

The EU Platform on Diet, Physical Activity and Health

Second Monitoring Progress Report

Michael Hallsworth, Tom Ling

TECHNICAL REPORT

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Michael Hallsworth, Tom Ling

Prepared for the European Commission

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Preface

This Monitoring Progress Report presents the achievements of the EU Platform on Diet, Physical Activity and Health in 2006. The EU Platform on Diet, Physical Activity and Health was launched in March 2005 to “provide a common forum for all interested actors at European level where: (a) 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; (b) 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.”¹

The main purpose of this Monitoring Progress Report is to communicate the achievements of the Platform, as represented in 121 monitoring forms submitted by Platform members. Chapter 2 gives an overview of the Platform’s achievements. Chapter 3 highlights areas of monitoring practice that the RAND Europe team identified as being particularly important or relevant to the Platform. Chapter 4 describes the development of a process to assess the quality of the monitoring forms quantitatively and presents the results generated by the application of this process. Chapter 5 offers RAND Europe’s conclusions on the Platform’s achievements and the standard of monitoring practices employed by its members.

This Monitoring Progress Report was prepared for, and funded by, the Health and Consumer Protection Directorate General of the European Commission (DG SANCO). It will allow Platform members, DG SANCO, and other interested stakeholders to understand the extent to which it is possible to provide a clear and compelling account of the Platform’s impact. This Monitoring Progress Report should be of interest to officials of the European Commission who deal with diet, exercise and health; to Platform members; and to a wider audience of policy makers and researchers who are interested in the feasibility, acceptability and sustainability of delivering agreed objectives through non-hierarchical instruments.

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¹ EU Platform on Diet, Physical Activity and Health, ‘Diet, Physical Activity and Health – A European Platform for Action’, March 15 2005.

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

² For more information on RAND Europe, please see: www.randeurope.org

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For information regarding the EU Platform on Diet, Physical Activity and Health, please visit the website of the European Commission Health and Consumer Protection Directorate General:

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

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Abbreviations

BEUC	Bureau Européen des Unions des Consommateurs (the European Consumers' Organisation)
BMA	British Medical Association
BNF	British Nutrition Foundation
CAP	Common Agricultural Policy
CIAA	Confederation of the Food and Drink Industries of the European Union
CLCV	Consommation, Logement et Cadre de Vie
CPME	Comité Permanent des Médecins Européens (The Standing Committee of European Doctors)
CVD	Cardio-vascular disease
DG SANCO	Health and Consumer Protection Directorate General of the European Commission
EASA	European Advertising Standards Alliance
EASO	European Association for the Study of Obesity
EBU	European Broadcasting Union
EFAD	European Federation of the Associations of Dietitians
EGTA	European Group on Television Advertising (the Association of Television and Radio Sales Houses)
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
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
IBFAN	International Baby Food Action Network
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
NUBEL	Nutrition Belgium
OECD	Organisation for Economic Co-operation and Development
SCOPE	Specialist Certification of Obesity Professional Education
SHF	Slovenian Heart Foundation
SOK	Suomen Osuuskauppojen Keskuskunta (EuroCoop member for Finland)
SRO	Self-regulatory organisation
UEMO	European Union of General Practitioners
UK	United Kingdom
UNESDA	Union of European Beverages Associations
WFA	World Federation of Advertisers
WHO	World Health Organisation

Definitions of terms used

Commitment	To become a member of the EU Platform on Diet, Physical Activity and Health, an organisation must undertake a “commitment”. These commitments are promises to take actions to achieve a particular goal that advances the Platform’s aims.
Actions	Some commitments include multiple actions that allow the commitment as a whole to be achieved (although this is not desirable because it complicates the monitoring process). “Actions” therefore refer to different tasks contained within a commitment.
Monitoring form	<p>In order to monitor the progress of their commitments, Platform members were requested to submit “monitoring forms” that were based on a template created by the European Commission. Members submit one monitoring form per commitment.</p> <p>Monitoring forms provide sections for Platform members to state information on “objectives”, “inputs”, “outputs” and “outcomes”; these terms are explained below.</p> <p>The monitoring form template is provided in Appendix D.</p>
Objectives	Objectives define what the commitment (and therefore its actions) is trying to achieve. Objectives should be specific and clear and should include targets that are feasible.
Inputs	Inputs are the resources used to accomplish an objective. For example, the amount of money used to produce a healthy eating leaflet would be an input.
Outputs	Outputs are the immediate products of an action. For example, this could be the number of healthy eating leaflets produced by a Platform member.
Outcomes	Outcomes are the wider consequences of an action. For example, this could be the change in diets created as a result of consumers reading a healthy eating leaflet. There are difficulties in attributing outcomes to a particular action.
Monitoring Framework	To help Platform members complete monitoring forms, the European Commission produced a “Monitoring Framework” that introduced the concept of “monitoring” in the context of the

Platform. The Monitoring Framework is provided in Appendix C.

Monitoring
Working Group

The Platform has established a Monitoring Working Group, composed of Platform members. The membership of the Monitoring Working Group offers a balanced representation of the different stakeholders who are members of the Platform. The Working Group was established with four stated objectives: to work together towards the establishment of an indicator and reporting system; to discuss a data collection system; to review on a systematic basis the indicator system; and to study best practice and existing guidelines on monitoring.³

Monitoring
Progress Report

A Monitoring Progress Report is a summary of the Platform's achievements that is based on the submitted monitoring forms. The current document is the Platform's second Monitoring Progress Report; the first was produced in 2006.⁴

³ http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/ev20050912_mi_en.pdf

⁴ http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_1mon-framework_en.pdf

Acknowledgements

The members of the team at RAND Europe team would like to express their appreciation to the staff of DG SANCO Unit 02, in particular Jonathan Back and Cécile Billaux. We would also like to thank the Platform members who responded to our requests for information during the writing of this Monitoring Progress Report.

Finally, we are grateful to our colleagues at RAND Europe, Dr Chris van Stolk and Amanda Scoggins, who provided useful and insightful comments during RAND Europe's Quality Assurance process.

Executive summary

The Platform

The EU Platform on Diet, Physical Activity and Health was launched in March 2005 to “provide a common forum for all interested actors at European level where: (a) 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; (b) 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.”⁵

From the outset it was recognised that the members of the Platform⁶ would need to monitor their achievements if they were to demonstrate their impact to others and to learn from their own practices. This is a challenging task, however, and not all Platform members were equally skilled in this area. A Platform Monitoring Working Group, which was chaired by the European Commission and comprised members of the Platform, was therefore set up in March 2005. In March 2006, the Chairman of the Platform indicated that “the key objective of the second year [of the Platform] is to show that the Platform is going forwards in terms of implementation and monitoring of the commitments”.⁷ The Monitoring Working Group issued a “Monitoring Framework” and a “First Monitoring Progress Report” in 2006.⁸ Subsequently it has been instrumental in working towards the production of a second Monitoring Progress Report for the second anniversary of the Platform (March 2007).

This Monitoring Progress Report presents the achievements of the EU Platform on Diet, Physical Activity and Health in 2006. It also examines how successfully the Platform’s members are monitoring the Platform’s progress.

⁵ EU Platform on Diet, Physical Activity and Health, ‘Diet, Physical Activity and Health – A European Platform for Action’, March 15 2005.
http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/platform_charter.pdf.

⁶ This Report will henceforth refer to the EU Platform on Diet, Physical Activity and Health as “the Platform”.

⁷ As indicated in ‘Plenary Meeting Tuesday 14 March 2006, Summary Report (Draft)’,
http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/ev_20060314_mi_en.pdf

⁸ http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_1mon-framework_en.pdf

Achievements

The information on the Platform's achievements that is included in this Monitoring Progress Report is derived from RAND Europe's analysis of 121 monitoring forms submitted by Platform members. We have attempted to include information on all of these achievements, except where the specificity, clarity, focus or measurement displayed in the monitoring forms was so poor that it was not possible to communicate their content in a meaningful way, or when the actions were not applicable to 2006. It should be noted that the inclusion of information on commitments in this Monitoring Progress Report does not mean that the RAND Europe team has independently verified such information, or that the problem of attribution ("Was it really the Platform that caused the achievements to happen?") has been overcome. Furthermore, the important problem of the counter-factual ("What would have happened in the absence of the Platform?") has not been addressed.

Despite these caveats, members of the Platform appear to have produced a rich diversity of responses to the Platform's aims. Many of these responses exploit the existing strengths and activities of the Platform member implementing them. As an alternative mechanism for pursuing public benefits through innovative actions, the Platform raises important and interesting questions. Such innovative mechanisms present new advantages and limitations, which are likely to become better understood over time.

Progress in monitoring

The RAND Europe team developed an understanding of the current state of Platform monitoring activities by consulting relevant documents and speaking to key informants throughout the production of this report. These activities allowed us to identify six aspects of monitoring that were particularly relevant to the Platform: the need to be specific when setting objectives and reporting on actions, the need to focus on relevant information when monitoring, the need to devise appropriate methods of measuring results, the need to communicate information clearly, the need to state the Platform's contribution to a commitment, and the need to dedicate sufficient resources to allow effective monitoring.

In order to measure the standard of monitoring that is being undertaken by the Platform members with greater precision, RAND Europe developed a process for assessing the quality of monitoring forms that used a scoring mechanism to quantify quality levels. When this process was applied to 121 monitoring forms, the results indicated that the average (mean) quality score of these forms was 2.88. A crude interpretation of this score suggests that, on average, the monitoring forms fall just short of an "adequate" standard where: objectives are sufficiently clear to be understood, and include some quantitative targets and timescales; reporting allows, with some effort, an understanding of what has been done; there is a focus on many important activities, whilst less attention is paid to more trivial activities; and, on balance, there is an approach to measurement that is appropriate if not complete.

These results suggest that a significant number of monitoring forms were not entirely adequate, although most forms communicated enough information to allow an impartial reader to gain at least a general understanding of what was being claimed by the Platform member. However, this average quality score conceals that fact that there were variations within the different categories used to carry out the quality assessment. For example,

average quality scores were lower for the “focus” category (which concerns the suitable level of information to include in a monitoring form) than for the “measurement” category (which concerns the appropriate measurement of a commitment’s results). This suggests that Platform members may wish to address the degree of focus present in their commitments (and any future monitoring forms) as a priority.

Conclusion

This Monitoring Progress Report shows that the Platform can point to a wide range of activities and achievements that reflect the diverse capacities of the Platform Members. A plausible case can be made for linking these claimed achievements to a successful delivery of the aims of the Platform. In addition, this Monitoring Progress Report also suggests that, after two years, the Platform has developed a range of skills in producing monitoring data. However, it is clear that there are significant variations in the quality of reports and that some Platform members are struggling with the monitoring of their commitments. It is hoped that this Monitoring Progress Report will act as a catalyst to ensure that there is an overall improvement in monitoring which can then be reflected in any future report on the achievements of the Platform.

The EU Platform on Diet, Physical Activity and Health was launched in March 2005 to “provide a common forum for all interested actors at European level where: (a) 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; (b) 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.”⁹

A Platform Monitoring Working Group, chaired by the European Commission and comprising of members of the Platform, was set up in March 2005. In March 2006, the Chairman of the Platform indicated that “the key objective of the second year [of the Platform] is to show that the Platform is going forwards in terms of implementation and monitoring of the commitments”.¹⁰ The Monitoring Working Group issued a “Monitoring Framework” and a “First Monitoring Progress Report” in 2006.¹¹ Subsequently, it has been instrumental in working towards the production of a Second Monitoring Progress Report for the second anniversary of the Platform (March 2007).

The Health and Consumer Protection Directorate General of the European Commission (DG SANCO) wished to receive support for its role in facilitating the monitoring activities of the Platform and in managing the Monitoring Working Group. As well as requesting the provision of independent expertise on monitoring, the Monitoring Group also wanted an analysis of, and report on, the monitoring activities of Platform members.

This Monitoring Progress Report outlines RAND Europe’s analysis of 121 monitoring forms completed by Platform members and submitted to the European Commission by 29th January 2007. Each form represents one Platform commitment. This Monitoring Progress Report does not include all the commitments being undertaken as part of the Platform because not all Platform members submitted monitoring forms for their commitments. If a member of the Platform did not submit a monitoring form for a commitment, that commitment does not appear in this document. Appendix A lists the

⁹ EU Platform on Diet, Physical Activity and Health, ‘Diet, Physical Activity and Health – A European Platform for Action’, March 15 2005.
http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/platform_charter.pdf.

¹⁰ As indicated in ‘Plenary Meeting Tuesday 14 March 2006, Summary Report (Draft)’,
http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/ev_20060314_mi_en.pdf

¹¹ http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_1mon-framework_en.pdf

commitments included in this document; Appendix B lists the commitments for which monitoring forms were submitted after the deadline of 29th January 2007. All of the Platform commitments, which numbered over 200 for 2006, can be accessed via the online Platform database.¹²

The main purpose of this Monitoring Progress Report is to communicate the achievements of the Platform members, as represented in the monitoring forms. RAND Europe endeavoured to treat each monitoring form in a wholly objective manner: our intention was simply to communicate clearly the information contained in the form. Since the RAND Europe team could not check the sources of such information, it cannot guarantee that the statements representing the Platform's achievements are accurate. This Monitoring Progress Report does not comment on the relevance of particular commitments to the aims of the Platform.

This Monitoring Progress Report also offers an overall assessment of the Platform Members' monitoring practices. RAND Europe fully recognises the practical challenges that face Platform members when they are monitoring their commitments. The RAND Europe team communicated with DG SANCO, with individual members of the Platform, and with the Monitoring Working Group (at a meeting on 17th January 2007). A copy of the presentation given to the Monitoring Working Group can be found in Appendix F (RAND Europe's update to Monitoring Working Group, 17th January 2007). The purpose of these communication activities was to understand the challenges to monitoring faced by Platform members and to provide them with suitable guidance. Further practical advice was provided in RAND Europe's Memorandum to Platform Members of 14th December 2006, which can be found in Appendix E.

These communication activities and RAND Europe's analysis of the monitoring forms indicate that the Platform has made significant progress in its monitoring during the preparation for this Second Monitoring Progress Report. Understandably, however, the challenges that Platform members face were not fully overcome, and we therefore have noted both strengths and areas for further improvement. Not all of the monitoring forms shown to us would be compelling to an impartial third party.

The Monitoring Progress Report is organised into the following sections: Executive Summary; Chapter One: Introduction; Chapter Two: The achievements of the Platform; Chapter Three: Aspects of monitoring relevant to the Platform; Chapter Four: Quality assessment of monitoring forms; Chapter Five: Conclusions. Appendix A is a table of the 121 commitments that had monitoring forms submitted by 29th January 2007; Appendix B is a table of the commitments for which monitoring forms were submitted after 29th January 2007; Appendix C is the Platform Monitoring Framework; Appendix D is the monitoring form template; Appendix E is RAND Europe's initial assessment of monitoring reports; and Appendix F is RAND Europe's presentation to the Platform Monitoring Working Group on 17th January 2007.

¹² http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/database/web/dsp_search.jsp

2.1 **Introduction**

This chapter details the initiatives undertaken by members of the Platform in 2006, and the results these initiatives produced. This chapter presents only the activities that were recorded in the 121 monitoring forms submitted by Platform members by 29th January 2007 (a list of these forms is provided in Appendix A). It does not, therefore, provide a full account of the activities of the Platform's members. Anyone who wishes to discover the full range of Platform activities can use the Platform online searchable database, which contains details of every Platform commitment.¹³

The next section explains how the text for this chapter was produced.

2.1.1 **Methodology**

Firstly, the RAND Europe team read the documentation relevant to the Platform, such as its Charter and the Monitoring Framework. The team also attended a meeting of the Platform Monitoring Working Group and liaised with officials of the European Commission. These activities allowed us to gain a good understanding of the context and aims of the Platform.

The European Commission originally set a deadline of 17th November 2006 for the submission of monitoring forms. Subsequently, this deadline was extended to the 22nd December 2006. During December, the Commission sent the RAND Europe team electronic files of the monitoring forms received by 17th November 2006, so that the analysis of the progress of Platform members' monitoring practices could begin. This initial batch of forms provided the basis for RAND Europe's initial assessment of monitoring forms (Appendix E).

In late January 2007, the European Commission sent the RAND Europe team the electronic files of the 121 monitoring forms that it had received by 29th January 2007. The RAND Europe team engaged a single analyst to read all of the monitoring forms and produce cogent, accurate summaries of the content of each form. This task required the analyst to apply a consistent level of judgement regarding the elements should be included

¹³ http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/database/web/dsp_search.jsp

or excluded from this Monitoring Progress Report. Information was excluded if one or more of the following conditions were 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 2006.

This means that this chapter is based on the principle that information should be included unless there are good reasons for its exclusion.

Once summaries for all 121 monitoring forms had been produced, these summaries were organised according to the various areas covered by the Platform.¹⁴ The intention was to tell a coherent "story" about the Platform's progress. Therefore, this chapter is structured according to the following areas:

1. Education and lifestyles (healthy eating, healthy lifestyles, and physical activity)
2. Labelling
3. Advertising and marketing
4. Product development and reformulation, including portion sizes
5. Dissemination activities
6. Policy development
7. Research into areas of relevance to the Platform

Finally, a number has been included in parentheses at the end of each summarised account of a commitment. This is the number allocated to a commitment by the European Commission. The inclusion of these numbers means that each statement in sections 2.2 to 2.8 is referenced to a particular commitment. These commitments (and their numbers) are listed in Appendix A, and can be found in the Platform's online database.¹⁵

2.1.2 The objectivity and reliability of this chapter

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. RAND Europe compiled this chapter on the basis that all the information necessary to represent the

¹⁴ It proved difficult to group actions or commitments in a wholly consistent manner, and therefore some overlaps in the sections may occur.

¹⁵ http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/database/web/dsp_search.jsp

progress of a commitment accurately was contained in the monitoring forms, although the Platform database was consulted to aid our understanding when sufficient contextual information was lacking. 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 certain forms (see below).

Given that we treated each form objectively, and used no other sources of information, this chapter's accounts of the Platform's commitments reflect 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 offers little appropriate data in a confusing format.

Since the information presented in this chapter has been transmitted through monitoring forms, it is possible that some confusion was created during this process. To guard against this, we contacted the authors of certain monitoring forms during the writing of this Monitoring Progress Report.¹⁶ The criteria for deciding to contact authors were:

1. Is there a large potential for certain information to be miscommunicated?
2. Could certain, targeted requests for information significantly improve our account of this commitment?

RAND Europe made 12 such requests for additional information. We received eight responses to our requests. In addition, five Platform members requested RAND Europe's advice on their monitoring forms; in the case of six monitoring forms, the RAND Europe team indicated that further information would be helpful and the Platform member supplied this information. Therefore, in some instances we present information that was received through channels other than the monitoring forms.

Finally, we wish to emphasise that the RAND Europe team could not check the sources of the information presented in these monitoring forms, and therefore was solely dependent on the Platform members' representation of this information. Therefore, RAND Europe cannot guarantee the accuracy of the statements made in this chapter. Their inclusion in the Monitoring Progress Report does not mean that the RAND Europe team has independently verified them.

With these caveats in mind, the achievements of the Platform in 2006 are presented below.

2.2 **Education and lifestyles (healthy eating, healthy lifestyles, and physical activity)**

2.2.1 **Healthy eating**

Many of the commitments in the EU Platform aim to allow consumers to assess the role of specific foods and food products in the context of a balanced diet. Some of these initiatives are undertaken on a European level, while others focus on specific actions in a certain

¹⁶ Often, this chapter reproduces the exact wording of a monitoring form to minimise the potential for faulty transmission of information.

country. Therefore, this section is organised into two parts: “Multi-country initiatives” and “Country-specific initiatives”.

Multi-country initiatives

Retailers can play a particularly important role in communicating messages to consumers, since they constitute the point at which food purchases are made. The retail association EuroCommerce committed to increasing the number of national retail federations taking an integrated approach based on the World Health Organisation’s (WHO) obesity recommendations from 8 to 18 EU countries by the end of 2006. The rationale for this initiative is that retail efforts to fight obesity will be more effective if they are based on an integrated approach at national levels. By May 2006, the number of retail federations incorporating WHO recommendations had increased to 13 EU countries, but there have been no further increases since then (580).

One of the main EuroCommerce actors in the area of promoting a healthy diet is Carrefour, which has 8,800 stores in seven Member States (France, Belgium, Spain, Italy, Greece, Portugal and Poland). In these countries of operation, Carrefour has participated in public campaigns to promote the consumption of fruit and vegetables, and has run its own campaigns through in-store events and “Nutrition Weeks”. In France, Carrefour has produced three different leaflets or magazines featuring nutritional information, with a combined circulation of 3.3 million in 2006; in Italy, two titles with a combined circulation of six million; and in Spain, two titles with a combined circulation of nearly 200,000. Carrefour’s new mini-website on nutrition and its nutrition-related phone centres have had limited uptake in 2006: the website attracted only 200 visitors and only 25 phone calls were made to the centre each month. In 2006, 35 studies were conducted to assess these campaigns, and monitoring of consumption patterns shows annual increases of 10% in the consumption of organic fresh produce since 2004 (737).

Moving from the retail to the consumer sector, many member organisations of the European Consumers’ Organisation (BEUC) publish consumer magazines that inform their members and the general public on issues of concern to consumers. BEUC member organisations commit to publishing regular articles on nutrition in these magazines; in 2006, BEUC exceeded its targets for publishing such articles – at least 19 articles were published by members in nine different countries. In this context, the EU Platform has helped to refocus the attention of BEUC members on its Nutrition Campaign, launched in 2005. Three BEUC members also conducted their own nutrition campaigns nationally (525).

The European Food Information Council (EUFIC) provides science-based information on food safety and quality and health and nutrition to the media, health and nutrition professionals, educators and opinion leaders, in a way that promotes consumer understanding. In 2006, EUFIC redesigned its website to offer clear, sound, science-based information on food and nutrition in five languages (English, French, German, Italian and Spanish). EUFIC has also dedicated a section of the new website to EU initiatives. This section provides information that highlights the importance of the EU Platform, relates the outcomes of specific research programmes, and provides case studies that demonstrate how

the European Commission is working towards managing the issue of obesity. The new site was produced with an external web site management agency and was launched on 28th June 2006. Between this launch date and 31st October 2006, more than 1.6 million visitors have visited the new website, compared with 1.1 million in the same period in 2005. Sixty percent of website visitors using the online feedback form indicate that they are happy with the new website, just more than 30% are neutral, and fewer than 10% are unhappy (520).

As well as expanding the language reach of its website, EUFIC has committed to translating its educational materials on healthy diets and lifestyles into the Greek, Portuguese, Polish, Hungarian, Czech and Slovak languages by 2008. These translated materials will be adapted and promoted in collaboration with partners in Member States, including local dieticians' networks and renowned centres of research excellence, using their trusted, "grass-roots" communications tools. A further 85.1 million European citizens could potentially benefit from EUFIC's information thanks to these translations. Currently, the Aristides Daskalopoulos Foundation publishes a regular newsletter that includes EUFIC material, and has translated EUFIC's "Coolfoodplanet" website for children and adolescents into Greek (524).

Platform members also raised awareness of nutrition issues by organising conferences and exhibitions. In order to raise its members' awareness of obesity issues, the European Vending Association (EVA) organised a conference in April 2006 on the challenges and opportunities of the new diet and nutrition environment. One hundred people attended the conference, which was covered by the main magazines in the vending press. In addition, the EVA published an interview with Robert Madelin (Director-General of DG SANCO) in its newsletter, which has 1,200 direct readers (and approximately 2,000 readers in total) in 11 languages (518). The European Breakfast Cereal Association organised an exhibition stand in the European Parliament to communicate the importance of eating breakfast and to present the nutritional benefits of breakfast cereals. Up to 300 people participated in daily activities and quizzes at this event (778). The European Snack Association organised a "Forum on Nutrition and Health" in June 2006, which was attended by more than 100 delegates (out of more than 2,000 invitees) from industry, non-governmental organisations (NGOs), EU institutions and advertisers (604). Also in the context of promotional events, the Confederation of the Food and Drink Industries of the European Union (CIAA) will produce a framework for the development of national food weeks to promote healthy lifestyles by the end of the first quarter of 2007 (593).

Finally, the International Baby Food Action Network (IBFAN) has committed to inform parents, health professionals and policy-makers about how breastfeeding can support reductions in obesity. This is accomplished by distributing booklets, leaflets, and specialised publications, and by using other media channels, such as internet information sharing. For example, IBFAN's UK website regularly produces 90,000 page impressions a month. Articles have been published in parent magazines as well as professional journals (such as the *Central European Journal on Public Health*). At a national level, information materials, such as posters and newsletters, on aspects of breastfeeding and its links to obesity prevention have been produced and distributed in national languages. IBFAN Europe also contributed to the 2006 World Breastfeeding Week by developing action-oriented materials and organising events in many countries (615).

Country-specific initiatives

Many of the healthy-eating initiatives that take place in a single country concern activities to improve the diet of children, often through schools. For example, the UK Food Standards Agency (FSA) is establishing a consensus on food competencies for young people aged 7, 11, 14 and 16 years old. These competencies will form a set of “building blocks” that help young people progress in their learning about food and health. The competencies will also help governments (national and regional), educationalists (teachers, examination bodies, curriculum authorities and inspectorate bodies), and non-governmental bodies and community organisations to develop food learning opportunities for young people. The British Nutrition Foundation (BNF) was commissioned to develop the food competencies framework, and completed its third version in December 2006; the framework will be published in Spring 2007 (750). To complement these activities, the FSA has also committed to producing a framework document for school governors that aims to help them develop food policies for schools and become aware of their responsibilities with respect to meeting the UK minimum standards for food. A draft of the framework document has been produced and will be distributed in Spring 2007 to 25,000 governors (761).

The FSA is supporting the development of its food competencies through schemes such as out-of-school-hours cooking clubs, which started in the North East of England in Winter 2006. These clubs provide young people with practical opportunities to cook, handle and learn about food and thereby develop the skills and knowledge to make healthier diet choices. Ninety-two schools in the region are setting up and running their cooking and food clubs and will receive active support under the FSA’s scheme until Autumn 2007. A research consultancy has been commissioned to carry out a process and impact evaluation of the clubs in relation to a range of key audiences (760).

One of the longest-running school-based initiatives is the Irish “Food Dudes” programme (managed by Bord Bia, the Irish Food Agency), which targets school children to increase their consumption of fruit and vegetables – both for the duration of the programme and permanently. The programme runs from September 2005 to June 2008, and will involve 30,000 pupils in 150 schools during that period (representing 5% of all primary schools in Ireland). The programme has been allocated €1.2 million (50% from the European Union, 30% from industry and 20% from the Irish Government). This funding has purchased rewards, produced videos/DVDs and printed materials, and enabled the co-ordination of the programme. The programme was evaluated by the Geary Institute for the Strategy of Social Change and University College, Dublin, on the basis of questionnaires circulated to parents and teachers in participating schools. Ninety-three percent of teachers reported that parents were putting more fruit into their children’s lunchboxes after the programme, and 99% believed that the health of children in Ireland would benefit from the introduction of the programme in all primary schools. Furthermore, 94% percent of parents stated that children were eating more fruit and vegetables at home because of the programme and 88% reported eating more fruit and vegetables themselves as a result of the programme (528).

More recently, the “Health4Schools” programme, supported by Kraft Foods, has been set up to complement health education efforts made by schools. It runs in selected schools in Gloucestershire, UK, and covers areas such as growing and learning about food, developing cooking skills, the importance of eating breakfast, and encouraging active play. Each participating school is provided with training and resources totalling £5,000. Selected survey results from 2006 suggest that 92% of schools have made plans to sustain “Health4Schools” activities, and the same proportion reported increased pupil awareness of the issues covered. Furthermore, 68% of schools reported that pupils were participating in increased physical activity, 68% that pupils were willing to try new foods, including fruit and vegetables, and 41% of schools indicated that pupils were making healthier choices at lunchtime (457).

Some initiatives have taken a more tightly-focused approach. The annual “Vegetables for Better Health” campaign has been supported by the Finnish Heart Association (FHA) since 2000. In 2006, the campaign focused on health snacks: 320 schools ordered informative materials for approximately 50,000 students; food catering staff were instructed on the criteria for healthy snacks, and 100 schools have arranged demonstration days to introduce different kinds of vegetables and fruit to schoolchildren at grades 1-6 (reaching 26,000 students) (606). Other programmes use specific techniques, such as play, to achieve their results. For example, Danone’s “Bon Appétit la Santé” is an educational game aimed at promoting a healthy diet among Belgian children aged 5 to 6 years old. Figures show that 98% of the schools in Belgium (4,300 in total) are using the game; a survey indicated a 23% increase in the number of children aware of healthy diets, and 19% of children indicated that they were more likely to eat healthily after participating in the game (774). The Auchan Group also runs a “Rik et Rok” club for children, which promotes a healthy diet and physical activity and has 300,000 children as members (736).

Many commitments have employed websites and other new technologies to communicate healthy eating messages. In September 2006, the UK Food Standards Agency relaunched its “Food Vision” website, which aims to promote safe, sustainable and nutritious food to improve local community health and well-being. This website acts as an information portal for local authorities and community members who want more information about health and wellbeing within their own area. The website receives 3,000 unique visitors a month, and the number of website hits increased from 24,000 in November 2005 to 101,000 in November 2006 (762). The Belgian National Food and Drink Industry Federation (FEVIA) has spent more than €20,000 developing a website that provides objective information on food safety and the relation between food and health. The website features 77 pages in two languages and attracted an average of 11,401 visitors each month in 2006 (266). The French Auchan Group has also updated its website (visited by 22,000 visitors each month) with nutrition information (736). Finally, the Metro Group offered an innovative scheme where it provided a “nutrition hotline” number on its own brand products in Germany, which provided ten nutrition experts for consultation by consumers (735).

More traditional methods of communicating nutritional messages were also used. The Spanish Food and Drink Industries Federation (FIAB) has produced a variety of leaflets on understanding nutrition labelling, ensuring healthy levels of salt intake, and encouraging healthy eating. These leaflets have a total print run of 3.2 million copies, and one type of

leaflet has been distributed to 25,000 chemist shops in Spain (432). The Metro Group distributes a fortnightly magazine containing nutrition articles that has a 1.5 million circulation in Germany, and has produced 30,000 copies of an annual report that summarises Metro's activities in the field of nutrition. The Metro Group also released 80,000 CDs and booklets for school teachers to help integrate the issue of nutrition into school programmes (735).

The members of EuroCoop have found magazines to be useful tools in advocating healthy eating in their respective countries. The FDB (the EuroCoop member for Denmark) provides nutrition information to consumers through the magazine "Samvirke", which is read by 1.2 million Danes each month (599). Similarly, SOK (the EuroCoop member for Finland) produces articles about healthy eating in the monthly magazine "Yheishyvä/Samarbete", which is delivered to nearly 70% of Finnish households and has 1.7 million readers (Finland's population is five million). SOK has undertaken a survey of the magazine's readers that indicates that they find nutrition to be the most interesting subject in the magazine. Nutritional information is also provided on SOK's website, which is visited by 105,000 consumers a month (598). Finally, FENACOOOP (the EuroCoop member for Portugal) publishes a twice-monthly consumer magazine called "E-Coop", which contains articles on nutrition and healthy lifestyles; it has a circulation of 15,000 copies (596).

The use of magazines and websites to provide information may be widespread, but it appears that face-to-face meetings are still effective at conveying messages. For example, FDB has created a touring exhibition called the "Mobile Kitchen", which aims to encourage children to eat healthily by teaching them how to cook and enjoy making food. The Mobile Kitchen visits approximately 15 towns and reaches 10,000 children per year. FDB also supports one-day training sessions on ethics and consumer choices for children, which reach around 100 classes per year (599). SOK worked with the Finnish Heart Association to organise a "Heart Tour", in which a bus tours the country to provide information about heart health, healthy diets and physical exercise. The bus stopped for two days at 35 stores across the country and attracted 32,000 visitors, 4,500 of whom had their blood pressure and cholesterol measured (598). In order to promote its "Nutritional Route" campaign, FENACOOOP held a seminar on health and nutrition in October 2006, which was attended by approximately 60 people (596).

A range of face-to-face activities is offered by EROSKI (the EuroCoop member for Spain). EROSKI organises a consumer training programme called "Escuela Idea Sana", which takes place in its outlets. The consumer training sessions consist of one-hour courses on diet and health issues, including tips on how to understand labels and decipher advertising messages. This programme reached approximately 150,000 consumers in more than 300 outlets across 100 Spanish cities in 2006 (597). In 2006, FENACOOOP launched a scheme with similar goals called "Consumer Lessons", a still-developing programme that takes place in food stores and schools (596). EROSKI outlets also feature consumer information points that offer tailor-made consultations with qualified dietitians and nutritionists; advice was offered to more than one million consumers in 2006 (597). FENACOOOP undertook a pilot of similar scheme in 2006, in which a consumer's first in-store consultation is supported by FENACOOOP and following consultations are charged at a reduced cost of €35 (596). Both of EROSKI's activities were part of the programme

“Preventing Obesity is a Healthy Idea”, which had a budget of more than €420,000 and produced 1,969 media appearances (597).

Most of the healthy-eating initiatives listed above focused on the diet of children, but many Platform commitments aim at producing an effect on society in general. FEVIA, the Belgian National Food and Drink Industry Federation, has launched a Nutritional Policy Charter that covers information supplied to consumers, product development, marketing, and educational programmes, among other areas. By 2006, 204 companies had subscribed to the Charter; 52% of these contributed to a subsequent report on the Charter, which was printed in 1,000 copies and presented at FEVIA’s Annual Meeting in 2006 (263). FEVIA also contributes 5% of the annual budget of NUBEL (€15,000), which is a mixed (private-public) non-profit initiative that gathers data on the nutritional composition of products and makes them accessible to the public. The resulting databases are used to produce food composition tables and food application programmes such as the Belgian Food Consumption Survey. The most recent version of the NUBEL Food Composition Table features information on the nutritional composition of more than 1,000 products, and a total of 12,000 copies of this food composition table had been delivered by the end of 2006 (268).

2.2.2 **Healthy lifestyles**

Many of the Platform commitments concern the promotion of a healthy lifestyle in general, rather than focusing on nutrition issues. Some of these commitments are undertaken on a European level, while others focus on specific actions in a certain country. Therefore, this section is organised into two parts: “Multi-country initiatives” and “Country-specific initiatives”.

Multi-country activities

Platform members are undertaking actions to improve the coherence of healthy lifestyle messages presented across Europe. For example, the programme “Health in Europe” aims to create a network of public broadcasters and other media across Europe, and to improve information and knowledge for the development of public health through television documentaries, radio broadcasts and press and internet articles on health issues. This initiative is supported by the DG SANCO under the working title of the European Health Information Platform. This health information system is co-financed with €1.49 million from the EU Public Health Programme, and the total budget of €1.87 million is managed by the European Broadcasting Union (EBU).

The project has produced a series of eight 52-minute television documentaries (created by a consortium of public service broadcasters around Europe), a series of eighteen 20-minute radio documentaries, and a series of animations for publication on websites of participating organisations. “Health in Europe” involves the main public service broadcasters in 13 European countries, and these participating broadcasters will air the documentaries in 2007 (they are currently being translated). So far, the documentaries have aired in Finland and Czech Republic; in Finland, the episodes attracted an average audience of 400,000, which represented a 34% average share of the audience.

“Health in Europe” also aims to provide a platform for health issues that have pan-European relevance and to promote the exchange of good practice in the health sector. In this regard, it has established a network of professionals who work on health magazines, an ongoing exchange of television programmes on health, and an ongoing radio news exchange on health (655).

Sixteen organisations in the Platform are working together to develop a healthy lifestyles public information and advertising campaign, supported by the CIAA. The campaign aims to raise the awareness of individuals (particularly children) about steps that can be taken to improve their diet and to increase levels of physical activity in order to achieve or maintain a healthy weight and lifestyle. The main thrust of this campaign is a series of public service announcements to be delivered by television. In order to support this campaign, the CIAA has committed €80,000 to hire a consumer research organisation to investigate how target groups understand and react to different healthy lifestyle messages. In addition, the WFA has committed to offer expertise related to its field and to support the campaign’s implementation. The research report will be completed in February 2007, and implementation of the campaign is targeted for 2008 (609, 610, 546).

As part of the CIAA campaign, the European Group on Television Advertising (EGTA) has committed to attempt to obtain free or reduced air-time on at least two generalist television channels and radio stations in all EGTA member countries (21 EU countries for television; 15 for radio). This airtime would be used for information campaigns that would communicate the importance of embracing healthier lifestyles to the largest possible target population. In 2006, EGTA conducted preliminary research studies to prepare for the task of securing this airtime. It conducted a review of its database on access to reduced-rate television and radio time for social marketing campaigns, and it organised a conference on campaigns for healthy lifestyles. EGTA will be able to quantify the value of the rebates offered by its members for these campaigns only when they are collected. EGTA has indicated its awareness that CIAA’s steering committee, of which it is a member, will have to agree on a suitable research centre to conduct a qualitative study of the campaign once it is concluded (553).

In the same vein, EuroHealthNet has committed to raising awareness of agencies in the EU Member States that are responsible for promoting new actions to help to counteract obesity. In 2006, this commitment focused on gathering comparable information about the activities of these agencies. EuroHealthNet has created a specific position in its Brussels office to support this task, and has developed a strategy for focusing the information-gathering exercise. Significant responses were gathered from 13 countries by the deadline of November 2006, and EuroHealthNet is gathering publicly-available information for the remaining 14 Member States and acceding countries. It is on schedule to deliver a report that will contain a chapter on each Member State’s health promotion exercises to address obesity, as well as an overall analysis of the system. The draft report will be completed in time for the German Presidency event on prevention relevant to obesity in February 2007, and it will be circulated to all Member States’ governments for comment. EuroHealthNet has stated that these actions would not have taken place without the establishment of the EU Platform. Indeed, the core focus of EuroHealthNet has changed significantly during the period of its Platform membership (from September 2005) (629).

As well as these attempts to create coherent European messages, certain bodies have been informing citizens about specific aspects of a healthy lifestyle. For example, the Standing Committee of European Doctors (CPME) has committed to advocating the prevention of cardiovascular disease in Europe. The objective of this commitment is to get all EU Member States to commit to initiating national prevention programmes by a given date (which is still to be decided). In 2006, half of EU Member States had such programmes. To support this commitment, an expert from the CPME has become a member of the Advisory Board for the conference on “Prevention for Health, Nutrition, and Physical Activity”, supported by the EU German Presidency. The CPME also established a Working Group on the issue, which has met both physically and virtually (653). The CPME has also established a Working Group on the issue of promoting a healthy lifestyle for all citizens; this was composed of members of the CPME, the General Practitioners’ European Association (UEMO), and the European Medical Students Association (EMSA). The Working Group meets physically three times a year (575).

The International Obesity Task Force (IOTF) has been attempting to support greater awareness of the need for improvements in diet and physical activity, as a means of preventing obesity. The IOTF played a major role in promoting the European Conference on Counteracting Obesity, and held a series of media briefings during the International Congress on Obesity in September 2006. Preliminary figures for 2006 suggest that the IOTF’s website has received 833,000 page requests, with an average of 100 megabytes of data downloaded daily (531). Obesity is associated with an increased risk of developing Type II diabetes, and the International Diabetes Federation’s “Gluco-forum” attempts to raise awareness of pre-diabetes and the prevention of Type II diabetes by encouraging those people most at risk to adopt healthier lifestyles. It has committed to developing a guidance document on managing risk factors for diabetes for people at high risk of pre-diabetes and the development of Type II diabetes. The guidance document will be developed by members of the Gluco-forum steering group, which includes healthcare professionals and patient group representatives. The document will be posted on Gluco-forum’s website by September 2007 (640).

Finally, Kraft Foods has undertaken a series of activities across Europe to inform consumers about leading a healthy life. Kraft launched a new Healthy Living website in the UK and Germany to provide consumers with information about healthy diet and active lifestyles. Kraft also distributes a “Health & Wellness” newsletter in Greece and offers an email address on Spanish packaging to facilitate interaction with consumers (453).

Country-specific initiatives

The European Heart Network (EHN) is a member of the Platform, and several of the EHN’s national organisations are promoting healthy lifestyle initiatives. For example, two staff members at the Austrian Heart Foundation are working part-time on the “Children and Obesity” programme, which is aimed at the 14-18 years old age group. The programme aims to create long-term weight reductions, to produce changes in lifestyle habits, to increase physical activity and to eliminate smoking. After conducting an evaluation questionnaire, the Austrian Heart Foundation concluded that two schools in Vienna required interventions, and so these schools will participate in health prevention

days in 2007 (555). In 2006, the Danish Heart Foundation engaged two actors to perform 30 theatre plays in nurseries for children aged three to six years old (and their parents) to deliver a healthy lifestyle message. Four thousand children and 200 teachers have seen the play, and the initiative cost approximately €100,000 (605).

The Slovenian Heart Foundation has created two main education tools for children. Firstly, it organised a Health Fair in October 2006 that featured a consultancy for healthy lifestyles, nutritional advice, and the measurement of levels of cholesterol, blood sugar and blood pressure. The three-day event was visited by over 2,000 people and 21 schools. The fair required 15 full-time days to organise and cost approximately €6,700 (590). Secondly, the Foundation gives support to a series of healthy lifestyle workshops in schools. These workshops, which are led by medical students, focus mainly on the prevention of cardiovascular diseases. In 2006, 114 workshops were organized in primary schools across Slovenia. The effect on pupils is measured by questionnaires, which are evaluated by the workshops' leaders (616).

Focusing on the adult population, the Finnish Heart Association runs an annual "Women's Heart Programme", which aims to increase awareness of the risks of cardiovascular disease among women, health professionals and policy makers, to increase information about heart disease in women, and to empower women to take the health of their heart seriously. The programme produces health education materials and a website that attracted 150,000 visits in 2006. In addition, the Finnish Heart Association and the Finnish Society of Cardiology organised a "Policy Conference and Press Conference on Cardiovascular Diseases in Women" on 28 November 2006. The "Women's Heart Programme" costs €175,000 a year (607). One of the more unusual initiatives based around preventing cardiovascular disease was the commitment by prominent members of the British Medical Association (BMA) to lose weight in 2006. The idea was to draw on doctors' status as role models. The doctors were successful, and the results of this weight-loss drive were revealed at the BMA's Annual Meeting in 2006 (571).

Some of the programmes based in a single country use a variety of media to inform consumers of the multiple aspects of healthy living. The KF Group (the EuroCoop member for Sweden) has run four national campaigns on consumer information in 2006. These campaigns cover four key themes: the multicultural aspects of labelling, food labelling, sustainable food consumption and the benefits of physical activity. Ten new leaflets were published in 2006, which amounted to 250,000 copies for each theme. The leaflets were made available at stores and seminars; they were also offered to schools and made available on the KF Group's official website. In addition, the KF Group has promoted an initiative called "A training program for life", which aims at promoting physical activity amongst employees through professional training and specific incentives (for example, discounts or offers for gyms). Insufficient monitoring information was provided to comment on this programme (601). A variety of communication channels are used by "Danone et vous", a programme launched in 2006 that aims to provide nutritional and health information and advice for the French public. The "Danone et vous" print programme is received by 3.7 million French households, and includes a tri-annual magazine and an annual guide; in addition, the "Danone et vous" website receives 400,000 hits a month. Fifty-six percent of readers of the annual guide rated their satisfaction with

the publication at 8 or above out of 10, with a mean score of 7.5, and 32% said the guide provided them with new knowledge (782).

Finally, the Belgian National Food and Drink Industry (FEVIA) has created the FEVIA fund, which aims to encourage and financially support educational projects that promote nutrition, physical activity and a healthy way of living. Each year, two projects are selected from open competition to receive financial support; 49 applications were received in 2006. The fund is managed by the King Baudouin Foundation and has an annual budget of €57,500 (269).

2.2.3 Physical activity

An important part of the Platform's activities concerns the promotion of physical activity to improve the health of Europe's citizens. Some of the commitments in this area involve actions undertaken on a European level, while others focus on specific actions in a certain country. Therefore, this section is organised into two parts: "Multi-country initiatives" and "Country-specific initiatives".

Multi-country initiatives

As in the area of healthy lifestyles, Platform members are attempting to understand the general state of physical activity programmes in Europe, with a view to co-ordinating future actions. The European Health and Fitness Association (EHFA) has committed to bringing a strategic overview to the disparate and often uncoordinated activities undertaken by sports and fitness bodies across Europe. The basis for this commitment is that many actions being undertaken at regional and local levels are poorly represented at the national and European levels. This overview will attempt to share those actions with a wider audience and to promote good practice across the whole area of sport and fitness. EHFA has committed to undertake primary research to identify activities related to enhanced physical activity in a minimum of 17 countries, in order to produce a report by the end of 2007 (718).

The Confederation of the Food and Drink Industries of the European Union (CIAA) and its members have been active in supporting actions to promote physical activity. For example, the SHAPE UP programme aims to promote health and prevent childhood obesity, and CIAA and its members have committed €610,000 over three years for its support. Still in its first year, this programme targets schools and communities throughout the 25 Member States, and incorporates a monitoring system that includes milestones to be met (591). PepsiCo has made progress in establishing an internal "health and wellness" programme for its European employees, who number 15,000. A pilot programme of online health assessments is planned for the end of 2006, and a central fund of €100,000 has been established for the development of further initiatives (619). In 2006, Carrefour (a EuroCommerce member) ran the EPODE programme ("Together, let's prevent child obesity") in France, Spain and Belgium, at a total cost of €475,000. The first results of the EPODE project's deployment in the two pilot cities in France showed a decrease in the prevalence of child obesity from 17.8% to 9%. There was limited information regarding

the nature of this programme (737). Ferrero has become a supporter of the EPODE programme in France (431).

Some Platform members have launched activities that concentrate on a particular pan-European sport. In football, for example, more than 12 million children have participated in the Danone Nations Cup since 2000, including a 30% increase in numbers between 2005 and 2006. The competition involved 32 countries in 2006, with €2.5 million being spent on the organisation of the tournament in 15 countries; 32,000 spectators attended the final in Lyons (462).

Country-specific initiatives

Some Platform programmes focus on promoting physical activity in a certain country. For example, “Fit am Ball” is Germany’s largest physical exercise development programme for the prevention of obesity in children aged 8 – 12 years. The programme uses weekly sport clubs, sports lessons, in-school events and teaching materials to educate children about healthy eating and ways to get more physical exercise. The programme is organised by the German Sport University, Cologne, and is third-party financed by Intersnack, a member of the Platform. Started in 2003, the programme now covers approximately 1,100 schools in Germany and Austria. The programme is evaluated by the German Sports University and the Johann-Wolfgang-Goethe-University, Frankfurt, which use quantitative and qualitative sociological methods in order to investigate the effectiveness of obesity prevention programmes on healthy eating and physical activity. The evaluation’s results are presented and discussed in an annual scientific conference called FABCON (621).

Another large-scale participation event was Finland’s 2006 Sports Adventure. The Finnish Heart Association supported this event by providing nutritional information. The Sports Adventure involved 179,000 schoolchildren (approximately half of all school children aged 6-12 years old) in daily exercise and education about healthy eating. Web records show that the children were physically active almost three hours a day during the campaign, although no information was collected regarding nutritional aspects (586).

The purpose of the Fitness Industry Association’s (FIA) UK “Adopt a School” programme is to forge strong, community-based links between primary schools and leisure centres or private health and fitness clubs, in order to introduce children aged 10 and 11 years to a variety of opportunities for physical activity. Each participating club provides the services of a highly qualified instructor, along with the use of their facilities, for an average of one hour a week. In 2006, 256 individual programmes took place, which equates to 1,536 hours of facility use and instructor time obtained without charge. The FIA have produced a communication plan in order to recruit, and then support, fitness clubs from their initial interest through to the delivery of the “Adopt a School” programme, and ultimately to an established school-club link. The plan involves sending activity packs to potential participants (101 packs were distributed in 2006), and distributing a fortnightly email newsletter to participants (in 2006, 26 editions of the newsletter were sent to an average recipient list of 600 participants).

“Adopt a School” is monitored in a variety of ways. At three points in the programme, the children are asked to fill in surveys that will allow the FIA to monitor the effect that

“Adopt a School” is having on educating the children and encouraging them to lead a healthy life. In 2006, the completion rate for these surveys was 24%. An evaluation of the programme has been carried out by the Institute of Youth Sport, School of Sport Exercise Science, Loughborough University, UK. This report states that the sessions covered a wide range of activities and 77% of the programmes offered routes into further exercise activities. A survey of teachers revealed positive attitudes regarding the programme’s impact on children’s motivation, teamwork and concentration, and also its success in improving teachers’ coaching skills (797).

Another initiative that uses schools as a means to change children’s attitudes is the programme “Faut que ça bouge”, which is supported by Danone and aims to promote physical activity at schools in France. To do this, it has produced a pedagogical kit that helps teachers to organise games that involve physical activity. The programme distributed 1,500 of these kits throughout Paris and its suburbs, which accords with its target of distributing 1,800 kits (463). Finally, the Danish Euro-Coop member (FDB) ran an “Danish Championship on Sport and Spinach”, a programme that was an interesting fusion of education about diet and physical activity, in which children competed to create the healthiest food package and the best physical activity game. This involved 10,000 classes for a total of 250,000 pupils (599).

Not all the Platform members’ programmes were focused on children. For example, in 2006 the FIA launched a UK pilot of its “Active at Work” programme. This aims to raise awareness of the economic benefits to employers of a healthy workforce; to improve health and well-being in workplaces; and to increase physical activity opportunities for business employees by offering expert physical activity coaching within workplace settings. Currently, 11 pilots have reached the six-month stage; a full range of pilots will run from February 2007. The FIA has specified a detailed monitoring scheme for this scheme that tracks both its physical and mental effects. The initial evaluations of the 2006 pilot schemes show that 39% of participants have joined health clubs or leisure centres and 10% have continued a regular exercise regime separately from a health club or leisure centre (796).

In 2006, the FIA also launched the pilot of its “GO” (“Girls Only”) scheme, which offers sport and exercise opportunities for girls aged 15 to 16 years old. This is accomplished by partnering schools with local health clubs and fitness centres, so that a fitness instructor can offer tailored group activity sessions and support. The participating schools, teachers and instructors are provided with a DVD of lesson plans and resources on nutrition and health. Workshops (three in 2006) and a dedicated website are made available to support those involved in delivering the programme. There is a strong emphasis on creating a long-lasting enthusiasm for physical activity amongst the participants. In 2006, 94 schools participated, with 2,820 children taking part. An evaluation of the programme is being undertaken by Loughborough University, but some results are available from the raw data. These revealed, for example, that 39% of participants were from areas of high deprivation and that 80% of teachers and instructors rated the impact that GO had on participants as “good” or “excellent” (798).

The Finnish Heart Association’s two-year “From Overweight to Balance” programme ended in 2006. The programme was supported by two nutritionists and aimed to develop

patterns and activities that help to prevent obesity among people of working age. This is accomplished through peer-tutored group activity, community-based networks and a nationwide information campaign with the theme “A Small Decision A Day” (608). The Slovenian Heart Foundation has opened six “Heart Walks” in Slovenia, although it is not stated if this happened in 2006. At least 3,500 people use the Heart Walks every year, and the project costs approximately €8,400 (569).

In order to support physical activity courses such as those presented above, the European Non-Governmental Sports Organisation has produced a quality-assurance label in Germany called “Sport Pro Gesundheit” (Sport for Health) for sport clubs who want to be identified as providing quality physical activity courses. The scheme produces materials for the different actors that are involved, including trainers and coaches, club members and medical organisations; it also uses software to ensure there is a uniform means of certifying quality. There are 23 sports confederations participating at federal level, with 41 members of staff involved in the scheme (a further 70 confederations are supporting the work at a regional level). Overall, 7,500 trainers from German sports clubs participate in “Sport Pro Gesundheit” and 15,000 courses are listed under the scheme. Many other partners, such as the German Medical Association, support the initiative, and the total annual cost of the programme is €5.5 million (638).

Finally, sponsorship is an established method of promoting physical activity, and Ferrero has sponsored a variety of physical activity events in different EU Member States. In the UK, Kinder promoted the “Free Swims for Kids” programme, aimed at encouraging children to swim, free-of-charge, in swimming pools across the UK and the Republic of Ireland. In Germany, Ferrero has supported children’s sport activities such as “Sport Finder Day”, “Fitte Schule” (part of the German Platform on Diet and Physical Activity) and “Speedflipper”. In Italy, Ferrero has supported the Youth Games (in collaboration with the Italian Olympic Committee) and the Student Games (in collaboration with the Italian Ministry of Education), as well as sponsoring the Italian Athletic Federation and the Italian National Basketball team (431). The Metro Group, a EuroCommerce member, has also undertaken sports sponsorship activities. For example, it sponsors the annual Düsseldorf Marathon (which attracts 10,000 participants and 300,000 spectators), and supported 100 of its employees to prepare for this event; Metro also sponsors the annual Real Junior Soccer Cup, which is the largest street soccer event in Europe, involving nearly 15,000 children (735).

2.3 Labelling

In recent years, labelling practices have changed to provide consumers with more comprehensive information so they can make informed choices about the products they may wish to buy. Some of the Platform commitments involved in this area were organised or supervised by trade associations, confederations and unions, while others were undertaken by individual actors. Therefore, this section is organised into two parts: “Initiatives by associations” and “Initiatives by individual actors”.

Initiatives by associations

One of the sources of information that labelling can provide is the proportions of the Guideline Daily Amounts (GDAs) supplied by a particular product. The CIAA's voluntary Nutrition Labelling Scheme encourages the provision of information on GDAs. The time and resources contributed by the CIAA Secretariat and its members for this scheme have been estimated to cost €500,000. Eight large companies (representing approximately 7% of the European sales in an industry with an estimated value of €844 billion) have committed to implementing this scheme over the next two years (740, 582). For example, PepsiCo committed significant resources to ensure that the GDA labelling system endorsed by the CIAA was implemented on 20% of its stock-keeping units by the end of 2006 (619). Ferrero has ensured that GDAs that refer to energy content per portion have been provided on Kinder's products multipacks in the Italian market from September 2006. This initiative is being followed up by research into consumer understanding of GDA labelling and their interest in this information, starting in November or December 2006 (827). Similarly, Danone has been involved with conducting surveys of consumers and health professionals into attitudes towards different types of nutrition labelling schemes, to prepare for application to their products in 2007 (781). The European Breakfast Cereal Association states that its members will increase the provision of GDA information on cereal packs, but insufficient monitoring evidence is available to comment on this (779).

Several members of UNESDA (the Union of European Beverages Associations) have participated in the CIAA's work on GDAs. In December 2006, the board of UNESDA adopted a GDA labelling scheme that was based on the CIAA's recommendations but adapted to suit the soft drinks industry. The corporate members of UNESDA have pledged to implement the scheme in two years, and UNESDA will encourage national beverage associations to adopt it at the local level. The first labels will enter the market in early 2007. UNESDA has appointed an external auditor to assess its activities in this area, at a cost of €60,000 (582).

The European Modern Restaurants Association (EMRA) has also made progress in GDA labelling. EMRA members McDonald's, Quick and Goody's (who together account for about half of EMRA members' 14,000 restaurants) have introduced nutrition information about GDAs throughout their European restaurants. The information was provided through an iconographic bar chart system on packs, tray liners and leaflets. This represents more than two billion pieces of packaging carrying GDA information in 2006, and reaches ten million consumers a day in Europe. YUM! Brands, which operates Kentucky Fried Chicken and Pizza Hut, has made information about nutritional intakes available in all the company-run restaurants it operates in Europe, using placemats and brochures as well as dedicated web pages. YUM! Brands estimates, on the basis of an average of 1,000 transactions per week, that it will have provided nutritional information for more than 45 million visitors to their company-operated restaurants (which number 850) in Europe in 2006 (536).

The UK Food Standards Agency's (FSA) voluntary, front-of-pack "signposting" nutrition-labelling scheme is intended for use by retailers and manufacturers to give "at a glance" information on the fat, saturated fat, sugar and salt content of foods. The scheme underwent a significant period of pre-testing, including extensive research with more than

2,600 consumers to test the performance of four alternative labelling systems. The FSA has also worked with stakeholders to develop the nutritional criteria to underpin the scheme, and held a public consultation on the proposed criteria to be used. In March 2006, the FSA published recommendations for voluntary front-of-pack signposting and it has held a series of meetings with the larger retailers and manufacturers in the UK to encourage uptake of the voluntary scheme. As a result, more than a third of the UK retailer market has currently signed up to the scheme, including the major supermarkets Sainsbury's, Waitrose, and the Co-operative Group. Two manufacturers have also applied signposting to their products. The FSA expects that around 30,000 to 40,000 products sold through retailers in the UK will carry signposting by the end of January 2007 (159).

Freshfel Europe (the forum for the European fresh fruits and vegetables food chain) has produced a pan-European logo to promote the consumption of fresh fruit and vegetables. This logo aims to address the problem that a variety of logos promote increased consumption of fresh fruit and vegetables across Europe – a situation that may create confusion among consumers, since products circulate freely in the internal market. The new logo therefore aids communication between the fresh fruit and vegetables industry and consumers. The logo's design was formalised in December 2005, when it was also registered at EU level. In January 2006, an application form and guidelines for use were established, and the logo was officially launched at a press conference in February 2006. A review of the logo's applications to date was completed in December 2006. This review showed that the logo has been used on 7.5 million units containing pineapples, melons and assorted fresh fruits, and an unspecified number of avocado and mango packages. It was also featured on a calendar that was distributed to 500-600 customers and suppliers worldwide. The logo's existence has been disseminated to fruit and vegetable traders, and other potential users, and it has attracted specialised industry press coverage in at least seven different EU Member States (527).

In 2006, the Finnish Heart Association continued to promote the Heart symbol system that it launched with the Finnish Diabetes Association in 2000. The right to use the Heart symbol is granted, on application, to a packaged product that fulfils the principles for the product group in question with regard to quantity and quality of fat, sugar, salt and cholesterol. For bread and cereal products, the fibre content is also taken into account. By December 2006, the right to use the symbol had been granted to 280 products from 31 companies, although it was not stated how many products were added in 2006. According to the most recent study (by TNS Gallup), 82% of the adult population in Finland recognises the symbol and 42% said that the symbol had influenced their purchases at least once (587).

Finally, in 2006 the European Snack Association committed to increase the proportion of all snack packs on sale that present nutritional information from 2005 levels. The progress of this commitment is being monitored by a survey of the Association's members, and results will be presented in early 2007 (604).

Initiatives by individual actors

Cadbury Schweppes has reported on the “Be Treatwise” campaign, which is led by the cross-industry Responsible Treating Advisory Group. “Be Treatwise” is the UK pilot of a global consumer education campaign to encourage people to understand more about nutritional guidelines, the nutritional content of specific products and to think about how treats such as chocolate and confectionery fit into their and their children’s lives as part of a balanced diet and lifestyle. This is accomplished by displaying GDAs for individual nutrients (including calories, fat, salt and sugars) that are contained in each item. Currently, approximately 100 product lines on the market have some elements of responsible consumption messaging, which between them amount to 460 million sales units. In addition, a “Treatwise” logo now appears on all Cadbury Schweppes brand advertising. In monitoring the effectiveness of this campaign, Cadbury Schweppes considers issues such as whether GDAs provide sufficient information for consumers in a relevant and understandable manner, while also furthering consumers’ understanding of the role of treats in a healthy diet. This has been supported by market research on the impact of “Be Treatwise”, which indicates that 40% of respondents will use the information provided by the scheme to make choices when buying sweets or chocolates for themselves or others (654).

Major retailers have also taken actions to change the labelling of their own-brand products. For example, Carrefour has committed to increase the number of its own-brand products that bear its own nutritional labelling system. By the start of 2006, at least 90% of Carrefour’s own-brand products used this system in France, Italy and Spain, although it is unclear what progress was made during 2006. Consumer studies undertaken with the French consumer group “Consommation, Logement et Cadre de vie” (CLCV) show that the labelling scheme is both understood and appreciated by Carrefour’s consumers, although no details of these studies have been provided (737). In 2006 the CASINO group introduced a nutritional value table (per 100g or 100ml and per serving) on 90% of its own-brand products. CASINO has also worked with doctors to develop a new logo in 2006; called “The Nutritional Cursor”, it is being applied to 600 products. The CASINO group has put in place clear indicators for measuring progress in this area (725). Finally, in 2006, the ICA Group launched the Swedish “keyhole” labelling system in its Norwegian stores. The symbol is used on shelf labelling and marketing. The ICA Group is one of the Nordic region’s leading retail companies, with a market share of 36% in Sweden and 20% in Norway (734).

Also in the field of own-brand labelling, the UK Co-operative supermarket’s labelling policy provides nutrition information for all its own-brand products in an accessible format that can be understood “at a glance”. The labels provide information provided for eight nutrients in “per 100g” format and per serving (space permitting), and a “high”/“medium”/“low” rating for each nutrient; GDAs are displayed for calories, fat and salt. A monitoring exercise carried out by the National Consumer Council awarded the Co-operative Group a top score for nutrition labelling in comparison with nine other supermarkets in the UK (816).

Moving on to individual food producers, by September 2006, 96.9% of Kraft Foods’ products in the EU had nutrition information on the labels, rising to 100% for certain

products, such as salty snacks. This figure is planned to reach 100% by mid-2007. Thirty-six percent of these product labels carry information on the eight nutrients from the CIAA's Nutrition Labelling Scheme, while the rest contain information on the "big four" nutrients. This progress has been monitored through quarterly progress reports sent to senior management. Currently, no Kraft product may be launched without accompanying nutrition labelling. Furthermore, in the last quarter of 2006 Kraft began to provide information about GDAs on its products sold in the UK. With regards to broader labelling devices, Kraft includes simplified healthy living messages appear on UK products consumed primarily by children. In Belgium, Kraft puts the "food pyramid" on Miracoli packaging: the food pyramid is the key reference tool in Belgium to help promote a balanced diet to consumers (453).

Finally, Volvic has designed a new sugar scale for the packaging of its flavoured beverages; this action was informed by consumer surveys and has been the subject of a public relations campaign in 2006. Three Volvic products were given this "sugar scale" in April 2006, with 100% product implementation targeted for mid-2007 (780).

2.4 Advertising and marketing

This section concerns the Platform commitments undertaken to support the Platform's aims in the areas of advertising and marketing. The section is divided into four parts: "Self-regulation", "The International Chamber of Commerce's Principles of Food and Beverage Advertising", "Restricting advertising", and "Changing attitudes towards media and advertising".

Self-regulation

In light of concerns surrounding the link between food advertising and obesity, the additional consumer protection offered by advertising self-regulation may have increased importance. However, effective advertising codes of conduct can only take effect if they exist within a functional Self-Regulatory Organisation (SRO). The expansion of the EU to 25 members meant that SROs did not exist in seven Member States. The World Federation of Advertisers (WFA), the European Advertising Standards Alliance (EASA) and their partners in industry have committed to establishing operational SROs in four of these seven Member States, and to supervising the creation of effective self-regulatory codes by these new SROs. This required a major campaign to distribute information and raise awareness, including specific workshop sessions on the issue of food advertising in the light of discussions on the EU Platform. Two SROs have been established and are receiving complaints (which is the sign of an effective SRO operation), a further country has adopted a code of conduct but is still establishing an SRO, and SROs are pending in two further countries (538, 542).

There have been several initiatives to improve the performance of the existing and newly-established SROs. Firstly, in order to develop an effective system of handling advertising complaints in EU Member States, the EASA developed a "Best Practice Guide for Complaint Handling", which included guidance for handling online complaints. By the

end of 2006, EASA had established effective systems for handling complaints in 21 of the 25 Member States (540).

Similarly, the EASA has established a “Best Practice Guide on the Publication of Advertising SRO Decisions”, and succeeded in ensuring 80% of SROs implemented this best practice guidance in 2006, thus meeting the target it had set itself (540). EASA has also ensured that 17 (68%) SROs (with three more pending) offered copy advice facilities, which help advertisers meet the standards they are set, by November 2006; EASA had set itself the target of ensuring that 80% of SROs offered copy advice facilities by the end of 2006 (539).

Finally, given the concerns surrounding food advertising, EASA considered stakeholder involvement in code drafting and on adjudication panels to be of particular importance – not least to engender wider stakeholder acceptance of the food and beverage advertising codes of conduct. With this in mind, EASA established a set of principles for consultation of independent, non-industry stakeholders. By November 2006, 52% of Member States included a means of stakeholder consultation on advertising code drafting, and 60% of Member States allowed stakeholder involvement in complaint adjudications within the national self-regulatory process (541).

The International Chamber of Commerce’s (ICC) Principles of Food and Beverage Advertising

The WFA and EASA committed to urging SROs in 23 of 25 Member States to complete implementation of the ICC’s Framework for Responsible Food and Non-Alcoholic Beverage Communications by the end of 2006. Eighteen SROs had adopted the framework by the close of 2006. This was accomplished by developing a User’s Guide to facilitate a coherent interpretation of the framework across Member States, and also by conducting workshops on the framework during “Self Regulatory Roadshows” that involved business and parliamentary delegations and ministerial representatives (611, 543).

EASA has also conducted an assessment of advertisers’ compliance with the ICC Framework and other advertising codes of conduct in 14 randomly-selected Member States. Among other purposes, this assessment aimed to strengthen self-regulatory standards, aid EU-wide consistency in adjudications, and identify best practice. This assessment was allocated considerable resources and was overseen by an external reviewer with experience in consumer protection. The assessment found 96.2% advertiser code compliance for television advertisements for all food and non-alcoholic beverage categories in the 14 Member States (540).

Complementing this initiative is the EASA’s commitment to encourage SROs to adopt best practice in monitoring the adoption of advertising codes, including the ICC Framework. In order to do this, EASA developed a best practice model for effective code monitoring, which has been adopted by all SROs. Further, 56% of SROs are now conducting regular proactive monitoring exercises (540). The introduction of monitoring systems will help to ensure a coherent interpretation of the ICC framework across Member States, while aiding the assessment of compliance with the ICC framework at a national level (540).

Some Platform members have detailed the implementation of advertising codes within specific countries. For example, the application of the code introduced by FEVIA (the national food and drink industry federation in Belgium) is monitored by the Jury for Ethical Practice in Advertising (JEP) and the Union of Belgian Advertisers, and is evaluated by a working group of the Belgian Ministry of Public Health. This monitoring shows that, in 2006, 94.3% of all adverts complied with the FEVIA code, the JEP handled 14 complaints from consumers, and 6 companies requested copy advice (265). In Spain, the Spanish Food and Drink Industries Federation (FIAB) has developed the PAOS code, which establishes rules on food advertising aimed at children younger than 12 years of age. Adherence to this code is tracked by a Monitoring Commission, which is chaired by the Spanish Ministry of Health and includes three consumers' representatives among its members. Thirty-five companies have adhered to the PAOS code, which means that all their advertising directed at children has pre and post-transmission controls.

In addition, in response to discussions within the European Platform for Action on Diet, Physical Activity and Health, WFA and EASA have initiated a commitment to implement Marketing Communications Guidelines that go beyond the scope of the ICC framework, to cover all forms of paid marketing communication. WFA and EASA have committed to completing the transposition of the ICC framework into comprehensive national self-regulatory code provisions in 80% of Member States by the end of 2007 (544).

Restricting advertising

The European Snack Association has asked its members to implement its new guidelines on commercial communication, sales in schools and vending machines. These guidelines include a prohibition on commercial communication to children younger than six years of age. The progress of this commitment is being monitored by a survey of ESA's members, and results will be presented in early 2007 (604). There is evidence that some members have committed resources to conform to such guidelines – PepsiCo, for example, has trained staff, redesigned vending machines, and produced an internal marketing guidance document (619).

The Union of European Beverages Associations (UNESDA) has developed a three-pronged commitment to address advertising and Commercial Communications, including school vending. Three external assessors have been contracted to measure the implementation of these activities, at a stated cost of €200,000. The first part of the commitment is a commitment to refrain from advertising in printed media, on websites or during broadcast programmes (TV and radio) specifically aimed at children younger than 12 years old. The success of this initiative is assessed by studying the compliance rate on a statistically relevant sample. Consultants will give a final report on the progress of this commitment in March 2007. Secondly, UNESDA has decided not to engage in any direct commercial activity in primary schools, unless otherwise requested by the school authorities. Provisional results suggest a compliance rate of 95.4% for this commitment. The third part of the project is to ensure that a full range of beverages (including water and juices) is made available in vending machines in appropriate container sizes to allow for portion control, and to provide unbranded vending machines in cases where UNESDA members are directly responsible for the final distribution of products. These vending machines should

preferably include educational images and messages that promote balanced diets and healthy and active lifestyles. Consultants will give a final report on the progress of this commitment in March 2007.

UNESDA has also established an informal Monitoring Steering Committee, which consists of some “core” Platform members (including the European Commission), to follow up on monitoring activities, provide advice and direction, receive data from external agencies, and comment on interpretations. The first meeting of the Monitoring Steering Committee took place on 6th September 2006, when it approved the selection of consultants. UNESDA has also finalised an Implementation Manual to help undersigning companies fully understand and apply the commitments by giving practical examples of practices that comply with, violate or may comply with the letter, but not the spirit, of the commitments (581).

The UK Co-operative Group has banned the advertising and marketing to children of its own-brand products that are high in fat, sugar and salt (HFSS). These products are defined as those that contain more than 20g of fat, 10g of sugar and 1.25g of salt per 100g. This policy means that there will be no television advertising to children for these products during key children’s viewing hours. These hours are based on guidelines created by “Sustain: the alliance for Food and Farming” and amount to approximately 30 hours a week. In terms of press activity, the Co-operative Group will not advertise these products in specific children’s titles or adjacent to children’s pages in newspapers. All press advertising undertaken by the Co-operative Group aimed directly at children will exclude such products – for example, children’s popular characters will not be used to promote such products, and consequently have been removed from the relevant own-brand packaging. The policy applies to all the Co-operative Group’s 4,000 food lines, which are offered in 3,000 retail outlets and 1,800 food stores throughout the UK. The Co-operative Group has drawn up guidelines and procedures to enforce this scheme, and compliance is tracked by a Legal Standard team (818).

Kraft Foods have indicated that their “Sensible Solution” products will be featured in various media intended for children aged six to eleven years old by the end of 2006. This initiative was supported by online interactive training that involved 2,000 employees globally at a cost of €55,000. In 2007, Kraft has committed to reviewing advertisements directed to children in the target age range, and to checking that products featured in advertisements meet the “Sensible Solution” criteria. However, the progress of this initiative during 2006 is rather unclear (452).

Finally, the International Baby Food Action Network (IBFAN) has committed to monitor marketing practices of manufacturers of baby foods to assess whether they comply with the International Code of Marketing of Breastmilk Substitutes and relevant World Health Assembly resolutions. IBFAN produces monitoring reports for national-level advocacy, as well as registration in the world-wide database. The most recent monitoring exercise contains information from nine EU Member States (615).

Changing attitudes towards media and advertising

“Media Smart” is a not-for-profit, industry-funded media literacy programme that is targeted at primary-school children (aged 6 to 11 years). It aims to teach children to think critically about advertising through in-school teaching materials and television “infomercials”. The programme deconstructs and analyses real-life examples of advertising in interactive lessons and includes advertising for food and drink products that is aimed at children. Media Smart currently operates in Belgium, Germany, the Netherlands, Finland, Sweden and the UK, and work is underway to launch the programme in Italy, Portugal and Hungary. Each of these national programmes is managed by a secretariat of between one and three people who work either full- or part-time. Each programme is funded in the following way: advertisers donate cash, advertising agencies donate creative time, media owners donate space to show Media Smart infomercials and academics donate expertise and advice. In the UK, the programme operates with an annual budget of around £200,000 and has received donations of television airtime worth more than £2 million since the programme’s launch in 2001.

To date, 18,689 European primary schools have requested Media Smart materials (28% of schools in markets in which the programme operates). These materials are available free of charge on request and are being promoted to 65,200 European primary schools across six Member States. The teaching materials are reviewed by “expert groups” of academics, government officials and teachers. The effectiveness of Media Smart is currently being measured by external researchers in the UK, and the results will be made public. An online survey suggests that 51% of children in the UK are aware of Media Smart (545, 427). In a similar vein, the Slovenian Heart Foundation has translated the publication “Eat Your Words”, which focuses on media literacy in relation to food. The printing of 700 copies of this publication has been arranged, and the manual will be distributed to all primary schools in Slovenia. The total cost of the project is budgeted at €8,850 (567).

2.5 Product development and reformulation, including portion sizes

Product development and reformulation can help to improve the health of European citizens by reducing the levels of substances that can contribute to health problems. Modifying portion sizes can help to reduce over-consumption, which can produce an excessive intake of calories. Some of the Platform commitments involved in this area were organised or supervised by trade associations and unions, while others were undertaken by individual actors. Therefore, this section is organised into two parts: “Initiatives by associations” and “Initiatives by individual actors”.

Association initiatives

The CIAA undertook a survey to understand the actions that had been accomplished in 2006 in the areas of product reformulation and innovation, increasing product choice and widening the selection of portion sizes. Eleven members of the CIAA responded to the survey by providing data on at least some aspect of their efforts in these areas; the respondents represent approximately €61 billion in annual sales in an industry with an

estimated annual value of €844 billion. In addition to the resources used to develop the questionnaire, the CIAA also allocated €6,000 to engage an external agency to analyse and compile the data received by members.

The results of this survey show that reformulation actions are widespread: all of the companies that took part in the survey report taking steps to reduce calories, sugars, sodium and/or fat in their product portfolio. Although the substances that are being addressed vary from company to company, most companies are reducing salt, sugar and trans-fats. The result is that in the period 2003 to 2006, companies included in the survey put more than 4,000 product developments with a lower content of calories, sugars, sodium and/or fat (reformulations or innovations) on the market for European consumers. Indeed, about one in three companies stated that they reformulated at least 50% of their products in 2005 and 2006. This reformulation has taken place for a wide variety of foods, including breakfast cereals, beverages, biscuits, confectionary, dairy products, nutritional products (such as diet drinks), sauces, soups, condiments, oils, snacks, and sugary foods.

The following two paragraphs provide information on actions taken by individual CIAA members. Coca-Cola has reduced the amount of sugar in its drinks Sprite and Fanta for some European markets, and has introduced the new brand Coke Zero. The fat and sugar content of Danone's biscuits has been reduced, while their levels of cereals, whole grains and fibre have increased; Danone has set new sugar levels for flavoured water-based beverages. Kellogg's has focused on reducing salt and removing hydrogenated fat from its products. Similarly, Masterfoods has adopted programmes to reduce trans-fats, salt and sugar in its products, while increasing levels of fibre. Nestlé has focused on reducing levels of sugar, salt, and fat, while also improving the quality of fats and oils used, and increasing the use of whole grains by up to 100%. PepsiCo has targeted a reduction in the amounts of saturated fats, salt and sodium, and oil. Tate & Lyle has reformulated and introduced new products that use sugar replacements to greatly reduce calorie contents. The Unilever Nutrition Enhancement Programme started in 2004, and is evaluating Unilever's portfolio of global foods against nutritional standards for saturated fats, trans- fats, salt and sugar (826).

Kraft Foods gave monitoring information to the Platform regarding its reformulation activities separately from the CIAA. Kraft has created systems to evaluate the nutritional profile of all its products. In particular, it has developed product composition criteria for more than 40 nutritional categories (including upper limits for fats, saturated fats, sugar and sodium) in order to qualify products as "better for you" options, which are grouped under the banner of "Sensible Solutions". In Europe, Kraft reports biannually on the growth rates of "better for you" products versus regular products to track the transformation of its portfolio. Management incentives are in place to encourage this transformation. As a result, many of Kraft's widespread brands have been reformulated. For example, versions of Philadelphia "Light" across Europe have 12% fat (instead of 16%), the DairyLea range of cheeses and cheese snack products have had a reduction in salt of 30-40% in the UK, and reformulation of the O'Boy milk-based cocoa beverage for children in Nordic countries has resulted in a 15% reduction in its calorie content (455).

Moving on to actions taken by other associations, the European Snack Association (ESA) has committed to increase the number of products with reduced levels of fat, saturated fat

and/or salt available across Europe in 2006. In addition, ESA members will provide a wider choice of available pack sizes at the end of 2006 than was the case at the end of 2005. The progress of these commitments is being monitored by a survey of the ESA's members, and results will be presented in early 2007 (604). PepsiCo has also made advances in this area, reformulating its snack products in approximately 30% of its European markets to reduce levels of saturated fats, salt, sodium and oil. This includes a 70% reduction in saturated fat for its major potato crisp brands (619).

The Union of European Beverages Associations (UNESDA) has committed to increasing the number of new beverages with low- or no-calorie content and light versions of existing beverages, where technologically possible, safe and acceptable to consumers. UNESDA does not give specific targets for either of these commitments; it has engaged an external assessor at a cost of €40,000 to report on the number of relevant new products and packaging launched in 2006 (583).

Moving from food producers to food providers, members of the European Modern Restaurants Association (EMRA) have made significant advances in providing reformulated products. For example, salt reduction measures introduced by YUM! Brands (which covers Kentucky Fried Chicken and Pizza Hut) have reduced its salt usage by 300 tons a year. Following a two-year process, YUM! Brands also reduced trans-fats in all its products to less than 1% in France, Germany, Spain, Portugal and the Netherlands in 2006. Goody's restaurants have introduced a ban on added salt in their fries, which means that consumers have to add salt to fries from packets. This will reduce salt consumption in Goody's restaurants by 50 tons per year. In terms of future plans, McDonald's Europe recently announced its two-year plan to reduce trans-fatty acids in its cooking oil to a maximum of 2%. The new oil blend will be introduced to all restaurants across Europe by mid-2008 (535).

As well as reformulating food, EMRA members have also worked to improve the choices offered to consumers. They have committed to ensuring that options for consumers who are seeking to achieve a balanced diet are always available; they will also ensure that these options are highlighted in their restaurants. The EMRA states, however, that a "flexible framework" is needed for this commitment, and it has not set targets for implementation. Evidence from six EMRA members indicates that more than 30 balanced-diet options have been introduced to menus in EMRA members' restaurants in the course of 2006. An innovative example of improving consumer choice is Goody's Component Choice System, which has been expanded to all products on the Goody's menu since March 2006. The system allows consumers to exclude certain food components (for example, sauces, bacon, cheese, and so on) from each of the menu items. The website-based Nutritive Data Calculator is connected with the interactive choice system so that component choices are translated to nutritive data that inform consumers (537).

The European Vending Association (EVA) has also worked to widen the choice of products available to consumers. The EVA has developed, translated and distributed a Best Practice Guidance document, "Vending in Schools: A Matter of Choice", for use by its 16 National Associations in Europe. This guidance document includes the following requirements: members of the EVA will always provide schools with the opportunity to choose an unbranded vending machine; members will offer a wide range of products from

which schools can choose, including products low in calories, sugar and fat, and they will not offer multi-packs or king-size products; and members will not actively seek to place vending machines in elementary or primary schools, unless asked to by the school or relevant education authorities.

Fifteen of the 16 National Associations reported back to the EVA, and their reports show that the compliance rate for the commitments amounts to a weighted average of 84%. There were some discrepancies across countries and across areas: the EVA achieved a weighted average compliance rate of 84% in the area of “refraining from approaching primary schools to place machines”, but a noticeably higher compliance rate in the area of “offering a broader product range”. Although these National Associations represent 80% of their respective market shares, reporting rates by companies to National Associations ranged from 5% to 30%. This can be explained by the fact that not all operators are active in schools: the EVA estimates that 80% to 100% of operators that work with schools are covered, although it should be emphasised that this is not a certified figure (518).

The UK Food Standards Agency (FSA) is working with the UK’s government and stakeholders to reduce average adult population intakes of salt to 6g per day (from the current 9.5g per day) by 2010. With this aim in mind, by 2006 the FSA had secured written commitments from 70 organisations and individual companies to reduce salt levels in their food products. In order to instruct the food industry as to the type of foods in which salt reductions are needed, and the scale of reductions that are needed, in 2006 the FSA published salt targets for the 85 key product categories that contribute most to salt intakes. Progress in salt reduction will be monitored by a “salt commitments table” (158). To support this drive, the FSA has also committed to publishing guidance that increases awareness amongst small and medium-sized businesses of the public health initiative on salt reduction and promotes action on reformulation activity to reduce salt content in products. In particular, the guidance will provide practical advice on how salt reduction may be achieved in the manufacturing of meat products. After consultation with trade associations, the guidance will be published in Spring 2007 (777).

The Co-operative Group has officially committed to meet the FSA’s salt targets for seven key priority products, including pizzas, sandwiches, pies and ready meals, by September 2006. The Co-operative Group has set up an assessment procedure that shows that all its products comply with the FSA’s targets in five of these priority areas. The Co-operative Group provides the salt content (per serving) of its products in a box or circle on the front of each label and under the nutrition panel on the back of packs. The Co-operative Group’s labels also provide a guide for daily salt intakes. Following the publication of the FSA final salt targets in March 2006, the Co-operative has strengthened its policy to require that all its new products meet the FSA targets by the end of 2009 (602).

Initiatives by individual actors

Various members of EuroCommerce have taken actions to reformulate the products that they sell. In the Netherlands, Ahold (Albert Heijn supermarkets) has developed a programme to meet strict health standards for many product categories, set by the “Voedingscentrum”, the leading independent scientific Dutch institution on health and

nutrition. Products that meet all requirements are allowed to bear the front-of-pack “Healthy Clover” label. In 2005-2006, a total of 1,200 products were reformulated and given the icon. Ahold has committed to increase the number of its own-brand products with the Healthy Clover icon by at least 25% in 2007. Ahold has a 27% market share of the Dutch food retail business and its own brand products constitute 25% of total sales (715).

In 2006, the CASINO group reformulated 100 products in ten priority groups. This produced total reductions of three tons for salt content, 176 tons for sugars and 48 tons for fat. The CASINO group has put in place clear indicators for measuring the different actions (725). In 2006, the EuroCommerce member Auchan introduced new measures to reduce levels of fat, salt and sugar by more than 10% on almost 200 of its products (736). Carrefour has committed to increase the range of its own-brand products that have a high nutritional value. In 2006 it reformulated 25% of its own-brand products and Carrefour Italy launched a new nutrition-oriented product line that contains about 60 items (737). Finally, Coop Italia eliminated hydrogenated fats (and consequently trans-fatty acids) from seven of its own-brand products in all its stores in 2006 (594).

As the first major step in a gradual elimination of trans-fatty acids from its product range, Ferrero has met its target of eliminating all hydrogenated fats from its products in 2006. It is conducting research into the reduction of sugar and sodium through reformulation of its products (807).

2.6 Dissemination activities

This section concerns initiatives that are aimed at improving the profile of the Platform’s activities through increased or improved dissemination activities.

The European Food Information Council (EUFIC) has developed an external communications strategy for the EU Platform that outlines the need for the Platform to adopt a consistent communication “voice”. This plan argues that although individual Platform Members will communicate the progress of their own commitments to their own organisations, a regular series of broader communication messages that encompass other players and activities are needed to give a wider picture. The strategy involves establishing “core messages” for the Platform and creating communication tools and materials that increase external understanding of the Platform’s achievements, including the development of “stories” based around commitments. Since the strategy intended to provide Platform Members with the opportunity to participate in the initiative, EUFIC has worked with DG SANCO to create a user-friendly media template for members to use. EUFIC also interviewed Robert Madelin regarding the key achievements of the EU Platform. This interview was made available as a podcast, which had been listened to by 2,805 visitors by late 2006 (526).

2.7 Policy development

This section concerns the activities that Platform members undertook to advance the Platform's aims by contributing to the development of policy in various spheres of influence.

Platform members participated in many activities related to the World Health Organisation's European Ministerial Conference on Counteracting Obesity, which took place in Istanbul in 2006. For example, the European Public Health Alliance (EPHA) mobilised NGOs at European and national levels to support the World Health Organisation (WHO) in drafting a European Charter on Combating Obesity, which was subsequently signed by the Member States of the WHO's European Region at the conference in Istanbul. This involved extensive meetings and preparatory work prior to the conference. During the conference itself, the EPHA issued three newsletters, two press releases and one NGO statement. The total cost of this commitment is estimated at estimated €25,000 (630). Similarly, the European Association for the Study of Obesity (EASO) collaborated with the WHO in the preparations for the Charter, which involved participating in consultations, providing background research papers, and acting in an advisory role (531, 533).

At the Istanbul conference, EPHA and EASO also participated in the inauguration of the European Childhood Obesity Prevention Alliance, which involves 12 partners (630, 531, 533). Finally, International Baby Food Action Network's involvement in the European Ministerial Conference in Istanbul (including the production of 1,500 briefing leaflets) sought to raise the profile of breastfeeding (615).

The International Obesity Task Force (IOTF) also participated in the WHO's European consultation on marketing to children in Oslo and, in conjunction with its partners in the Global Prevention Alliance, launched an attempt to develop an international code on marketing to children. In October 2006 the IOTF presented a working policy document on strategies to improve the prevention of childhood obesity at a societal level to an international meeting in Montreal that involved the private sector, economists, analysts and research leaders in obesity and health policy research leaders (531). In the same area, the European Heart Network has finalised, but not published, a report that identifies priority policy options for tackling childhood obesity, as agreed by European health organisations and health organisations in 14 (unspecified) EU Member States. The report was presented in November 2006. No measurement of the impact of this report is foreseen (548).

Moving from the specific issue of obesity to more general policy issues, the EPHA has also participated in the European Food Safety Agency Stakeholder Consultative Platform in 2006. It attended two meetings, made oral contributions on behalf of other health NGOs, wrote reports of the meetings for health-related NGOs and received feedback from them before each meeting. EPHA was also involved in developing more comprehensive declaration-of-interest forms to be filled in by experts on scientific panels, and informed EFSA about other transparency processes (in DG SANCO and in the European Commission in general). The total cost of these activities is estimated at €25,000 (631). The EPHA committed to highlight the link between the Common Agricultural Policy (CAP) and the dietary habits of European citizens, on the basis that the availability and

cost of certain foods influence the consumption patterns. This will also lead to new recommendations for future reform of the CAP in 2008. Financial issues meant that the EPHA had to abandon the project in the proposed form (a web-based game). However, EPHA has secured support from a foundation and will hold a series of four high-level meetings on the CAP and health to be carried out during 2007. This will produce a report with policy recommendations (to be issued in 2008) to feed into the review of the CAP (632).

The Standing Committee of European Doctors (CPME) has committed to encourage National Medical Associations (NMAs) to approach decision-makers and provide concrete suggestions about subjects across the Platform's areas of activity. The aim of this commitment is to ensure that the decisions and trends at the level of the EU are being taken into account at a national level. CPME monitored the progress of this commitment by means of a survey. Some of the notable achievements are that the Austrian NMA launched a new Preventative Health Programme that promotes a healthy lifestyle and participation in preventative health check-ups, and the Icelandic NMA was involved in a workgroup commissioned by the Prime Minister of Iceland that presented 67 propositions to improve diet and physical activity (572).

2.8 Research into areas of relevance to the Platform

This section provides details of the research that Platform members have conducted as part of their commitments to the Platform. The research listed below ranges across many different areas covered by the Platform. To aid comprehension, the section is split into two parts: the first, "Funding and conducting research", concerns the actual practice of research; the second, "Supporting researchers", details actions that improve the support networks, communication activities, and qualifications available to researchers.

Funding and conducting research

Several members have funded and conducted research into the factors that underpin the problems the Platform wishes to address. For example, the Confederation of the Food and Drink Industries of the European Union (CIAA) has so far provided €6,000 to support an external academic review into the multiple factors that affect food choice. This review aimed to identify best practice, effective interventions, and gaps in the existing research. It concluded that, owing to the diversity of interventions, it was not possible to identify precise, evidence-based best practice guidelines; however, the review did identify a research gap around studies of pre-school children (612). Also in the area of nutrition, the Union of European Beverages Associations (UNESDA) organised an international multi-stakeholder conference in June 2006 that aimed to develop a scientific consensus on the role of sugar and sweeteners in a healthy diet. The event cost €100,000 to organise and 130 participants attended from 23 countries (583).

In 2006, the European Association for the Study of Obesity (EASO) conducted a programme that evaluated childhood obesity prevalence rates in Europe, in conjunction with the International Obesity Task Force (IOTF). Available data across 48 countries in

the European region were monitored throughout the year to revise the assessment of childhood obesity prevalence rates in Europe. Data and estimates for child and adolescent obesity covering 18 countries were published and made available via the database section of the IOTF's website. The IOTF produced articles on the current European prevalence data for childhood overweight and obesity, estimates of co-morbidities and forecasts for future obesity prevalence rates. These articles were published in the *International Journal of Pediatric Obesity*, which is a new quarterly journal launched by IOTF in March 2006 (531, 533).

Platform members have also been active in researching the field of nutrition labelling. The European Consumers Organisation (BEUC) supervised a multi-stakeholder working group that analysed the various simplified labelling schemes currently in use or in development throughout Europe in order to agree principles for an EU-wide simplified labelling scheme. The group consisted of national experts, representatives of food manufacturers and retailers, independent researchers, and an observer from the European Commission. The group collated and analysed the research underpinning the various labelling schemes, and also studied any existing evaluations of the schemes themselves. A majority of the group concluded that: an EU-wide simplified labelling scheme would not only help consumers to choose healthy food but also would encourage producers to reformulate the products on the market in favour of healthier options; such a scheme should be presented on the front of packs, in addition to nutrition information provided on the back of packs; and the scheme would need to be endorsed by a credible independent body. Furthermore, the group decided that the scheme would need a clear format and a set of underpinning nutritional criteria, and that the European Food Safety Agency might have an important role in developing such criteria (in consultation with stakeholders) (523).

Also in the field of labelling, several UNESDA members commissioned EUFIC to research consumers' understanding of on-pack nutrition communications. The aim of this research is to raise awareness among industry, regulatory, consumer and NGO stakeholders of the needs of consumers in this field. The research findings were published on EUFIC's website as a EUFIC Forum. This EUFIC Forum is also available as hard copy that has been mailed to 8,000 recipients. The research has also been published as a short article in EUFIC's FoodToday, both as hard copy (mailed in five languages to 18,000 scientists, health professionals, journalists and consumers) and on EUFIC's website. A paper of this research has been submitted for peer review to the *Journal of Public Health Nutrition*, and it has been presented at six international gatherings. In a second consumer research initiative, EUFIC worked with Professor Klaus Grunert (Professor of Marketing, Aarhus School of Business, Denmark) to create a knowledge base of existing consumer research into responses to nutrition labelling carried out since 2003. Through the medium of the EU Platform, EUFIC was able to gather research from private and public sources, so that data from 58 studies were analysed. The review identifies key insights and also highlights where additional research could be undertaken (521). The European Heart Network (EHN) also commissioned a researcher to produce a report entitled "Review of Front of Pack Nutrition Schemes", which was published in September 2006. This report was shared with the European Commission and the members of the Platform in 2006 (547).

Currently, consolidated information on the consumption of fruit and vegetables remains scarce, and so Freshfel Europe has committed to introduce its "Consumption Monitor",

which will create a benchmark by which such consumption can be measured for all EU Member States. To do this, Freshfel distributed a questionnaire to its members in different Member States and gathered Eurostat and Faostat data on production and trade. The report covers areas such as total gross supply for fruit and vegetables in the (then) EU-25 and a comparative review of trends in consumption across the EU-25. The report highlighted that information on the consumption of fresh produce remains scarce, although there is evidence of some improvement in certain countries. Freshfel distributed a press release that announced the report's release to more than 1,000 contacts, featured the report on its website, and presented the results to the Commission and Member States at meetings and conferences (529).

Fulfilling a similar synoptic monitoring role is the UK Food Standards Agency's National Diet and Nutrition Survey, which will collect information on food consumption, nutrient intakes, nutritional status and physical measurements in a representative sample of the UK population. The survey is currently in development and will produce headline data in 2009 (765).

Finally, the European Technology Platform is developing a Strategic Research Agenda for its "Food for Life" activities, which aim to produce innovative food products and processes to improve the well-being of European consumers. After a series of stakeholder consultations, the agenda will be published in March 2007, with implementation of the final programme by December 2007. This initiative is supported by a European Commission Specific Support Action to the value of €533,540, with another €200,000 contributed by Nestlé, Kraft, Danone and Unilever (614).

Supporting researchers

A significant element of the work carried out by the European Association for the Study of Obesity (EASO) supports researchers engaged with obesity issues. For example, to further facilitate exchanges between researchers, in 2006 EASO developed a web-based network for scientists and health professionals with an interest in obesity by creating an electronic database of the email addresses of the scientist and health professionals (members and non-members) to whom an electronic newsletter is sent four times per year. This meant that information was disseminated to 3,000 members in 28 countries in 2006. In addition, 362 non-member subscriptions to the newsletter were received via the EASO website. Similarly, the EASO Secretariat supports the Young Investigators United Network, which is a group of young European obesity scientists (533).

EASO has also made progress in extending the Specialist Certification of Obesity Professional Education (SCOPE) programme, which is designed to provide recognition of levels of attainment of professional expertise throughout Europe, as well as training for medical and health professionals to improve their knowledge and understanding of the prevention and management of obesity and its related co-morbidities. The programme was developed in conjunction with a group of 25 external experts, with technical support supplied by external contractors. By 2006, 20 out of 28 EASO National Associations had established SCOPE National Selection Committees, and the scheme has recognized 47 Founding Fellows, 21 European Fellows, and 22 National Fellows. An e-bulletin for the

SCOPE programme is sent to 864 medical and health professionals who have registered and the website has had 8,750 page requests since it came online, immediately prior to the International Congress on Obesity in September 2006. A special SCOPE course tailored to regional requirements was held during Second Balkan Congress on Obesity in Bulgaria in May 2006 (531, 533).

Also in the field of obesity prevention, the CPME has encouraged National Medical Associations to contact their equivalent National Scientific Associations so that activities combating obesity can be mapped at a national level (573). The CPME has also committed to improve the exchange of information and best practices and raise awareness amongst readers (574). There is insufficient monitoring evidence to report whether these commitments have been accomplished.

In 2006, EFAD (the European Federation of the Associations of Dietitians) held the first joint workshop for Higher Education Institutions that teach dietetics and National Dietetic Associations that represent practising dietitians. This one-day workshop was attended by 68 practising dietitians and educators from 18 countries, who were involved in developing competency statements for dietetic practice. Delegates were asked to discuss and rank competency statements with colleagues on their return from the workshop. Nine institutes or associations discussed the competency statements with colleagues at home and returned a ranking of competency statements within four weeks of the workshop date (817).

In addition, EFAD was awarded €1.3 million by the Socrates Programme Erasmus 3 (Thematic Network) to establish a Thematic Network for Dietetics for a three-year period starting 1 October 2006. The aim of this project is to build a network of dietetic practitioners, dietetic educators, nutritional scientists and others involved in the pursuit of nutritional health and wellbeing in Europe. By November of 2006, more than 90 partners from 26 countries had joined the Thematic Network, including Higher Education Institutes, Dietetic Associations and other professional associations with an interest in the provision of dietetic care and nutritional information (817).

Finally, Freshfel Europe perceived a lack of information exchange between different actors on the success of promotions to increase the consumption of fresh fruit and vegetables. To address this issue, Freshfel has created a bi-monthly newsletter called "Fresh Times". This newsletter raises awareness of initiatives to stimulate the consumption of fresh fruit and vegetables, leading towards the sharing of best practices that can raise the effectiveness of such campaigns. "Fresh Times" is distributed through a mailing list of more than 1,000 contacts, and six issues were produced in 2006. Freshfel recently surveyed readers of "Fresh Times" on their attitudes towards the newsletter. All the respondents agreed or strongly agreed that "Fresh Times" was a good tool for exchanging information and good practices; 60% agreed, 36% strongly agreed and 4% disagreed with the view that "Fresh Times" encourages the realisation of more promotional activities; and 68% agreed, 20% strongly agreed, and 12% disagreed that "Fresh Times" helps to raise the effectiveness of campaigns (530).

CHAPTER 3 **Aspects of monitoring that are relevant to the Platform**

3.1 **Introduction**

The main purpose of this chapter is to highlight areas of monitoring practice that are particularly important or relevant to the Platform. RAND Europe identified these areas by applying its own knowledge about monitoring to the 121 monitoring forms it received. In order to understand these areas fully, the chapter first provides a brief explanation of monitoring, and then refers to the monitoring guidance offered to Platform members.

3.2 **The nature of monitoring**

The Organisation for Economic Co-operation and Development (OECD) provides a useful definition of monitoring. It states that monitoring is:

“A continuous function that uses systematic collection of data on specified indicators to provide management and the main stakeholders of an on-going development intervention with indicators of the extent of progress and achievement of objectives and progress in the use of allocated funds.”¹⁷

To be effective, monitoring information should be specific in terms of quantity and time; be clearly communicated to its intended audience; be focused on data that really matter rather than on trivial details and use metrics that measure what they claim to measure and avoid being spurious. “Monitoring” should be distinguished from “evaluation”. An evaluation would usually draw upon monitoring data, but it is concerned primarily with making an objective judgement about the design, impact, effectiveness, efficiency and sustainability of the activity or intervention. It is worth emphasising that this Monitoring Progress Report is concerned with the monitoring of the Platform and not its evaluation.

¹⁷ OECD (2002), ‘Glossary of Key Terms in Evaluation and Results-Based Management’. Paris: OECD/DAC.

3.3 **Guidance offered to Platform members**

3.3.1 **The Platform Monitoring Framework**

In 2006, the Commission produced a Monitoring Framework document that gave accessible advice on monitoring Platform commitments. This included a step-by-step “User’s Guide” that guided Platform members through the process of completing a monitoring form appropriately. The Monitoring Framework is provided in Appendix C.

3.3.2 **RAND Europe’s advice**

In December 2006, RAND Europe produced a short document that offered an initial assessment of the monitoring forms submitted by Platform members. This document also provided advice on specific actions that members could take to improve the quality of their monitoring practices. This document is provided in Appendix E. In January 2007, RAND Europe gave a presentation at a meeting of the Platform Monitoring Working Group that detailed further observations on the current state of Platform members’ monitoring and identified areas for improvement. A copy of the slides from this presentation is provided in Appendix F.

3.4 **Aspects of monitoring that are relevant to the Platform**

As the previous section makes clear, there has been a considerable amount of recent activity that attempts to apply the principles of monitoring to Platform activities. This section outlines six aspects of monitoring that RAND Europe identified as being particularly relevant to the Platform, based on a consideration of the Monitoring Framework, conversations with Platform members and Commission officials, an analysis of the monitoring forms received, and the RAND Europe team’s knowledge of monitoring practices.

3.4.1 **Specificity**

In order to make an objective “monitoring-friendly”, members need to connect it to specific actions and a specific timeframe. It is necessary to identify what is meant by each word and what the objective entails on a practical, measurable level, so that all possible ambiguity is eliminated. For example, if a form simply states that leaflets will be used to disseminate health information, then the person monitoring cannot know necessary details such as how many leaflets will be produced in a particular timeframe, or whether the Platform member considers this to be a sufficient number to have the desired effect.

Our consideration of the monitoring forms revealed that individual objectives were often far too vague and poorly separated from overall general goals. To improve monitoring, the forms should state how specific actions link to general outcomes. Interestingly, there was a noticeable divide between those Platform members who put the notion of specificity into practice and those who appeared to be unaware of the problems that vague objectives create for effective monitoring (see section 4.3).

One specific problem often encountered was the lack of a timescale attached to an objective. This makes monitoring particularly problematic, since it is difficult to assess when things are going to plan and when they are behind schedule.

Naturally, some commitments concern objectives that are intrinsically problematic to quantify because they deal with intangible forces, such as influence. However, Platform members need to ensure that they monitor the aspects of their commitments that can be measured. One possible way of doing this is to reduce actions down to a practical level at which they are specific enough to be measurable.

Appendices E and F deal with the issue of specificity in more detail.

3.4.2 **Focus**

An important issue that came to our attention was the need to include an appropriate level of information in the monitoring forms. Often we encountered forms that did not include information that was vital to helping us comprehend the action at hand, such as the definition of terms that were specific to the commitment. For example, one form stated the cost and timescale of a programme but not what the programme actually entailed. On the other hand, sometimes we encountered forms that contained a great deal of general information that was irrelevant to the actual commitment being monitored. Often this took the form of statements about the Platform member's general activities or strategic goals. The significant facts were often "hidden" among this extraneous information, and sometimes it took a considerable amount of time to locate them.

3.4.3 **Measurement**

The way in which results are measured is clearly a crucial aspect of monitoring. It is naturally very important to include quantitative data if possible, but these data should be treated in an appropriate manner. Although most of the monitoring forms included at least some quantitative information, far fewer forms included contextual information that made these figures meaningful. For example, it is difficult to assess the significance of a 40% market share if the size and value of the market is not stated. This suggests that figures alone cannot allow the scale of commitments to be monitored and appreciated: contextual information is needed as well. Similarly, it aids the monitoring process if forms can include figures that show how progress has been achieved over time.

RAND Europe did have concerns that some of the costs included in certain forms might be spurious. This generally occurred in those instances when a single Platform member submitted forms for many different commitments that all had identical costs. Occasionally, we also had some concerns that the results presented in monitoring forms might be of questionable reliability. One of the most common examples of this was when survey results were presented without any indication of the number of responses on which these results were based. In such instances, we have included the results on the assumption that the number of responses is sufficient for the results to be meaningful.

3.4.4 **Clarity**

The monitoring forms should communicate their information as clearly as possible. Monitoring forms should display clear links between objectives, inputs, outputs and outcomes (if present), and an objective should be linked to at least one output. If such linkages are not established, attempts to monitor the commitment will encounter difficulties. This is particularly true if vague objectives are poorly linked to specific actions. To help comprehend this point, it may be helpful to view objectives without a corresponding output as "not proven", and outputs without a corresponding objective as

“irrelevant or of unclear significance”. To aid such linkages, therefore, each action should be carefully separated out into the appropriate “inputs”, “processes” and “outputs” sections in the monitoring form template.

Certain commitments may be difficult to monitor because they contain many different actions. In these cases it might be advisable to divide the commitment into multiple commitments with more specific objectives that would be easier to monitor accurately. As a general rule, it is sensible to have one action per commitment, if this is possible.

3.4.5 The Platform’s contribution

Since these commitments are part of the EU Platform on Diet, Physical Activity and Health, it is important for monitoring forms to pinpoint exactly how the Platform has helped or enabled the achievement of a commitment’s outputs. This aids the accuracy of any future evaluation of the Platform, since it might be possible to establish that a particular action would not have happened without the Platform’s involvement, or would have achieved a lesser degree of success. For example, one form stated that the commitment was actually part of the Platform member’s strategic plan for 2005-2010, which raises the question of how far it is a “Platform commitment”.

3.4.6 Resource issues

Finally, some Platform members engaged external parties to participate in the monitoring of their commitments. It seems evident to us that engaging a separate organisation that can offer expertise in the field of monitoring is a potentially beneficial step to take. However, this is just another example of the crucial point that monitoring requires dedicated resources in order to function properly. These resources need not necessarily take the form of money paid to external assessors: they might take the form of time commitments made by skilled people employed by Platform members. The hiring of external assessors may indicate that the Platform member in question is focused on ensuring that their commitment(s) are monitored appropriately, but this is not necessarily the case. Another member could produce equally good results through diligent application of principles such as the setting of realistic targets, the clear-eyed tracking of inputs, and the accurate measurement of outputs.

3.4.7 Summary

In writing this Monitoring Progress Report, the most useful forms were those with clearly defined, time-limited objectives that were directly linked to corresponding, clearly measured outputs. Many of the forms we studied had all or some of these characteristics. It was clear that some Platform members have put in great effort to create monitoring practices, and have made impressive progress as a result. On the other hand, some monitoring reports seem to display little enthusiasm. Whilst it is obvious that resources need to be committed to engage in monitoring, and although the technical challenges to effective monitoring should not be underestimated, we would like to suggest that the adoption of better monitoring practices is not necessarily a large or difficult undertaking. The first step is to adopt a “monitoring mindset” that understands what information is required for successful monitoring. Appendices E and F provide our advice on how to develop this “monitoring mindset”.

3.5 **Obstacles to monitoring experienced by Platform members**

The monitoring form includes a section called “Other Information” (see Appendix D). The heading of this section invites Platform members to supply “any other information you feel may be useful in terms of understanding issues relating to the monitoring of your commitment. For example, any major obstacles that have been encountered, sources of data that you have used, etc”.

Most of the obstacles highlighted by Platform members were practical issues that related to specific aspects of a commitment, and thus are difficult to summarise. Nevertheless, the following section presents the obstacles to monitoring that were most commonly reported by Platform members.

3.5.1 **Difficulties in obtaining feedback**

Possibly the most widely-reported problem related to obtaining feedback from participants within a scheme being run by a Platform member. Some monitoring forms report difficulties in offering sufficient incentives to encourage such participants to complete surveys, activity diaries, or other monitoring exercises. Even if the participants have indicated that they are enthusiastic about the programme, it appears there are difficulties in translating this into enthusiasm for supporting an associated monitoring exercise.

Some Platform members, especially international associations, encountered similar problems on an EU-wide scale: national agencies had modest or low capacities to participate in the monitoring process, and a previous lack of awareness of the EU’s role in health determinants sometimes meant that Member States rated engaging in monitoring activities as a low priority. Ensuring a uniform response was sometimes hindered by varying (and competing) national priorities.

Two monitoring forms in particular highlighted differing reactions to such difficulties. The author of one appeared to be resigned to the situation, saying “we know this is often the case”, while the author of the other indicated that the Platform member had decided to tackle the problem actively, stating that “we are looking into ways of creating incentives for completing this process”.

3.5.2 **Complex commitments to be monitored**

Another major obstacle was the complexity of the commitment to be monitored. Clearly, a complex system must first be understood fully before it can be monitored correctly, whether the system concerns the distribution of vending machines to schools or the way manufacturers add salt to food (both of which were identified as complex). This process of comprehension may require significant time and resources. One of the main factors that increases complexity is the involvement of multiple countries. For example, one form noted that information-gathering was hindered by the fact that the bodies responsible for co-ordinating health promotion activities vary greatly from Member State to Member State. They could be government departments, autonomous agencies, independent institutes or academic bodies. This diversity of approach makes it very difficult to ensure a uniform response. In addition, some Platform members who engage with multiple countries reported that language issues created obstacles to effective reporting.

3.5.3 **Resource limitations**

Finally, many Platform members identified resource limitations as a significant obstacle to monitoring. Resource limitations created a wide range of problems: an inability to attend the meetings of a monitoring group, a lack of sufficient time to analyse results, and a shortfall in funds necessary to engage external assessors. This obstacle was more problematic for associations, NGOs and other non-profit organisations than for corporations.

4.1 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 these caveats 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.

4.2 Methodology

4.2.1 Creating the quality categories and the scoring system

Once all the monitoring forms had been read and their content summarised, the RAND Europe team attempted to identify the criteria that would allow the forms' monitoring quality to be judged most accurately. To do so, the team drew on their understanding of monitoring practices and their experience of reading the Platform's monitoring forms. 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 3.

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. The sections below describe each of the four categories and provide the criteria for each score level.

4.2.2 Specificity

The “Specificity” category concerns how well the monitoring form makes its objectives specific – both in terms of 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, over-arching aims?¹⁸

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, over-arching 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, over-arching 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.

¹⁸ The issue of specificity is dealt with further in Appendix A, and in the Platform Monitoring Framework. http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_monitoring_framework_en.pdf

4.2.3 Clarity

The “Clarity” 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?¹⁹

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 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 non-existent. 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. |

4.2.4 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 |
|---|--|

¹⁹ This aspect is more applicable to those commitments which mention outcomes as well as outputs.

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, and 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.

4.2.5 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?²⁰

Scoring categories

²⁰ 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.

- 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, 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.

4.2.6 **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 more preferable to make the objective of the commitment as specific as possible in order to reduce the number of actions it involves.

4.2.7 Applying the scoring system

As noted above, 121 monitoring forms are analysed in this Second Monitoring Progress Report. Each form was read in turn and given a score for each of the categories above in two sessions over two days.²¹ 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” is true of the monitoring form. If it is, then this suggests that a score of 3 is 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 came 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. It would have been preferable for this task to have been split between two analysts to compensate for the element of subjectivity, but time constraints made this unfeasible. 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 121 monitoring forms.

4.3 Results

The overall average (mean) quality score for the 121 monitoring forms was 2.88 out of a possible 5.0. To aid the interpretation of this result, we offer a broad guide to what an average monitoring form score signifies.

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

Table 1: Suggested definitions of average monitoring form quality scores

We wish to point out that these terms are extremely 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 (possibly spurious) scale, the average quality score of the monitoring forms that were assessed was just below the “Adequate” level.

²¹ 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”.

The distribution of the quality scores is shown in Figure 1 and Table 2.

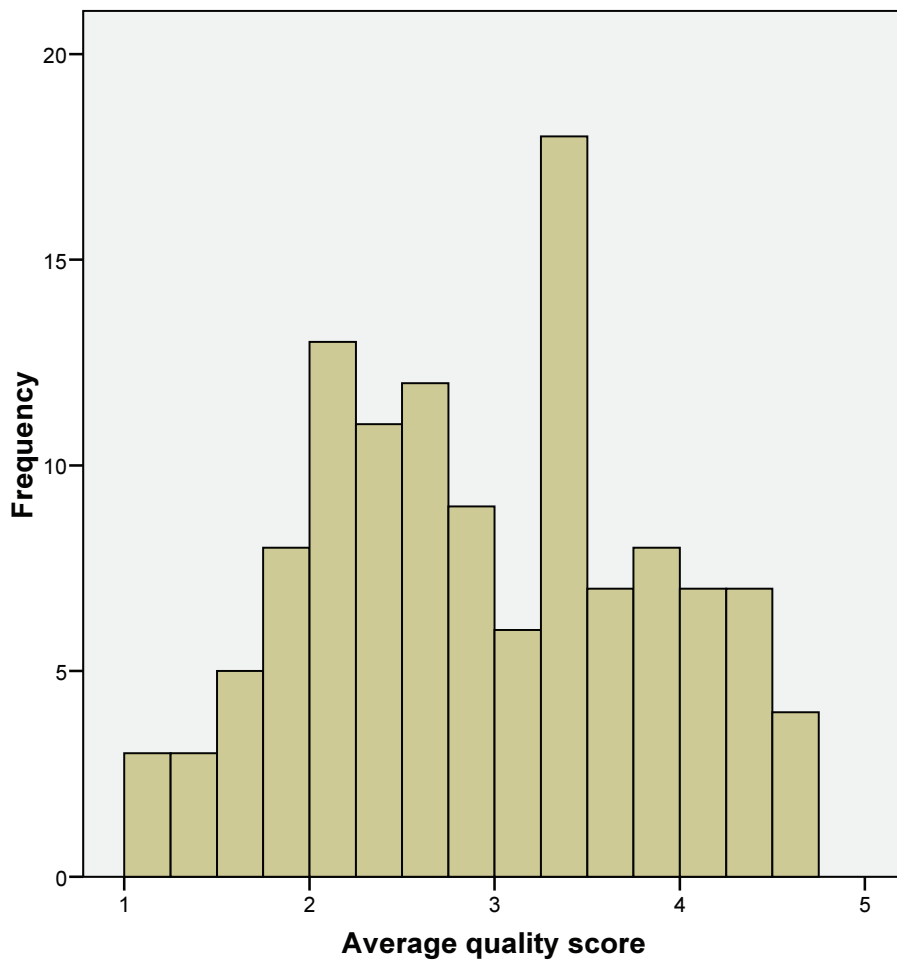


Figure 1: Distribution of average monitoring form quality scores

Quality score	Percentage of total results	Quality score	Percentage of total results
1 < 2	15.7%	< 2	15.7%
2 < 3	37.2%	< 3	52.9%
3 < 4	32.2%	< 4	85.1%
4 < 5	14.9%	≤ 5	100%

Table 2: Distribution and cumulative frequency distribution of average monitoring form quality scores (n = 121)

The two left-hand columns show that, for example, 15.7% of the reports scored less than 2, while 37.2% of the monitoring forms received a score that was equal to or greater than 2, but less than 3. It is noticeable that fewer than 15% of the forms gained a score of 4 (“Good”) or above on average. An interesting fact provided by the right-hand two columns is that 52.9% of the forms received an average score of less than 3 (“Adequate”).

As noted above, the mean quality score for the monitoring forms was 2.88. However, to provide an overall average disguises variations between the various assessment categories, as demonstrated in Table 3 and Figure 2.

Assessment category	Mean score	Standard deviation ²²
Overall average	2.88	0.91
Specificity	2.85	1.13
Clarity	2.86	0.93
Focus	2.76	0.97
Measurement	3.06	1.03

Table 3: Mean scores of monitoring form quality scores, by assessment category

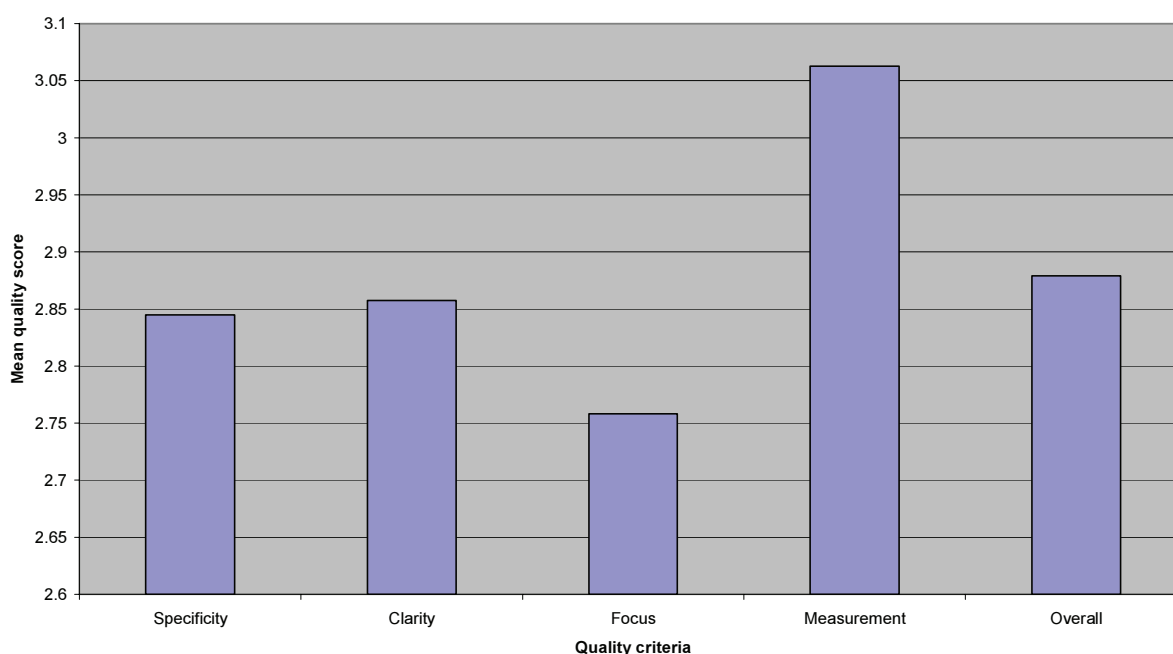


Figure 2: Average monitoring form quality scores by assessment category

These figures are illuminating. For example, it appears that the forms performed far less well on the “focus” criterion than the others. One interpretation of this result is that some Platform members are not entirely sure of the level of detail that should be included in the monitoring forms. This interpretation accords with our experience of reading the monitoring forms: often we had to read a form repeatedly in order to identify the relevant information, while other times a form omitted vital information that would have aided our understanding greatly. On the other hand, the forms recorded noticeably higher scores for the “measurement” criteria. This supports our view that many of the forms were “end-focused”: the members approached the monitoring exercise with results to communicate,

²² Standard deviation concerns the spread of a particular set of results. This is a factor that may be disguised by the mean average. For example, a set of results scoring 1, 1, 5 and 5 would clearly suggest different conclusions about the state of monitoring from a set that scores 3, 3, 3, and 3 – but both sets produce the same mean average (3). In basic terms, standard deviation is the “average” amount by which all the scores deviate from the mean score.

and therefore this was the section they were most comfortable with – at worst, they could simply state their results. In contrast, the other elements of completing the form (formulating objectives, communicating clearly, selecting appropriate information) were more difficult.

Another interesting finding is that the category “Specificity” contains the most varied results (its standard deviation is noticeably higher than for the other categories). This again accords with our experience of the forms: there was often a great divide between forms that provided specific objectives with clear targets and those that had vague goals and no stated timescales. In other words, there was a large divide between those who understood why monitoring practices need to be specific and those who did not.

4.4 **Summary**

RAND Europe developed a process for assessing the quality of monitoring forms that used a scoring mechanism to quantify quality levels. When this process was applied to 121 monitoring forms, the results indicated that the average (mean) quality score of these forms was 2.88. A crude interpretation of this score suggests that it means that, on average, the monitoring forms fall just short of an “Adequate” level. However, this average score conceals that fact that there were variations within the different categories used to carry out the quality assessment. For example, average quality scores were lower for the “Focus” category (which concerns the suitable level of information to include in a monitoring form) than for the “Measurement” category (which concerns the appropriate measurement of a commitment’s results).

This Monitoring Report outlines the considerable range of activities associated with the Platform. These activities include: measures that promote nutrition information, a healthy lifestyle and physical activity; measures related to labelling; measures intended to have an impact by addressing advertising and marketing; measures to reformulate products and change portion sizes; measures to disseminate the work of the Platform; initiatives to influence policy; and measures to conduct and support research relevant to the work of the Platform. This is an impressive list, but care must be taken with any interpretation of the findings because the monitoring and communication of these activities is sometimes incomplete or poorly articulated. In addition, it is often not clear how the activities were the direct or indirect result of the Platform (for example, some might have happened in any case).

All of the achievements listed in this Monitoring Report were provided by Platform members. We have attempted to include information on all of these activities, except where the specificity, clarity, focus, or measurement was so poor that it was not possible to communicate them in a meaningful way, or when the actions were not applicable to 2006. It should be noted that the inclusion of statements based on this information in the Monitoring Progress Report does not mean that the RAND Europe team has independently verified such statements. Nor does it mean that the problem of attribution (“Was it really the Platform that caused the achievements to happen?”) has been overcome. Furthermore, the important problem of the counter-factual (“What would have happened in the absence of the Platform?”) has not been addressed.

Members of the Platform appear to have produced a rich diversity of responses to the aims of the Platform. Many of these create the opportunity for efficiency and economy by being linked closely with the existing strengths and activities of the Platform member implementing them. As an alternative mechanism for pursuing public benefits through innovative actions, the Platform raises important and interesting questions. Such innovative mechanisms present new advantages and limitations, which are likely to become better understood over time.

This Monitoring Progress Report also charts progress towards developing a comprehensive and persuasive set of monitoring practices. This Monitoring Progress Report has analysed the monitoring methods used and commented particularly on the criteria of specificity, clarity, focus, and measurement. These criteria were applied to the monitoring forms received in an attempt to assess the quality of these forms through a scoring mechanism.

The ensuing scores represent an honest, fair, transparent and independent judgement on our part. Nevertheless, they should be regarded as a structured judgement.

The mean quality score awarded, out of a possible 5.0, was 2.88. This means that the spurious “average” monitoring form was just below an “Adequate” standard where: objectives are sufficiently clear to be understood, and include some quantitative targets and timescales; reporting allows, with some effort, an understanding of what has been done; there is a focus on many important activities whilst less attention is paid to more trivial activities; and, on balance, there is an approach to measurement that is appropriate if not complete.

Nevertheless, this average quality score conceals the fact that there were variations within the different categories used to carry out the quality assessment. For example, average quality scores were lower for the “Focus” category (which concerns the suitable level of information to include in a monitoring form) than for the “Measurement” category (which concerns the appropriate measurement of a commitment’s results). This may suggest that Platform members may wish to address the degree of focus present in their commitments (and any future monitoring forms) as a priority.

This Monitoring Progress Report shows that the Platform can point to a wide range of activities and achievements that reflect the diverse capacities of the Platform Members. A plausible case can be made for linking these claimed achievements to a successful delivery of the aims of the Platform. In addition, this Monitoring Progress Report also suggests that, after two years, the Platform has developed a range of skills in producing monitoring data. However, it is clear that there are significant variations in the quality of reports and that some Platform members are struggling with the monitoring of their commitments. It is hoped that this Monitoring Progress Report will act as a catalyst to ensure that there is an overall improvement in monitoring which can then be reflected in any future report on the achievements of the Platform.

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APPENDICES

Appendix A: Commitments featured in the Second Monitoring Progress Report

Note: the following table was produced by the European Commission, and should not be considered a RAND Europe document.

Commitment number	Member name	Commitment title	Brief description of the commitment
158	UK Food standards agency	Reformulation of processed and prepared foods to reduce salt contents	The FSA is encouraging and supporting the reformulation of processed and prepared foods to reduce their salt contents through the development of salt targets for key products and the publication of individual organisations' salt-reduction plans.
159	UK Food standards agency	Development of a Front-of-Pack 'Signposting' Labelling Scheme	The FSA is developing a voluntary front of pack signposting scheme for use by retailers and manufacturers to give 'at a glance' information on the fat, saturated fat, salt and sugar content of foods - to help consumers make healthier food choices.
263	CIAA - FEVIA	Nutritional policy Charter	With this Charter, the participating companies undertake to make a specific effort in implementing a pro-active nutritional policy at company level.
265	CIAA - FEVIA	The self-regulatory code for advertising	The self-regulatory code for advertising has been compiled by FEVIA and the Union of Belgian Advertisers (UBA).
266	CIAA - FEVIA	Website "alimentationinfo.org / voedingsinfo.org"	FEVIA developed a website www.alimentationinfo.org / www.voedingsinfo.org
268	CIAA - FEVIA	NUBEL	NUBEL (NUTrition BELgium) is the compiler and supervisor of a scientific database of nutrients in food products.
269	CIAA - FEVIA	FEVIA Fund (partnership with the King Baudouin Foundation)	This is a fund for educational projects promoting nutrition, physical activity and a healthy way of living aimed at children between 6 and 18 years old, in their community at local level (school, sport association, youth association...).
427	CIAA - FERRERO Group (WFA)	Public education and media literacy	Media Smart is a media literacy programme for school children, which brings together industry, academics, parents, teachers and governments, aimed at developing and promoting children's understanding of advertising.
431	CIAA - FERRERO Group	Promotion of physical activity	Ferrero promotes physical activities and sports by sponsoring ski, cycling, volleyball, beach volley, basketball and football teams in different countries.

432	CIAA - Spanish Food & Drink Industries Federation	FIAB contribution to NAOS (Spanish Strategy nutrition, physical activity, obesity and health)	FIAB contributes to NAOS Strategy and under this framework is developing actions on nutritional information, marketing and advertising, monitoring, etc. All these actions are in line with the objectives of the European Platform.
452	CIAA - Kraft	Voluntary restriction on promoting certain products to children	For some time it has been Kraft policy not to advertise (in TV, print or radio) to children under 6 years old; in 2005 Kraft announced further restrictions on advertising and promotion to children over 6. These policies are implemented globally.
453	CIAA - Kraft	Provision of nutrition and other information to the consumer	It is Kraft's global policy to have detailed nutrition labelling on pack by the end of 2006 as well as other means of informing and educating consumers about the nutritional values of its products and their role in a healthy diet.
455	CIAA - Kraft	Reduction of fat, sugar and salt across a range of products	It is Kraft's aim to improve existing products and introduce new ones, in order to give consumers more choices to help address their health and wellness needs. This includes reducing fat, trans fat, sugar and salt.
457	CIAA - Kraft	Health4schools	An initiative to promote healthy diet and active play to school children and communities. The programme aims to have a tangible and measurable impact on children's knowledge, understanding, attitude and behaviour concerning diet and active play.
462	CIAA - DANONE	DANONE NATIONS CUP	The Danone Nations Cup is a football world cup for children 10 to 12. This competition gives each year more than 2.5 million children from 32 countries (40 in 2007) the opportunity to take part in an international football tournament recognised by the FIFA
463	CIAA - DANONE	Faut que ça Bouge! (Let's Get Moving!)	A programme dedicated to children and teens, which aims at promoting good nutritional & physical activity habits, thanks to a web site (www.fautquecabouge.com), a mobile sports course (Nutripark), a call centre and a pedagogical kit for schools.
518	EVA - European Vending Association	Best Practice Guidance - Vending in schools: a matter of choice	The EVA adopted the Best Practice Guidance on Vending in schools, the objective of which is to explain to vending operators how they should adapt their offering to schools
520	EUFIC - European Food Information Council	Enhancing web-based communications	Building on content from the websites www.eufic.org , www.foodexperts.net , www.coolfoodplanet.org and www.foodstudents.net , EUFIC intends to build a consistent strategy for web-based communications, in order to maximise

			coherence, outreach and impact.
521	EUFIC - European Food Information Council	Consumer research on nutrition information and labelling	EUFIC will expand its research programme on nutrition information and labelling, building a knowledge base of existing research and findings and conducting further research on the basis of an assessment of the knowledge gaps in existing research.
523	BEUC	Stakeholder engagement	Engagement on an informal basis with other stakeholders to discuss modalities for providing on-pack nutritional information in an effective way so as to enhance the possibilities of consumer choice.
524	EUFIC - European Food Information Council	Increasing the outreach of EUFIC's information on healthy lifestyles	Working with partners in the Member States, EUFIC intends to translate its educational materials on healthy diets and lifestyles into additional languages, and to provide these materials on the web as well as in printed copy where possible.
525	BEUC	Publication of nutrition information	A number of member organisations commit to publishing articles on nutrition and, in particular, comparative tests on products which would allow consumers to make informed choices on products with similar characteristics.
526	EUFIC - European Food Information Council	Using EUFIC communication vehicles to raise awareness of the EU Platform	Using EUFIC's communication tools to help raise awareness of and spread information about the work of the EU Platform for Action on Diet, Physical Activity and Health.
527	Freshfel Europe	Pan-European Logo for the promotion of fruits and vegetables consumption	To create a logo that will encourage consumers to increase consumption of fruit and vegetables. Today different logos are used in different countries, which creates confusion at consumer level as products freely circulate in the internal market.
528	Freshfel - Bord Bia	Food Dude Healthy Eating Programme	Introduce a programme to over 30,000 primary school children consisting of videos and rewards to positively change children's long-term behaviour in the consumption of fruit and vegetables which are provided free of charge over a 16 day period.
529	Freshfel Europe	Freshfel Europe's Fresh fruit and vegetables consumption monitor	Freshfel sets in one document available information on fruit and vegetable consumption across Europe per year. The document includes a general section on the EU's total gross supply of fresh fruit and vegetables and specific sections by country.

530	Freshfel Europe	Freshfel Information on Promotion	Freshfel provides a platform for the exchange and dissemination of information on promotional activities undertaken either by members or other entities. These experiences increase awareness of the benefits of consuming fruits and vegetables.
531	IOTF -International Obesity Task Force	Research, informing policy and advocacy	IOTF as part of International Association for the Study of Obesity (IASO) will work in cooperation with European Association for the Study of Obesity (EASO), other NGOs and scientific networks, to inform health policy.
533	EASO - European Association for the Study of Obesity	Research, informing policy and advocacy	The European Association for the Study of Obesity (EASO) will to inform European health policy, and improve awareness and understanding of obesity prevention and management
535	EMRA - European Modern Restaurant Association	Product Composition	EMRA members will reasonably endeavour to bring salt, fat or sugar levels in line with the recommendations of the appropriate regulatory bodies.
536	EMRA - European Modern Restaurant Association	Consumer Information	EMRA members pledge to inform their customers about how product options and product composition compare to the GDAs, or other nutrition driven references, through the use of various communications and consumer information materials
537	EMRA - European Modern Restaurant Association	Choice	EMRA members pledge to continuously make options available for those seeking balanced diets and ensure that these options are properly highlighted in our restaurants. Given the special nature of the Food Service sector there is a need for a flexible framework with regard to this commitment
538	World Federation of Advertisers	Strengthening advertising self-regulatory mechanisms across the EU25	Implementing the EASA Self-Regulation Charter. General provisions: establishment of self-regulatory organisations (SROs) and effective, comprehensive codes of conduct.
539	World Federation of Advertisers	Strengthening advertising self-regulatory mechanisms across the EU25	Implementing the EASA Self-Regulation Charter: Provision of advice and training
540	World Federation of Advertisers	Strengthening advertising self-regulatory mechanisms across the EU25	Implementing the EASA Self-Regulation Charter: Complaint handling, enforcement and compliance

541	World Federation of Advertisers	Strengthening advertising self-regulatory mechanisms across the EU25	Implementing the EASA Self-Regulation Charter: Stakeholder involvement
542	World Federation of Advertisers	Strengthening advertising self-regulatory mechanisms across the EU25	Implementing the EASA Self-Regulation Charter: Awareness raising
543	World Federation of Advertisers	Strengthening and expanding food and beverage advertising self-regulation across the EU25	Strengthening and expanding the remit of advertising self-regulation for food and beverage advertising across the EU25, by implementing the ICC Framework for Responsible Food and Beverage Advertising into national self-regulatory code provisions.
544	World Federation of Advertisers	Strengthening and expanding food and beverage advertising self-regulation across the EU25	Strengthening and expanding the remit of advertising self-regulation for food and beverage advertising across the EU25, by implementing Marketing Communications Guidelines, which go beyond the ICC Framework both in terms of content and coverage.
545	World Federation of Advertisers	Media Smart – teaching children to be media-literate	Media Smart develops and provides, free of charge, educational materials to primary schools that teach children to think critically about advertising in the context of their daily lives.
546	World Federation of Advertisers	Promoting healthy lifestyles through advertising	To conduct a social marketing campaign on healthy lifestyles in Europe.
547	EHN - European Heart Network	Review of nutrition banding schemes	The aim is to carry out a review of unpublished and published literature and webs based information, covering nutrition banding schemes on labels which present information on levels of nutrients within foods.
548	EHN - European Heart Network	Policy options and guidelines for childhood obesity	Development of policy options and guidelines on tackling childhood obesity; dissemination of these guidelines to national heart alliances and more widely at European level.
553	EGTA - Association of television and radio sales houses	Media air-time for the promotion of healthy lifestyles	The launch of a social marketing campaign on healthy lifestyles in Europe, as proposed by the CIAA, necessitates access to free or reduced-rate television and radio time. Egta will contribute to this campaign by providing media time.
555	EHN - Austrian Heart Foundation	Children and Obesity	A programme for schools in cooperation with the medical practitioner of the schools, parents and teachers.

567	EHN - Slovenian Heart Foundation	Eat your words	To promote healthy nutrition & establish healthy eating patterns. To understand food messages in mass media. To help children acquire necessary skills to make informed healthy food choices. To counter pressures of persuasive commercial interests.
569	EHN - Slovenian Heart Foundation	Heart Walks	The SHF will open several "Heart Walks" in Slovenia in order to: promote healthy lifestyle and regular physical activity; to establish healthy lifestyle patterns; and to provide a possibility for active daily inclusion of physical activity.
571	CPME - National Medical Associations of Europe	Doctors as role models	Doctors to act as role-models and committing themselves to slim down when needed.
572	CPME - National Medical Associations of Europe	National Medical Associations to approach decision-makers	National Medical Associations will approach decision makers in their respective countries and give concrete suggestions on how to promote healthy lifestyles.
573	CPME - National Medical Associations of Europe	National Medical Associations mapping activities against obesity	National Medical Associations will contact National Scientific Societies in their respective countries to map activities against obesity on national level.
574	CPME - National Medical Associations of Europe	Exchange of scientific articles on obesity	National Medical Associations from all member states will exchange and share scientific articles on obesity.
575	CPME - National Medical Associations of Europe	CPME advocacy for a "good health for all"	CPME is monitoring the EU legislative proposals and is advocating good health for all in every proposal it sees will have an impact on citizens' health.
580	EuroCommerce	EuroCommerce commitments	EuroCommerce is committed to increase the number of its member federations taking steps to put in place, on national level, a policy on diet, physical activity and health that is based on the WHO recommendation.
581	CIAA - UNESDA	Advertising and Commercial Communications, including school vending	The following UNESDA 2006 commitments relate to the advertising of and commercial communications for beverages - especially to children. These commitments include commitments relating to vending in schools.
582	CIAA - UNESDA	Non-alcoholic beverages: Consumer Information	The following UNESDA 2006 commitments relate to the provision of information to the consumer (essentially labelling) for non-alcoholic beverages.
583	CIAA - UNESDA	Non-alcoholic beverages: Products, choice and portion	The following UNESDA 2006 commitments relate to the provision of a choice of

		sizes	beverages and to portion sizes.
586	EHN - Finnish Heart Association	Sports adventure around the Globe	Sports adventure around the Globe: to encourage children to take more exercise.
587	EHN - Finnish Heart Association	Heart Symbol	To promote heart healthy dietary changed in Finland.
590	EHN - Slovenian Heart Foundation	The "Nature - Health Fair	To promote healthy nutrition and healthy lifestyle.
591	CIAA	Support the development of EPODE and SHAPE UP programmes at national levels	CIAA will institutionally support the development of both "EPODE" and "Shape UP" programmes at national level via collaboration among national food and drink industry associations, individual companies and other relevant stakeholders.
593	CIAA	Healthy Lifestyles Weeks at national level	CIAA will explore the idea of creating national "Food Weeks" in different Member States to promote healthy eating and healthy lifestyles together with relevant players.
594	Eurocoop - Coop Italia	Spreading the seeds of healthy diets amongst consumers	Since the 1970s Coop is sincerely committed to the well-being and the health of Italian consumers by providing information on nutrition in its outlets, on its products and at school. Product composition is another field on which Coop is working.
596	Eurocoop - FENACCOOP	Informing consumers is enabling them to make healthy choices	Given the alarming rate of obese people recorded in Portugal, FENACCOOP has decided to actively engage in the fight against obesity. FENACCOOP's general belief is that today informing consumers is a key-driver in tackling the obesity issue.
597	Eurocoop - Eroski	Preventing obesity is a healthy idea!	Eroski is genuinely devoted to consumers' well-being. Accordingly, it has recently launched an ambitious awareness campaign to tackle obesity in tune with the Spanish government action plan against unhealthy dietary habits (NAOS strategy).
598	Eurocoop - SOK - Inex	Health and Nutrition Activities in SOK and Inex	For many years SOK and Inex have been both working to ensure Finnish consumers full and reliable information with regard to the food they eat. SOK consumer-magazine and Inex food labelling are the most important information

				tools so far developed.
599	Eurocoop - FDB	Do you put just anything in your mouth?		FDB has been engaged in the fight against obesity since '70s when started to labels nutrients on its own brand products. From then on FDB has much focussed on educating consumers and schoolchildren to understand the importance of healthy lifestyles.
601	Eurocoop - Kooperativa Forbundet	Healthy diet		KF fights against obesity through a set of tools ranging from consumer information to innovative product development policy (within Coop Norden) . Action is developed on a national basis in collaboration with our societies, implementation is local.
602	Eurocoop - The Co-operative Group LTD	Healthy living- Product Reformulation towards healthier alternatives		In order to help consumers make healthier choices, Co-op has undertaken pioneering work on product reformulation with reductions of fat, saturated fat, sugar and salt levels in processed food.
604	CIAA - European Snacks Association (ESA)	Savoury snacks industry commitments in the areas of consumer information, product development and commercial communication		ESA and its members commit to increase consumer information on-pack, to further develop products reduced in fats/salt as well as to comply with ESA self-regulatory guidelines on commercial communication, sales in schools and vending.
605	EHN - Danish Heart Foundation	Rumlerikkerne		Children Food Exercise
606	EHN - Finnish Heart Association	Vegetables for better health		"Vegetables for better health" ("Terveyttä kasviksilla; in Finnish) is a campaign for primary schools to promote healthy eating.
607	EHN - Finnish Heart Association	Women's Heart Programme		Healthy heart for the whole life.
608	EHN - Finnish Heart Association	From overweight to balance		To develop patterns and activities that help to support the prevention of overweight and weight control.
609	CIAA	Consumer Research to identify educational messages to promote healthy lifestyles		CIAA will promote consumer research to improve the understanding of what kind of educational messages will best promote balanced diets and healthy lifestyles.

610	CIAA	Healthy lifestyles public information advertising campaign	CIAA will collaborate with relevant stakeholders to promote a "Healthy Lifestyles Public Information and Advertising Campaign", suitable for national adaptation and adoption.
611	CIAA	CIAA Principles for food and beverage advertising and product marketing communications	CIAA will encourage implementation of both its Principles for Food and Beverage Advertising and Product Marketing Communications.
612	CIAA	Scientific research of the diverse causes related to obesity to promote effective interventions	Explore the idea of involving relevant stakeholders in a study of the diverse causes related to obesity to promote effective interventions to help maintain appropriate and balanced eating habits & influence consumer behaviour towards healthy eating.
614	CIAA	Strategic research agenda - European Technology Platform "Food for Life"	CIAA will work on a Strategic Research Agenda to enable the development of innovative food products and process innovations.
615	IBFAN - International Baby Food Action Network	Continued protection, promotion and support of breastfeeding and appropriate CF	Advocacy and training to ensure that parents have access to objective, complete information about infant and young child feeding, free from commercial influence, through policies, health care practices, in workplace, the community and family.
616	EHN: Slovenian Heart Foundation	Healthy lifestyle workshops	To promote healthy lifestyle and healthy nutrition; to establish healthy eating patterns; to help children acquire the necessary skills and knowledge to make informed healthy food choices; to organize 50 healthy nutrition workshops
619	CIAA - PepsiCo Europe & UK	PepsiCo commitments in the areas of product development, consumer information, marketing/advertising and the promotion of healthy lifestyles	Accelerate roll-out of more healthier snacks, beverages and breakfast cereals. Provide additional nutritional information on all products. Implement new advertising & marketing guidelines. Promote healthy lifestyles among employees.
621	CIAA - Intersnack Vertriebs GmbH (Part of ESA commitments)	Fit am Ball - Der Schul-Cup von funny-frisch" (1000 schools, 35.000 children - for more physical activity and a balanced diet)	Football centred scientific project, developed and organised by the German Sport University Cologne, aiming to prevent excess weight with school children. Focus is on weekly sports clubs and nutrition education in schools for girls & boys (8-12 years).

629	EuroHealthNet	Framework commitments for Network of national health promotion agencies	The network will update and complete compilation and dissemination of significant national health promotion activities contributing to obesity prevention and healthy lifestyles within EU Member States.
630	EPHA - European Public Health Alliance	Participation on the World Health Organisation preparatory meetings for the Ministerial meeting in November 2006 on the prevention of obesity	The World Health Organisation's European Region Ministerial Conference of 2006 will focus on the prevention of obesity. NGOs are working together to assist the WHO to prepare the NGO demands to be presented at the Ministerial meeting.
631	EPHA - European Public Health Alliance	Participating in the European Food Safety Agency Stakeholder Consultative Platform	Assist EFSA with the development of its overall relations and policy with regard to stakeholder involvement with its tasks and mission by participating in a forum for regular dialogue and exchanges.
632	EPHA - European Public Health Alliance	The link between the European Common Agricultural Policy and diet	Call for proposal submitted to DG Agriculture to develop a web-based game which will offer direct information about how the EU common agricultural policy influences the diet of the people living in Europe.
638	ENGSO - German Sports Confederation in Cooperation with the German Medical Association	SPORT PRO GESUNDHEIT, a quality seal for programs which promote health enhancing physical activity	SPORT PRO GESUNDHEIT is a seal for courses of health enhancing physical activity in Sports Clubs, released and awarded by the German Sports Confederation in cooperation with the German Medical Association.
640	International Diabetes Federation, European region	Glucio-forum - a new European initiative leading the fight against pre-diabetes	Glucio-forum is working to raise awareness of health care professionals and people at risk of developing pre-diabetes or Type II diabetes. Through early identification of those at risk, the conditions can either be prevented or the onset delayed.
653	CPME	Prevention in Europe (prevention of CVD) – Improving EU public health	The purpose of this conference is to place prevention firmly on the EU agenda by a statement with recommendations Motto: Prevention is key a "simple suggestion. A prevention programme in every MS by a given date
654	CIAA - Cadbury Schweppes	"Be Treatwise" Guideline Daily Amounts nutrition labelling scheme	"Be Treatwise" will reinforce consumers' understanding of the role of treats in our lifestyles within the overall context of food intake and energy expenditure - by visibly displaying Guideline Daily Amounts (GDAs).

655	EBU - European Broadcasting Union	Health In Europe	Health in Europe is a major multimedia initiative comprising TV and radio programmes, flash animations and extensive online content on Health and Medicine.
715	Eurocommerce - Royal Ahold	Healthy diets and lifestyles	The Ahold company has carried out several initiatives to improve diet, along with consumer information, and back up physical activity.
718	EHFA – European health and fitness association	Coordination of Fitness and Sport Organisations initiatives towards Healthy Lifestyles	EHFA will take the lead to encourage, coordinate, lead and develop initiatives related to improving the level of organised physical activity through the European Sport Workforce Development Alliance (ESWDA).
725	Eurocommerce - Casino Group	Healthy diets and lifestyles	The Casino Group is carrying out several initiatives to improve diet, along with consumer information, and backing up physical activity.
734	Eurocommerce - ICA	Healthy diets and lifestyles	The ICA company is carrying out several initiatives to improve diet, along with consumer information, and backing up physical activity.
735	Eurocommerce - Metro Group	Healthy diets and lifestyles	The Metro company is carrying out several initiatives to improve diet, along with consumer information, and backing up physical activity.
736	Eurocommerce - Auchan	Healthy diets and lifestyles	The Auchan company is carrying out several initiatives to improve diet, along with consumer information, and backing up physical activity.
737	Eurocommerce - Carrefour	Healthy diets and lifestyles	The objective of Carrefour is to provide access of consumers to diverse and varied foodstuffs. To promote healthy diets and contribute to fight against obesity, the Group has launched several actions targeted to both employees and consumers.
740	CIAA	CIAA Recommendation for a Common Nutrition Labelling Scheme	The CIAA recommendation, which includes front-of-pack and back-of-pack nutrition labelling, is based on a uniform list of nutrients, nutrition information per serving and the introduction of Guideline Daily Amounts (GDAs).
750	UK Food standards agency	Food Competences for Young People aged 5 to 16 years	To establish a consensus view on the minimum food skills and knowledge that young people should know, understand and be able to apply by the ages of 7, 11, 14 and 16 years.
760	UK Food standards agency -	Out of school hours cooking clubs - roll out in the North East England	The Agency is rolling out its out of school hours cookery clubs, piloted in 2004, in secondary schools across NE England. Aim is to explore local mechanisms for helping young people work towards the defined food competences.

761	UK Food standards agency -	2nd edition - Food Policy in Schools: framework document for Governing Bodies	The Agency has commissioned the National Governors Association (NGA) to develop a 2nd edition of 'Food Policy in Schools: A Strategic Policy Framework for Governing Bodies'. Its aim is to help School Governors develop their schools' food policy.
762	UK Food standards agency	Food Vision website (www.foodvision.gov.uk)	The aim of the Food Vision website is to help local groups develop food projects that will improve community health and well being. It offers case studies and toolkits to encourage and spread good practice.
765	UK Food standards agency	UK National Diet and Nutrition Survey	A diet and nutrition survey covering all four countries of the UK. The survey will collect information on food consumption, nutrient intake, nutritional status and physical measurements in a random, representative sample of the UK population.
774	CIAA - DANONE	BON APPETIT LA SANTE	Educational game played in the schools for children 5-6 years to promote a healthy and balanced diet (generic non promotional information). This programme is set up with the Belgian Association of paediatricians.
777	UK Food standards agency	Guidance for small and medium-sized businesses on salt reduction	Development of guidance for small and medium-sized food businesses, to increase awareness of Government work with industry to reduce salt in processed meat products, and provide practical advice on achieving reductions without reducing food safety.
778	CIAA - CEEREAL	Organization of a breakfast week - EP Brussels	Promote healthier nutritional habits. Increase understanding of the importance of breakfast for both children and adults. Enhance the importance of including cereals as part of a healthy and balanced diet.
779	CIAA - CEEREAL	Implementation of GDAs	Better understanding of nutrition labelling will enable consumers to make informed choices about the foods they buy. GDAs give consumers "benchmarks" against which they can judge the amount of a nutrient a food provides.
780	CIAA - DANONE Eaux France	Design of a sugar scale on Volvic flavoured beverages labels	A "Sugar scale" (positioning of beverages on a coloured cursor running from plain water to sugary beverages) on Volvic flavoured beverages labels to help consumers better evaluate the amount of sugar they contain and choose their beverage accordingly
781	CIAA - DANONE	Harmonized nutritional labelling	Implementation of a harmonized and more complete nutritional labelling (based on the CIAA scheme) on Front of Pack and Back of Pack and implementation of complementary DANONE educational programs off-pack

782	CIAA - DANONE	Danone et Vous, a relationship program based on health and nutrition	Danone et vous is a relationship program (online and offline) that aims at providing nutritional and health information and advices for the general public, through 1 guide and 3 magazines per year and a website.
796	EHFA - Fitness Industry Association	Active at Work - Healthy Workforce Programme	The Active at Work programme markets physical activity in the workplace and encourages people to make it part of their working day while also promoting the continuation of a physically active, healthy lifestyle outside the workplace.
797	EHFA - Fitness Industry Association	Adopt a School (Healthy Schools Programme)	Adopt a School links health clubs with primary schools to deliver high quality physical activity programmes for children (10/11 year olds). Fitness professionals also educate pupils on the importance of leading a healthy lifestyle.
798	EHFA - Fitness Industry Association	Go (Teenage Girls - Healthy Schools Programme)	Go links health clubs with secondary schools to deliver health and fitness sessions to teenage girls (15/16 years old). Fitness professionals also educate pupils on the importance of leading a healthy lifestyle.
807	CIAA – FERRERO Group	Product formulation and portion sizes	Tailoring portion sizes, namely those for Kinder chocolate, to children consumption; - Reducing the levels of trans fatty acids and salt; - Eliminating all hydrogenated fats contained in Ferrero products by 2006.
816	Eurocoop - The Co-operative Group LTD	Healthy Living - Nutrition Labelling	The Co-op is committed to providing clear and honest information on all its own brand labels, allowing consumers to know how much fat, salt and calories they're eating at a glance on the front of pack.
817	EFAD - European Federation of the Associations of Dietitians	Implementation of the European Academic and Practitioner Standards for Dietetics	Higher Education Institutions teaching dietetics and National Dietetic Associations representing practising dietitians will meet together for the first time to consider implementation of the European Academic and Practitioner Standards for Dietetics
818	Eurocoop - The Co-operative Group LTD	Healthy Living - Responsible advertising and marketing practices	The Co-operative Group has chosen to develop a responsible policy on advertising and marketing to children of foods considered to be unhealthy
826	CIAA	Survey on product reformulation and innovation and packaging size	Survey to get general impression of efforts made by the food and drink industry to increase the range of food products with different energy content, and in different portion sizes, to help consumers to adjust their purchases to meet individual requirements

<p>827</p>	<p>CIAA - FERRERO Group</p>	<p>Nutritional information</p>	<p>For 2006, Ferrero intends to provide GDAs (guidelines on daily amounts) referring to the energy content per portion on its Kinder products' multipacks (or at least where this is allowed by the size of the packaging).</p>
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Appendix B: Commitments whose monitoring forms were submitted after 29th January 2007

Note: the following table was produced by the European Commission, and should not be considered a RAND Europe document. Abbreviations which feature in this Appendix alone are not included in the 'Abbreviations' section on pages vii to viii.

Commitment number	Member name	Commitment title	Brief description of the commitment
134	Eurocommerce - Federation belge des Entreprises de Distribution -FEDIS	Healthy diets and lifestyles	FEDIS is continuing its efforts to encourage its members to take actions to attain nutritional goals and improve the populations' well being as outlined by the European and Belgian authorities.
203	EHN - The Swedish Heart Lung Foundation	Recipes for the Heart - a Lifestyle and Cook Book	A Lifestyle and cook book with heart healthy recipes and other inspiring health promotion information, especially designed for the working population.
438	CIAA - Nestlé	Apetece-Me / Nestlé Nutrition Prize	Nutrition Programme.
440	CIAA - Nestlé	NUTRITION I KNOW	Nutrition education programme.
441	CIAA - Nestlé	Public Health Programme	Community involvement and Public Health programmes.
442	CIAA - Nestlé	NUTRIKID	Nutrition Education Programme.
443	CIAA - Nestlé	Parks Tennis League + Schools Athletics	Physical activity in schools.
445	CIAA - Nestlé	Healthy Breakfast with Cereals	Education campaign for children.
446	CIAA - Nestlé	Dialogues of Nestlé Nutrition	Nutrition information/publications.
447	CIAA - Nestlé	Springtime Running Event	Promotion of physical activity for children.
448	CIAA - Nestlé	NUTRIKIDS	Nutrition education programme/Obesity prevention.
505	FERCO - European Federation of Contracting Catering Organizations	FERCO General Recommendations Nutrition	FERCO encourages its members and Contract Catering companies to adopt and implement general nutrition recommendations based on 7 principles.

519	EACA - European Association of Communications Agencies	Contribute creative & production skills to CIAA social marketing campaign	CIAA proposes the development of a social marketing campaign on healthy lifestyles in Europe to raise the awareness of individuals of how to improve diet & increase physical activity. EACA will contribute creative & production skills to the project.
551	EHN - The Swedish Heart Lung Foundation	Cholesterol campaign	A broad campaign targeting men and women at 40-60.
552	EHN - ALT Italian Association for the fight against thrombosis	"Children and obesity" working group	ALT is coordinating a multi-stakeholder working group aiming to tackle child obesity by taking into account all its causes: physical inactivity, unhealthy diet, impact of food advertising, labelling, health and nutrition claims.
570	EHN - German Heart Foundation	Skipping Hearts	Programme on promotion of rope skipping in schools.
588	EHN - Netherlands Heart Foundation	Children, healthy weight, healthy diet	One evening parents programme; lecture for in- school use: a freelance dietician visits the school and tells the parents all about diet and physical activity.
589	EHN - Netherlands Heart Foundation	Heart for your life	Increasing knowledge and consciousness on the importance of a healthy lifestyle among Moroccan people in the Netherlands.
595	CIAA	Common framework for an informative/educational brochure	CIAA will develop a common framework, suitable for further adaptation at national level, for an informative/educational brochure/package aimed at informing consumers on how to interpret and understand nutritional information and nutritional claims.
617	CIAA - United Biscuits (Part of ESA commitments)	UB's commitments in the areas of product development, consumer information and advertising to children	UB commits to: - provide further products reduced in salt/fat - provide nutrition labelling, GDAs & healthy lifestyle advice on all packs - not to directly advertise to children - further develop the corporate programme on healthy lifestyles
635	COPA-COGECA	COPA-COGECA - Policy Statement on a healthy diet	COPA-COGECA, the EU umbrella organization of 71 national Farmers' organizations and co-operatives, has unanimously adopted in November 2005 a "Policy statement on a healthy diet" and is committed to ensure its dissemination and follow-up.
656	CIAA - Nestlé	Nutrition and Physical Activity Platform / Nestlé Alete Doctor	The programme was founded in 2004 as a concerted action by the German Government, the Food Industry, the Health Care System and others. It was initiated to combine all activities to address the health threats of overweight and obese children.

658	CIAA - Nestlé	Fleurbaix Laventie Ville Santé / EPODE	Community Nutrition Education Programme for Prevention of Childhood Obesity
714	Eurocommerce - Pohid	Healthy diets and lifestyles	Since one year, Pohid has been involved in the discussions taking place on national level on nutrition but also malnutrition and under-nutrition; two additional concerns in this country. Pohid is encouraging its members to take action in these fields.
728	Eurocommerce - CBL - Central Bureau for Food Trade	Action plan to stimulate a healthier lifestyle	CBL members are committed to develop a 10 point action plan to stimulate consumers to lead a healthier life, not only through balanced diet but also through physical activity
729	Eurocommerce - Anged and Asedas	Promoting a healthy lifestyle	Retailers have taken commitments in the framework of the Spanish National Strategy on Nutrition, Physical Activity, Health and Prevention of Obesity (NAOS) put in place by the Ministry for Health and Consumer in February 2005.
731	Eurocommerce - Retail Ireland	Healthy diets and lifestyles	Members of the Irish Retailers organisation are carrying out several initiatives to improve diet, along with consumer information, and backing up physical activity.
732	Eurocommerce - Svensk Dagligvaruhandel	Promotion of Healthy Lifestyles	The Swedish Retail Federation participates in the National Platform for establishing a strategy on good dietary habits and increased physical activity. Its members are also active individually.
738	Eurocommerce - HDE - Confederation of German Retail	German retailers' initiatives in the field of nutrition and healthy lifestyles	German retailers - especially HDE members - are undertaking a wide range of different initiatives in the field of nutrition and healthy lifestyle.
748	CIAA - Polish Federation of Food Industry	Keep fit!	Purpose of the program - education of youth aiming to form constant pro-health habits. The main goal is promotion of active lifestyle and balanced diet, based on the individual responsibility and freedom of choice.
771	COPA-COGECA - Danish Agricultural Council	Enjoy Healthy Food	The initiative from the DAC is primarily aimed at students in upper secondary education. The initiative includes education on nutrition, physical activity, lifestyle and food politics.
772	COPA-COGECA - Danish Agricultural Council	Holiday food and nutrition camp (the Camp)	The Camp is a voluntary holiday activity targeting children from 8 to 12 years. The main objective is to teach children about healthy food, diet and physical activity in an entertaining, educational and activating way.

<p>773</p>	<p>COPA-COGECA - Partnership for Danish potatoes (DAC)</p>	<p>Potato trailer for events and exhibitions</p>	<p>The Partnership for Danish potatoes has designed and built a complete potato exhibition in a trailer to be used in expos, for cattle shows, harvest markets and other events. The aim is to present potatoes for the consumers.</p>
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Appendix C: The Platform Monitoring Framework

Note: the Monitoring Framework presented in this Appendix was produced by the European Commission, and should not be considered a RAND Europe document.

EU Platform on Diet, Physical Activity and Health

Monitoring Framework

Introduction

The Monitoring Framework is a document which provides guidance to Platform Members on how to take forward the monitoring of their commitments in the context of this specific process. The Monitoring Framework comprises an introduction, a users guide and a list of practical examples for information. The EU Platform on Diet, Physical Activity and Health was launched on 15th March 2005.

The aim of this Platform is to provide a common forum for all interested actors at European level where:

- a) they can explain their plans to contribute concretely to the pursuit of healthy nutrition, physical activity and the fight against obesity, and where these plans can be discussed;
- b) 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 members agreed to monitor their own performance in a transparent, participative and accountable way, so that there is a degree of multi-stakeholder involvement in reviewing progress and outcomes **that creates trust in the data**. There is also a general desire amongst participants to develop not only participative self-monitoring, but also some more ambitious good practice on monitoring, including aspects such as evaluation.

For the first time retailers, food processors, the catering industry, the advertising business, consumer and health NGO's, the medical professions and the EU troika presidencies are sitting round a table discussing what are the best voluntary actions towards promoting a healthy lifestyle. Despite differing opinions, size and levels all have agreed to put together a framework to allow for as consistent monitoring as possible where individual actions can be assessed against their own objectives. Nevertheless different commitments by different partners must show themselves **to be relevant to the general aims of the Platform**.

Monitoring of commitment plays a vital role in developing engagement, accountability and trust, in mapping progress and confirming the commitments undertaken.

Monitoring should be appropriate and proportionate to your type of commitment. It should help you to:

- gain a better understanding of your commitments and the relevance to the general aims of the Platform
- fine tune your commitment
- understand what needs to be done and how
- better integrate your commitment with other commitments undertaken in the Platform
- engender wider stakeholder trust in your commitment
- eventually duplicate good practices

A Users Guide on how to monitor the commitments

Members of the Platform have agreed on the necessity to monitor their commitments in a systematic, open and understandable way as a step in building trust. They should assess the progress of ongoing activities and identify the constraints for early corrective action. They should check if milestones have been achieved by key dates and, if possible, measure the effectiveness and efficiency of the commitments.

The following steps indicate the minimum agreed requirements to monitor a commitment:

1. The relevance of the commitment to the general aims of the Platform is clearly described (relevance)
2. For each commitment there is a clear set of objectives (objectives)
3. Where practical, the resources put in to each commitment are identified (inputs)
4. The commitment is assessed and what has been achieved is identified and made public (outputs)

Given the nature of this process, the timescale and range of commitments it is unlikely that we will be able to monitor if the outputs may actually lead to desired long term changes in the form of outcomes. It has been agreed that indicators related to outcome are not part of the minimum requirements and may be provided by those who are in a position to do so. Such data would significantly increase the confidence and information on the effectiveness of the commitment.

The following step goes above the minimum agreed requirements to monitor a commitment:

5. If possible, identify the ultimate impact of your commitment (outcome)

The monitoring of commitments should be carried out in an open and transparent way so it creates trust in data and should seek to capture information about any unexpected or unintended consequences of actions in furtherance of the commitments.

Examples have been provided in this text purely as helpful illustrations of the kinds of the various options available to members in completing their monitoring. The citing of examples does not mean that the provision of each and every example mentioned is a requirement. Members have to use their judgement. It is also to be noted that some data are commercially sensitive and can not be communicated.

1. Assessing the relevance of the commitment

The Platform Member should be able to describe, in a relatively simple way, how their commitment is relevant (or pertinent, connected, or applicable) to the realisation of the general aim of the Platform.

Relevance can be judged from a number of perspectives. The Platform Member is responsible for defining the relevance of their voluntary commitment. The primary purpose of describing the relevance is to ensure that there is clarity as to: ***How it achieves the aim of the Platform.*** This is an essential step in building trust in data and in supporting a transparent, participative and accountable process.

Examples

- For a leaflet encouraging physical activity – because it spreads information and encourages the target population to do a specific exercise like walking for 30 minutes per day – documentation of effect from WHO, scientific literature etc.
- For a labelling initiative – because consumers need to know what a product contains of in order to be able to make healthy choices
- For product reformulation – lower the content of fat, sugar or salt has beneficial implications for health, see WHO technical report 916 2003.
- For implementation of marketing, advertising or other principles – advertising has an effect on choices made by the target population, see Hastings report or similar.
- For a mass media campaign on TV or a healthy lifestyle education campaign – spread information, encourage and educate target population on.... ..
- For change of product assortment in canteens or vending machines – give the target population a choice and make the healthy option the easy one.

2. Setting the objectives

The objectives help to focus in more detail on what the commitment is aiming to achieve. They need to be concrete and precise as this will make it easier to monitor the commitments. In some situations it may be beneficial to divide the objectives into a short, medium or long term.

For all aspects of monitoring, Platform members may wish to utilize external bodies or organisations as these can bring specific expertise to help with the process.

For the reader to clearly understand what the objectives mean, it can be useful to apply the ‘**S.M.A.R.T.**’ – procedure when writing or describing an objective. This means that objectives should be:

Examples

Specific – clear about what, where, why and when the situation will be changed.

What do you want to achieve with this commitment (what are the objectives?)

Where do you want to implement or execute the commitment?

- Which setting? Restaurants, primary schools, community or workplace
- Which geographical coverage? All European capitals, the four biggest cities of Germany
- Which level? National, Worldwide, local

Why do you want to do this now (what is the underlying problem or the reason for the commitment)?

- No marketing communication for beverages aimed at children → aim: avoid exposure to tempting offers to vulnerable groups and decrease energy intake
- Reformulation of products → aim: lower fat content and calorie content of products and decrease energy intake

When do you want to see the results of your commitment?

- After 3 months, after one year, immediately after launch of the action

Measurable – able to quantify or qualify the achievements, changes or benefits. Choose objectives with measurable progress, so you can see the change occur. How do you know you have accomplished your goals? Be as specific and quantitative as possible! It is important to consider the timeframe of the action.

Example of a ‘measurable’ objective:

Objective: To introduce the ‘Food Dude Healthy Eating Programme’

This objective is ‘measurable’ since it can be calculated how many schools introduce the programme and how many children are reached.

Attainable/achievable – able to attain the objectives (knowing the resources and capacities at the disposal of all those concerned).

Are the commitments attainable or “do-able”? Do you have the attitudes, abilities, skills, and financial capacity to reach the goals?

Realistic – able to obtain the level of change reflected in the objective.

How realistic are your expectations? Have you done it before or is there a similar initiative or research base that makes its effectiveness plausible?

Time bound – stating the time period in which the objectives will be accomplished.

What is the *timeframe* for the commitment? Specific description of the time path of all activities of the actions should be given.

When will the inclusion of schools be finished, promotion material be ready, training of the teachers be given, education be given to the children, previous/baseline measurement be held and publication be ready?

Progress in fulfilling the commitment needs to be accompanied by specific indicators.

3. Measuring the objectives

Indicators are required to be able to monitor the commitments and build credibility and confidence in the work of the Platform.

a) Input indicators

Input indicators: measure the resources allocated to each action/activity depending of the objective of the commitment (funding, allocated resources, training etc) used for each activity

Input indicators measure the resources allocated to each action/activity, essentially what ***did I do to try and undertake my objective?*** Resources here means materials, people and time – like how many people are working on the project, what training is needed to carry out the action and what are the total costs of the action.

However confidentiality, marketing competition and commercially sensitive data are issues that need to be taken into consideration regarding which data can be made available. When input data is commercially sensitive Members should try to find imaginative help to define the input. Good data is necessary to identify good practices and where relevant, to produce a cost-benefit analysis. It is also an indication about what efforts are needed for further implementation of an action.

Examples

- For a leaflet encouraging physical activity who (background/funding) writes the message and what is the cost for printing and distribution.
- For a labelling initiative or product reformulation the production costs, technical costs, how many are working on it and how long).
- For implementation of marketing, advertising or other principles costs related, how many are working on it.
- For a mass media campaign on TV who plans it, who funds the research behind, how many works on it, costs.
- For healthy lifestyle education who plans it, who funds the research behind, how many works on it, costs etc.
- For change of product assortment in canteens or vending machines number of machines, number of people involved, costs, investments etc.

b) Output indicators

Output indicator: used to measure the outputs or products that comes about as a result or a product of the process. It measures from a quantitative point of view the results created through the use of inputs (schools visited, audience targeted, sports organised etc)

Output indicators measure the products or the achievements of the commitment through the use of inputs or, simplified, ***what did you do with the money and resources?***

It is also important to have a good insight into the process of implementing or executing the action in a clear timeframe. Therefore it is necessary to have process indicators available, which can be monitored throughout the action. In

this monitoring, it is essential to consider the timeframe and to define this in advance.

It is essential that the process- or output indicators are linked to the objectives and are made as explicit as possible.

Very often one objective can trigger several output parameters. Examples of this are summarised below.

Examples:

- For a leaflet encouraging physical activity it would be useful to know how many copies were printed, how many and how they were distributed.

- For a labelling initiative or product reformulation it would be helpful to state details of what changes were made to the labels or the product and how many products have been changed (label or content), how many shops are selling these products and what the sales figures were before and after the action.

- For a mass media campaign on TV it would be useful to know how often it has been shown, at which time, which channel, what the ratings were and how many people have been reached by the campaign (penetration/reach).

For healthy lifestyle education it would be useful to know the materials (brochure, book) that have been used, the main message (physical activity, healthy diet, low fat etc), frequency of meetings and attendance rates, and satisfaction among the professionals which give the education.

- For change of product assortment in canteens or vending machines it would be necessary to know which products have been changed (i.e. chocolate bars, chips, regular soft drinks for fruit, water, light drinks), how many canteens or vending machines have changed their assortments and selling rates.

4. Outcome and impact indicators

Outcome and impact indicators go above the minimum agreed requirements to monitor a commitment. They measure the quality and the quantity of the results achieved through the actions in the commitment. In other words, ***how successful have my commitments been in relation to my original objectives?***

Depending on the nature of the commitment some basic evaluations are possible and should be done. The indicators to be used may include:

- Determinants of behaviour
- Attitudinal change
- Changing behaviour itself
- Biological parameters
- Incidence of the diseases.

The expected outcomes can also be different depending on the scope of the commitment. There may be short term outcomes (such as increased knowledge), intermediate outcomes (such as change in behaviour towards a healthier lifestyle) or long term outcomes (such as reduction in incidence of cardiovascular disease due to a healthier diet and more physical activity).

Ideally the effects on better health, improvements on diet and increased physical activity – as the ultimate goal of all commitments – could be evaluated, preferably on the longer term. However, given the current nature and timeframe of the Platform process, it is unlikely that we will be able to monitor the effects in the short term.

In some cases it will not be possible for the Platform members to perform this type of effect evaluation. Reasons for this might be that actions are spread over a large area (for instance marketing activities) or that resources are insufficient to perform an effect evaluation in accordance with ‘scientific gold standards’ (which, for example, would require a control condition or a control region). In those cases it might be worthwhile to make use of existing monitoring framework systems, preferably nationwide ones.

Examples:

- For a leaflet encouraging physical activity it would be useful to know how many people have changed their mind about physical activity (attitude). This can be done by short questionnaires before and after the action
- For implementation of principles it would be useful to know the effect. What is the effect of codes of conduct for commercial communications? What has the qualitative and quantitative impact of self-regulatory principles been on marketing communications? What is the average compliance level with the self-regulatory rules?
Effect on the target group. What is the effect of less commercial communication? Decreased sales figures of unhealthy products? Increased sales figures? Do those who have accepted them subscribe the principles fully?
- For a mass media campaign on TV it would be useful to know whether people are more aware or have changed their mind about the topic. This can be assessed by questionnaires before and after the action.
- For healthy lifestyle education it would be useful to know whether knowledge about healthy diet and physical activity has increased and how many persons have adopted a healthier lifestyle. Both quantities can be measured by questionnaires before and after the action. .
- For change of product assortment in canteens or vending machines it would be important to know the total and product specific sales figures before and after the action, to investigate whether people have changed their diet by substituting unhealthy foods by healthier foods or that they have bought the healthier foods as surplus.

PRACTICAL CASES ON HOW TO MONITOR THE COMMITMENTS

In order to help you monitor your commitments, here are a few tips and examples:

1) *Try to identify the relevance of your commitments to the wider aims of the Platform.* To what extent are the commitments relevant and consistent with the aim of the Platform? It is for the Platform member to set out in a transparent way its justification for the relevance of its commitments. It should be accompanied by a clear description of how it addresses the overall aims of the Platform. It should justify on what basis they consider the commitments to be relevant. The burden of proof is on the organisation making the commitments. Where evidence is available it should be cited.

Example **advertising**: Encourage Members to implement the Principles Relevant because it reduces chances for misleading information to consumers according to Research X, Y and Z.

Example **intervention program**: Program X will be introduced to X children.

Relevant because this program will encourage children to be more physical active and research X shows that this program works and it improves health.

Example **website**: Disseminate information

Relevant because information on X is needed according to research Y and it will improve the diets for the target population.

Example **quality label**: Label X ensures the quality

Relevant because according to research Y consumers are confused about different dietary options. Label X ensures a certain quality and research Y show that consumers change behaviour and chose the healthy option.

2) *Try and give clear, consistent and coherent descriptions of the commitments in the Platform database,* including a specification of various levels of objectives (e.g. short, medium, long term objectives).

Example **advertising**:

Commitment: The Member will encourage their members to implement the Principles. These principles are designed to ensure that the products do not encourage *The contents of the principles can be viewed at website... or ...*

Objectives: By the end of 2007, X % of members to implement the principles completely;

- All member states to comply with at the end of 2007, X% of members implement the principles completely;
- All member states comply with principles regarding TV-adverts during 2007-2010;

Example intervention program:

Commitment: The Programme will be introduced to over X primary school children consisting of videos, rewards etc. The program is designed to positively change children's long-term behaviour in x and y. *The contents of the programme can be viewed at website... or ...*

Objective: In June 2008 the programme will be completed by X primary schools, with a good geographical spread and include large, small, urban and rural schools and all socio-economic groups.

Example website:

Commitment: The Member will build a consistent strategy for web-based communications, in order to maximise coherence, outreach and impact to the general public on a European level.

Objective: In June X 2006 the renewed web-site www.XXX will be launched.

Example education:

Commitment: The Member will implement the "Programme" consisting of ... The program is designed to develop XX in children between 6 and 12 years old. *The contents of the programme can be viewed at website... or ...*

Objective: To implement the programme in potentially all primary schools in country A,B C by the end of 2006, D,E, F in 2007 and G and H in 2008.

Example health professionals:

Commitment: The member from all EU Member States will set an example for the public and by adopting a healthier lifestyle if necessary.

Objective: *At the end of 2007, X% of the target population adapts to these principles and X% of them will positively change their lifestyle by.....t.*

Example quality label

Commitment: Label X is a quality seal for courses of in clubs, primarily addressed to those who do not *The criteria of this quality seal can be viewed at website... or...*

Objective: To improve both Quality seal programs and co-operation between the bodies involved in country X in the period X to Y.

3) *Try to find suitable indicators to measure progress.* Indicators are identified as variables which help to measure changes and that facilitate the understanding

of where we are, where we are going and how far we are from the underlying goal. They are measurements used to answer questions in the process of monitoring and evaluating an activity, the selection of indicators should be guided to the purpose for which they were established. Platform members should describe what quality-control procedures are in place for assuring data accuracy.

Example advertising:

Output indicators: - number of members that have implemented the Principles. -.. Change from baseline in number of adverts for all ... categories that do/do not comply with the Principles.

Example intervention program:

Output indicators: - Total number of schools in which the programme is implemented. Number of large, small, urban, rural schools in which the programme is implemented. – change of behaviour in 16-day intervention period. – Number of children that watched the video. – Number of children that received a reward. – Satisfaction of in-school coordinators, teachers, parents and children.

Example website:

Output indicators: – Details of what changes are made. - Launch of revised website. - Change from baseline in total number of visitors. Change from baseline in number of visitors from each Member State.

Example education:

Output indicators: - Number of schools in each country that have implemented the programme. – Awareness among children of the programme.

Example health professionals:

Output indicators: - Number of professionals that adopted the healthy lifestyle principles at the end of 2007. - Number of professionals that positively changed their lifestyle and weight at the end of 2007.

Example quality label

Output indicators: - The number of labels awarded each year. – The number of people following courses each year. – The number of trainers or educators that participate in quality circles each year. – Satisfaction of co-operating bodies. – The number of evaluated projects each year.

4) *Try and facilitate progress reporting to the Platform.* In order to measure progress it is important to set, from the beginning, clear goals/targets to be achieved. A reporting template is likely to include the following questions:

- What is the current status of the commitments?
- Have you encountered obstacles?

- Have you achieved your objective?
- Is the commitment relevant to the aim of the Platform?
- What are the input indicators?
- What are the output indicators?
- Any outcome?

5) *Try to enable transparent participative monitoring review.* Relevant questions could be; Who actually monitors the commitments? What do the monitors look for? What procedures are in place to ensure adequate feedback of information to Platform members and decision-makers?

Example website:

Commitment

The Member will build a consistent strategy for web-based communications, in order to maximise coherence, outreach and impact to the general public on a European level.

Objectives

Short term: To develop a strategy how to change the website. Timeframe: September 2005 – February 2006.

This could be done by carrying out an online-survey to identify the needs of the organisation X website visitor and compare this with in-house analytical work.

Medium term: To build the website www.xxx.eu and launch it in June 2006.

Long term: In 2007 the website will reach X million visitors per month and will have impact on their knowledge about diet, physical activity and health.

Output indicators

Short term: - Number of people that filled out online questionnaire. – List of criteria to which the website should comply on different levels, including content, presentation, user-friendliness, interactive. – Overview of what changes should be made on all levels.

Medium term: – Details of what changes are made on all levels. - Launch of revised website. *Long term:* - Change from baseline in total number of visitors. Change from baseline in number of visitors from each Member State. - Number of sites that link to www.xxx.eu

Outcome indicators

Long term: - Change in knowledge of visitors about diet, physical activity and health. This could be measured by online questionnaire before and half year after launch of the new website.

Example intervention program:

Commitment: The Member will introduce to over X primary school children the Programme consisting of videos and rewards and a 16-day intervention period. The program is designed to positively change children's long-term behaviour. The contents of the programme can be viewed at website... or ...

Objective: In June 2008 the programme will be completed by X primary schools, with a good geographical spread and include large, small, urban and rural schools and all socio-economic groups.

Output indicators: - Total number of schools in which the programme is implemented. Number of large, small, urban, rural schools in which the programme is implemented. – Change of behaviour in 16-day intervention period. This could be measured by stating the number of pieces supplied and number of pieces left over. – Number of children that watched the video. – Number of children that received a reward. – Satisfaction of in-school coordinators, teachers, parents and children. This could be measured by questionnaires by an independent institution.

Outcome indicators

Short, medium and long term: - Change in knowledge about X. – Change in attitude and other behavioural determinants of X consumption. – Change in self-reported consumption of X

This could all be measured by a questionnaire at baseline and after the programme is completed after six months and after one year. Another option is to question the parents or execute structured interviews.

Example health professionals:

Commitment: The Member from all EU Member States will set an example for the public and by adopting a healthier lifestyle if necessary.

Objectives

Short term: - Agree on the principles of a healthy lifestyle by each national association in 2006.

Medium term: - In 2007, X% of the target population adopts these principles.

Long term: - At the end of 2007, X% of X positively changed their lifestyle.

Output indicators

Short term: - Overview of healthy lifestyle principles for each national association.

Medium term: - Number of X that adopted the healthy lifestyle principles at the end of 2007. This could be measured by the number of X that registered to change lifestyle.

Long term: - Number of X that positively changed their lifestyle at the end of 2007. This could be measured by a questionnaire.

Outcome indicators

Not applicable. This action is oriented at an intermediate group and not directly at the general public.

An option is to use nation wide monitor system and if possible add some. This will provide some indication about the potential impact on behaviour of the general population.

Appendix D: Monitoring form template

Note: the Monitoring Framework presented in this Appendix was produced by the European Commission, and should not be considered a RAND Europe document.

EU PLATFORM ON DIET PHYSICAL ACTIVITY AND HEALTH

Input Form for the Second Monitoring Progress Report Forms to be sent to jonathan.back@ec.europa.eu no later than 22 December 2006

Note: These forms will be the main source of information used for the production of the Second Monitoring Progress Report. Consequently they have an essential role in allowing Platform members to highlight the achievements that have been made with their commitments. The sections of the form follow the system for developing a monitoring programme that is set out in the Platform's Monitoring Framework. The information provided should be as concise as possible, yet provide sufficient detail to ensure there is a clear understanding of how and when the commitment is being monitored and what results are expect/have been achieved.

COMMITMENT

Commitment number <i>(from Platform database)</i>	
Commitment title <i>(from Platform database)</i>	
Name of the actor <i>(from Platform database)</i>	
Contact details for the actor <i>(name and e-mail address of person who can be contacted about contents of the report)</i>	

RELEVANCE

Describe in a simple way, how the commitment is relevant to the realisation of the general aim of the Platform.

OBJECTIVES

These need to be concrete and precise in order to make monitoring of the commitment easier. To help achieve this it can be useful to apply the S.M.A.R.T. procedure (see Monitoring Framework).

INPUT INDICATORS

As far as possible, highlight the resources allocated to the commitment. Essentially what did I do to try and undertake my objective? Resources means: materials, people and time – like how many people are working on the project, what training is needed to carry out the action and what are the total costs of the commitment.

PROCESS/OUTPUT INDICATORS

To measure the products or the achievements of the commitment. In simple terms, what did you do with the money and resources? It is also important to have a good insight into the process of implementing or executing the action, i.e. it is essential to consider the timeframe and to set this out.

OUTCOME/IMPACT INDICATORS

These go above the minimum agreed requirements to monitor a commitment. They measure the quality and the quantity of the results achieved through the actions of the commitment. Examples include behaviour change, biological parameters, etc. For many commitments it is expected that this type of evaluation will not be carried out.

OTHER INFORMATION

Use this section to add any other information you feel may be useful in terms of understanding issues relating to the monitoring of your commitment. For example, any major obstacles that have been encountered, sources of data that you have used, etc. This section can also be used to provide additional documents (to be attached as annexes) or weblinks that will help to explain the details of your commitment.

Appendix E: RAND Europe’s initial assessment of monitoring reports

To : Members of the EU Platform on Diet, Physical Activity and Health
From : Professor Tom Ling, Michael Hallsworth
Subject : RAND Europe’s initial assessment of monitoring forms
Date : 14th December 2006

The purpose of this note is to give advice on how the monitoring of Platform commitments can be improved, based on our initial survey of the monitoring forms submitted so far. It gives concise advice to help Platform members contribute to the Second Monitoring Progress Report. The Platform’s Monitoring Framework remains the main point of reference in monitoring matters for all Platform members.²³

Getting into the “monitoring mindset”

Our initial assessment of the monitoring forms suggests that there is much room for improvement. Achieving these improvements is not particularly difficult. The most important thing is to adopt a “monitoring mindset” – learning some basic principles that support the implementation of a robust and effective monitoring system.

Tips for monitoring

1. **In order to make an objective ‘monitoring-friendly’, members need to connect it to specific actions and a specific timeframe.** It is necessary to identify what is meant by each word and what it entails on a practical, measurable level, so that all possible ambiguity is eliminated.
2. **Separate out the elements of an action into the Objective, Input and Output sections of the monitoring form.** Support each of these sections with specific, measurable information.
3. **An objective should be linked to at least one output.** Where possible, these outputs should be numeric but this is not always practicable. If this linkage is not established, then in terms of monitoring the objective is a vague aim that cannot be measured and therefore is not useful to other stakeholders. If objectives aren’t associated with outputs (and vice

²³http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_mon-framework_en.pdf

versa), then attempts to monitor the commitment won't work properly. It may be helpful to consider the issue this way:

Objectives without a corresponding output: **not proven.**

Outputs without a corresponding objective: **irrelevant / of unclear significance.**

4. **Imagine as if everything you write in your monitoring forms is intended to persuade an informed but sceptical member of the public.** It is unlikely that such a person would be persuaded that your work was successful if all that was claimed was: 'Before limiting our advertising in 2005, we advertised a number of products to children... This advertising was changed.' Rather, to be persuasive, a statement would include details and statistics, verifiable data that make a compelling case.

5. **Think beyond your particular situation to the wider benefits of robust monitoring.** Part of the purpose of this monitoring exercise is to share information and thereby help other Platform members. It goes directly to what it means to be on the Platform.

Objectives

In our view, clarifying objectives is the part of the monitoring form that needs most improvement. We are not concerned with the Platform members' choice of objective, but rather that these objectives should be expressed in terms of specific changes, to be implemented in a particular way, and by a certain time. This is because external stakeholders should be able to see that there are links throughout the monitoring form from objectives to inputs to outputs to (optionally) outcomes. This type of linkage is extremely important, but is currently lacking. The objectives are the origin of this whole linking chain and therefore have a fundamental importance.

Making your objective work

When dealing with monitoring, we are not talking about 'objectives' as they are generally understood – that is, generic goals and intentions. To demonstrate this, we will take the most generic of goals, 'we will promote the EU Platform on Diet, Physical Activity and Health', and show how it can be made into a monitoring-friendly objective.

The problem

A declaration such as 'we will promote the EU Platform on Diet, Physical Activity and Health' is unhelpful in the context of monitoring, since it does not include anything specific that can be measured, or at least does not demonstrate how it could be measured.

What is the corresponding output indicator?

If the phrase 'to all our contacts' is added at the end of the statement above it is an instant improvement, because then an output indicator could measure the percentage of your total contacts to whom you have promoted the Platform. But a problem still remains: the measurement will have limited meaning unless you can state how many contacts you have and where they can be found. How can this be established? One approach to solving this problem is to think through exactly *how* you would get in touch with your contacts. It might be by using a database of contacts - such a database would be a very useful yardstick for monitoring your progress. Therefore:

'we will promote the EU Platform on Diet, Physical Activity and Health to all the contacts in our Contact Database.'

In other words, think about how the objective could be measured accurately and reliably by an output indicator, and modify the objective accordingly, making it as clear and specific as possible.

This point demonstrates that Platform members need to include extra information in their objectives. Members will have a lot of this information already – such as the fact that you have a contacts database. The key is that it must be *used* in the monitoring process and *stated* in the monitoring form. Obviously, Platform members should seek to do this in the least burdensome way possible. But unless we are supplied with specific, reliable information, it will not be possible to register your accomplishments properly.

Timescale

Although there have been improvements, the objective remains vague and difficult to measure because there is no timescale – if anyone was monitoring this commitment, they would not know whether the fact one third of contacts had been contacted in the first three months was good progress or slow progress. Without parameters, progress cannot be firmly measured. So, the objective becomes:

'we will promote the EU Platform on Diet, Physical Activity and Health to all the contacts in our Contact Database by November 2007.'

Remember that monitoring is a continuous process, so we will all get a better idea of how each commitment is progressing if Members create a series of targets, rather than just one main deliverable. Therefore, it would be even better to say:

'we will promote the EU Platform on Diet, Physical Activity and Health to 33% of the contacts in our Contact Database by January 2007, 66% of contacts by August 2007, and 100% of contacts by November 2007.'

Eliminating ambiguities

But what it means to “promote” the Platform still remains unclear. This can make it difficult to measure whether this action has actually taken place. This problem can be addressed if such “promotion” is codified into an agreed statement that can be sent to each contact. That way, the vague act of “promoting” the Platform is reduced to the specific action of sending a “Platform Promotion” statement:

'we will send our Platform Promotion statement to 33% of the contacts in our Contact Database by January 2007, 66% of contacts by August 2007, and 100% of contacts by November 2007.'

Going further – linking activities to outcomes

The minimum requirement is for monitoring forms to indicate outputs. If forms simply present outputs, then they are giving a full, accurate picture of “what has been done”. The benefit of going further and including outcomes is that you can say “how well something was done”, and “what impact it had”.

If Platform members wished, they could go further and state the outcomes of promoting the Platform to their contacts – increased support and publicity for the Platform, new funds committed to aid the Platform's objectives, and so on. This would provide a vivid illustration of the success of their efforts.

Summary of changes

Monitoring unfriendly objective:

'we will promote the EU Platform on Diet, Physical Activity and Health'

Monitoring friendly objective:

'we will send our Platform Promotion statement to 33% of the contacts in our Contact Database by January 2007, 66% of contacts by August 2007, and 100% of contacts by November 2007.'

Inputs

The Monitoring Framework agreed by Members also requires input indicators. These indicators will allow assessment of the resources required to produce an outcome. This will, in turn, provide lessons for how transferable the approach might be and suggest how sustainable the activity might be. In this context, we wish to stress again the importance of providing specific figures to enable measurement. For example, the input section of one monitoring form states that the organisation 'worked with an external website management agency' to upgrade their website. There is, however, no mention of the cost of working with the website management agency, which is the real input against which the output must be judged.

Outputs

Overall, the outputs section offered fewer issues for comment than the 'objectives' and 'inputs' sections. Many forms offered tangible, precise evidence of what had been achieved by a commitment. We would stress again that to ensure maximum impact each output should be linked to a defined objective and evidence of what inputs were required.

Sometimes it appears that confusion is created because the 'output' section is entitled 'process/output indicators'. For example, one monitoring form begins the outputs section by saying 'no money as such is allocated'. Outputs concern the *result* of allocating resources, not the process of allocating resources; the Inputs section concerns the allocation of resources as such.

**Appendix F: RAND Europe's update to the Platform's Monitoring Working Group,
17th January 2007**

**Monitoring the EU Platform on
Diet, Physical Activity and Health**

RAND Europe update to Monitoring Working Group

Tom Ling and Michael Hallsworth

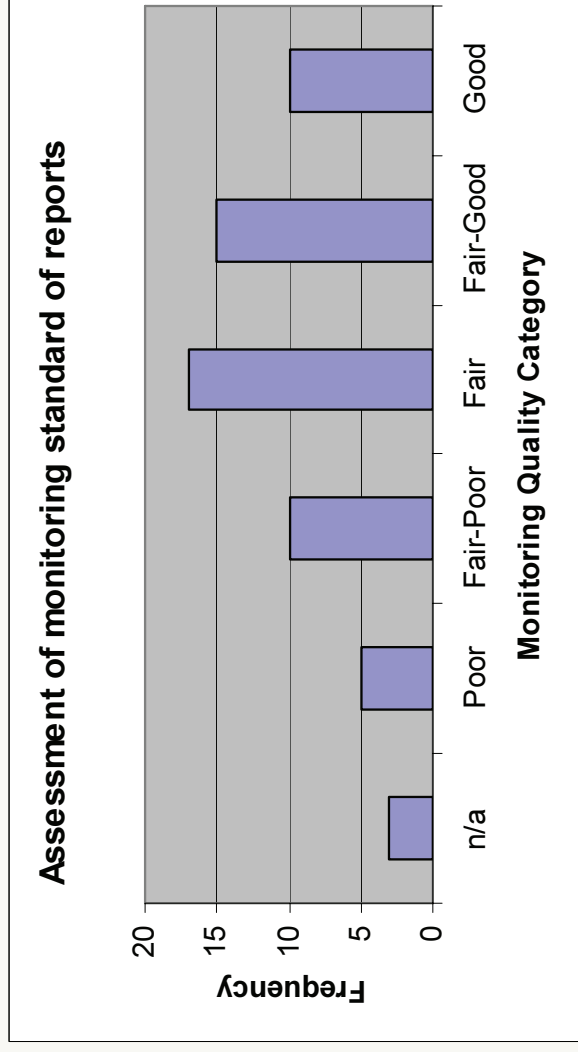


17 January 2007

Today's presentation

- Today we are not commenting on your commitments as such, but how well you *monitor* these commitments
- A chance for us to report to you how far Platform member monitoring identifies progress in a way we can use in the second monitoring report
- The statistics we present are indicative rather than scientific
- There are many examples of good monitoring practice, but improvements are needed so that the full scale of achievements can be demonstrated
- We have not named the contributors

Summary of results: overall quality of monitoring



- This assessment refers to the quality of the monitoring only



Based on a sample of 60 monitoring reports

Summary of results: use of quantitative data

- Most of the monitoring reports included at least some quantitative information.
- But far fewer reports included contextual information that made these figures meaningful.
- For example, it is difficult to assess the significance of a 40% market share if the size and value of the market is not stated.

“The objective has been achieved since these seven products have been effectively reformulated to date... The policy is applied to the given products all across the country in all [of member’s] outlets.”

- We cannot know how popular these seven products are, which means we cannot understand the commitment fully. What are the sales figures? At least, how many outlets are there in the country?

“The policy applies to all [member] brand products offered in stores throughout the UK. That represents 3000 retail outlets and 1800 food stores across the UK. The [member] develops 4000 food lines.”

Summary of results: use of quantitative data

'Publish [our website] in 5 languages, with work planned to extend to 9 languages by end 2007, to reach more European stakeholders with an interest in nutrition and food safety.'

- Good because a timescale has been established
- Currently only says that 14 languages will be covered
- Would be much better if gave quantitative information on how many millions of citizens benefit from this initiative
- A corresponding output could then state that website reaches x% more native speakers in 2006 that it did in 2005
- Therefore, making objectives more specific can fully reveal scale and potential impact of commitment

The scale of commitments

- Certain commitments can be difficult to monitor.
- However, this can be because the area covered by the commitment is very large:

“To improve the understanding of obesity by undertaking research, publishing reports, representing the field in public fora, providing media and other policy briefings, increasing coordination between obesity professional groups and other NGOs, and increasing professional knowledge and understanding.”

- In some cases it might be better to sub-divide larger commitments into sub-commitments that can be monitored accurately.
- Therefore, consider splitting up commitments into easily-measurable units.



Separating out actions into appropriate sections

One monitoring report contains the following in its input section:

'Online interactive training, which more than 2,000 global employees in marketing and other functions must complete; completion is tracked. This training cost €55,000 to create and implement.'

- This statement contains a combination of objectives, inputs and outputs. To make things rigorous and clear, each element should be separated out into its appropriate section.

Separating out actions into appropriate sections

'Online interactive training, which more than 2,000 global employees in marketing and other functions must complete; completion is tracked. This training cost €55,000 to create and implement.'

"Online interactive training, which more than 2,000 global employees in marketing and other functions must complete"

OBJECTIVE

Good because provides the figure of 2,000 global employees, but needs timescale to make this figure meaningful.

"The training cost €55,000 to create and implement"

INPUT

Good - gives a precise figure that covers all aspects of the action in question.

"Completion is tracked"

OUTPUT

Should be tracked in the outputs section of the monitoring report itself. This is the purpose of the monitoring report. Otherwise the whole action remains unproven.

Linking between sections

An objective should be linked to at least one output

- Where possible, these outputs should be numeric but this is not always practical.
- If this linkage is not established, then in terms of monitoring the objective is a vague aim that cannot be measured and therefore is not useful to other stakeholders.
- If objectives aren't associated with outputs (and vice versa), then attempts to monitor the commitment won't work properly. It may be helpful to consider the issue this way:

Objectives without a corresponding output: not proven.

Outputs without a corresponding objective: irrelevant / of unclear significance.

- External stakeholders should be able to see links through monitoring report: objectives > inputs > outputs > outcomes.
- Currently few monitoring reports allow this.

Objectives: Using the Monitoring Framework

Following the Monitoring Framework can easily improve monitoring reports

“Specific

What – to increase the consumption of fruit & vegetables in children

Where – in 150 primary schools throughout Ireland

Why – to improve the health of the population and reduce obesity

When – commencing in September '05 and finishing in June '08

Measurable – To introduce the [member’s] Programme to 30,000 children in 150 schools over 3 years

Achievable – The training has been completed, the finance is in place, the partners are committed and the schools are willing to participate. It is on target after Year 1 and is achievable.

Realistic – Based on the achievements in Year 1, the expectations are realistic.

Timebound – Must and will be completed within three school years: September 05 to June 08.”

Objectives: Measuring what can be measured

- It can be difficult to measure the success of objectives if they are widespread or intrinsically problematic to quantify: *"Get the backing of the EU German Presidency"*.
- However, Platform members need to ensure that they measure well the things they can measure.

"...creating a newsletter... to raise awareness and exchange information to stimulate promotion and communication activities to increase the consumption of fresh fruit and vegetables. The objective is likewise to raise the effectiveness of campaigns, inform industry and policy makers on best practices, and inspire new actions..."

- This has a list of ambitious outcomes – excellent if they can be supported with evidence (and this commitment does). But problematic if your objectives only concern outcomes, but you don't have supporting evidence.
- Have objectives related to concrete, measurable things as well – e.g. newsletter print run and circulation. State objectives that allow a foundation of quantitative output information.

Objectives

Timescale

- Often, the problem is the lack of a timescale attached to an objective.
- This makes measurement difficult: it is unclear when things are going to plan.

*"to create a pan-European logo for the promotion of fruit and vegetable consumption"
"a number of member organisations committed to publishing articles on nutrition"*

"[member] will establish best practice guidance on the publication of decisions and drive their implementation by 80% of [its] members in the EU-25 by the end of 2006."

Say how you will do things

'Share best practices in national promotion and dissemination strategies amongst the national partners.'

- The key missing element is how this will be done. Take it further, think it through to a point at which it is measurable.



Inputs

Details

- Often quantitative input indicators are totally missing.
- Of course, it is easier to give figures for some activities than others, but we ask you to give the available figures.

"At the [member] 3 people are in charge of running of the project, and additionally around 35 people were involved in different stages of the development of the project from participating members broadcasters. The costs for project: The total budget for the [member's] project was estimated at: 1,873,843.46 € The amended total budget is: 1,873,568.99 € The requested contribution from the European Commission: 1,491,000.00 € The reported costs until end of contract: 2,055,799.11 €"

- Details of this kind allow monitoring to assess achievements in context.
- "[member's] Director General time – 1.5 months
[member's] Communications Manager time – 0.5 months
2 interns time – each 2 months"*
- If you are providing figures of time inputs, be precise and separate by job title.

Inputs

Some monitoring reports do not include any input figures.

“An e-mail WG constituted of [platform member’s] members was established in 2005. The WG met physically in March and October 2006 and will meet again in March 2007. A [platform member’s] staff is allocating part of her time to the project.”

- How many members were in this WG? How active is the email WG? How many people attended the meetings? How much time was allocated?

“Inputs from several other people required.”

There is often confusion between inputs and outputs

“Publication of reports analysing trends and forecasts, and policy documents.”

- The publication of the reports is an **output**. As an input, the report should state: How long did it take to write the reports and how much did they cost to produce?



Outputs

Specific output data, put in context

"The Mobile Kitchen visits approximately 15 towns and reaches 10 000 children per year. The one-day training sessions on ethics and consumer choices give children hands-on awareness. It reaches around 100 classes per year. The special two-month schoolchildren programme 'Danish Championship on sport and spinach' ... took place involving 10 000 classes for a total of 250 000 pupils."

- At every point the outputs are supported by specific quantitative output information that illustrates the scope and reach of the commitment. Always says timescale.

"[Platform member's] website is estimated to be visited by 85000 users"

- How have these figures been 'estimated'? Such ambiguity raises questions about the quality of the data.
- Figure of 85000 users is difficult to assess because we don't know if it is 85000 users every month, every 6 months, every year...

Outputs

What contribution did the Platform make? What did it enable or assist?

- It would aid monitoring if the reports pinpointed exactly how the Platform has helped or enabled the achievement of a commitment's outputs.
- This means we can judge the Platform's impact more accurately, since we know that a particular action would not have happened otherwise.

"The report draft will be ready by the German Presidency event on prevention relevant to obesity in February 2007. It will be circulated to all member state governments for comment. It will be peer-reviewed by independent health promotion experts as part of the network group now established.... The report will then be a main agenda item at the EuroHealthNet General Assembly in March 2007 as per the Platform commitment, and will be submitted to the Platform process.

None of this would have happened without the establishment of the EU Platform. Therefore the core focus of the network has significantly changed in the period of its participation from September 2005 to March 2007."

- Although this is good, it would have been even better if it had stated exactly why this would not have happened without the Platform.

Outputs

Show progress where possible

"When we decided to implement voluntary nutrition labelling in 2003 only 47% of all EU products carried a nutrition label. Currently, more than 97% of our products in the EU have nutrition information on the labels... 100% of our products will have nutrition labelling by the end of March 2007 "

- Good because charts evidence of progress, which shows impact of initiatives. However, comparison between all EU products / selected products is not exact.
- How has your commitment changed things? How has the Platform helped?

"Production of material for trainers and coaches... Production of material for the medical organisations... Promotion material"

- Apart from the lack of detail, it is impossible to know if these are new initiatives – it could be that promotion material was always produced. Impossible to indicate progress.

Overall judgements and suggestions

- Adopting better monitoring practices is not a large or difficult undertaking.
- It is about adopting a ‘monitoring mindset’ that understands what information is required for successful monitoring.
- Provide as much quantitative information as possible – make things *measurable*.
- But figures alone cannot allow the *scale* of your commitment to be monitored and appreciated. To do this, give contextual information and figures.
- Best to avoid the phrase “various activities” – state them!

