



EU Platform on Diet,
Physical Activity and Health

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

**Plenary Meeting 30 November 2005
Summary Report**

Agenda:

1. Introduction by the Commission
 2. Directorate General Agriculture
 - Discussion
 3. Baseline reports
 - Discussion
 4. Commitments for 2006: state of play
 5. Report from the working group meetings
 - Working package on monitoring
 - Working group on informing consumer behaviour
 - Working group on healthy lifestyle
 6. Next year's meetings
 7. Any other business
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1. In his opening remarks, the Chairman (Robert Madelin, Director General SANCO) thanked DG Agriculture for their willingness to participate and contribute to the meeting. The chairman underlined the valuable input of DG Research in the last meeting. As a follow-up, RTD have tabled a brochure and a one page paper on the European Technology Platform "Food for life". The joint project on salt reduction by FSA/HEINZ will be presented to the Nutrition and Physical Activity Network (Member State experts) meeting on the 19 December.
 2. Lars Hoelgaard, Deputy Director General of the Commission's Directorate General for Agriculture, made a comprehensive presentation of the CAP, the reform and the possible links between CAP and nutrition. He discussed how CAP could contribute to improve the nutritional situation, with particular reference to campaigns promoting the consumption of fruit and vegetables and healthy oils and the planned reform of the market organisation regulation for fruit and vegetables. He stressed that actions sorting out bad food are not an appropriate answer and more efforts should be made to improve diets and lifestyle. In this

framework DG AGRI is ready to contribute to the Platform objectives. A copy of the presentation is available on the web site.

3. **Baseline report:** Over 300 baseline actions had been received and were included in a draft baseline synopsis document which had been tabled at the meeting. Jonathan Back explained how this document was structured, noting that this was a very early draft and that the intention was to give an overview of the submitted baselines with a specific emphasis on the main areas of activity (nutrition information, education, etc). For these, a more detailed analysis of the baselines had been carried out with the intention of identifying the main focus of actions, where they were carried out, who the target audience were and, if available, to highlight actions which appeared to be effective and could be considered good practice. It was emphasised that it was not the intention, or role, of the Commission to comment on whether an action was acceptable or not, although it was noted that some of the baseline actions were lacking in detail which had made it difficult to complete the synopsis document. Members now have the facility on the database to update their baseline actions, and to add any further baseline actions, and were encouraged to do so. Members welcomed the document, but commented that they needed more time to consider it in detail. The Chair requested that comments on the structure and content of the document reach the Commission by the 31st December, with a similar deadline for updating and adding to the baselines on the database. The synopsis document will then be finalised in the New Year.
4. **Commitments:** Not all Members have submitted their commitments. An overview received to date was tabled at the meeting. It was agreed that members should all submit their commitments into the database by 31 December 2005, even if they already tabled a paper version. A discussion paper will be prepared for the January meeting.
5. The Chair introduced the reports from the working groups by asking Platform members to reflect upon the added value of the working group approach, and to consider alternatives if needed.
 - Mr John Bell, the Chairman of MWP summarised the outcome of the MWP meeting on 24th of November 2005. The meeting concentrated mainly on the report prepared by Accountability on “Building a Monitoring Framework: Progress Reporting against Commitments”. He stressed the fact that all actors have agreed to monitor their own performance in a transparent, participative and accountable way. Within this, there is a degree of stakeholder involvement in reviewing progress and outcomes that serves to create trust in data and to generate confidence in the value and efficacy of the process. The development of a multi-user friendly Platform Monitoring Framework (PMF) was critical to the Platform’s validation. Only monitorable commitments would in the end serve to engender credibility and assurance in this process. The document provided had not yet been revised to incorporate the elements presented at the last meeting by experts in a format which was easy to use or replicable. They have agreed to deliver a short document on general guidelines of a Monitoring Framework and will also deliver a practical guideline with pilot cases by mid December.
Next meeting: 23. January 2006 from 10:00 – 16.00 in Brussels.
 - Mr Basil Mathioudakis, the chairman summarised the outcome of the Behaviour Working Group meeting held on the 28th November. This began with a presentation from Dr Lucia Reisch of the University of Hohenheim who gave an overview of research on consumer behaviour and diet, making clear that there is never going to be a magic bullet, i.e. a single action that will solve the obesity problem. CIAA then outlined an idea for a Platform healthy lifestyles campaign -

illustrating how this could work by showing examples of television adverts from the US, Canada and Australia. The intention was to provide a 'toolkit' which could be used in individual countries to set up a campaign (using both television and other media), with the industry helping with development costs (by providing creative skills for free) and possibly implementation (by donating free air time). Unfortunately there was no consensus between members on whether such a lifestyles campaign should be a focus of the Working Group's activity, with BEUC and the European Heart Network being concerned that this would divert resources that could better be spent looking at other issues. It was tentatively agreed to set up a small steering group to look at ways of developing the concept of a campaign further, in particular understanding more about the benefits and disadvantages of such an approach. There was brief discussion on the possibility of holding a mini-workshop on commercial communication to follow up the joint paper that BEUC and WFA had produced on this issue. No final decision was reached and the secretariat will have further discussions with WFA and BEUC about the workshop.

- Mr Philippe Roux summarised the Healthy Lifestyles working group meeting on the 17th of November. In the first half of the meeting there were two presentations of projects, Dr. Mark Rider gave a presentation on a project supported by 6th Research Framework Programme 'EXGENESIS' and Ms Sabina Schumann presented the "Shape up" project. In the second half, the focus was on the reports delivered by CIAA and EHN and on the follow-up of these papers. It was agreed that a "chapeau paper" should be produced and endorsed by the WG. The final paper summarized the main recommendations for actions, especially focusing on what kind of action Platform members can initiate as Employers towards their own employees regarding a healthy lifestyle. A date for the next meeting of the Working Group was not decided as the Plenary Platform was to take a decision on the way forward.

The chair tabled a paper for further discussion in the January Plenary. It can be summarized as follows:

1. The Working Group process has served its initial purpose of identifying parts of our shared agenda where we need to go into more depth.
2. The monitoring issue also need to move into a carefully programmed phase of work.
3. 2006 should see a change of focus and of pace, with an end to the Working Groups as such and the launch of some more deep debate on a manageable number of issues.
4. Broad packages of work will be drafted up in more detail by those convening each Working Group and formally adopted at the January Platform and will replace the Working Groups.

The Broad Packages are as follows:

A. Life-skills Training Work Package

Deliverable: Workshop February 17th. Agenda to follow.

Report to Platform on July 4th.

There has been a lot of debate on how to influence social trends around diet and physical activity. Several initiatives have been mooted such as CIAA ideas for campaigns, EUROCOOP works on education in different settings, experiences such as EPODE or ECOSOC suggestion on a campaign called "Obesity check-up". We have addressed DG AGRI promotional techniques. There has been some discussion of the relationship between these initiatives and the state of the art in the field of "social

marketing”. The time is ripe to see how these approaches could fit together so that each idea could be taken forward by those interested, but in ways that are both coherent and mutually supportive. The intention is to identify whether a message and work on some examples of advertising and other promotional material which would constitute a toolkit to be used in individual countries, to set up a campaign could be supported by the Platform.

A focus workshop will take place on 17 February, annotated agenda to follow.

B. Health in the Workplace Work package

*Deliverable: A package of Platform members Workplace commitments to be defined by the Plenary on July 4th.
Launch event by 19 September.*

A number of Platform members have drawn attention to the opportunity to launch a very practical initiative among Platform members themselves involving best practices in their own workplace. Commitments which are feasible and deliverable should be elaborated and presented to the Platform before 4th July.

C. Best Practice in commercial Communication work Package

Deliverable: Workshop in April

BEUC and WFA produced a paper for the Behaviour Working Group setting out a range of issues including best practices in commercial communication. While it was clear that there are some differences of opinion, BEUC and WFA feel they could further develop the paper. A Workshop would provide an opportunity to ensure expert inputs and to focus further on what might constitute the basis for a shared approach and for practical actions at the Platform.

D. Monitoring

*Deliverable: Draft outline Monitoring Framework on January 25th
Monitoring Framework contract should be in place by March.
Final Monitoring Framework and practical Guidelines on March 14th.
First Monitoring Progress Report, July 4th*

6. The Chair recalled the dates and main objectives of the forthcoming plenary meetings.

- 25 January: High level discussions on way forward, taking into consideration the stabilisation of the baseline, commitments and monitoring methodology (plus assessment of the validity of the working group approach).
- 13 and 14 March in collaboration with WHO on the 13.03
- 11 and 12 May: exchange of views between Platform and US players
- 4th July
- 19 September
- 21 November