering all or most of the Member States.

Table 3: Previous levels of geographical coverage

Level	Geographical Coverage
1	Local
2	One Member State
3	Two Member States
4	Three Member States
5	Four Member States
6	Five or more Member States
7	Trans-European

However, for the sake of clarity and ease of use of this year’s report, the RAND Europe team has decided to merge several levels and to work with only three clearly distinguishable levels. The former levels 1 and 2 have been merged to form one level of commitments undertaken at a national level. In the case commitments cover multiple countries, yet do not exceed a range of five countries, the commitment will be classified as international. ‘International’ is a merger of the former levels 3, 4 and 5. Finally, any commitments covering more than 5 countries will be labelled European, a merger of the former levels 6 and 7, as shown in Table 4.

Table 4: New levels of geographical coverage

Level	Geographical Coverage	Old Levels
National	One country or a region of a country	1 and 2
International	Any range of two to 5 Member States	3, 4 and 5
European	Commitments at a level of all, or most of the Member States	6 and 7

To generate the map of commitments it is not only necessary to score them according to their geographical coverage; commitments also need to be categorised according to the actual action undertaken. As a significant part of the commitments undertake actions that fit various categories, the decision was made to assign commitments to more than one category when the actions of one commitment would fit multiple categories. Thus certain commitments are represented in the map more than once in order to provide a clear overview of the areas in which Platform members are active. Furthermore, an extra category, Information facilitation has been added to the categorization of commitment. This category includes, largely new, commitments that focus on the provision of information on nutrition, physical activity or health. Different

from information to consumers, these commitments are undertaken by a member (often a secretariat) to a specific selected group, such as their own members, or specific selected public policy makers. Figure 1 provides an overview of the number of commitments undertaken in the various areas.

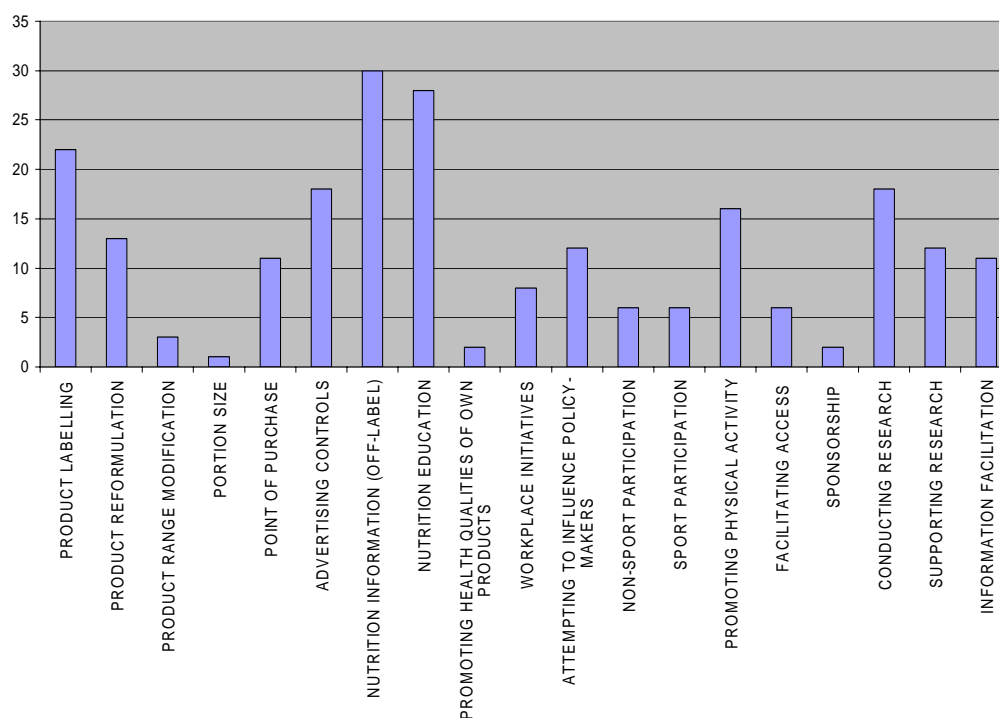


Figure 1: Number of commitments per area

In addition, the following table illustrates levels of activity across the action categories and levels of geographic coverage through colour coding (the darker boxes are those with higher concentration of commitments). The table shows that most commitments are trans-European, whereas commitments spanning 2 to 5 MS level are extremely rare. In addition, it appears from the table that commitments in the areas of food environment and eating environment are more common than those in the other two areas. The majority of the food environment and research commitments take place at the European level. Eating environment and physical activity commitments are more evenly split between the two levels.

Table 5: Total number of commitments per sub-theme and level of implementation

		National (1 and 2)	International (3, 4 and 5)	European (6 and 7)
Food Environment	Product Labelling	7	1	14
	Product Reformulation	6	0	7
	Product Range Modification	1	0	2
	Portion Size	0	0	1
	Point Of Purchase	2	0	9
	Advertising Controls	2	0	16
Eating Environment	Nutrition Information (Off-Label)	16	0	14

	Nutrition Education	19	2	7
	Promoting Health Qualities Of Own Products	1	1	0
	Workplace Initiatives	4	0	4
	Attempting To Influence Policy-Makers	1	0	11
Physical Activity	Non-Sport Participation	0	2	4
	Sport Participation	4	0	2
	Promoting Physical Activity	9	0	7
	Facilitating Access	4	0	2
	Sponsorship	0	0	2
Research	Conducting Research	3	1	14
	Supporting Research	2	0	10
	Information Facilitation	0	0	11

We have also constructed a second table which provides a more general outline of the total number of commitment activities and the main areas in which they concentrate. The table below thus provides a brief and general overview of the main locations of commitment activities with regard to geographical coverage and category.

Table 6: Overview Map of Commitments

	National	International	European
Food Environment	18	1	49
Eating Environment	41	3	36
Physical Activity	17	2	17
Research	5	1	35

As mentioned above, the table clearly indicates a high density of activities taking place at both the national and European level – that is, being executed either in one Member State or in five or more Member States, rather than at the international level (of between 2 and 5 MS). Furthermore, European commitments tend to focus on highly specific activities such as research and influencing policy-makers. Also prominent at the European level are food environment commitments such as advertising controls and product labelling and reformulation. Commitments on the national level are largely concentrated in the eating environment; however, significant numbers of commitments are also active in the food-environment and physical activity.

Most commitments are fully or at least partly active in the eating environment. Within the eating environment many commitments appear to focus on the provision of off-label nutrition information or education. Off-label nutrition information can be national as well as European, whereas education seems to be undertaken largely at a national level. Food-environment and research are also prominent among the activities of the commitments, more so than physical activity, and mainly at a European level. The international character of research and facilitation of information can serve to explain the high prominence of research activities at a trans-European, rather than at a national level.

The concentration of commitments, both categorically as well as geographically, show great consistency with the previous year. National and European commitments remain most prominent, and several commitments previously organized at the ‘international’ level have been expanded to become European wide commitments. This has been compensated by the expansion of former national to international commitments, and by the influx of new commitments, so that the ‘international’ level consists of a total of 5 commitments. Compared to the 59 national commitments and 98 European commitments this is a fairly small number. Table 7 provides an overview of the number of commitments per level for this and last year. The large increase in European commitments can be explained by the high level of new commitments at the European level. Conversely, national level commitments have decreased as commitments have ended or increased their country coverage.

Table 7: Commitments per geographical level

Level	2007	2008
National	68	59
International	2	5
European	78	98
Total	148	162

7.1 *Conclusion*

The discussion above illustrate the considerable range of activities associated with the Platform in 2008. In terms of crude numbers, the areas of nutrition education and information, product labelling and advertising controls have been covered by the most commitments, with relatively few commitments addressing the physical activity sector. With regards to geographic coverage, most commitments took place in a single Member State or across six or more Member States.

8.1 *Introduction*

In order to measure more precisely the standard of monitoring that is being undertaken by the Platform members, RAND Europe created a process to assess quantitatively the quality of the monitoring forms. This chapter describes that process and presents the results it produced.

The purpose of this quality assessment exercise was to give an overview of the quality of the monitoring forms. Although we have attempted to approach this task in a rigorous manner, the act of judging the quality of a monitoring form retains an element of subjectivity. The results of this quality assessment exercise should be approached with this caveat in mind; nevertheless, we believe that it offers a useful indication of the state of Platform members' monitoring practices. We wish to emphasise that this assessment is concerned solely with the quality of the monitoring of a commitment – it does not make any judgement on the commitment itself or its relevance to the Platform's aims.

8.2 *Creating the quality categories and the scoring system*

In order to measure more precisely the standard of monitoring that is being undertaken by the Platform members, in 2007 RAND Europe created a process to assess quantitatively the quality of the monitoring forms. In doing so, the RAND Europe team attempted to identify the criteria that would allow the forms' monitoring quality to be judged most accurately. After a process of reflection and consolidation, four categories were agreed upon: specificity, clarity, focus, and measurement. These categories reflect the aspects of monitoring relevant to the Platform that were identified in Chapter 2.

The next stage was to develop a scoring system for these categories. The RAND Europe team's previous work in the field of quality assessment suggested that a rating system from one to five provided a scale that offered detailed results without being overly complicated. Criteria were then defined for each of the scores from one to five. Below we describe each of the four categories and provide the criteria for each score level.

The scoring process of 2009 for the 2008 commitments is largely similar to that of the previous two years, in order to secure consistency and allow for temporal comparisons. As in previous years, the RAND Europe team has chosen to focus on possibilities to monitor rather than information provision *per se*. This means that rather than assessing the mere quantity of data available the team has made an attempt to understand how well a commitment has been monitored given the possibilities to measure. Thus if it appears all has been done to monitor a commitment well this would deserve a high scoring, even if the amount of information and data is limited.

8.2.1 **Specificity**

The "Specificity" category concerns how well the monitoring form makes its objectives specific –in terms of both quantity and time. Does the form state exactly what the commitment aims to

do, how it will be done, and by when its actions will be accomplished? Does the form separate specific objectives from the member's general, overarching aims?⁸

Scoring categories

- 5 The form displays an excellent level of specificity. The objectives are comprehensively defined and address most of the points given in the appropriate section of the Monitoring Framework. No questions arise regarding the exact objectives, targets and actions to be undertaken. There is a full range of quantitative targets and target dates.
- 4 The form offers a good level of specificity. Objectives are given parameters that greatly reduce (but do not eliminate) ambiguity about the exact scope of the commitment. Each of the terms involved in the objectives have been defined adequately, but some uncertainties remain. Objectives contribute to wider goals without being confused with these wider goals. Quantitative targets and target dates are adequate.
- 3 The form has reached an adequate level of specificity. Objectives are specific enough to be satisfactory, but some aspects are still unclear. The objectives may not be fully separated from larger, overarching goals. There has been an attempt to define the exact meaning of some of the terms involved in the objective. There are some quantitative targets, but these are ill-defined or do not cover all the objectives. There is an attempt to give the commitment a timescale.
- 2 The form's level of specificity is poor. Objectives are vague and poorly separated from larger, overarching goals. There has been no attempt to define the exact meaning of the terms involved in the objective. Objectives are rarely given quantitative targets and if such targets are included, they are limited and ill-defined. A timescale may be referred to briefly, but no specific dates are stated.
- 1 The form is very poor with regard to specificity. Objectives are extremely vague or totally generic. Hardly any achievable goals are stated. The actual scope of the commitment is unidentifiable because it is surrounded by general aims and goals. No timescale is stated.

8.2.2 Clarity

The "Clarity" category deals with the monitoring form's success in communicating "what the commitment is about". Put simply, does the monitoring form allow the reader to fully understand the commitment? Does the form offer clear links between objectives, inputs, outputs and outcomes (if the latter are present)? Does the form give a plausible account of why, or why not, certain effects should be attributed to the commitment's actions?⁹

Scoring categories

- 5 Excellent communication of the commitment. Each element of the commitment has clear links between inputs, processes and outputs. The monitoring form has given convincing explanation of which effects can

⁸ The issue of specificity is dealt with further in the Platform Monitoring Framework. http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_monitoring_framework_en.pdf

⁹ This aspect is more applicable to those commitments which mention outcomes as well as outputs.

- be attributed to its actions, and why this is the case.
- 4 Good communication of commitment, although some ambiguities remain. There is some linking between sections, but it is not fully developed. The form refers to attribution issues, but not to a full extent or in a convincing manner.
 - 3 Adequate communication of commitment. With some effort, it is possible to understand fully what has happened. Information is provided clearly, but linking is very limited or nonexistent. No mention of attribution issues.
 - 2 Poor communication of commitment. It is not possible to understand fully what has happened, even with effort. Information is often unclear or not integrated with other sections. No mention of attribution issues.
 - 1 Very poor communication of commitment, displaying major incoherence. Information is often incomprehensible, or simply absent. No mention of attribution issues. Very little content can be used for monitoring.

8.2.3 Focus

The “Focus” category refers to the extent that the form provides an appropriate level of information to allow effective monitoring. Does the form exclude trivia and ensure that crucial information is present? Does it provide necessary contextual information to enable the reader to judge the scale of a commitment’s impacts?

Scoring categories

- 5 The form has an excellent level of focus. It is tightly focused and provides the maximum amount of relevant information in the minimum amount of space. No irrelevant details are included. Outputs are provided with full and appropriate contextual information that allows readers to accurately assess the scale of the commitment’s effects.
- 4 The form has a good level of focus. It is focused on communicating specific details of the commitment, although irrelevant details are included very occasionally. It appears that no useful information has been omitted. Outputs are provided with adequate contextual information that allows a reader to understand the scale of a commitment’s effects. The writer seems to have understood the appropriate level of detail required for the monitoring forms.
- 3 The form has an adequate level of focus. It includes useful details that aid the understanding of the commitment. However, it also either contains rather more information than is needed to understand the commitment and its context, or omits certain useful information. Nevertheless, these omissions or superfluities do not create serious difficulties in interpreting the form. Outputs are provided with some contextual information, although this does not give the “full picture” and therefore the effects cannot be placed fully in context.
- 2 The form is poorly focused. It contains large sections of information that are irrelevant to the objectives and the commitment, or there is a significant amount of necessary information missing. This makes interpreting the form very difficult and time-consuming, since the reader has to assess the relevance of the included sections, or is prevented from understanding certain statements fully. Outputs usually are presented with

very little or no information that might help to illustrate their scale.

- 1 The form is very poorly focused. It is little more than a “dumping ground” for heterogeneous information and statements. It appears that the writer has not understood the basic purpose of monitoring. No useful contextual information is included, but there may be many “marketing-type” statements.

8.2.4 Measurement

The “Measurement” category concerns the extent to which a form measures the commitment’s results appropriately and frames those results in an understandable manner. Does the form include quantitative data, if appropriate? Does the form state for what period the results apply? Have the actions be measured at appropriate intervals? Is there a solid basis for being confident in the data, or are they possibly spurious? Have appropriate resources (of whatever form) been dedicated to measuring the commitment’s results?¹⁰

Scoring categories

- 5 The monitoring form indicates excellent measurement of the commitment. It provides extensive quantitative and qualitative data that have been measured using techniques that are wholly appropriate. The period to which the data refer is clearly specified. The monitoring form provides a solid basis for the reader to be confident in the information presented. All the activities are measured at (or by) appropriate intervals for the type of commitment and the type of data concerned. The level of resources allocated means that the commitment’s results can be measured comprehensively and reliably.
- 4 The monitoring form displays good measurement of the commitment. It provides a range of quantitative and qualitative data. These data seem to have been measured appropriately. The form provides information that supports the view that the data are reliable. Some of the activities have been assigned appropriate measurement intervals. Substantial resources, relative to the scale of the commitment, have been allocated to measuring results.
- 3 The monitoring form indicates adequate measurement of the commitment. Some quantitative data are provided, and the period to which these data refer is indicated. The system of measurement is appropriate overall, although it may contain some inappropriate elements. On the whole, it appears that the data is reliable. There is some understanding of appropriate intervals to measure certain activities. Sufficient resources have been allocated to allow the commitment’s results to be measured adequately.
- 2 The monitoring form displays poor measurement of the commitment. It provides very little quantitative data. There are some indications as to the period to which this information refers, but they are ambiguous. There are indications that the data are spurious or unreliable. There is no evidence of understanding of what is an appropriate measurement interval. The Platform member has dedicated some resources to support monitoring,

¹⁰ It will be noted that the scoring for this category privileges quantitative data over qualitative data. The rationale for this is that quantitative results are often clearer, more accountable and more compelling to non-Platform members than qualitative results, although this is not always the case.

but these fall short of adequate standards.

- 1 The monitoring form displays very poor measurement of the commitment. Extremely limited or no quantitative data are provided. When they are, they are usually inappropriate and there is no indication of the period to which they refer. There are serious indications that the data are spurious or unreliable. There is no evidence of understanding of what is an appropriate measurement interval. It appears that very few or no resources have been allocated to produce accurate and reliable measurements.

8.3 *Multiple actions included in the same monitoring form*

One of the problems we encountered in dealing with the monitoring forms was that sometimes many actions were included in the same form. However, this was not a significant problem if all the actions were separated out clearly, and so we have not explicitly included this criterion in the categories. Nevertheless, it is much preferable to make the objective of the commitment as specific as possible in order to reduce the number of actions it involves.

8.4 *Applying the scoring system*

As noted above, 160 monitoring forms are analysed in this Fourth Monitoring Progress Report. Each form was read in turn and given a score for each of the categories above.¹¹ To do this, we considered the “Specificity” category first, and compared the monitoring form against the criteria for score levels in that category (as defined above). We judged whether each of the statements contained in the score levels was true for the monitoring form in question. For example, we considered whether the statement “There has been an attempt to define the exact meaning of some of the terms involved in the objective” was true of the monitoring form. If so, then this suggested that a score of 3 was appropriate. If not, we tested which of the statements from the other score levels appeared to be true. Once we had done this for all the statements from the Specificity category, we judged what seemed to be an appropriate score for this category. This is the stage where the element of subjectivity is strongest. If all the statements we assigned to a form come from the same score level, (“3”, for example), then clearly it is appropriate to assign that score for Specificity. However, it is likely that some of the statements will suggest that the form should be given a “4” score (for example) for Specificity, while others will indicate that a “2” score is appropriate. Therefore, the score that is awarded may be something of an “average” representation of a monitoring form’s performance in a particular category.

This task was performed by a single analyst who had already read all of the monitoring forms during the preceding month. A selection of the scores produced by this analyst were quality assured by two other analysts. For each monitoring form, an average (mean) score was calculated from the scores awarded in each assessment category. These individual averages were then used to create an overall average score for all 162 monitoring forms.

8.5 *Results*

The overall average (mean) quality score for the 160 monitoring forms was 3.05 out of a possible 5.00. This is slightly higher than the 3.00 overall average of the previous year.

¹¹ In some cases, the “measurement” category was not appropriate (often because results were forthcoming). In this case, the category was given a score of “not applicable”.

However, comparisons should be made with care – an issue to be addressed later. To aid the interpretation of this result, we offer a broad guide to what an average monitoring form score signifies.

Table 8 Suggested definitions of average monitoring form quality scores

Score	Meaning
5	Excellent
4	Good
3	Adequate
2	Poor
1	Very poor

We wish to point out that these terms are crude and do not provide a full accurate measurement index. They are provided purely as a rough “rule-of-thumb” guide. On the basis of this scale, the average quality score of the monitoring forms that were assessed met the “Adequate” level with a score of 3.05.

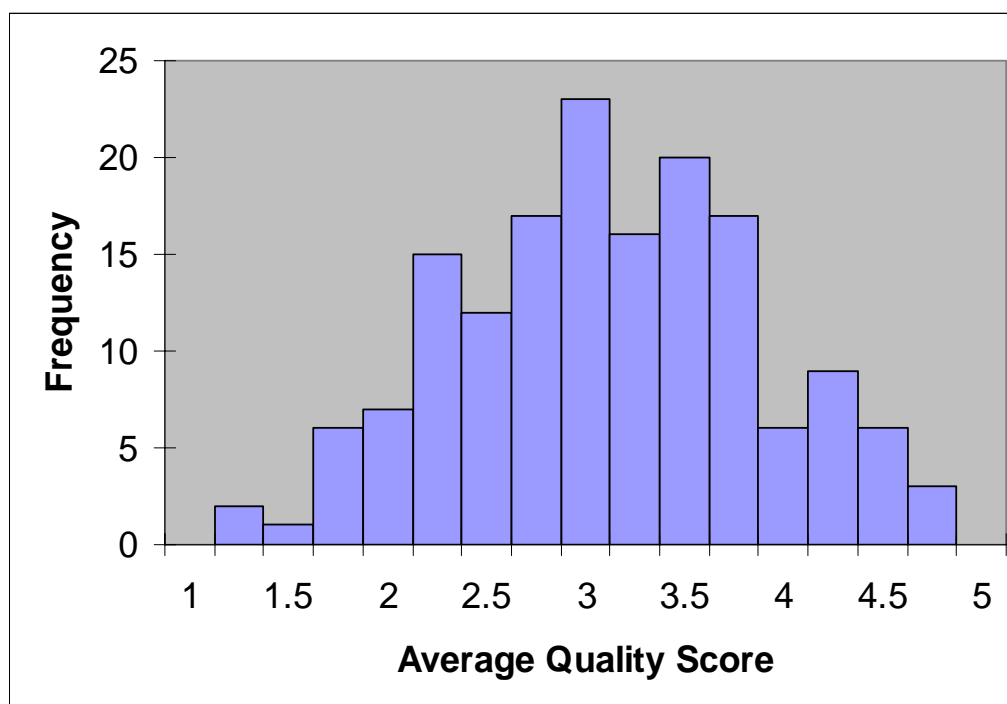


Figure 2: Distribution of average monitoring form quality scores

Table 9: Distribution and cumulative frequency distribution of average monitoring form quality scores (n = 162)

Quality score	Percentage of total results	Quality score	Cumulative percentage of total results
1 < 2	8.1%	< 2	8.1%
2 < 3	36.3%	< 3	44.4%
3 < 4	42.5%	< 4	86.9%

4 < 5 13.1% < 5 100.0%

The two left-hand columns show that, for example, 8.1% of the reports scored less than 2, while 36.3% of the monitoring forms received a score that was equal to or greater than 2, but less than 3. It is noticeable that around 13% of the forms gained a score of 4 (“Good”) or above on average. This is somewhat higher than last year. An interesting fact provided by the right-hand two columns is that 55.6% of the forms received an average score equal to, or higher than, 3 (“Adequate”). More than half of the commitments were therefore better completed than ‘Adequate’, also an improvement over the previous year.

As noted above, the mean quality score for the monitoring forms was 3.05. However, to provide an overall average disguises variations between the various assessment categories, as demonstrated in Table 5.3 and Figure 5.2.

Table 10: Mean scores of monitoring form quality scores, by assessment category

Assessment category	2007 (N=121)		2008 (N=148)		2009 (N=162)	
	Mean score	Standard deviation	Mean score	Standard deviation	Mean score	Standard deviation
Overall average	2.88	0.91	3.00	0.79	3.05	0.63
Specificity	2.85	1.13	2.93	1.04	3.03	0.76
Clarity	2.86	0.93	3.14	0.90	3.19	0.78
Focus	2.76	0.97	2.83	0.91	2.74	0.75
Measurement	3.06	1.03	3.12	0.96	3.24	0.83

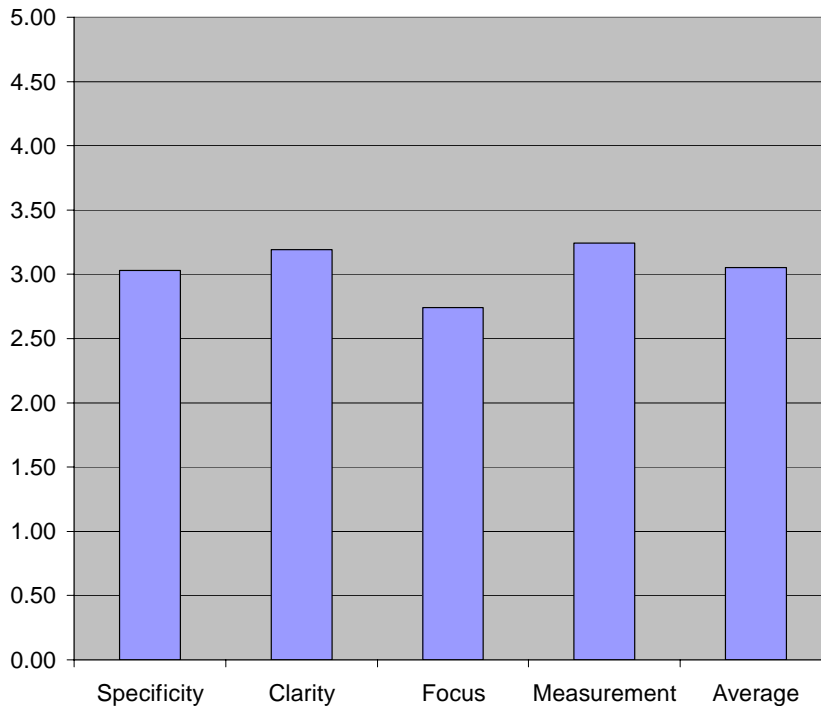


Figure 3: Average monitoring form quality scores by assessment category

Disaggregating the scores by assessment category provides a more comprehensive overview of the quality of the commitments. Similar to previous years, it appears that the forms performed less on the Focus criterion and appeared to score best on Clarity and Measurement. One possible explanation of this result is that some Platform members are not entirely sure of the required or appropriate level of detail that should be included in the monitoring forms. The experience of the RAND Europe team in assessing the commitments accords with this explanation, as we often had to read a form repeatedly to identify the relevant information. At other times monitoring forms omit vital information that would have aided our understanding greatly. This has especially been the case with yearly objectives which are not infrequently incomplete or left blank altogether. On the other hand, the forms recorded noticeably higher scores for the Measurement and Clarity criteria. This underlines the team's view that many of the members place greatest importance on reporting results, which are often clearly stated and supported by data. In contrast, the other elements of completing the form (formulating objectives, communicating clearly, selecting appropriate information) appear to have presented greater challenges.

Important to notice in the 2009 scores is that even though the average increased, focus as the only element has decreased. This lower value largely stems from lower focus scores of, as will be shown later, continuing commitments. The 2008 updates of the commitment forms contained more monitoring information than in previous years, hence an increase in measurement. However, many of the 2008 updates were incomplete, with vital information, such as objectives or inputs, missing. Focus scores have therefore been lowered when vital information in the 2008 update was missing.

A final point regarding the general averages can be made about the standard deviations. In comparison to previous years the standard deviations have decreased, which implies that commitment form scores are becoming more similar. Further, less extreme cases (be it good or poor) have been noted. Overall the scores adjust to the mean which, as has been stated previously, has slightly increased over the last two years of monitoring.

Interesting differences can be observed with an examination of quality scores according to the different types of activities undertaken by Platform members. In order to do this, the RAND

Europe team disaggregated the scores for each of the 19 subcategories outlined in Table 2.1. The results of this disaggregation are presented in Table 5.4.

Table 11: Mean monitoring quality scores, by area of Platform activity

Category	Average	N
Product labelling	3.22	22
Product reformulation	3.50	7
Product range modification	2.38	1
Point of purchase	2.65	9
Advertising controls	3.14	13
Nutrition information (off-label)	2.98	19
Nutrition education	3.35	24
Promoting health qualities of own products	2.50	1
Workplace initiatives	2.96	7
Attempting to influence policy-makers	2.16	7
Sport participation	3.44	6
Promoting physical activity	2.60	9
Facilitating access	2.81	2
Sponsorship	2.25	1
Conducting research	3.25	16
Supporting research	3.50	10
Information facilitation	2.13	7

Perhaps unsurprisingly, drawing conclusions from such a table of figures is beset by difficulties. It is problematic to compare between data sets that vary greatly in size (from 1 data point to 24, for example), and a mean average gives a rather crude representation of the full range of scores. With these caveats in mind, it does appear that the monitoring of product reformulation commitments, research support and sport participation has reached a relatively high standard. Without more detailed research, attempts to understand these results will remain informed speculation, and the following comments should be read in this spirit.

One possible explanation for the high score of product reformulation is that the quality scoring mechanism may privilege the provision of quantitative information, which was often present in product reformulation monitoring terms – of tonnes of salt removed from products, and so on. Similarly, the clarity of these forms may have been aided by the fact that many actions followed the template “to reduce the amount of x in x”, which is easily understood. Similarly, many of the research support commitments concerned clear monetary inputs which are easily measured. Somewhat lower are the scores for information facilitation and commitments aimed to influence policy makers. A possible explanation for these lower scores could lie in the fact that these commitments are by nature more opaque and therefore difficult to quantify. Still, given these differences the RAND team has striven to score commitments on the basis of the quality of information provided given the potential to monitor the commitment, to come to a fair scoring.

8.6 *Comparison with 2008*

Comparisons with the scoring of the previous monitoring report are not straightforward. Simply comparing the means of both scoring exercises generates a picture that is interesting yet incomplete. In the first instance, comparisons are complicated by the fact that the current scoring averages are based on 160 commitments as opposed to 148 commitments in the previous year. Furthermore, since the Third Monitoring Progress Report in 2008, several commitments have ended, while others have started. In total, 123 commitments have continued in the last year and have been included in both the previous as well as the current scoring exercise. Hence, the current scoring is also based on 33 new commitments, while the remaining commitments have been terminated. The separation into continuing and new commitments is helpful as it allows comparisons to be made more accurately.

A comparison between this year's scoring of continuing commitments and that of the previous year is shown in Table 5.4 and indicates that overall scoring improved for all categories but focus. This differs from last year when the continuing commitment showed an improvement in all areas. As stated previously, lower focus scores have largely been the result of incomplete forms for the 2008 update. Especially inputs and objectives have been left blank, which makes the interpretations of the actions undertaken in 2008 difficult and unclear. It is noteworthy, though, that measurement has increased which mostly reflects an increase in output information and data in the 2008 updates of continuing commitments.

Figures for the new commitments further underline the general findings that commitments tend to score higher on measurement and clarity than on specificity and focus. Several new commitments have provided high quality data on inputs and outputs, even for commitments with less readily available quantitative data. The improvements in these categories for the continuing commitments might be seen as an indication of learning taking place during Platform membership.

Table 12: Mean monitoring form quality scores for different selections

Selection	Specificity	Clarity	Focus	Measurement	Average
Continuing commitments 2008 scores	3.00	3.15	2.88	3.17	3.05
Continuing commitments 2009 scores	3.07	3.20	2.72	3.22	3.05
New commitments	2.91	3.16	2.82	3.33	3.05
Finished commitments	2.48	3.04	2.54	2.84	2.73

8.7 *Recommendations*

On the basis of the scoring exercise and the analysis of scores, several recommendations can be made which could help to improve monitoring and thereby aid the aims of the Platform:

1. It is important not to confuse the objectives of a commitment with the intended impacts or outcomes. For example, 'raising awareness of obesity' reflects a generally desired impact, however, action itself, and therefore its objectives, are for example a conference. The objectives for a conference differ and expressed in such goals as desired attendance figures, attendance of policy makers and the production and distribution of reports.

2. Furthermore, even with continuing commitments it remains important to maintain an orientation towards the future. Many commitments read as if they have been constructed post-fact. Thus they have been written down after the actions took place and read as mere summaries rather than as commitments with clear objectives and measurable in and outputs.
3. Regarding focus, a small reminder might be in order. Focus implies that the right amount of information is provided at the right place. A frequent observation among this year's commitment forms has been that in the 2008 update of objectives members have simply written down what has happened over the last year. This is not an objective however, and relates to point 2. This information should go into the output column; the objectives should state member's goals for 2008.

8.8 *Summary*

RAND Europe has developed a process for assessing the quality of monitoring forms that uses a scoring mechanism to quantify quality levels. The process has been applied three times now, for 160 monitoring forms in 2009, for 148 monitoring forms in 2008 and 121 monitoring forms in 2007. The results indicate that the average (mean) quality score of the current monitoring forms is 3.05. Overall this score suggests that the monitoring forms meet an "Adequate" level, and in general seem to have slightly improved over the last 2 years. These averages do, however, conceal many variations between different categories, as well as between different selections of commitments (for example, new and continuing commitments). Especially the slight decrease in average score for continuing commitments is an interesting finding and points to the need for ongoing attention to the monitoring of commitments. However, interpretations of the scoring exercise should in the end be made with care and with reference to the appropriate category, as well as to the selection of commitments concerned.

Meetings

In 2009 Platform Plenary meetings are scheduled for 3 April, 9 July, 11 September and 4 December. In order to facilitate dialogue with national authorities, there will be one joint meeting with the High Level Group on Nutrition and Physical Activity (HLG). DG SANCO will also invite the HLG to nominate an observer for the Platform Plenary meetings.

Following the system established in 2008, the 2009 Plenary meetings will focus the morning sessions on the functioning and processes of the Platform (monitoring, reporting, membership, communication) and afternoon sessions will be given to a thematic exchange of experiences by Members, as well as to briefings on related EU and international policy developments and relevant scientific information.

The 2009 schedule of meetings (which may be subject to revision) is set out below.

Date	Morning Session	Afternoon Session
03/04/2009	Discussion on draft of 2008 Annual Report	Reformulation – including composition of foods, availability of healthier food options, portion sizes
09/07/2009	Lifestyles / Education	Platform invited to the Youth Health Conference
11/09/009	TBA	Marketing and advertising
04/12/2009	Discussion on evaluation of the process	Labelling – including on-pack nutrition information and claims

Report Annexes

i. Platform Founding Statement

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/platform_chart er.pdf (6 pages)

ii. Abbreviations

AREFLH	Assemblée des Régions Européennes Fruitières, Légumières et Horticoles
BEUC	Bureau Européen des Unions des Consommateurs (European Consumers' Organisation)
BMA	British Medical Association
BNF	British Nutrition Foundation
CAP	Common Agricultural Policy
CESS	Confédération Européenne Sport Santé
CIAA	Confederation of the Food and Drink Industries of the European Union
CLCV	Consommation, Logement et Cadre de Vie
CPME Doctors)	Comité Permanent des Médecins Européens (Standing Committee of European
CVD	Cardio-vascular disease
DG EAC	Education and Culture Directorate General of the European Commission
DG SANCO Commission	Health and Consumer Protection Directorate General of the European
DG TREN	Energy and Transport Directorate General of the European Commission
EASA	European Advertising Standards Alliance
EASO	European Association for the Study of Obesity
EBU	European Broadcasting Union
ECF	European Cyclists' Federation
EFAD	European Federation of the Associations of Dietitians
EFSA	European Food Standards Agency
EGTA Sales Houses)	European Group on Television Advertising (Association of Television and Radio
EHFA	European Health and Fitness Association
EHN	European Heart Network
EMRA	European Modern Restaurants Association
EMSA	European Medical Students Association
EPHA	European Public Health Alliance
EROSKI	The EuroCoop member for Spain
ESA	European Snack Association
ESWDA	European Sport Workforce Development Alliance
EU	European Union
EUFIC	European Food Information Council

EUROPREV	European Network for Prevention and Health Promotion and General Practice
EVA	European Vending Association
FABCON	“Fit am Ball” Conference
FDB	Fællesforeningen for Danmarks Brugsforeninger (Danish Consumers Co-operative Society)
FENACOOOP	Federação Nacional Das Cooperativas de Consumidores (Portuguese Consumers Co-operative Society)
FEVIA	Belgian National Food and Drink Industry Federation
FHA	Finnish Heart Association
FIA	Fitness Industry Association
FIAB	Spanish Food and Drink Industries Federation
FSA	Food Standards Agency
GDA	Guideline daily amount
HFSS	High Fat, Sugar and Salt
HLG	High Level Group on Nutrition and Physical Activity
IBFAN	International Baby Food Action Network
ICAPS	Intervention Centred on Adolescents' Physical activity and Sedentary behaviour
ICC	International Chamber of Commerce
IOTF	International Obesity Task Force
JEP	Jury for Ethical Practice in Advertising (Belgium)
KF Group	Kooperativa Förbundet (the EuroCoop member for Sweden)
NGO	Non-Governmental Organisation
NMA	National medical association
NPA	Physical Activity Network
NUBEL	Nutrition Belgium
OECD	Organisation for Economic Co-operation and Development
OFCOM	Office of Communications (UK media regulator)
SCOPE	Specialist Certification of Obesity Professional Education
SHF	Slovenian Heart Foundation
SOK	Suomen Osuuskauppojen Keskuskunta (EuroCoop member for Finland)
SRO	Self-regulatory organisation
UEFA	Union of European Football Associations
UEMO	European Union of General Practitioners
UK	United Kingdom
UNESDA	Union of European Beverages Associations
WFA	World Federation of Advertisers
WHO	World Health Organisation