



**Children and Obesity
and associated avoidable chronic diseases**

Grant agreement 2003 305

**Final Technical Implementation Report
January 2007**

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1. Introduction

The Grant Agreement – 2003 305, between the European Community and the European Heart Network (EHN), took effect on 1 March 2004. The project '*Children and Obesity and Associated Avoidable Chronic Diseases*' (CHOB) had a duration of 32 months ending on 31 October 2006.

This report is the final technical report referred to in the Grant Agreement's Article I.5.1. It provides a description of the activities that have been undertaken between 1 December 2005 and 31 October 2006 in accordance with the Annex I to the Grant Agreement.

The CHOB Project was coordinated by the European Heart Network (EHN). Its 23 partners, including 20 national coordinators, in the project are:

1. Austrian Heart Foundation, Austria
2. Belgian Heart League, Belgium
3. Czech Heart Foundation, Czech Republic (for the first phase only)
4. Danish Heart Foundation, Denmark
5. Estonian Heart Association, Estonia
6. Finnish Heart Association, Finland
7. French Federation of Cardiology, France
8. German Heart Foundation, Germany
9. Hellenic Heart Foundation, Greece
10. Hungarian Heart Association, Hungary
11. Icelandic Heart Association, Iceland
12. Irish Heart Foundation, Irish Republic
13. Association against Thrombosis, Italy
14. Netherlands Heart Foundation, the Netherlands
15. Norwegian National Health Association, Cardiovascular Council, Norway
16. Portuguese Heart Foundation, Portugal
17. Slovenian Heart Foundation, Slovenia
18. Spanish Heart Foundation, Spain
19. Swedish Heart Lung Foundation, Sweden
20. National Heart Forum, UK
21. British Heart Foundation, Health Promotion Research Group, Oxford University, UK
22. International Association of Consumer Food Organisations, UK
23. International Diabetes Federation, European Region, Belgium

The national coordinators have prepared separate reports for activities that have been undertaken in their countries in the framework of CHOB. These activities are included in section 8 of this report.

2. Background

The aim of the project “*Children, and Obesity and Associated Avoidable Chronic Diseases*” (CHOB) was to tackle the obesity epidemic among children and young people and associated avoidable chronic diseases such as cardiovascular diseases and diabetes.

The objectives of the project were:

- To measure and analyse the impact of food marketing to children and young people
- To determine and consider policy options aimed at addressing obesity in children
- To complement activities and approaches at national level and stimulate concerted action.

The project took place in three phases:

- Phase 1 involved mapping and scoping activities. This phase ran from March 2004 till February 2005. The first interim report, submitted in April 2005, reported on this phase.
- Phase 2 involved communication and dissemination of the findings of Phase 1. This phase ran from March 2005 till November 2005. The second interim report, submitted in January 2006, reported on the work done during this phase.
- Phase 3 stimulated concerted action through stakeholder consultations and development of policy options to prevent child obesity. These policy options were the basis for the development of guidelines and actions addressing child obesity. This third phase ran from December 2005 till October 2006.

A technical description of the work performed in phase 1 and 2 is given in the technical interim reports published at the end of each phase.

A technical description of the work done in phase 3 (December 2005 – November 2006) is given below.

Annex to this phase

Technical interim reports one and two.

3. Phase 3: Concerted action and the development of a proposal for a pan-European action to address child obesity.

3.1. Cooperation with the PorGrow Project

At the October 2005 national coordinators meeting, Professor Erik Millstone gave a presentation on the PorGrow project. PorGrow stands for **Policy Options for Responding to Growing Challenges from Obesity in Europe**. The PorGrow project identified 20 policy options for addressing obesity and interviewed a large number of stakeholders with a view to reach a consensus view on (a) the sorts of policies which are feasible and appropriate and (b) the policies which should be enacted most urgently, according to certain agreed criteria.

Nine countries participated in the PorGrow project (co-financed by DG Research).

The results of the PorGrow project were presented at a European conference on 14 September 2006. Several national coordinators attended this conference to compare the outcome of the two stakeholder consultations (see below).

3.2. Policy options to prevent child obesity

During the third and last phase of the project, a Europe-wide stakeholder consultation took place with a view to obtain consensus on a relatively small number (five to six) of policy options on how to prevent child obesity. The consultations aimed to set priorities on the prevention and reduction of child obesity across Europe.

The framework for the consultations was set by (i) the first phase of the CHOB project, which involved member organisations in the collection of information on the current activities relating to counteracting childhood obesity, and (ii) a parallel EC-funded programme analysing the opinions of stakeholders on obesity prevention across nine Member States (the PorGrow project, see above).

The report on "*Policy options to prevent child obesity*" published in October 2006 establishes that the awareness of the problems connected with child obesity is high and that various national and international measures are being proposed. It discusses the options available, tools for selecting policy options, international and national approaches as well as the results of the Europe-wide stakeholder consultations' assessment of policy options carried out in the framework of the CHOB project.

The report identifies a large number of environmental (macro and micro) influences on diet, food and physical activity and a significant number of policies for preventing childhood obesity. The CHOB national coordinators agreed to use the same 20 policy options as PorGrow even if the CHOB project focused on childhood obesity and the PorGrow project was on obesity in the whole of the populations.

Notwithstanding the diverse natures of the participating organisations and the different contexts in which the CHOB stakeholder consultations took place, there was considerable agreement on the top five priorities across countries. Overall, participants recognised the need for both upstream and downstream interventions. They also recognised the need for a combination of policies covering a range of different types of options: educational (for children, parents and professionals), informational (labelling, marketing), and modification of the physical environment and the food supply chain (including food services in schools).

The ten policy options that scored highest in the consultations were:

- Food and health education: Include food and health in the school curriculum
- Controlling sales of foods in public institutions: Controls on the provision and sale of fatty snacks, confectionery and sweet drinks in public institutions such as schools and hospitals
- Controls on food and drink advertising: Controls on the advertising and promotion of food and drink products
- Subsidies on healthy foods: Public subsidies on healthy foods to improve patterns of food consumption
- Change planning and transport policies: Encourage more physical activity by changing planning and transport policies
- Improve communal sports facilities: Improve provision of sports and recreational facilities in schools and communities
- Improve training for health professionals: Improve training for health professionals in obesity prevention and diagnosing and counselling those at risk of obesity
- Improved health education: Improved health education to enable citizens to make informed choices
- Common Agricultural Policy reform: Reform of the EU's Common Agricultural Policy to help achieve nutritional targets
- Mandatory nutritional information labelling: Mandatory nutritional information labelling for all processed food, for example using energy density traffic light system.

These options are echoed in measures proposed by international organisations and by national task forces on obesity and national Government policies. In particular, food policies for schools, communal sports facilities/access to parks or green areas and restriction of TV advertising as well as wider marketing of unhealthy foods to children are concerns at all levels. Exploring ways of providing healthy foods to a larger segment of the population also features in several proposals, as does education of and information to children and parents about healthy living, including promoting breast feeding and explaining its benefits

Annex to this part

Report on "*Policy options to prevent child obesity*". This report is also available on the EHN website: <http://www.ehnheart.org/files/policy%20options%20final-150305A.pdf>

3.3. Guidelines on Child Obesity prevention

In order to implement the priority policy options identified during the consultations carried out at European and national level between November 2005 and April 2006, concrete guidelines and actions at national and European level have been developed.

Between May and October 2006, EHN and the national coordinators drew up proposals for actions and guidelines addressing childhood obesity.

These actions and guidelines have been shared with the organisations that participated in the policy options consultations which have agreed to support the actions and include them in their action plans as appropriate.

In some countries, plans and activities were already underway or in the pipeline. In these countries, the national coordinators agreed to support these initiatives.

The guidelines are essentially addressed to this wider network of health organisations (NGOs). Some recommendations involve institutional organisations (e.g. European Commission, EFSA, governments, governmental agencies) and, thus the implementation of the recommendations goes beyond the control of these organisations. However, the NGOs commit themselves to reinforce advocacy towards the relevant institutions and decision makers to address the concerns.

Annex to this part

Report on "*Actions and guidelines addressing childhood obesity*".

4. Dissemination activities in the framework of the CHOB project

4.1. Dissemination of the information on the marketing of unhealthy food to children in Europe

- The European Heart Network launched the report on the marketing of unhealthy food to children at a dinner debate on 27 April 2005. At this launch, EHN invited representatives of the European Commission, the European Parliament, Permanent Representations, and all the founding members of the EU platform for Action on Diet, Physical Activity and Health. The Director General of DG SANCO opened the debate.
- On 19 May 2005, Dr Mike Rayner presented the outcome of the research to all EHN Members at the EHN Annual Workshop in Madrid.

- The European Heart Network was invited by the UK Council presidency to present the outcome of the research on food marketing to children at its summit meeting on “Tackling Health Inequalities” on 17 – 18 October 2005. Susanne Logstrup, Director of the European Heart Network, gave a presentation of the results of the research on the marketing of unhealthy food to children in Europe and chaired one of the group sessions on “Food Promotion and Marketing to Children”.
- On 9 - 10 November 2005 the European Public Health Alliance organised an EU conference under the title “Future Europeans” focusing on children and health aspects. The European Heart Network was invited to present the results of its research during a workshop addressing “Child Consumers, the balance between protection and empowerment”.
- On 14 December 2005, the Health Intergroup of the European Parliament held a meeting on “Unhealthy Food Advertising – Parents under pressure, obese children”. The European Heart Network, represented by Maureen Mulvihill, from the Irish Heart Foundation, presented the results of the research on the marketing of unhealthy food to children in Europe to the MEPs present at that meeting.
- On 29th September 2006 Maureen Mulvihill, Health promotion Manager, Irish Heart Foundation and National Heart Alliance presented on behalf of the European Heart Network the outcome of the report on the Marketing of Unhealthy Food to Children in Europe at the World Public Health Nutrition Congress in Barcelona. She presented the results under the title: “Food and beverage marketing to children – self-regulation or legislation”.

4.2. Communication on the policy options to prevent child obesity,

- During its Annual Workshop in Geneva (18 May 2006), EHN scheduled a session on Guidelines on tackling Children and Obesity. The work done in the framework of this project has not only led to policy development at EU level, but has also encouraged national heart foundations to develop concrete actions and campaigns in the field of children and obesity. The following presentations were given at the EHN Annual Workshop.
 - Dr Tim Lobstein (International Association of Consumer Food organisations) presented the report on Policy Options to Prevent Child Obesity.
 - Maureen Mulvihill (Irish Heart Foundation) spoke about “Influencing policy makers – the National Heart Alliance experience in relation to food marketing to children
 - Maura Gillespie (British Heart Foundation) presented the campaign “Food 4 thought”
 - Rie Duun (Danish Heart Foundation) presented the subject “Fighting Obesity: Campaigns for School and Kindergarten.

- On 14 September 2006, a PorGrow conference was organised on “Obesity policy in the EU: evaluating the options”. At this conference, reference was made to the development of policy options in the framework of the CHOB project.
- Tim Lobstein (International Association of Consumer Food organisations) presented the report on Policy Options to Prevent Child Obesity to the members of the EU platform on Diet, Physical Activity and Health, at the meeting of 21 November 2006.

4.3. Communication on the CHOB project

A lunchtime workshop on selected obesity-related Community co-funded projects issues was organised by the European Commission at the Istanbul WHO European Ministerial conference on Counteracting Obesity on 16 November 2006. During this workshop, Susanne Logstrup presented the CHOB project.

4.4. Heart Matters

Heart Matters is distributed to approximately 1.500 recipients, including EHN members, national coordinators, European and national alliance members, Commissioners and Commission officials, MEPs, EU Member States’ Permanent Health Representatives, European Health NGOs, other health organisations world-wide, public health experts and concerned individuals.

In addition to *Heart Matters* being available in hard copy, each issue can be found on the EHN website in PDF format and may be downloaded from www.ehnheart.org

Each issue of *Heart Matters* contains an editorial, a feature article that focuses on the theme of the issue, policy issues and country activities written participants in the Children and Obesity project, or by EHN members as well as alliance members.

Five editions of *Heart Matters* were published during the CHOB project.

- *September 2004 - Heart Matters 10* focused in particular on children and obesity and on programmes run by heart foundations in the framework of prevention of obesity. Most of these programmes focus on children and nutrition on the one hand, and children and physical activity on the other hand
- *March 2005 - Heart Matters 11* focused on the nature and extent of the problem of cardiovascular disease, prevention measures and policies that support a healthy lifestyle.
- *September 2005 - Heart Matters 12* focused on the outcome of the research on Food Marketing to Children. National Coordinators reported on the status of childhood obesity and on the finding of their research with regard to the marketing of unhealthy food products to children in their own countries. The publication included information

on measures already taken to address the problem in their countries as well as on proposals for specific measures such as a weekly soft drink limit or collaborative initiatives like national versions of the European Platform on Diet, Physical Activity and Health.

- *May 2006 - publication of Heart Matters 13* focused on activities to improve food and nutrition patterns and to increase levels of physical activity. National coordinators highlighted priorities, interventions and policy developments in their countries in pursuit of better nutrition and more physical activity and in counteracting obesity. It featured the “Children’s Environmental Health Action Plan” (CEHAP) demonstrating how this is also an important tool to promote physical activity and reduce obesity
- *October 2006 - Heart Matters 14* described the results of the consultations that had been carried out across Europe to arrive at a consensus on the essential elements of strategies for prevention of child obesity. National coordinators reported on specific policy options implemented in their countries whether by their own organisations, through cooperative efforts or by the governments. *Heart Matters 14* also featured a review of social marketing in the UK.

Annex to this part

- Copy of *Heart Matters 13*
- Copy of *Heart Matters 14*
- (*Copies of Heart Matters 10, 11 and 12 were sent with the interim reports*)

4.5. Website – HeartNet Connection

EHN’s website was renewed in March 2004, to allow a better dissemination of information on the CHOB project. The website contains a public part, accessible to all, with general information on EHN and its activities. It contains a section “projects”, with a webpage dedicated to the CHOB. The reports published in the framework of the CHOB project are available on this webpage.

The EHN website contains also a section where a pass word is needed. This section provides regular updates on EU activities and specific information on the CHOB project for EHN members, national coordinators alliance members. The news section is updated on average twice a month with information on research, policy developments and projects relevant to tackling child obesity.

5. Evaluation

An important part of the CHOB project was to evaluate the increased awareness of the impact of food marketing on current consumption patterns of children and young people. In order to be able to measure this increased awareness, the European Heart Network contacted specialised companies to perform this evaluation.

Considering the budget involved in this evaluation, EHN published a limited call for tender on 4 June 2004. The tender was sent to 5 different companies or organisations specialised in this type of work. Two replies were sent back to the EHN. The steering committee of the CHOB project (see below) decided to award the contract for this work to Rescon, research and consultancy.

The purpose of the evaluation was to collect data about the extent to which the project has led to:

- Increased awareness of the impact of food marketing on current consumption patterns of children and young people, amongst participating organisations (national coordinators) and the organisations they work with (alliances) in their countries.
- Increased reported activity in combating the negative effects of food marketing on current consumption patterns of children and young people amongst participating organisations (national coordinators) and the organisations they work with in their countries.

The evaluation took place in two phases: a pre-test evaluation (organised in October – November 2004), to measure existing knowledge and existing awareness of the problem with regard to childhood obesity at the beginning of the project, and a post- test evaluation (organised in November 2005 – March 2006) measuring knowledge and awareness at the end of the project.

In both phases, a quantitative and a qualitative questionnaire were drafted. These questionnaires were translated by the national coordinators and sent to the alliance partners they work with on a regular basis. The questionnaires were accompanied by a letter from EHN explaining the purpose of the project and asking the alliance partners' cooperation in the evaluation. These letters too were translated by the national coordinators.

The quantitative questionnaire was intended to collect information from allied organisations with whom the national coordinators work in their countries. The qualitative questionnaire was filled in by the national coordinators and one or two particularly well-informed organisations.

The evaluation concluded that the awareness of the (negative) impact of food marketing on consumption patterns has increased. Especially awareness of the impact of Internet

advertisements increased substantially. Small increases were found in awareness of the impact of food labelling on current patterns and the perceived impact of education at school.

The evaluation also showed that especially at national level, the project has contributed to a substantial increase of information exchange. About one third of the respondents indicated that the level of information in their organisation had increased compared with the situation in October 2004. Also, most respondents perceived an increase in both the number and the kind of activities organised around the subject of childhood obesity. According to the participants, the CHOB project especially stimulates organisations to give information to parents and/or children to help them make healthy food choices, and it stimulates organisations to promote physical activity.

Furthermore, the evaluation showed that in a higher priority was given to the obesity problem compared to October 2004 and the number of organisations which have a policy statement on obesity prevention has increased in most countries compared to October 2004.

The CHOB project also seems to have contributed to a decline in the perceived barriers that are met in carrying out activities aimed at combating the negative effects of food marketing. Especially the barriers with respect to “lack of cooperation between national organisations”; “lack of expertise” and “lack of material resources” have declined.

Respondents’ opinions towards ways to tackle the obesity problem among children and young people have not changed significantly during the year. Nearly all respondents share the opinion that more efficient food advertising and food promotion legislation should be introduced. However, opinions on how to tackle the negative effects of food marketing vary considerably.

Annex to this part

Evaluation report.

6. Coordination of the project

6.1. National coordinators meetings

The project necessitated 6 coordinators meetings.

Two national coordinators' meetings took place during the first phase of the project and are described in the technical interim report for that period:

- 29 – 30 April 2004: national coordinators' meeting to launch the project. The launch meeting took place in Ireland (who held the EU Council presidency at that time) in the presence of the Irish Health Minister.
- 12 – 13 October 2004: 2nd national coordinator's meeting to review the progress made on the research on the extent and nature of marketing of unhealthy food to children in Europe

Two national coordinators' meetings took place during the second phase of the project and are described in the technical interim report for that period:

- 1 – 2 February 2005: 3rd national coordinators' meeting to prepare the dissemination strategy for the outcome of the research carried out in phase 1.
- 11 – 12 October 2005: 4th national coordinators' meeting to evaluate the communication and dissemination phase and to prepare the third phase of the project, on the development of and consultations on policy options.

Two national coordinators' meetings were organised during the **third phase** of this project. A more detailed description is given below.

- 29 - 30 March 2006:

The 5th national coordinators meeting debated the stakeholder consultations on policy options. National coordinators shared information on the outcome of the consultations. The policy options favoured by each of the countries were discussed at the meeting.

At the meeting, national coordinators also discussed how to prepare the national guidelines on the prevention of child obesity. These national guidelines should be an implementation plan for the priority policy options identified during the consultations carried out at European and national level between November 2005 and April 2006.

- 12 – 13 September 2006:

The 6th and last coordinators' analysed the guidelines and actions at European and national to prevent child obesity.

Tim Lobstein gave an overview of other international events related to child obesity, such as the International Congress on Obesity (which took place in September 2006) and the Istanbul WHO ministerial meeting on Obesity.

Clive Needle, director of EuroHealthNet was invited to talk about what EuroHealthNet is doing to address childhood obesity.

Annex to this part

- Agenda, lists of participants and minutes of the 2 national coordinators' meetings.

6.2. Steering Committee meetings

To supervise the project, 4 meetings of the steering committee were organised.

Two meetings of the steering committee of the CHOB project took place during the first phase of the project, on 26 March 2004 and on 13 January 2005.

Two steering committee meetings were organised during the **third phase** of the project.

- 20 December 2005: Steering Committee meeting to evaluate to dissemination activities which took place during phase 2 of the project and to prepare the framework for the presentation of the policy options and the guidelines to prevent child obesity.
- 15 June 2006: Steering Committee meeting to finalise the project and give feed back on the report on policy options on the one hand and on the framework to be adopted for the guidelines and actions to prevent child obesity.

Annex to this part

- Agenda, lists of participants and minutes of the last 2 steering committee meetings.

7. Expected Outcomes

Below is a summary of the expected results of the project, as described in point 1.7 and 1.11 of the Grant Agreement nr 2003 305 and how these results were achieved.

- **Increased awareness of the impact of food marketing on current consumption patterns of children and young people.**
 - Rescon evaluation study on phase one of the project “Children and obesity and associated avoidable chronic diseases”. The evaluation concluded that the awareness of the (negative) impact of food marketing on consumption patterns has increased. Especially awareness of the impact of Internet advertisements increased substantially. Small increases were found in awareness of the impact of food labelling on current patterns and the perceived impact of education at school.
 - The evaluation also showed that especially at national level, the project has contributed to a substantial increase of information exchange. About one third of the respondents indicated that the level of information in their organisation had increased compared with the situation in October 2004. (See also point 5 above for more details on this subject).

- **Comparable data on food marketing practices from 20 countries participating in the project.**
 - In the first phase of the CHOB project, EHN and its partners collected information on the marketing of food to children in 20 different European countries in a standardised way. Information was collected on the type and amount of food marketing to children, the regulation of food marketing, attitudes towards food marketing to children and counterbalancing measures used to combat any negative effects of current food marketing practices in their countries.
 - The result of the research findings were published in April 2005 in the Report on the Marketing of Unhealthy food to Children in Europe. A summary version of this report was translated into 15 languages.

- **Enhanced communication on the impact of food marketing on childhood obesity**
 - Phase 2 of the project, which ran from March till November 2005, was entirely dedicated to the dissemination of the findings of the report on the impact of food marketing on childhood obesity.

- At European level, a dinner debate, to which all the members of the EU Platform on Diet, Physical Activity and Health were invited, was organised in April 2005 to launch this report.
 - At national level, conferences, press conferences, including for radio and television and similar events were organised to disseminate the information from the report. Partners in the project produced brochures, leaflets, and other forms of information material to communicate the outcome of the research both to experts in the field and to the lay public. In many countries contacts with schools, parents or parents organisations were initiated to draw their attention to child obesity and provide them with the tools to counteract child obesity.
 - The technical interim report of phase 2 of the project gives an overview of all the activities and events that have taken place to disseminate the report on the Marketing of Unhealthy Food to Children in Europe and to communicate the impact of food marketing on childhood obesity.
- **Establishment of new alliance structures and fostering of new multidisciplinary synergies**
- In many countries, partners in the project fostered alliances with other organisations (consumer groups, other health NGO's; parents organisations, health professionals, etc). This allowed them to reinforce the main messages from the report and to reach a wider audience for the dissemination of information. This information is included in the technical reports (interim reports 1 and 2 and the annex to this technical report), outlining the activities undertaken by each of the partners involved in the project.
 - Multidisciplinary synergies are also shown via the cooperation with the PorGrow project (see point 3.1 of this report).
- **Developments of best practice: European and national consensus statements on childhood obesity.**
- The Report on “Policy Options to Prevent Child Obesity” published in October 2006, outlines the priority options to combat child obesity for each country, selected by the stakeholders involved in the project.
 - Notwithstanding the diverse natures of the participating organisations and the different contexts in which the CHOB stakeholder consultations took place, there was considerable agreement on the top five priorities across countries. Overall, participants recognised the need for both upstream and downstream interventions. They also recognised the need for a combination of policies covering a range of different types of options: educational (for children, parents and professionals),

informational (labelling, marketing), and modification of the physical environment and the food supply chain (including food services in schools).

- **Programme for a pan European action addressing childhood obesity targeting children and parents amongst others**
 - Report on “Actions and guidelines addressing childhood obesity”. This document is a plan for implementation of the priority policy options identified during the consultations carried out at European and national level between November 2005 and April 2006.

8. Partners' Activities

8.1. Austrian Heart Foundation

Post Test Evaluation

The Austrian Heart Foundation participated in the pre- and post test evaluation study Distribution of the qualitative and quantitative questionnaires to sixteen organisations. The following organizations returned the questionnaires and are taken into consideration in the evaluation study done by Rescon.¹

The qualitative questionnaire was filled in by the Austrian Heart Foundation and the European Childhood Obesity Group (ECOG)

The following organisations filled in the quantitative questionnaire:

- Fund for a healthy Austria;
- Forum nutrition today;
- GIVE – Department for health education;
- Association of the nutritionists of Austria;
- Salzburg Obesity Academy Foundation;
- Austrian Ministry of Health and Education;

Policy options meeting in Austria

The Austrian Heart Foundation invited 9 health organisations for the development of policy options to prevent child obesity in Austria. The following 7 organisation participated in the individual meetings:

- European Childhood Obesity Group (ECOG), represented by Kurt Widhalm
- Fund for a healthy Austria, represented by Rita Kirchler
- Forum nutrition today, represented by Marlies Gruber
- GIVE – Department for health education, represented by Andrea Lehner
- Association of the nutritionists of Austria, represented by Sonja Reiselhuber
- Salzburg Obesity Academy Foundation, represented by Elisabeth Ardelt-Gattinger
- Austrian Ministry of Health, represented by Lilly Damm und Martina Gerhartl

The five main policy options selected in Austria were:

- Increase teaching in school about food and health education
- Improved health education in the media and community
- Improve communal sports facilities

¹ Children, Obesity and avoidable chronic diseases project, Evaluation Study, Rescon, July 2006

- Improve training for health professionals
- Controlling sales of foods in public institutions

Austrian action on and guidelines for addressing childhood obesity

Based on the policy options guidelines for addressing childhood obesity were developed. These are outlined in the report “Actions and guidelines addressing child obesity”².

Publications and Press Releases

- Heart Matters 13: article on Promotion of physical activity in Austria
- Heart Matters 14: article on Children and Obesity: Overview of the activities in Austria
- Children & Obesity: Press Release (March 2006)
- World Heart Day 2006: Press Release (September 2006)

School programmes on healthy lifestyle and obesity prevention

From October 2005 until June 2006 the Austrian Heart Foundation worked on the first phase of a pilot study in three schools in Vienna on a prevention programme for children and young adults between 14 and 18 years old. The aims of the project are:

- long-term weight reduction,
- long-term change in lifestyle habits
- motivating pupils to take part in physical activity
- smoking prevention

In cooperation with the medical practitioners of the schools, questionnaires for the children aged 10 – 17 years were distributed and evaluated. In the first phase the Austrian Heart Foundation worked out an evaluation questionnaire. The evaluation showed that interventions were necessary in two of the three schools. As a result of the evaluation figures we came to the decision to initiate health prevention days.

In the second phase (September 2006 – June 2007) health prevention days for pupils, teachers and parents will be organised and will take place in March or April 2007.

Policy activities

- The Austrian Heart Foundation gave its support to the EHN activities on the Regulation of the European Parliament and of the Council on nutrition and health claims made on foods”

² ,Actions and guidelines on addressing childhood obesity’, EHN, Brussels, October 2006.

- The Austrian Heart Foundation gave its support to the EHN activities on the “Television without Frontiers” Directive. The Austrian Heart Foundation contacted the Ministry of health and the responsible MEPs via e-mail, mail and telephone to make clear that the Austrian Heart Foundation supports the EHN position and to ask the Austrian politicians to support the amendments put formulated by EHN in the Austrian and the European Parliament.

Summary of Meetings on Children and Obesity organised by the Austrian Heart Foundation:

- 15.12.2005: Team meeting
- 16.01.2005: Meeting Prof. Widhalm (Questionnaire & Policy option)
- 26.01.2005: Team meeting
- 04.02.2006: Meeting “Die dicke Chance” (Formation Meeting)
- 13.02.2006: Meeting Dr. Pavelka (Akademisches Gymnasium)
- 14.03.2006: Meeting Prof. Widhalm (Policy options and national project)
- 23.03.2006: Team meeting
- 11.04.2006: Team meeting
- 02.05.2006: Meeting Prof. Hoppichler (Cooperation concerning SIPCAN)
- 20.06.2006: Team meeting
- 07.07.2006: Meeting “Plattform Gesundheitsförderung”
- 25.07.2006: Team meeting
- 22.08.2006: Team meeting
- 12.09 and 13.09.2006: National Coordinators Meeting in Brussels
- 02.10.2006: Meeting Mag. Gruber (Cooperation „Dicke Freunde“)
- 03.10.2006: Meeting Dir. Valny – Konzeption Wellbeing day)
- 05.10.2006: Meeting Dir. Sörös – Konzeption Wellbeing day)
- 17.10.2006 Team meeting

8.2. Belgian Heart League

Healthy food, obesity, physical activity: awareness programme for adolescents

The main action in 2006 was the preparation and implementation of a programme called “Coeur ados” in order to increase the awareness and knowledge of young people regarding their habits on unhealthy food and lack of physical activity. This programme was specifically developed for adolescents in secondary schools in close collaboration with teachers and was fully supported by the French minister of health Catherine Fonck.

The objective was to stimulate action plans and activities in schools during 2006 and 2007. In order to develop this activity, the Belgian Heart League recruited “Young heart ambassadors”, who are to become advocates for the cause of healthy lifestyle and to stimulate peer to peer communication.

Several activities have taken place in this third phase of the CHOB project:

- press conference
- exhibitions, conferences, workshops in schools
- training programme for teachers and production of a pedagogic file
- promotion of best practice action plans in schools
- information for parents and education tools
- participation of young ambassadors in the “Global Youth Meeting” in India
- seminars giving an introduction to nutrition for adolescent

The above programme also provided an opportunity to review and disseminate Belgian epidemiologic data (from the north and south of the country) regarding children and their lifestyle habits (lack of physical activity, daily food intake and smoking).

Activities related to healthy food/prevention of obesity with the Belgian Heart League stakeholders

- At medical level: promotion and organisation of nutrition workshops for primary care physicians (continuing medical education for cardiologists).
- At HORECA level: elaboration of a nutrition charter with the national federation of Horeca.
- Mass campaign on the “CardioTest”: importance of waist measurement, a cardiovascular risk factor.
- The nutrition platform created for this project met on several occasions in order to give recommendations to the Health Ministers of the Flemish and Walloon Community to optimize and adapt policy options related to healthy food and prevention of obesity.

- This people involved in the nutrition platform were also involved in follow-up and support for implementation of the first actions of the five year “National health and nutrition plan”.

8.3. Danish Heart Foundation

The Danish Heart Foundation has drawn up a long term strategy for the work aimed at children and their families. The strategy aims to reduce child obesity, which is a risk factor for heart disease at a later age. The strategy is based on the findings of the report “Lifestyle and risk of heart disease among children and adolescents”³ which again is influenced by the report: “The Marketing of unhealthy food to Children in Europe”⁴.

The reasons for the strategy are that Denmark too has experienced an increase in numbers of overweight children during the last decade, just like in other countries in Europe.

The strategy has two levels of action:

1) Lobbying to influence decision makers in the Danish Parliament and local authorities.

- The Danish Parliament

The Danish Heart Foundation influences the legislative process by direct contact to the Ministers and Members of Parliament. We hold meetings, send information, and feed politicians with ideas or catalogues of ideas or arguments for use in political discussions.

Special focus has been on:

- Television without Frontiers, where we have together with the Danish Consumer Board had a number of meetings with members of the Danish parliament and other politicians. This has led to an increasing fight against product placement and commercials aimed at children. Before this the government was much more in favour of product placement.
- We also sent letters to Danish members of the EU parliament, feeding them with arguments against product placement.
- Physical activities in Schools, where we have developed a new website www.kromozone.dk. This has led to a number of schools ordering materials from the site and of course visits. However the project is subject to an evaluation January 07 and we don't have more concrete information about numbers of visits and amount of materials ordered by schools.

³ Lifestyle and risk of heart disease among children and adolescents, EHN, June 2005

⁴ The marketing of unhealthy food to Children in Europe, EHN, Brussels, April 2005

- **Local authorities**

In Denmark the local authorities have the responsibility for schools, sports facilities and for the kindergartens. We provide local politicians with knowledge and ideas to help them create better environments for children. One catalogue of ideas is: “Prevent coronary heart disease – start with children and adolescents”.

It is aimed at local politicians. In this report we advise the politicians to upgrade subjects such as physical activity and home economics. Furthermore subjects such as healthy lifestyle should be much more on schools agenda.

The Danish Heart Foundation also advises politicians to make sure no marketing of unhealthy products is to be found on any school ground, in other words no product placements in schools.

It is also an advice that children all over the country should be measured, so one can track those children at risk, and try to prevent coronary disease

2) Activities towards the larger public

The second level of action is the campaigns addressed at children and adolescents and aiming to prevent obesity. Examples of these campaigns are outlined below:

Schools Exercise day:

- One of the world’s largest exercise-arrangements for school children.
- 85% of Danish schools participate, i.e. about 700.000 children. It is an event which has taken place annually for 24 years. It is a day where all classes are cancelled and children from 6 to 16 years spend a day on games and sports activities.
- The Danish Heart Foundation has revitalised the day this year and will continue to feed in new activities so that even more children participate.

Move@school:

- Politicians in Copenhagen have agreed to introduce a scheme where all children will get a fitness test. The results will be followed up and used for predicting the children’s risk of getting heart diseases later in life.
- The scheme is a collaboration between various players, politicians and the Danish Heart Foundation

Kromozonen:

- This year the Danish Heart Foundation has developed a website for schoolchildren and teachers: Kromozonen – here they can get information and inspiration about physical activities. www.kromozone.dk

Rumlerikkerne:

For smaller children the Danish Heart Foundation has introduced a theatrical play with Rumlerikkerne (the Thumbtots). The funny play deals with healthy lifestyle; it is shown in kindergartens and followed up with a homepage where both children and their parents can develop and learn about healthy lifestyles. The theatrical play has been shown in 30 day-care centres all over the country. Around 4000 children and 200 teachers have seen the play. The play – and the reason for showing it, was mentioned in 76 local papers and 5 times on local TV-channels.

8.4. Estonian Heart Association

Activities of the Estonian Heart Association during the third phase of the CHOB project.

December 2005

- Writing article on “Marketing of unhealthy food to children in Europe” in “Terviseleht,” 4 pages (weekly newspaper covering health topics)
- Editing & translation of post-test evaluation questionnaires
 - o communication with participating organizations
 - o identifying new organizations to participate in post-test questionnaire
- Preparation of Activities Plan for 2006.

January 2006

- Post-test evaluation process
 - o communication with participating organizations (old /new organizations)
 - o explaining project and post-test process to new participating organizations
 - o organization of data of post-test questionnaires
- Work on materials, contacts, communication for selecting of best policy options to fight childhood obesity
 - o translating materials to Estonian (Annexes Options, etc.)
 - o updating website with project information
 - o article on „Physical activity throughout the year- health and fitness from the outdoors!“ to „Roheline Värav“ (monthly newspaper)

February 2006

- Best policy option selection process
 - o communication with participating organizations / people participating in selection of best policy options to fight childhood obesity
 - o organization of information received on best policy options to fight childhood obesity
 - o creating a report on results received, and translating it into English
 - o article on healthy way to be physically active to „Terviseleht“ (weekly newspaper)
 - o internal communication

March 2006

- Analysis of and communication on results for best policy options to fight childhood obesity
 - o Drafting of the report on the results in Estonia
 - o Publication of the information on the Estonian Heart Association website

- Communication on and correspondence with politicians on the impact in Estonia of the Nutrition and Health Claims Regulation
 - o Preparation of letters to Jaak Aab, Minister of Social Affairs, and Andres Tarand, Estonian MEP.
- Preparation of Article for Heart Matters 13
- Preparing of and participating in the national coordinators' meeting in Brussels, 29-30 March, 2006
- Updating website with project information

April 2006

- Communication on the CHOB project in national magazines and at events organised by the Estonian Heart Foundation; translation and description of the 3rd phase of the CHOB project.
 - o Article on a programme: "Well-being of heart with physical activity" written for "Terviseleht"
 - o Article on a programme: "Well-being of heart with physical activity" written for "innaleht"
 - o Article on a programme: "Well-being of heart with physical activity" written for "Postimees"
 - o Article on a programme: "Well-being of heart with physical activity" written for "Hea Laps", the leading kids magazine
- Organizing of a seminar on well-being to heart with physical activity

May 2006

- Organizing of a seminar on well-being to heart with physical activity
- Translation of the presentation: "Liikunta ja terveys – mitä ja kuinka paljon?"
- Updating website with project information

June 2006

- Article on physical activity written for „Terviseleht“
- Updating website with project information

July 2006

- Article on heart health written for „Eesti Päevaleht“
- Updating website with project information

August 2006

- Preparation of the report on national guidelines to prevent child obesity in Estonia;
 - o Organisation of a meeting with participants involved in the development of policy options on child obesity in Estonia.
 - o Agreement on guidelines and activities in Estonia on child obesity
 - o translation of the guidelines into English
 - o discussing results received from participants with Estonian Heart Association team

- Communication with media on the policy options and the guidelines on child obesity
 - o commentary on related topic to one weekly newspaper, Terviseleht (covers health topics)
 - o commentary to daily newspaper, Eesti Päevaleht

- Writing Article for Heart Matters 14
- Writing an article on children and advertising for „Eesti Päevaleht“

September 2006

- Preparation and participation in national coordinators meeting in Brussels on 12-13 Sept., 2006

- Preparation of an article on „Latvia to promote healthy snacks in schools“ written for „Terviseleht“

- Preparation of World Heart Day, with a special focus on physical and outdoor activities for children, Hirvepark, Tallinn

- Preparation of a series of articles on outdoor activities of children in a magazine „Hea Laps“. Communication on the achievements of the Children and Obesity project in Estonia.

October 2006

- Finalizing the report on national guidelines and activities addressing child obesity in Estonia

- Communication with national associated organizations on progress made in this field.

- Communication with the media on the whole project of Children and Obesity: informational article to daily newspaper.

- Preparation of several articles on the CHOB project:
 - o Article on “Stamina and Independence” published in the weekly newspaper “Eesti Ekspress”

- Article on “Health as public property and personal resource” published in the magazine “Sinuga”, published by the Estonian Ministry of Social Affairs –
- The leading kids magazine in Estonia „Hea Laps“ started a series of articles called „12 months of games outdoors“ that continues through 2007.

8.5. Finnish Heart Association

Information on actions and activities related to Children and Obesity in which the Finnish Heart Association (“FHA”) has been involved.

The real truth has at last been recognised in Finland: Overweight and obesity are an increasing problem also among Finnish children and adolescents. Unhealthy food marketing and childhood obesity concerns are rising.

Minister Hyssälä: The Obesity epidemic can be prevented

The Finnish Heart Association sent a letter on children and obesity to the Minister of Health and Social Services Liisa Hyssälä before the WHO Conference “Counteracting Obesity” that took place in Istanbul on November 16, 2006.

‘Obesity is a new challenge that must be counteracted on a wide front’, Minister Hyssälä said at that conference. The Finnish efforts to reduce cardiovascular diseases are a good example of how cross-sectoral health policy can promote public health. Individuals themselves are not the only ones responsible for overweight; the surrounding also environment plays a part.

According to Minister Hyssälä, the debate has so far focused on diet, while especially physical activity should also gain more attention. Obesity in children and adolescents is particularly worrying. Children’s entire living environment must bear its responsibility for the growing prevalence of childhood obesity.

New guidelines and recommendations to prevent child obesity

- Current care guidelines for childhood obesity

One of the main messages in the current care guidelines for prevention of childhood obesity is very similar to the outcome of the CHOB project. Prevention of obesity should preferably emphasize health related rather than weight related issues, and it should be as multidimensional as possible reaching from the child’s close family environment up to municipal and national measures.

The cornerstones of prevention include: guidance towards recommended eating habits, limiting the time spent watching TV or playing computer games, increasing physical activity and focusing knowledge, attitudes and living environment of school staff and schoolchildren. These cornerstones emphasize the fact that a multidisciplinary approach should be employed when striving towards these goals, through co-operation between health care officials, child care providers, school staff and those organising other leisure time activities. A Working group for the Current care guidelines was appointed by the Finnish Paediatric Society.

- Guidelines and recommendations for marketing foodstuffs to children

In Finland, marketing aimed at children is restricted via guidelines “Minors, Marketing and Purchase” (2004) produced by The Consumer Agency & Ombudsman. These guidelines are now supplemented by the recommendations “Children and Foodstuffs marketing” (available in Finnish, Swedish and English). Guidelines include the following topics:

- the health perspective,
- who decides,
- good advertising practice,
- misleading advertising,
- means of marketing.

Obesity prevention integration in other plans

So far, no specific national action plan for obesity prevention has been created in Finland. Health-enhancing living environment and society improve public health. All policies and administrative fields must take part in the cooperation to promote health and prevent obesity. Obesity prevention has been integrated in the following measures:

- Action Program for Implementing National Nutrition Recommendations
- Action Plan for Promoting Finnish Heart Health for the years 2005-2011

Physical activity included Nutrition recommendations

The National Nutrition Council sets out the national nutrition recommendations for the whole population. It is an expert body under the Ministry of Agriculture and Forestry. In order to achieve a better health it is important

- to have a balance between energy intake and energy expenditure,
- to have a balanced nutrient intake,
- to increase the intake of carbohydrates with a high fibre content,
- to decrease the intake of refined sugars, hard fat and salt (sodium) and
- to increase the proportion of soft fats.

Recommendation for physical activity calls to undertake a minimum of 30 minutes of daily physical activity of moderate intensity.

For the prevention of weight gain more physical activity, about 60 minutes, may be needed. For children and adolescents there should be a minimum of 60 minutes of physical activity every day.

Action Plan to Promote Finnish Heart Health

The Finnish Heart Association FHA has produced the Action Plan to Promote Finnish Heart Health. The Plan focuses on health promotion during different phases of the life cycle: childhood, youth, working-age and ageing population. The proposals in the Action Plan for children and young people support a healthy way to grow old. The FHA's policy aims at healthy lifestyles from the very beginning.

The FHA, working alone or together with other stakeholders, already operates a number of different initiatives and activities aimed at children and obesity. FHA has started a media campaign "The Little One Follows the Big One's Example". Key message in the campaign is: It is up to adults. You are an example. Parents and families have a major impact as providers of role models. This was also the main message for the FHA's Heart Week in the year 2006 and it is going to continue during the following two Heart Weeks.

The publication of the report "The Marketing of Unhealthy food to children in Europe"⁵ has been very much the kick off of the dissemination of the CHOB project, including press conferences, working together with media, contributions to the Heart Matters, education etc. The national goal is for the different actors to reach an understanding about marketing regulations. Collaboration between public health, consumer and education authorities should strive to influence the activities of the business world. The Consumer Agency & Consumer Ombudsman ("Consumer Agency") is a very important player in tackling marketing of unhealthy foods to children. FHA has participated in the tasks of the Agency that are related to CHOB.

One of the actions proposed is to develop a nationwide model The Resourceful Family ('Neuvokas perhe'). Individualized dietary counselling helps maintain healthy weight among children. The Finnish STRIP project, a randomised heart disease risk factors intervention study, has shown that regular lifestyle counselling reduces children's exposure to the known environmental atherosclerosis risk factors and contributes to early prevention of coronary heart disease.

Child welfare clinics focus on monitoring heart health factors systematically and strengthen the role of family based lifestyle guidance. These clinics should provide support, tools and knowledge for the personnel of the clinics, promote good dietary and physical activity habits at the level of the entire family and should prevent obesity among children.

⁵ The Marketing of Unhealthy food to children in Europe, EHN, Brussels, April 2005

Other activities in which the Finnish Heart Association participated

Smart Snacks project

The Finnish school meal system is renowned for its quality. There is growing concern that the system is beginning to crumble. A Smart Snacks project (Järkipala in Finnish) launched by Sitra (The Finnish National Fund for Research and Development) is bringing together various actors to examine the current situation regarding children's eating habits and to establish which measures should be required to improve them. The project focuses on schoolchildren's nutrition and snacks. It includes health and nutrition research, development of healthy products, school pilots, communications and experimental projects.

The specific aim of the project is to influence the adults around children. In practice, this means that homes as well as school would pay more attention to food and remind moderation and regularity in eating. The project brings together various actors and supports the Finnish food industry by developing tasty and healthy snacks. The project aims also to remove vending machines from the schools and to replace them with healthier snacks.

Proven good practices will eventually be emulated. Five food companies and the catering company Sodexo have contributed to the planning of the project. The companies will introduce new products to schoolchildren, and then study the attractiveness and health benefits of the products. Moderation and regularity in eating is a message that all those involved in the project want to convey. The project wants to influence adults around children, so that they remember the importance of what and how children eat and give it the consideration it deserves. The project reminds us that the old show the way to the young – also at the dining table. The Finnish Heart Association FHA has taken the responsibility to inform adults about these matters. Sitra is providing funding for the project in excess of €1.5 million over the next 2–3 years.

For the Public Health

Parliamentary elections will be held in March 2007 and a new government programme will be written, agreed by the new parties in the government. The Finnish Heart Association together with the Diabetes Association has published a statement for the coming government programme. The statement includes the following policy options on childhood obesity:

- To have a healthy way to grow old as a part of the early childhood education;
- To secure a good growth environment for children through city planning and building;
- To strengthen resources and guidance of the action in child welfare clinics and school health care;
- To increase the financial support for the school lunch and snack and to stop the sale of the confectionary in the schools;
- To restrict the marketing of products that promote unhealthy lifestyles to children.

Vegetables for better health

The Annual “Health from vegetables” campaign carried out by the Finnish Horticultural Product Society, the FHA and the Finnish Cancer Society started in mid –August 2006 in the schools and continued till the end of October. The campaign aims at increasing consumption of vegetables, fruit and berries among children and young people. The campaign includes the following components:
the cookery book,
the interactive website www.raastavanalka.fi,
events, etc

Continued development of alliance structures

In 1999, the Finnish Heart Association FHA invited several partners active in the field of child and youth welfare to discuss the idea of developing collaborative work. As a result a number concerned organisations formed the Children’s Health Forum (“Forum”). The purpose of the Forum is to increase the well-being of children and young people, using as starting points the basic factors of daily life in families with children: nutrition, physical activity, rest and joy.

The primary objective of the Forum is to give support to parents and professional educators, health workers, while keeping the main target in mind: children and young people themselves.

The Forum continued as an alliance for the CHOB project and a platform for open conversation and the development of collaboration. It organises workshops and plays an active role in advocacy of children’s health.

8.6. French Federation of Cardiology

The French Federation of Cardiology and its partners are directly or indirectly involved in many of the obesity prevention activities, particularly those launched by the government. It therefore seemed relevant to give an overview of the wealth of existing programmes in France and to report on obesity prevention among young people in France since 2004.

Introduction

A series of epidemiological studies among both adults and children has shown that obesity is increasing in France. Moreover, the growth rate is higher among the younger generations.

One of the principal environmental factors is the gradual decrease in physical activity. Other determinants include nutrition, metabolism and psychological and social factors, the corollaries of changing eating habits and life styles.

More than ever preventive measures are required to stem the impending epidemic. Recently, several initiatives were taken. In October 2005, for example, the Office Parlementaire d'Evaluation des Politiques de Santé (OPEPS, the French parliamentary office for health policy evaluation) published a report on the prevention and management of obesity. In March 2006, the Conseil National de l'Alimentation (national food board) adopted a recommendation proposing 116 measures to prevent obesity among children. The first phase of the PNNS (national nutrition and health programme) was wrapped up in 2005. This programme focused on both food and physical activity. Proposals for a second PNNS (2006-2008) were submitted to the Minister of Health in April 2006. Two of the three action plans of PNNS 2 are entirely or partly devoted to obesity.

Epidemiology

The ObEpi (Obesity – Epidemiology) 2006 survey reported the following figures: In 2006, 12.4% of all adults (people of 15 and over) in France were obese (i.e. 5.91 million people). Obesity increases on average by 5.7% p.a. Survey results showed for the first time a slight slowdown.

29.2 % of the population is overweight (i.e. 13.9 million people).

Younger generations of a given age have a higher body mass index than the older generations had at the same age.

As shown by past surveys, the prevalence of obesity is heavily influenced by socio-economic factors. The frequency of obesity is inversely proportional to household income. Moreover, the regions most affected by obesity remain the North (18.1%), the East (14.1%) and Greater Paris (13.4%).

The published results of the 2006 survey do not include figures for children. The ObEpi 2000 survey included the following figures: obesity (2.4%), overweight (10.9%) and excess weight (13.3%) for children aged 2 to 17.

Regulation

Act no. 2004-806 of 9 August 2004 on public health policy

After a slow start, this law is gradually coming into use.

Automatic vending machines in schools were prohibited with effect from 1 September 2005 (**Article 30**)

The Public Health Code has been completed by a chapter III, worded as follows:

"Article L. 2133-1. – Any advertiser of television commercials for food whose nutritional composition can damage the health of children or adolescents in the case of excessive consumption must finance the production and broadcasting of a nutritional information message. This message must be broadcast on the same television channel during the same time slots as the advertising message. The advertisers concerned may group themselves to produce and broadcast a common nutritional information message.

"Article L. 2133-2. – A Conseil d'Etat decree, adopted after hearing the recommendation of Agence Française de Sécurité Sanitaire des Aliments (French food safety agency) and Institut National de Prévention et d'Education pour la Santé (national prevention and health education institute), shall determine the application conditions of this chapter, particularly:

- The nutritional profiles and categories of foods covered by Article L. 2133-1;
- The conditions for determining the length and frequency of nutritional information messages and their minimum and maximum length;
- The procedure for validating nutritional information messages."

Nevertheless, this law is still not fully applied, as witness three written questions asked by senators demanding application of the decree:

Fight against obesity: publication of the decree is essential to implement health messages.

Written question no. 23750 by Mr Bernard Seillier (region: Aveyron - party: RDSE) published in the Journal Officiel (OJ, gazette) of the Senate on 29/06/2006 - page 1757
Mr Bernard Seillier wishes to draw the attention of the Minister of Health and Solidarity to the application conditions of Act no. 2004-806 of 9 August 2004 on the public health policy.

As part of the reform of our entire health system, the Public Health Act was to promote an ambitious prevention policy. The State, responsible for guaranteeing health protection, has determined public health objectives, particularly the inclusion of a health message in advertising campaigns for food products.

Article L. 2133-1 of the Public Health Code stipulates that television and radio advertising for beverages with added sugar, salt or synthetic sweeteners and food products manufactured, marketed and circulated from and received in French territory, must henceforth, pursuant to the law, include health information validated by Agence Française de Sécurité Sanitaire des Aliments and Institut National de Prévention et d'Education pour la Santé. The same information obligation applies to actions to promote such beverages and products.

Advertisers can avoid this obligation by paying a fee to Institut National de Prévention et d'Education pour la Santé. This fee is intended to finance the production and broadcasting of nutritional information and education campaigns, particularly in the relevant media and through local actions.

In accordance with the letter of the law, the application conditions of Article L. 2133-1 of the Public Health Code are determined by Conseil d'État decree after hearing the recommendations of Agence Française de Sécurité Sanitaire des Aliments and Institut National de Prévention et d'Education pour la Santé and after consulting the Bureau de Vérification de la Publicité (advertising verification office). The law was adopted two years ago and still no such decree has been issued.

The senator therefore wishes to ask the Minister when publication will occur of the application decree for Article L 2133-1 of the Public Health Code, which is essential to issue health messages connected with the promotion of food products, and therefore to strengthen the fight against obesity.

Fight against obesity and application decrees for the Public Health Act

Written question no. 23713 by Mrs Françoise Henneron (region: Pas-de-Calais - party: UMP), published in the JO Sénat on 29/06/2006 - page 1756

Mrs Françoise Henneron wishes to draw the attention of the Minister of Health and Solidarity to the application conditions of Act no. 2004-806 of 9 August 2004. This text set public health objectives, especially the inclusion of a health message in campaigns to promote food products. Article L. 2133-1 of the Public Health Code stipulates that television and radio advertising for beverages with added sugar, salt or synthetic sweeteners and good products manufactured, marketed and circulated from and received in French territory, must henceforth, pursuant to the law, include health information validated by Agence Française de Sécurité Sanitaire des Aliments and Institut National de Prévention et d'Education pour la Santé. The same information obligation applies to actions to promote such beverages and products. Advertisers can avoid this obligation by paying a fee to Institut National de Prévention et d'Education pour la Santé. This fee is intended to finance the production and broadcasting of nutritional information and education campaigns, particularly in the relevant media and through local actions. In accordance with the letter of the law, the application conditions of Article L. 2133-1 of the Public Health Code are determined by Conseil d'État decree after hearing the recommendations of Agence Française de Sécurité Sanitaire des Aliments and Institut National de Prévention et d'Education pour la Santé and after consulting the Bureau de

Vérification de la Publicité (advertising verification office). The law was adopted two years ago and still no such decree has been issued.

The senator therefore wishes to ask the Minister when publication will occur of the application decree for Article L 2133-1 of the Public Health Code, which is essential to issue health messages connected with the promotion of food products, and therefore to strengthen the fight against obesity.

Information campaigns to fight the increase in obesity

Written question no. 17196 by Mr Jean-Claude Merceron (region: Vendée - party: UC-UDF), published in JO Sénat on 21/04/2005 - page 1118

M. Jean-Claude Merceron wishes to draw the attention of the Minister of Health and Solidarity to the increase in obesity and its corollary, type 2 diabetes, in France. Article 30 of Act no. 2004-806 of 9 August 2004 on public health policy prohibits the presence of automatic vending machines for beverages and food products in schools with effect from 1 September 2005. While this prohibition exists, which is praiseworthy, it must be accompanied by information campaigns about a healthy life style in order to fight bad eating habits, a sedentary life style and lack of physical exercise. The senator therefore wishes to ask the Minister whether he is considering the adoption of measures to implement such information campaigns before the 2005 school year.

Programme national nutrition santé (PNNS - national nutrition and health programme)

In order to fight obesity and the pathologies associated with malnutrition, France adopted in 2001 the Programme National Nutrition Santé (national and health programme), making it the first European country with an overall strategy.

The first PNNS (2001-06) introduced a series of official nutritional reference points. In accordance with the French eating culture, these reference points combine public health objectives with the principles of taste, pleasure and conviviality. They have been validated scientifically and are widely recognised for their relevance. They have been promoted on a massive scale by means of guides= brochures?(more than 5 million copies) and communication campaigns.

The PNNS is also a living tool. Every month, a steering committee of public health experts, government officials and industry players (agribusiness, civil society). meets to discuss nutritional initiatives. This little parliament is chaired by Professor Serge Hercberg.

Nutritional policy has gradually been stepped up. During the last two years, the government has increased its nutritional budget by 30% p.a..

The increase in obesity and the pathologies connected with malnutrition makes it necessary to strengthen France's nutritional policy with new aims in the areas of:

- prevention, i.e. nutritional education as well as the food supply;
- early detection and treatment of nutritional disorders (obesity, undernutrition);
- focus on poor population groups and people in precarious circumstances and initiatives to involve associations and local governments.

Lastly, the plan steps up nutritional research and the fight against stigmatisation. The PNNS 2 (2006-2008) introduces a series of quantified objectives to reduce nutritional deficiencies. It includes nine priority objectives (such as a 20% drop in the prevalence of overweight ; a 25% decrease in the number of people who eat little or no fruit and vegetables; a 5% decrease in the average cholesterolemia; and a 25% increase in people engaged in physical activity), which it will monitor and subject to regular evaluation.

The joint nutritional effort of the government and health insurance sector will cost EUR 47 million in 2007 (excluding food aid spending), including EUR 10 million for communication and education initiatives, EUR 8 million for local actions, EUR 13 million for treatment of obesity and undernutrition and EUR 15 million for research and expert analyses. The public nutritional research budget has tripled during the last two years to EUR 9 million (allocated by Agence Nationale de la Recherche, France's national research agency). This makes France one of the foremost nutritional research hubs in the world.

Whereas the first Programme National Nutrition Santé focused on education and awareness campaigns, the second programme addresses the quality of the food supply.

In order to reach the objectives of the French Public Health Act and the WHO recommendations more rapidly, the government is urging agribusiness players to accept individual or collective commitments with regard to the nutritional composition of foods and their presentation and promotion.

A committee of experts is preparing terms of reference for these commitments, expected to be ready in the spring of 2007. France will be the first country to propose such commitments. Institutional catering companies have been asked to sign similar commitments. Lastly, the government will issue a regulation with nutritional references for school caterers.

An Observatoire de la Qualité Alimentaire des Produits (observatory for food quality) will be organised to monitor the quality, particularly the nutritional quality, of food products. At the end of 2006, a preliminary study coordinated by the INRA, the French national institute for agricultural research, will determine the budget and the institutional participants in the observatory to be set up by the Ministries of Consumption, Health and Agriculture in conjunction with industry players. They will inter alia call upon the expertise of the INRA and Agence Française de Sécurité Sanitaire des Aliments (AFSSA, the French food safety agency). Its mission will be to monitor the food supply market according to health and economic criteria. Based upon a series of specific indicators, the observatory will publish an annual report on the nutritional state of the food supply.

The European directive on food labelling is currently being revised at France's request in order to improve information on quality and nutritional additives.

Until recently, France did not have a plan for treating obesity. The PNNS 2 provides for such a plan based on early detection, the creation of a treatment network and significantly improved training for health professionals. In the current environment, too many children at risk are screened too late and not even treated. The detection programme will be spearheaded by small and medium-size industries, school doctors and general practitioners. Once these professionals have been made more aware of the risks of overweight, they will be informing parents of the existence of interdisciplinary medical networks for the treatment of obesity. These health professionals are in direct contact with the children concerned and will therefore be following their treatment.

Studies

ELPAS (Etude Longitudinale Prospective Alimentation et Santé - longitudinal prospective food and health study) is a large-scale nutritional intervention study launched in September 2005 at the initiative of the French authorities (Ministry of Research and the Education Authority of Paris) and private partners (Avenance Enseignement, CEDUS, Fondation Louis Bonduelle).

The purpose of the ELPAS study is to evaluate the impact of simple nutritional changes on the health of children and adults, taking account of their level of physical activity and their standard of living. During the 2005-2006 school year, nearly 1,000 pupils in Paris, averaging eight years of age) and almost 1,000 parents regularly reported their food consumption, their level of physical activity and their standard of living. Both adults and children received personal assistance, including health checks at the beginning and end of the study, supervision and regular nutritional advice during the entire period of the pilot. The main purpose of the ELPAS study was to evaluate the impact of simple changes in nutrition on clinical parameters (particularly the fat mass and the body mass index) in children and adults.

The families were divided at random into three groups:

- a control group, which was given general nutritional information but no personal nutritional advice,
- two intervention groups, which received specific, personal nutritional advice. Intervention group A was invited to reduce its intake of lipids (fat) and to increase consumption of complex glucids (bread and feculents). Intervention group B received same instructions as group A but also had to limits it intake of simple glucids (sugars).

The originality and strength of the ELPAS study lies in its logistics, based upon the use of innovative tools designed specifically for the study itself.

The group of children (with an average age of 8) included boys and girls in almost equal numbers. The average body mass index of the children was 16.6, i.e. a normal body mass index for the age bracket in question. 17% of the children were overweight, including 3% obese children. Their total daily energy intake, their consumption of lipids, glucids and proteins, was on average similar to the intake observed among children of their age in France.

Every month during the entire school year the 2,000 participants went online to the web site www.elpas.fr in order to upload precise and exhaustive data about their individual food consumption. Every participant had to report three complete days of food consumption per month (one week day, one Wednesday and one day during the weekend). Every quarter, they also had to answer an online questionnaire about their level of physical activity. Additionally, specially trained nurses visited the participants at home to measure a series of chemical and biological parameters at the start and end of the study. Each family in the two intervention groups was followed during the entire year by a dietician from the ELPAS team, specialised trained to provide the general population with personal dietetic advice. Every month, this nutrition professional contacted all participants to take stock of their food intake and to provide them with simple and pragmatic nutritional advice related directly to the objectives of their intervention group.

The intervention strategies developed in the light of the study led to a significant change in the food of the children in the cohort towards the recommended nutritional intake. This change involved an increased daily energy intake, which did not affect the average body fat of the children during the intervention.

It would be interesting to know whether this close individual attention will bring about a lasting change in nutrition with consequences for the build of the young people in the groups. Additional analyses will be needed to refine the results, such as the impact of other factors than food.

As regards this last point, note that the participants did not change their level of physical activity during the period of the study. Other analyses will make it possible to verify whether the nutritional changes introduced in the two intervention groups led to modulation of the intake of micronutrients, fibres or essential fatty acids.

ELPAS was not just a scientific study. It was also used to brief thousands of children on nutrition and food and to create a group dynamic. With the help of the Municipality of Paris and the Educational Board of Paris and at the request of teachers and school directors, the ELPAS dieticians paid more than 400 visits to participating primary schools in order to make children more awareness of the importance of balanced nutrition.

French Research

There are several French obesity research initiatives. The first is an indirect approach through various nutritional research programmes, particularly those run by INSERM (the

French medical research institute) and INRA, and, more recently, through a specific call for tenders by Agence Nationale de la Recherche (ANR).

Nutritional research involves many teams from public research establishments (INSERM, INRA, CNRS) and universities. In 2003, INSERM issued a report on the nutritional research resources available in France. For example, INSERM's own nutritional research involves 60 laboratories, 106 researchers, 89 technicians, 9 clinical investigation centres (CIC) and human nutrition research centres (CRNH) in Lyon, the Ile-de-France region, Nantes and the Auvergne region. The nutritional budget accounts for 4.8% of INSERM's total budget. INRA's Human Nutrition department consists of 32 teams, 137 researchers, 278 agricultural engineers and technicians (ITAs) and 110 teacher-researchers. Several CNRS teams are engaged in nutritional research. The term "nutrition" is in the theme index of nine CNRS units, three of which focus particularly on obesity.

Since 2001, INSERM and INRA have stepped up human nutrition research with several calls for tenders and programmes to complement recurrent nutritional research support. The first aim was to organise national and foreign working groups to determine research objectives and calls for tenders in order to focus French research on public health priorities, to promote the organisation of interdisciplinary and inter-organisational networks, to attract teams from other areas to nutritional research and, lastly, to identify internationally competitive teams and areas. The medium-term objective was to develop and implement a national nutritional research programme (Programme National de Recherche en Nutrition).

This programme (PRNH) was launched in 2004 by INSERM and INRA in order to support human nutrition research.

The PRNH has changed with the creation of Agence Nationale de la Recherche (ANR), the national research agency. As a member of Agence Nationale de la Recherche, INRA is responsible for managing the national human food and nutrition research programme (Programme National de Recherches en Alimentation et Nutrition Humaine - PRNA). ANR has given INSERM the task to manage the evaluation and administration of a call for tenders for cardiovascular, obesity and diabetes research. Launched in July 2005 by ANR, the national research programme into cardiovascular diseases, obesity and diabetes (Programme National de Recherche sur les Maladies Cardiovasculaires, l'Obésité et le Diabète - PNR-COD) was set up to support high-level fundamental, clinical and therapeutic research in these three areas and to establish cross-functional links. The obesity programme focuses on the following key words: pathophysiology (biology of fatty tissue; energy, genetic and genomic metabolism, behavioural and environmental factors); complications; therapeutic targets and strategies; biomarkers.

The cross-functional link between the three areas is "metabolism, inflammation and the cardiovascular system". The accumulation of fatty tissue, chronic hyperglycaemia and early arteriosclerosis are characterised by the chronic background inflammation at the origin - at least partly - of metabolic and cardiovascular diseases. Interdisciplinary approaches using cellular models, animal models and studies of human beings and human

populations are needed to understand the pathophysiological bases of the inflammatory processes involved in cardiovascular diseases.

In conclusion, French obesity research was recently boosted by the stimulating programmes conducted by INSERM, INRA and ANR and by recurrent support for teams from scientific and technical public establishments (INSERM, INRA and CNRS) working on this theme. In response to several calls for tenders, the budget for research in this area was raised significantly. Obesity accounts for a growing but still small share of research areas which receive support. The research programmes themselves are still too recent for evaluation purposes. France is the fifth-ranked obesity research in hub in the world.

8.7. German Heart Foundation

Activities developed by the German Heart Foundation during the third phase of the CHOB project.

Dissemination of information from the report on ‘Marketing of Unhealthy Food to Children in Europe’

In December 2005, the German Heart Foundation started the dissemination of information collected in the report “Marketing of unhealthy food to children in Europe”⁶. Due to the political situation in Germany (new German government after elections in early 2005), this moment was judged to be more opportune than an earlier distribution as originally planned in phase 2 of the CHOB project. More than 400 hard copies were sent out, about 100 on request to ministries, institutions for nutrition, etc. The report is available both in German and English and can be downloaded from the German Heart Foundation’s and the German Cardiac Society’s websites.

The German Heart Foundation published a press release⁷ to promote the report. The press release was sent out to over 800 contacts in press agencies and journalists in Germany and to the scientific news agency, frequented by more than 2,000 contacts. The release of the report was covered very well by the press (total circulation 1.367,000 mio.)

In Heart Matters 13 and 14, the German Heart Foundation published various articles on the CHOB-project.

Other activities undertaken by the German Heart Foundation

Rope Skipping:

The German Heart Foundations runs a project on rope skipping. The project was launched in the school year 2003/04 in Rhineland-Palatinate. The main goal for the pupils to practise is a rope skipping contest that is organised in different cities. So far 120 classes applied for the basic course. The advanced course will start in the next school year (2007 – 2008). The German Heart Foundation provides theoretical and practical advice including material (ropes, cards etc.). An extended teacher’s manual is in production.

⁶ Marketing of unhealthy food to children in Europe”; EHN, Brussels, April 2005

⁷ The press release can be read on:

http://www.herzstiftung.de/pressemeldungen_artikel_archiv.php?articles_ID=237

Tips for a healthy breakfast

The German Heart Foundation published a leaflet on a healthy school breakfast for pupils and parents. This leaflet informs on how to prepare a breakfast that is healthy and attractive to children at the same time. The leaflet was so successfully promoted in press and in schools that the German Heart Foundation had to reprint it twice (final circulation 60,000). With regular press releases⁸ the German Heart Foundation encourages pupils and teachers to eat the “right” things.

Contest “Healthy breakfast”

Due to the immense success of the leaflet “Healthy breakfast” the German Heart Foundation decided to write a contest “Who prepares the best breakfast for taking to school?” The response from parents, pupils and school classes was very high. Over 50 classes responded and sent us their recipes and photos. The winner (a first year class from primary school) was invited to the EuropaPark Rust (attraction park) where the German Heart Foundation organized a school breakfast party with the TV-Chef Roy Kieferle. The pupils prepared their own healthy muesli and baked little rolls. The chef gave them tips on how to eat healthy. The reactions from the children were very positive⁹. The aim is to publish a brochure with all the children’s recipes to improve pupil’s diet.

Benny Blu

Together with the TV-Chef Ralf Zacherl and a publishing house, the German Heart Foundation published a little pocket book for children. This book shows the children the benefit and variety of vegetables and how they can be prepared. It also gives tips on how to grow vegetables. The overall aim is to show children that vegetables are a good-tasting choice.

Lobby work

In February/March 2006, the German Heart Foundation actively lobbied the German MEPs on Nutrition labelling and health claims. The Director of the German Heart Foundation, Martin Vestweber, was in direct contact with one of the shadow rapporteurs, Mrs Renate Sommer to express his views on the Regulation.

⁸ press release can be found on :

(http://www.herzstiftung.de/pressemeldungen_artikel_archiv.php?articles_ID=254)

⁹ http://www.herzstiftung.de/pressemeldungen_artikel_archiv.php?articles_ID=257

Lobbying ban of soft drinks in schools

Herzblatt, one of the German Heart Foundation's magazine, published an article entitled "King-Size-Kids" (consumption of fast food by children). In the same issue, the German Heart Foundation commented on the ban of soft drinks and sweets in some American schools and strongly demanded a similar programme/initiative for Germany.

Lobbying German politicians

In March and April 2006, the director and the chairman of the board of the German Heart Foundation visited Helga Kühn-Mengel, commissioner of the federal government for patients' affairs and Hermann-Josef Scharf, CDU/CSU and Willi Zylajew, CDU/CSU members of the German Bundestag and members of the health committee, to take concrete measures on children and obesity.

8.8. Hellenic Heart Foundation

The Hellenic Heart Foundation organised a symposium in Alexandroupoli on the 29th of February 2006, in collaboration with the Cardiological department of the University of Alexandroupoli. There were separate presentations for the public and for the health providers of the area. The national co-ordinator of the CHOB project Dr George Andrikopoulos was invited to make a presentation entitled “Children’s obesity and the metabolic syndrome.” The scope of this session was to provide all the relevant information on child obesity to the doctors and to the public and to establish a permanent collaboration with local health professionals.

As a result of this successful event, the large scale prevention programme of the Hellenic Heart Foundation that took place in June 2006, which included a report on cardiovascular risk factors in adolescents, included Alexandroupoli.

During the sessions of Europrevent 2006 (May 11-13th 2006) the national coordinator of the CHOB project, who was a member of the scientific advisory committee of the congress, presented the worrisome data on children’s obesity in a presentation entitled “evaluation of overall cardiovascular risk”. Experts from Greece and other European countries that attended the meeting exchanged ideas for common actions in the field of tackling the metabolic risk factors focusing on the younger. During the 2nd day of Europrevent the national co-ordinator of the CHOB project was invited to make a presentation on the main epidemiological issues of cardiovascular prevention of Greece. The meeting, which was chaired by the vice-president of the European Society of Cardiology, was attended by 19 acting presidents of Cardiological Societies in Europe, and by distinguished guests like Professor David Wood, Professor Lars Ryden and the president of the European Heart Network. Taking this opportunity, the data on children’s obesity in Greece were presented and the Hellenic Heart Foundation proposed that in the forthcoming actions, children’s obesity and cardiovascular diseases in women should be set as top priorities in combating cardiovascular diseases in Europe.

During 2006, the national coordinator undertook a series of meetings with local experts and NGOs in the field of cardiovascular prevention, trying to establish an alliance that could produce some form of national guidelines on the prevention of child obesity. In this context, there were several meetings with the vice-president of the working group of epidemiology and prevention of the Hellenic Cardiology, with members of the Atherosclerosis Society, of the Lipidology society, of the Hellenic association for the study of obesity metabolism and eating disorders, and with Professor Hrousos, acting director of the Paediatricians department of Athens University. However, although all the abovementioned scientific bodies were willing to join common scientific activities in the field they were not ready to undersign a document suggesting policy options and guidelines.

The Hellenic Heart Foundation organised two symposiums outside of Athens (Tripoli April 8th 2006 and Kos September 16th 2006) aiming to inform the local community and health professionals on emerging problems on cardiovascular prevention. The national coordinator presented the most important issues raised by the CHOB project and discussed with local doctors the possibility to join forces in developing a common strategy mainly focused on campaigns towards the school environment. To our surprise the problem of children's obesity seemed to be largely undervalued in small cities and the rural areas of Greece.

On the 1st of April 2006 the Hellenic Heart Foundation organised a symposium at the school of Velo, a town located 100 Km away from Athens. The president of the local medical association, doctors from the local hospital, the vice-president of the working group of the Hellenic Cardiological Society and the vast majority of schoolteachers from all nearby primary schools participated in this successful meeting. In this meeting the national coordinator of the CHOB project presented the relative data and made suggestions on certain actions that could take place to confront the problem of children's obesity. Interestingly, the majority of the schoolteachers seemed to believe that we overemphasised on the magnitude of the problem. The meeting was organised by the Hellenic Heart Foundation under the auspices of the Hellenic Cardiac Society, the Cardiac department of Korinthos Hospital, the Korinthos medical association and of the local schoolteachers association.

In collaboration with the Prevention WG of the Hellenic Cardiac Society the topic of children's obesity was extensively discussed (Friday 17th, February 2007, Thessaloniki) during the sessions of the annual congress of the working groups of the Hellenic Cardiac Society which is held in Thessaloniki, Greece. One of the four presentations that were devoted in cardiovascular prevention was on children's obesity and was presented by Dr Tzeis, who is research fellow of the Hellenic Heart Foundation and presented some of the results of the first phases of the CHOB project. Thanks to our collaboration with the Prevention WG due to the CHOB project, the issue is regularly discussed during the scientific activities of the WG. However, the cardiologists believe that guidelines should be developed exclusively from medical organisations.

The national coordinator followed the vast majority of national events that focused on the issue during the last year trying to get in touch with opinion leaders in the field. He also attended the international congress on obesity which was held in Sydney in September 4th 2006.

Trying to enrich collaboration with our partners, the national coordinator participated in the PorGrow project, which is coordinated by Professor Kafatos from the Crete University.

During the year 2006 we conducted the 2006 "Cholesterol month" a large scale program that aims to increase the public awareness towards prevention of cardiovascular diseases. More than 14.000 individuals and 60 physicians were involved this year. The national coordinator, being in charge of the scientific part of this program, decided to include adolescents from the age of fourteen in the programme. Doing so, we measured the prevalence of obesity and related metabolic risk factors among young adults and

adolescents. Furthermore, based on certain queries we compared the degree of awareness between the present and the past year. Regrettably, once more we observed that although the majority of the participants were overweight, only one fourth of them believed that they had excess body weight. The results of this project, focusing on the increased prevalence of obesity among the young, were presented during the sessions of the annual meeting of the Hellenic Cardiological Society (November 1st, 2006) and were subsequently presented in a very successful meeting with the press in the offices of the Hellenic Heart Foundation. The need for developing a country-specific strategy on the problem of children's obesity aiming to reverse the current situation in Greece was largely discussed and the issue of children's obesity was once more presented in the majority of the newspapers, in two radio interviews and one TV interview.

During 2006, two articles focused on the lack of a commonly accepted policy on the issue of children's obesity were written by the national coordinator and were published in the "Heart Rhythms", which is published by the Hellenic Heart Foundation every month and is freely distributed to all the members and friends of the Foundation and to a large number of NGOs and other organisations.

Conclusively, the third phase of the CHOB project could not be considered as successful because we failed in the most important target of the project, which was to develop policies and guidelines that would be adopted from the major opinion leaders in the field. However, through the CHOB project we made a major contribution to keep the issue on the agenda of scientific meetings and to increase awareness of the public through press interviews and other activities. Doing so, we contributed to the built-up of the background for the development of commonly accepted policies and actions in the early future.

8.9. Hungarian National Heart Foundation

Alliance building in Hungary on the subject of childhood obesity.

- Alliance of non-governmental organisations

Stakeholders involved in the process were:

- Association for a Healthier Hungary
- József Fodor Society of School Health
- Hungarian Society of Paediatrics
- Make Quality Health Foundation
- National Association for Consumer Protection in Hungary
- National Association of Chief Caterers
- National Foundation of Diabetics
- National Network of Healthier Kindergartens
- Network for Healthier Schools
- Hungarian Heart Foundation

Other Organizations involved in part:

- Hungarian Association for the Study of Obesity
- Hungarian Diabetes Society
- National League for Children Protection
- E-mission Association for Nature and Environment Protection
- National Association of Large Families

This Alliance was created in the framework of the Children and Obesity project. It contributed to the successful dissemination of information in Hungary of the report on “Marketing of Unhealthy food to Children in Europe” (see interim report of phase 2 on this subject).

It also had three plenary sessions in 2006, whereby it issued a joint declaration on restriction of marketing unhealthy foods to children and a national policy statement on childhood obesity.

- National policy statement on reduction of childhood obesity

The statement was prepared following the principles of the EHN.

Criteria used were:

- Efficacy
- Cost
- Feasibility

- **Top priority options**
 - Mandatory nutritional information labelling for all processed food
 - Food and nutritional health education among children
 - Control sales of foods, especially fatty snacks, confectionery and sweet drinks
 - Control of marketing terms
 - Controls on food and drinks advertising
- **Lowest priority options were:**
 - Use of medications to control body weight
 - Increased use of synthetic fats and artificial sweeteners
 - The increased use of pedometers

Website

The website of the Foundation was amended extensively about obesity in August 2006 http://www.mnsza.hu/elhizas_elagaz.htm. It also features a sample of our media appearances http://www.mnsza.hu/alap_sajto.htm.

Information on activities, events in which the Hungarian National Heart Foundation participated and related to CHOB

- Annual Scientific Congress of the Hungarian Society of Cardiology, 10-13 May 2006, Balatonfüred
 - Objectives: Scientific meeting on the effects of obesity on cardiovascular diseases, among other fields.
 - Target group: Health care professionals dealing with cardiovascular diseases
 - Short description: The Hungarian Heart Foundation presented its activity at its booth at the scientific exposition.
- Medical Days Autumn 2006, Balatonfüred, 14-16 September
 - Objectives: National scientific meeting
 - Target group: Health care professionals, general practitioners
 - Short description: A symposium was dedicated to healthy nutrition on 16 September co-organized by the Hungarian Society of Dieticians (alliance partner)
- Press Conference for World Heart Day, Budapest, 21 September, 2005, Budapest. The event was jointly organized with the Hungarian Society of Cardiology.
 - Objectives: Information on World Heart Day activities, with special focus on obesity and healthy nutrition.
 - Target group: Journalists, media representatives
 - Short description: The importance of the effects of food marketing on “unhealthy” food choices and the role of the food industry were discussed.

- World Heart Day main event, 24 September, Budapest, Városliget Park ¹⁰
 - Objectives: Raise public awareness on prevention of heart diseases, risk factors, especially obesity.
 - Target group: General public, families
 - Short description: The event was co-organized by the Hungarian Heart Foundation and the Hungarian Society of Cardiology. The number of visitors was about 10,000.

- Press Conference at the occasion of Joint Declaration of Hungarian non-governmental organizations favouring the restriction of marketing unhealthy foods to children the World Heart Day, Budapest, 26 October, 2006, Budapest.
 - Objectives: Information on World Heart Day activities, with special focus on obesity and healthy nutrition.
 - Target group: Journalists, media representatives
 - Media background information is available at our website at: http://www.mnsza.hu/tvwf_kozos_sajtoanyag_1017.pdf.
 - Short description: Hungarian NGOs (all members of the alliance led by the Hungarian Heart Foundation) called for a ban of TV advertisements of unhealthy foods to children between 6 AM and 9 PM. The declaration is available in English also at: http://www.mnsza.hu/ang_elhizas_program_tvwf_kozos.htm.
 - The importance of the effects of food marketing on “unhealthy” food choices and the role of the food industry were discussed. The event received a wide media coverage, three national channels broadcast (two public and one commercial), two public national radio reported, and a number of newspapers.

¹⁰ http://www.mnsza.hu/kozos_szivnap_bemutat.htm

8.10. Icelandic Heart Association

In Iceland there has been, over the last few years, an enormous awakening of the rapidly growing problem of childhood obesity. A number of organisations have come forth and taken part in discussions about the problem. At institutions systematic approaches have been worked out.

The Icelandic Heart Association (IHA) has decided that its effort is best used by supporting the two organisations which have put most efforts into the fight against childhood obesity, namely the Surgeon General Office or the Office of the Chief Medical Officer (Landlæknisembættið) www.landlaeknir.is and the Institute of Public Health (Lýðheilsustofnun) www.lydheilsustofnun.is .

IHA consulted these two organisations on came to the following list of priority options in the fight against childhood obesity.

- Controlling sales of food in public institutions
- Improve communal sports facilities
- Change planning and transport policies
- Improve food and health education
- Controls on food and drinks advertising

These 5 priorities can largely be achieved by lobbying politicians both at the parliament as well as at the local councils. This sort of lobbying is already well under way as described below and a number of steps have already been taken.

The report ‘Marketing of Unhealthy Food to Children in Europe’ of the project ‘Children, Obesity and Associated Avoidable Chronic Diseases’ has played an important role in these lobbying activities. It has caught the attention of various groups interested in the problem of child obesity and increased the awareness on the size of the problem we are dealing with.

In 2005, the Prime Minister of Iceland set up a committee to map out and identify the obesity problem in Iceland. The IHAociation was one of the stakeholders consulted and the report on the ‘Children, Obesity and Associated Avoidable Chronic Diseases’ project was very well received and will be mentioned in their final report.

Goal: Controls on Foods and Drinks Advertising

The Icelandic Heart Association has put considerable effort into lobbying for option 5 ‘Controls on food and drinks advertising to children’.

The report ‘The Marketing of Unhealthy Food to Children in Europe’ was sent to all Members of the Icelandic Parliament. In the summer of 2006, the Icelandic Parliament adopted a Parliamentary Resolution, calling on the Minister of health to examine the grounds for setting rules on limiting advertisements on food high fat, sugar or salt aimed at children and adolescents. The call on the Minister of health includes a statement

asking him to work towards forming a coalition between food producers, importers and advertisers, that these unhealthy food products will not be advertised on television before 9 pm. A major component of the arguments with the directive was the report ‘Marketing of Unhealthy Food to Children in Europe’ from the ‘Children Obesity and Associated Avoidable Chronic Diseases Project’, as clearly stated in the resolution (see attachment).

The Chief Medical Officer (landlæknir) has issued clinical guidelines on Obesity of children and adolescents with respect to prevention and treatment (see www.landlaeknir.is).

Improving communal sports facilities and Change planning and transport policies

Regarding the options ‘Improve communal sports facilities’ and ‘Change planning and transport policies’ there is an active lobbying and discussion going on with a number of city councils around the country. This activity is largely led by the Institute of Public Health (Lýðheilsustofnun) (see www.lydheilsustofnun.is)

Other Organisations , such as the IHA supports this by appropriate input.

Controlling sales of food in public institutions and Improve food and health education.

These two options are actively pursued by the Institute of Public Health (Lýðheilsustofnun) with an active discussion and other input from other organisations, such as the Chief Medical Officer (landlæknir). The IHA follows the developments.

Conclusion

The main achievements in Iceland from this project ‘Children Obesity and Associated Avoidable Chronic Diseases’ can be listed as follows;

- Increased awareness of the publication on the ‘Marketing of Food to Children in Europe’ of the project ‘Children Obesity and Associated Avoidable Chronic Diseases Project’ among decision makers such as Members of the Icelandic Parliament. This led to the acceptance of a resolution regarding food advertisements to children in the Icelandic Parliament ¹¹.
- Providing support and tools for those organizations in Iceland that have over the last two years increased their efforts into the battle against childhood obesity

By getting together with these two organisations (Landlæknir and Lýðheilsustöð) and finalising a list of goals likely to be achievable, the Children and obesity project and the IHA have contributed to their action plans.

¹¹ The Parliament resolution is available via this website: Althingi, www.althingi.is

Annex to the part of the Icelandic Heart Association : Parliamentary Resolution

132. löggjafarþing 2005–2006.

Þskj. 162 — 162. mál.

Tillaga til þingsályktunar

um takmörkun auglýsinga á óhollri matvöru.

Flm.: Ásta R. Jóhannesdóttir, Össur Skarphéðinsson, Guðrún Ögmundsdóttir, Anna Kristín Gunnarsdóttir, Þórunn Sveinbjarnardóttir, Valdimar L. Friðriksson.

Alþingi ályktar að fela heilbrigðisráðherra að kanna grundvöll fyrir setningu reglna um takmörkun auglýsinga á matvöru sem inniheldur mikla fitu, sykur eða salt með það að markmiði að sporna við offitu, einkum meðal barna og ungmenna. Ráðherra leitist í þessu skyni m.a. við að ná samstöðu með framleiðendum, innflytjendum og auglýsendum um að þessar

vörur verði ekki auglýstar í sjónvarpi fyrr en eftir klukkan níu á kvöldin.

Greinargerð.

Offita er hratt vaxandi heilbrigðisvandamál, einkum í hinum vestræna heimi og er Ísland engin undantekning þar á. Hafa rannsóknir sýnt að offita er í raun orðin faraldur í íslensku þjóðfélagi en hún eykur stórlega líkur á ýmsum sjúkdómum, t.d. sykursýki 2 eða svokallaðri áunninni sykursýki, hjarta- og æðasjúkdómum, ristilkrabbameini, kæfisvefni og stoðkerfissjúkdómum, auk þess sem fullyrða má að sálrænir fylgikvillar offitu séu verulegir. Þrátt fyrir framangreint hefur lítið farið fyrir beinum aðgerðum stjórnvalda til að stemma stigu við þróuninni. Alþingi tók þó umræðu um vandann og samþykkti á 131. löggjafarþingi þingsályktunartillögu heilbrigðis- og trygginganefndar um aðgerðir til að bæta heilbrigði Íslendinga með hollara mataræði og aukinni hreyfingu.

Í þessu sambandi er sérstaklega brýnt að stjórnvöld beini sjónum að aukinni offitu meðal barna og ungmenna en rannsóknir hafa sýnt svo ekki verður um villst að tíðni offitu hjá þeim eykst hröðum skrefum. Sú staðreynd hlýtur að valda verulegum áhyggjum enda eykur offita á unga aldri verulega líkur á offitu á fullorðinsárum. Í skýrslu sem ber heitið „Markaðssetning óhollrar fæðu sem beint er að börnum í Evrópu“ og fjallar um 1. áfanga verkefnisins „Börn, offita og tengdir langvinnir sjúkdómar sem má forðast“ sem samtökin Hjartavernd og systrasamtök þeirra í 20 löndum vinna að kemur fram að verulega skortir reglur um slíka markaðssetningu en aðeins sex lönd í Evrópu hafi sett slíkar reglur. Einnig sé mikilvægt að skilgreina annars vegar hollan mat og hins vegar óhollustu. Flutningsmenn telja mikilvægt að ráðherra beiti sér fyrir slíkri skilgreiningu í tengslum við þessa vinnu. Einnig þarf að huga að auglýsingum á óhollustu á vefnum sem beint er sérstaklega að börnum og hvort unnt er að takmarka þær.

Með tillögu þessari er lagt til að Alþingi feli heilbrigðisráðherra að kanna grundvöll fyrir setningu reglna um takmörkun auglýsinga á matvöru sem inniheldur mikla fitu, sykur eða salt með það að markmiði að sporna við offitu, einkum meðal barna og ungmenna. Er í þessu skyni lagt til að ráðherra reyni að ná samstöðu með framleiðendum og

innflytjendum þessarar vöru sem og auglýsendum um að slíkar auglýsingar verði ekki sýndar í sjónvarpi fyrr en eftir klukkan níu á kvöldin en með því móti ætti að mestu að vera tryggt að börn sjái þær ekki. Nauðsynlegt er að horfast í augu við að áhrifamáttur auglýsinga er mikill og þegar um börn er að ræða er hann verulegur. Með auglýsingum eru umræddar matvörur gerðar eftirsóknarverðar í augum barnanna og með hliðsjón af niðurstöðum rannsókna sem sýna sífellt aukna sykur- og fituneyslu meðal barna og ungmenna má álykta að auglýsingarnar nái tilætluðum árangri. Það er von og trú flutningsmanna að framleiðendur, innflytjendur og auglýsendur taki ábyrgð á þessum málum þannig að unnt verði að koma slíku auglýsingabanni á án beinnar lagasetningar. Með framangreindu er ekki gert lítið úr ábyrgð foreldra í þessu efni. Þvert á móti er það skoðun flutningsmanna að þar sé ábyrgðin mest. Hins vegar kemur það ekki í veg fyrir aðrir axli þá ábyrgð sem þeim ber í þessum málum. Að ota í sífelli óhollum mat að börnum og ungmennum án þess að hirða um afleiðingarnar er ábyrgðarleysi.

Flutningsmenn vekja í þessu sambandi athygli á þeim aðgerðum sem bresk heilbrigðisyfirvöld hafa gripið til en tillaga þessi hefur þær að nokkru sem fyrirmynd. Þá vekja flutningsmenn athygli á að á síðasta ári birti landlæknisembættið klínískar leiðbeiningar um offitu barna og unglunga þar sem settar eru fram upplýsingar um greiningu, forvarnir og meðferð við offitu. Það er mat flutningsmanna að með þessu hafi þarft og mikilvægt starf verið unnið. Hins vegar er nú þörf á markvissum aðgerðum þar sem vegið er að rótum vandans og er tillaga þessi hugsuð sem þáttur í slíkum aðgerðum.

Fylgiskjal I.

Laufey Steingrímsdóttir:

Offitufaraldur krefst samfélagslegra lausna.

(Læknablaðið 90 (6), 2004.)

Enn berast ískyggilegar fréttir af holdafari og hreyfingarleysi landsmanna. Í grein eftir Sigríði Láru Guðmundsdóttur og félagi í þessu hefti Læknablaðsins kemur fram að fleiri hér á landi lifi kyrrsetulífi en víðast hvar í nágrannalöndum og að meirihluti fullorðins fólks á höfuðborgarsvæðinu sé yfir æskilegri þyngd (1). Niðurstöður sem þessar eru hugsanlega hættar að vekja athygli, fréttirnar nánast daglegt brauð og veruleikinn viðtekinn. Hér er þó á ferðinni þróun á lífsháttum sem hefur grafalvarleg áhrif á heilsu og velferð, ekki bara hér á landi, heldur víðast hvar í veröldinni.

Að mati Alþjóðaheilbrigðismálastofnunar er engin lýðheilsuógn jafn vanmetin um víða veröld og offitan. Þar á bæ er talað um heimsfaraldur sem undanskilji hvorki fátæk þróunarríki né vestræn iðnríki (2). Það er því eins gott að fara að búa sig undir holskeflu sjúkdóma sem nánast óhjákvæmilega fylgir í kjölfarið ef heldur fram sem horfir, en frá árunum 1974 til 1994 nánast tvöfaldaðist hlutfall fullorðinna Reykvíkinga sem greinast of feitir, það er meðlíkamsþyngdarstuðul yfir 30, samkvæmt niðurstöðum Hólmfríðar Þorgeirsdóttur úr hóprannsókn Hjartaverndar (3). Einkum er þó breytingin á holdafari barna og unglunga áhyggjuefni eins og fram kemur í rannsókn Brynhildar Briem á hæð og þyngd 9 ára skólubarna í Reykjavík frá árunum 1938 til 1998 (4). Hlutfall barna sem greinist yfir kjörþyngd hefur aukist jafnt og þétt, úr 0,7% drengja árið 1938 í 7,6% árið

1978 og síðast 17,9% árið 1998. Sama þróun hefur átt sér stað meðal stúlkna og enn eru engin merki um að aukningin sé í rénun. Þvert á móti benda fyrstu niðurstöður úr viðamikilli rannsókn Erlings Jóhannssonar og fleiri á lífsháttum barna og unglunga til þess að faraldurinn sé enn að sækja í sig veðrið og æ fleiri born greinist of þung (5).

Ein af augljósari afleiðingum þess að sífelld fleiri börn og unglingar þyngjast um of er að sykursýki 2 verður æ algengari og greinist í yngri aldurshópum en áður. Greiningar og spar gera ráð fyrir að í Evrópu muni tíðni sykursýki 2 af þessum sökum margfaldast fram til ársins 2020 og ekkert bendir til þess að við förum varhluta af þeirri þróun (6, 7). Eins eykst hætta á meðgöngusykursýki meðal barnshafandi kvenna sem eru of þungar í byrjun meðgöngu, með tilheyrandi áhættu fyrir móður og barn. Þá eru ótaldir aðrir sjúkdómar og kvillar sem tengjast offitu, svo sem hjarta- og æðasjúkdómar, ristilkrabbamein, kæfisvefn, stoðkerfissjúkdómar og fleira.

Orsaka þess að nánast allar þjóðir heims eru að þyngjast úr hófi fram, og það jafnt íbúar þróunarlanda sem vestrænna iðnríkja, hefur meðal annars verið leitað í næringarsamsetningu fæðunnar, mikilli fitu, sykri og fínunnum kolvetnum, ásamt minni líkamlegri áreynslu í daglegu lífi fólks. Vandinn á sér þó væntanlega dýpri rætur í áleitinni markaðssetningu matvara og sölumennsku, þar sem markmiðið er fyrst og fremst meiri neysla, stærri matarskammtar og aukið framboð af girnilegum mat. Þar við bætist tæknivæðing sem gerir okkur kleift að eyða lunganum úr deginum nánast hreyfingarlaus, hvort heldur er í vinnu eða frístundum. Hreyfing og holl fæða eru því í auknum mæli háð upplýstri ákvörðun hvers einstaklings um að lifa heilsusamlegu lífi og afleiðingin er hrópanði ójafnræði til heilsu, þar sem offita einkennir öðru fremur þá sem hafa minni tækifæri til að stunda heilsusamlegt líf.

Niðurstöður úr landskönnun á mataræði voru kynntar fyrr á þessu ári (8). Þar kom meðal annars í ljós að ungir piltar drekka að meðaltali tæpan lítra af gosdrykkjum á dag og að sykurneysla ungs fólks er vægast sagt gífurleg, þar sem 15–20% orkunnar kemur úr viðbættum sykri. Fáar ef nokkrar Evrópuþjóðir skáka íslenskum ungmönnum að þessu leyti. Eins er áberandi hversu lítið er af grænmeti og fiski í fæði ungs fólks enda er brauðhleifur með osti uppistaða í flestum skyndibitum sem eru vinsælir í þeirra hópi. Raunar er grænmetisneysla Íslendinga fátækleg í öllum aldurshópum. Þrátt fyrir aukningu síðustu ára borða Íslendingar enn minnst grænmeti allra Norðurlandþjóða og helmingi minna en ráðleggingar Manneldisráðs segja til um.

Hæð og þyngd, líkamleg áreynsla í frístundum og kyrrsetur fyrir framan sjónvarp voru einnig metin í könnun á mataræði. Fjórdi hver piltur á aldrinum 15–24 ára og rúmur helmingur karla yfir 25 ára reyndist þar vera yfir kjörþyngd, það er BMI >25 (Body Mass Index, líkamsþyngdarstuðull). Þátttakendur voru ekki vigtaðir eða mældir heldur var um sjálfgefna upplýsingar að ræða og hafa rannsóknir sýnt að gera megri ráð fyrir nokkru vanmati á þyngd við slíkar aðstæður. Þrátt fyrir þessar takmarkanir reyndist sterkt neikvætt samband milli hreyfingar og BMI karla, en jákvætt samband var milli fituneyslu og BMI karla. Hlutur kolvetna var hins vegar heldur minni hjá þeim sem töldust of þungir. Hliðstæðar niðurstöður fengust ef þeir sem sögðust vera í megrun voru ekki teknir með í útreikningunum. Hreyfingarleysi og fituríkt fæði voru því þeir þættir sem helst tengdust ofþyngd meðal íslenskra karla í rannsókninni.

Fyrstu opinberu ráðleggingarnar um daglega hreyfingu fyrir Íslendinga birtust fyrir á þessu ári og þá sem hluti af nýjum og endurskoðuðum ráðleggingum Manneldisráðs um mataræði (8). Gömlu manneldismarkmiðin sem margir kannast væntanlega við hafa þar með verið leyst af hólmi. Mörgum hefur hugsanlega brugðið í brún við ráðleggingarnar sem hljóða upp á hvorki meira né minna en 45–60 mínútna hreyfingu á dag við meðalálag, ekki síst þar sem Alþjóðaheilbrigðismálastofnun og fleiri hafa nefnt 30 mínútur á dag sem ákjósanlegt viðmið. Íslensku ráðleggingarnar eru hins vegar samhljóða þeim norrænu sem taka mið af rannsóknum á vægi hreyfingar fyrir líkamsþyngd ekki síður en fyrir einstök líffærakerfi (9). Hálfrar klukkustundar áreynsla á dag kemur hjarta- og æðakerfinu vel, styrkir og stælir, en þegar holdafarið er annars vegar þarf einfaldlega meira til. Daglegar athafnir skipta þar líka meginmáli, svo sem göngur og heimilisstörf, ekki síður en heimsóknir í líkamsræktina.

Sú mikla fjölgun fólks sem á við offitu að stríða um víða veröld endurspeglar breytingar á lífsháttum þar sem kyrrsetur fyrir framan tölvur og sjónvarp haldast í hendur við ofneyslu og ofgnótt. Orsakirnar eru ljósar, það er tími til kominn að bregðast við. Þar skipta aðstæður barna og unglunga mestu máli og jafnir möguleikar þeirra til að lifa heilsusamlegu lífi. Nýstofnuð Lýðheilsustöð hefur því hafið undirbúning að metnaðarfullu verkefni, í samvinnu við sveitarfélög í landinu, þar sem sjónum er beint að næringu og hreyfingu barna. Holl fæða í skóla og aukin tækifæri til leikja og hreyfingar í frístundum og á skólatíma fyrir öll börn er sú heilsuefling sem helst getur orðið hér að liði. Heilsugæslan hefur ekki síður mikilvægu hlutverki að gegna, meðal annars við að styrkja, fræða og hlúa að fjölskyldum barna og hvetja þær til heilsusamlegri lífshátta.

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Fylgiskjal II.

Bretland – Bannað að auglýsa ruslfæði. (Fréttir Ríkisútvarpsins, 14. nóvember 2004.)

Auglýsingar um hamborgara, gosdrykki og annað ruslfæði verða bannaðar í sjónvarpi í Bretlandi, samkvæmt áætlun breskra stjórnvalda um aðgerðir gegn offitu barna. Þá verða sérstakir viðvörunarmiðar settir á matvöru sem inniheldur mikla fitu, salt eða sykur.

Í nýrri áætlun til að draga úr offitu barna á að hvetja framleiðendur og auglýsendur til þess að samþykkja strangar reglur um auglýsingar á ruslfæði, m.a. að þær verði ekki birtar í sjónvarpi fyrr en eftir klukkan níu á kvöldin. Offita er nú einn mesti heilsufarsvandi í Bretlandi. Fjöldi of feitra 6–15 ára barna þrefaldaðist milli ára 1990 og 2001 og fjöldi of feitra 2–4 ára barna hefur tvöfaldast á 10 ára tímabili. Stjórnvöld á Norður-Írlandi hófu fyrr í vetur herferð gegn offitu barna og unglunga en nýjar rannsóknir sýna að í barnaskólum er einn af hverjum fimm drengjum of þungur eða of feitur og ein af hverjum fjórum stúlkum. Upphaflega var ætlunin að banna einungis ruslfæðisauklýsingar þegar barnaefni er sýnt en ástæða þykir til að hafa bannið mun víðtækara þar sem í ljós hefur komið að 70% af sjónvarpsáhorfi barna er á milli klukkan sex og níu á kvöldin. Bannið á að ná til matvöru sem inniheldur mikla fitu, salt og sykur, eins og hamborgarar, kartöfluflogur, gosdrykkir og einnig unnar mjólkurvörur, morgunkorn og jafnvel fiskpinnar. Þá er lagt til að sérstakir miðar verði settar á ruslfæði þar sem skýrt er frá óhollustu matvörunnar. Óhollur matur fær rauðan miða en hollur hvítan, grænmeti og ávextir grænan miða, næringarríkur en feitur matur eins og ostur fær gulan miða. Tvö stór fyrirtæki í matvöruverslun, verslunarkæðjurnar Sainsbury og Tesco, hafa þegar boðað viðvörunarmerkingar á mat þar sem m.a. er tekið mið af ráðleggingum Alþjóðaheilbrigðisstofnunarinnar. John Reid, heilbrigðisráðherra Bretlands, telur að stuðningur almennings sé við þessar aðgerðir sem beinist gegn vaxandi offituvanda barna á Bretlandseyjum.

Fylgiskjal III.

Jóhanna Ingvarsdóttir:

Óhollustan mun oftar auglýst en hollmetið. (Morgunblaðið 22. september 2005.)

Um það bil 20% evrópskra barna á skólaaldri eru of feit, en því ástandi getur fylgt aukin hætta á langvinnnum sjúkdómum. Af öllum þeim fjölda er fjórðungurinn að kljást við offitu, sem er mikill áhættuþáttur hjarta- og æðasjúkdóma auk þess sem líkur eru á fullorðinssykursýki eða öðrum fylgikvillum snemma á fullorðinsaldri eða jafnvel fyrr.

Offita barna veldur sívaxandi áhyggjum um alla Evrópu og því hafa hjartaverndarstofnanir í tuttugu Evrópulöndum ásamt þremur samstarfssamtökum tekið höndum saman um verkefnið „Börn, offita og tengdir langvinnir sjúkdómar sem má

forðast“. Út er komin skýrsla um fyrsta áfanga verkefnisins, en þar er fjallað um markaðssetningu óhollrar fæðu, sem beint er að börnum í Evrópu. Í öðrum áfanga verða kannaðir kostir, sem til greina koma í baráttunni við offitu barna og í þriðja áfanga er fyrirhugað að setja saman tillögu um sam-evrópskt átaksverkefni gegn vandamálinu. Verkefnið hófst í mars 2004 og er ætlað að vara samtals í 32 mánuði. Íslenskur tengiliður verkefnisins er Hjartavernd.

Neysla og hreyfingarleysi

Breytt markaðssetning matvara fyrir börn er aðeins eitt af þeim ráðum, sem hægt er að grípa til, til að draga úr of miklum líkamsþunga. Meira þarf þó til því offita stafar bæði af ofneyslu ákveðinna fæðutegunda og ónógri hreyfingu. Í nýútkominni skýrslu segir að það leyni sér ekki að óhollar vörur eigi yfirleitt hlut að máli þegar verið sé að markaðssetja matar- og drykkjarvörur fyrir börn og ungmenni. Framleiðendur varanna beiti í síauknum mæli samþættum og háþrúðum aðferðum til að koma vörunum á framfæri við börn, með beinum og óbeinum hætti.

Í alþjóðlegri rannsókn, sem fram fór 1996–1999 í fimmtán löndum, kom fram að alls staðar voru matvörur stærsti flokkur auglýstra vara í dagskrárlíðum barna. Það sem langmest var auglýst reyndist vera sælgæti, sætt morgunkorn, snakk og gosdrykkir og allt að 95% auglýsinga matvara í sjónvarpi voru vörur með mikilli fitu, miklum sykri eða salti.

Frjálsræði á vefnum

„Sjónvarpið er mikið notað enda er þar um að ræða mikilvirkt verkfæri til að markaðssetja matvörur, en jafnframt er markaðssetning í skólunum meira og meira stunduð. Við þetta bætist að stöðugt ber meira á ýmsum öðrum aðferðum sem ekki eru eins hefðbundnar. Ein aðferðin og sú sem mest aukning er í, er að koma vörunni á framfæri á veraldarvefnum og það er einmitt sá auglýsingavettvangur þar sem minnst er um lög og reglugerðir. Það er orðið algengt að matvöru fyrirtæki noti saman blöndu af hefðbundnum og óhefðbundnum aðferðum þegar þau beina spjótum sínum að börnum,“ segir í skýrslunni.

„Auglýsendur nota skapandi aðferðir við auglýsingar, sem ætlaðar eru börnum. Þeir hagnýta sér náin tengsl við barnamenningu, eins og t.d. tilvísanir í kvikmyndir og hetjurnar sem birtast í þeim. Þeir beita tilvísunum til leikja barna, gleði, ævintýraþrár, ennfremur til galdra og hugmyndaflugs. Margir auglýsendur hagnýta sér teiknimyndafígúrus eða beita fyrir sig frægum einstaklingum,“ segir enn fremur.

Venjur festar í sessi

Þó öflun samanburðarhæfra upplýsinga hafi reynst mjög erfið, er ljóst að í auglýsingum í barnatímum í sjónvarpi er rekinn mikill áróður fyrir óhollum mat, en afar lítið gert í því að mæla með ávöxtum eða grænmeti og öðrum hollum mat.

Athuganir sýna að matarauglýsingar hafa áhrif á val barna á matvælum, innkaupavenjur þeirra og neyslu, bæði þegar miðað er við vörumerki og við vöruflokka. Í úttekt

Alþjóðaheilbrigðismálastofnunarinnar frá árinu 2002 er nefnt að börn hafi með „því að nauða og rella“ mikil áhrif á kaupvenjur foreldra sinna. Börnin hafi því í raun skapað markaði fyrir alþjóðafyrirtæki. Einnig er því haldið fram að framleiðendur beini markaðssetningu sinni að börnum og unglingum til að festa í sessi matarmenningu, sem byggist á reglulegri og tíðri neyslu gosdrykkja og skyndibita og hvetji til neysluvenja, sem endist fram á fullorðinsár.

Einkennist af ósamræmi

Í skýrslunni er bent á að laga- og reglugerðarumhverfið einkennist af miklu ósamræmi landa á milli. Sums staðar gildi t.d. strangar reglur um þær auglýsingar, sem beint sé að börnum, en annar staðar sé ekkert aðhafst. Þótt flest lönd átti sig á mikilvægi þess að vernda börn fyrir áhrifum auglýsinga almennt, hafi einungis sex lönd sett sérstakar reglur um markaðssetningu matvæla; Bretland, Danmörk, Finnland, Írland, Spánn og Þýskaland. Á hinn bóginn hafa Belgar, Íslendingar, Portúgalir og Ungverjar engar reglur, hvorki sjálfstýrðar né samkvæmt lögum, um auglýsingar á veraldarvefnum svo dæmi séu tekin enda mun vera afarsjaldgæft að reglugerðum sé ætlað að draga úr neyslu óhollrar fæðu.

8.11. Irish Heart Foundation

Policy Options tackling Obesity – Consultation Day, February 16th, 2006

In line with plans with the CHOB project, a consultation day was held in February 2006. Eighteen organisations were represented and provided interesting debate and through the process as outlined to by PORGROW, a consensus was reached on five policies, of which four were also agreed between members of the European Heart Network (EHN).

- The four policy options agreed upon in Ireland and the EHN are:
 - o Controlling of sales of food in public institutions
 - o Change planning and transport policies
 - o Controls on food and drink advertising
 - o Subsidies on healthy foods
- Fifth policy option that Ireland chose:
 - o Improve communal sports facilities
- and fifth policy that EHN chose:
 - o Improve food and health education, in particular (in schools)

- Food Marketing

Joint briefing by Irish Heart Foundation (IHF) and National Heart Alliance (NHA) on food marketing to children to the Joint Government Committee on Health and Children – July 6th 2006

The most significant outcome arising out of the EHN, Irish Heart Foundation and National Heart Alliance work on Marketing of Unhealthy Food to Children was the invitation to present to an all party Government committee on health and children. There are 15 members on the committee and 13 members were present. D Kennedy chair, National Heart Alliance introduced all present and Maureen Mulvihill, Irish Heart Foundation gave a 10-minute presentation. Dr Geraldine Quinn, Food Safety Promotion Board, Dr Muireann Cullen, Food Safety Authority of Ireland and Janis Morrissey, IHF also attended.

Three action points were presented:

- Government should take steps to protect children from all sources of food marketing - in school policies and funding of PE and IT equipment,
- Restrict TV food advertising until a 9pm watershed on Irish television,
- Data collection - need to monitor nature and extent of food marketing to children in Ireland to inform policy makers.

There were a number of questions from the politicians around food labelling and food poverty and the parent's role and education, but in general the politicians were all very supportive.

The Food and Drinks Industry presented after the NHA and IHF and only 3 politicians were present and their arguments were that the Nutrition and Health Foundation was created within the Irish Business and Employers Confederation (IBEC) to look after consumer's health and that increasing physical activity in children is the answer and that there was enough self-regulation in place already.

The Irish Heart Foundation and National Heart Alliance issued a joint press release: There was a lot of media coverage as a result of the briefing (included in the summary at the end of the Food Marketing section) as all national health correspondents attended the briefing.

All documents from the Oireachtas / Government briefing can be accessed on the IHF website at www.irishheart.ie under Advocacy and then National Heart Alliance.

The NHA position paper on 'the Marketing of Unhealthy foods to children' can also be found at the above location on our website and also under publications and information then reports and position statements on our website.

List of media coverage following Oireachtas / Government briefing on 'the marketing of unhealthy food to children', 6th July and other coverage as a result.

06.07.06 NHA & IHF Press Release released to local media and all NHA members and on our website

Newspaper coverage

07.07.06 Irish Times "Call for limit on ads for certain foods to tackle child obesity"- by Olivia Kelly
07.07.06 Irish Independent - "Experts seek ban on junk food ads to cut child obesity" - by Aideen Sheehan
08.07.06 The Star - Ad ban call in fat fight
08.07.06 Irish Sun - Junk the grub ads, the lead to fat kids – by Owen Conlon
08.07.06 Irish Mirror - Fat's enough TV ads – by Sorcha Griffith
07.07.06 Irish Examiner - Ban ads for unhealthy children's food, urges group
13.07.06 Medicine Weekly – IHF defends stance on advertising and obesity – by Sandra Ryan
18.07.06 Medicine Weekly – School league tables needed to tackle obesity epidemic - Lloyd Mudiwa
Clare Champion - Calls to protect children from unhealthy food marketing

TV

Sky News at 10pm

Oireachtas report on RTE 1 11.30

28/11/07 Interview on national TV – RTE 1, 7.00pm, on marketing of breakfast cereals

Radio

- 06/07/06 Q 102, NEWS 1PM, - Childhood obesity levels here could be cut in half if advertising restrictions are in place - medical experts
- 06/07/06 2 FM, NEWS 1PM & 2PM, - Irish Heart Foundation has told the government that two out of three Irish parents are concerned about the marketing of unhealthy food to children
- 06/07/06 NEWSTALK 106, lunchtime, Sarah Carey (10 minutes)
- 07/07/06 RTE RADIO 1, Tom McGurk, (15 minutes) - Heart Foundation calling for ban on fatty foods ads. Interview with Paul Kelly IBEC; Margot Brennan Irish Nutrition and Dietetic Institute and Maureen Mulvihill Irish Heart Foundation
- 07/07/06 NEWSTALK 106, MonCrieff - Childhood obesity - Ban on fast food advertising. Irish Heart Foundation calling for a ban - Vox Pop on this issues - Listener's comments in to the show on this issue
- 10/07/06 CLARE FM, Marian Egan News at 10, (12 minutes) - Margot Brennan of the National Heart Alliance and Joseph Fogarty of Commercial Free Education talking about the campaign to prevent unhealthy food advertising aimed at children.
- 07/07/06 Tipp FM. Interview on with Maureen Mulvihill
- 07/07/06 Inishowen Community Radio in Donegal. Interview with Margot Brennan - Jim White presenter (10 minutes)
- 07/07/06 South East Radio. Interview with Geraldine Quinn
- 11/07/06 Highland Radio. Interview with Margot Brennan with Sean Doherty – presenter
- 12/07/06 Cork103 FM. Interview with Margot Brennan on
- 12/07/06 LIVE95FM. Interview with Maureen Mulvihill and Margot Brennan in Limerick
- 04/09/06 Dublin South East Radio. Sound bite for the news - Janis Morrissey
- West Cork Today FM. Interview with Maureen Mulvihill on Food Marketing to children – 9 minutes

Website coverage

- 06.07.06 Breaking news.ie / Irish Examiner & Sunday Business Post Online: Health groups call for new limits on food marketing to children - Food industry "addressing consumer needs".
- 06.07.06 Irishhealth.com Unhealthy food marketing criticised
- FoodNavigator.com Irish health groups demand clamp down on junk food ads.

Journal articles

- May 2006 Article for Heart Matters - Physical Activity and children and young people. Published by European Heart Network, Brussels.
- May 2006 Article for Fitness News – Marketing of Unhealthy foods. Published by National Certificate in Exercise and Fitness.
- Winter 2006 Article for Cardiology Professional, Published by Medmedia.
- Oct 2006 Article for Heart Matters – Policy Options the Way Forward, Published by European Heart Network, Brussels.

Other general media coverage around food marketing

- Feb. 2006 www.rollercoaster.ie – Irish parenting website – feature on marketing of unhealthy food to children in Ireland.
- 22.06.06 Irish Independent newspaper – “I’m loving it...why bigger is beautiful for the McDaddy” – by Shane Hickey: Irish heart Foundation criticise the launch of a new bigger hamburger from MacDonalDs.
- Irish Independent newspaper – “Bid to ban junk food ads on children’s TV programmes: Irish Heart Foundation propose ban on advertising junk food to children on TV and look to regulate the area

National Heart Alliance food marketing to children subgroup

A food marketing subgroup of the National Heart Alliance have led out on the actions below. Members of this subgroup are Dr Geraldine Quinn, safefood / Food Safety Promotion Board; Dr Muireann Cullen, Food Safety Authority of Ireland, Margot Brennan, Irish Nutrition and Dietetic Institute and from the IHF Janis Morrissey, Yvonne Kelly and Maureen Mulvihill.

The subgroup keeps abreast of new research in the area and while the position paper has not had further amendments, the new research has added further dimensions to presentations in this area.

Meeting with Retail Sector

The NHA Food Marketing Subgroup have met with members of the retail sector, who state that their hands are tied to the extent that they can only provide what they are supplied by industry. A code of practice in relation to food marketing may be developed with the retail sector.

Consumer Association of Ireland (CAI)

The IHF has met the CAI to progress co-operation on food marketing to children – some possible areas of co-operation: strategy to campaign for tighter regulations for children's advertising; possible survey article on children's breakfast cereals

Ofcom Regulations

The Irish Heart Foundation and National Heart Alliance prepared a submission to Ofcom UK with regard to regulations for advertising to children in June 2006. What happens in relation to television advertising in the UK is relevant to Ireland as many English television stations are broadcast here including UTV (ITV), Channel 4, GMTV and children's channels.

The IHF and the NHA both strongly advocated for the implementation of a package that would restrict the advertising of foods high in fat, salt and sugar to the 9pm watershed to protect all children, as children not only view children's programmes but also adult programmes.

Following the publication of regulations, both organisations are submitting on the consultation on the regulations in relation to children's age by December 15th 2006.

TV without Frontiers

Several letters to Irish MEPS were sent from the IHF and the NHA calling for amendments to the directive to better protect children from advertising of unhealthy foods. Letters were sent in April, August and December 2006.

Broadcasting Commission of Ireland (BCI) – Children's Advertising Code

The NHA and IHF both wrote to the BCI again in March 2006, to reiterate that they did not think the regulations in place were enough to protect children against the food advertising shown on Irish television.

Nutrition Guidelines for post primary schools

Members of the NHA food marketing subgroup were invited to attend a consultation day (March 24th) on the Food and Nutrition Guidelines for post primary schools and as a result a piece on food marketing to children has been incorporated into the national guidelines.

Commercial Marketing of Foodstuffs in post primary schools

The Irish Heart Foundation commissioned the National University of Galway to undertake research on levels of commercial marketing with an emphasis on unhealthy foods in 800 second level schools in Ireland. The full report will be published in early

2007 and it is envisaged that we will liaise with key support services for secondary schools to develop support and guidelines on this issue.

- Encouraging that only 45% of schools had a drinks vending machine.
- A significant number of schools (74%) made confectionary available.
- Over half had had a canteen or tuck shop.
- More work could be done to support schools to put a healthy eating policy in place as only one third had healthy eating policies in place.
- The main obstacle to implementing a healthy eating policy is access to local shops.
- 88% did not have a policy in relation to commercial sponsorship.
- Nearly 40% of schools accept sponsorship form commercial companies – mainly for sports and IT equipment.
- 28% of schools were offered information packs by the sponsoring bodies.
- While a small number of schools (13.5%) reported that the amount of sponsorship offered had increased, there is currently no tracking or monitoring of this in Ireland and this was reflected in the 52.5% of schools who answered ‘Don’t know’.
- The main reason for the perceived increase in sponsorship offered was that schools are seen as a marketplace.

Dissemination of NHA policy paper

Review of NHA members use of paper

A major part of the work of the National Heart Alliance was the preparation and publication of a position paper on the Marketing of Unhealthy Food to Children. Much of this work was done by a small core of members – essentially those in the food marketing subgroup - the Irish Heart Foundation (IHF); the Food Safety Authority (FSAI); safefood / the Food Safety Promotion Board (FSPB) and the Irish Nutrition and Dietetic Institute (INDI).

To encourage and prompt wider dissemination and use of the paper, members of the National Heart Alliance were sent a questionnaire in September 2006 to identify the ways in which they had used the NHA Position Paper on Food Marketing since it was completed in November 2005 and their plans for future use. 36% of member organisations replied.

- All agreed that the paper met the objectives of the National Heart Alliance
- Three members found the Position Paper to be useful in working with schools around policy development.
- Four members will use the Position Paper generally in working in the area of nutrition, particularly with children and in advocacy and policy development.
- Five respondents consider the Position Paper to be useful as a reference document for their work or the work of their organisation.

- Other respondents stated that the Position Paper was “excellent”, “informative” or “extremely useful”.
- In total over 1,000 people received the Position Paper.

- Almost 700 members' colleagues including Dieticians, Public Health Specialists, Health Promoters, Teachers and Hospital Administrators.
- Members of the Retail Sector in December 2005. .
- 300 other groups/individuals such as Health Promoting Hospitals' members and the general public.
- In relation to advocating for policy change,
 - the Position Paper was circulated to 168 members of Dáil Éireann.
 - 26 Politicians were present at the launch of the Position Paper.
 - Follow up meetings were held with Minister Sean Power T.D. (Nov 05), Jimmy Deenihan T.D. (Dec 05) and Eamon Ryan T.D. (Feb 06). interviews.
 - Meeting with Joint Oireachtas Committee on Health and Children (6th July 2006) Paper circulated to 15 members of Committee.

Presentations

- World Public Health Nutrition Congress, September 29th Barcelona;

Presentation on behalf of consumer organisations, Maureen Mulvihill, Health promotion Manager, Irish Heart Foundation and National Heart Alliance presented on behalf of consumer organisations on “Food and beverage marketing to children – self-regulation or legislation.”

- American Dietetic Association (ADA);

Poster Presentation September – Margot Brennan (INDI) and Muireann Cullen (FSAI) attended the ADA meeting in Honolulu and presented on Marketing of Unhealthy to Children based on NHA position paper. A great deal of interest was shown in NHA position paper, although NHA hoping to learn from experiences in the US.

Meeting politicians

Two meetings with opposition spokespeople on health – Dr Liam Twomey, Minister for Government, Fine Gael party and Liz McManus, Minister for Government, Labour party will take place before year-end.

- Physical Activity

The physical activity subgroup consists of Dr Catherine Woods and Norah Nelson, Dublin City University; Bernie Priestley, Irish Sports Council; Clodagh Armitage, Health Service Executive South, Yvonne Kelly and Maureen Mulvihill, Irish Heart Foundation.

A summary of evidence on “physical activity, children and young people and the physical environment” has been prepared.

Initial consultation – May 4th 2006

A small consultation day with some key stakeholders was organised to see how the subgroup should progress further – what could be improved in the paper, what could be done policy wise, and to gain an opinion on holding a larger consultation day and gather names of further stakeholders to engage with. This smaller consultation day was held on May 4th and representatives from the built environment and planning and transport participated: Dublin Institute of Technology (DIT), Waterford Institute of Technology (WIT), Revitalising Areas by Planning, Investment and Development (RAPID), Colin Buchanan Transport, Dublin Transport Office and the Department of the Environment and the Institute of Public Health.

Consultation Day 23rd November, 2006 on Physical Activity, Young People and the Physical Environment - Preliminary Policy Options

Planning for physical activity:

- Mixed-use neighbourhoods where residences are located close to all shops and services required for daily living.
- Transportations systems prioritise walking and cycling.
- Lots of space for physical activity – indoor and outdoor areas available, natural and built facilities, accessible to whole population, safe.

Recent World Health Organisation Ministerial conference on counteracting obesity stated that public health considerations and impacts should be prioritised when making economic, trade, agricultural, transport and urban planning policies, and that particular attention must be given to children and adolescents (European Public Health Alliance et al, 2006)

We need to call for health impact assessments by all of these professions. This can be done through dissemination of the paper on the physical environment in order to put in context what their role is.

Need priority for vulnerable road users. Adopt a new hierarchy of transport users for use in all transport decision making:

- Pedestrians
- People with mobility problems
- Cyclists
- Public transport users
- Powered two-wheelers
- Commercial or business users (including delivery vans and HGV's)
- Car borne shoppers and visitors
- Car borne commuters

Also, planners and road engineers should consult transport professionals in the planning stage of new developments and be required to design for PA and active travel at the design stage.

Adoption of the “Woonerf” or “Home zone” approach = street space for living, common space shared by pedestrians, cyclists and low speed motor vehicles. Need to seek opportunities for evaluation of pilot schemes.

Need for immovable, undisputable regulations that govern planning decisions and monitor implementation. For this to work there must be a local “watchdog” (local authorities). Call for adoption of “planning for PA guidelines”. Or call for current development guidelines to become statutory.

Playgrounds, open spaces, facilities for PA – need to be mixed use, central to community, free for high-risk groups, responsive to the communities needs. Developers should be required to provide facilities through “community contributions tax” managed by local authorities.

Every school and every workplace should develop an active travel plan and conduct a needs analysis regarding infrastructure improvements required on key routes. “Active travel coordinators” could facilitate both strategic planning and implementation of infrastructural changes and travel plans.

The Summary of evidence on “Physical Activity, Young People and the Physical Environment” can be found on our website www.irishheart.ie under Advocacy then National Heart Alliance.

Media activity re Consultation day and the above:

Press release issued with one article in national paper (24.11.06 - Irish Examiner – “One hour of exercise can help children avoid obesity” by Conor Kane with picture of walking school bus – organised by Irish Heart Foundation) and some radio interviews on local radio.

National Heart Alliance Meetings

Three NHA meetings took place on 12th December 2005; 12th July 2006 and 13th December 2006.

Two NHA Steering Group meetings were held on June 28th, and 1st December 2006 to discuss developments above and plan meetings.

8.12. Italian Association for the Fight Against Thrombosis (ALT)

Policy measures to prevent childhood obesity and national guidelines

According to the third phase of the project ALT started a consultation among the members of national alliances (CHOB Platform created in the framework of CHOB project and Forum for Cardiovascular Health) in order to:

- Try to come to an agreement on policy options that could be taken forward in Italy to contrast Childhood obesity
- Develop national guidelines for addressing childhood obesity

Target groups are:

- National alliance members (Forum for Cardiovascular Health)
- Members of the CHOB Platform:
 - Health organization
 - NGOs
 - Medical group
 - Government institution
 - Advertiser association

In December 2005 the coordinator started to involve the stakeholders in the third phase of the project aiming to share policy options against child obesity. A list of 20 policy options was presented to all the members involved in the process. The members were representative of main national organisations dealing with obesity and food marketing. The purpose of this phase was to come to a limited number of policy options to be taken forward at national level (around 5 policy options). Each participant was asked to rate the 20 policy options according to different criteria and to comment his own choice. All the data were collected by ALT in a report, indicating the five top priority options for Italy.

The next step, June 2006, was to develop national guidelines based on the above mentioned policies. Once again ALT involved the members of Platform in Italy and of the Forum for Cardiovascular Health in the process. For each of the 5 priority policy options, the overall goal and the concrete objectives were identified.

ALT and the organizations partner, and the way it can be achieved. The official document on national guidelines was sent to European Coordinator on October 2006.

Press conference and events

Obesity and cardiovascular health of children

On 21st September 2006 ALT organized a press conference entitled “Obesity and cardiovascular health of children” in Cremona in order to:

Stimulate the debate on childhood obesity and food marketing
Disseminate the results of the third phase of the project (policy options and guidelines)

Target groups:

- Health professional
- Health organization
- Institutions
- Mass media

The conference held in Cremona gathered health professional dealing with Childhood obesity which, as speakers, presented scientifically the problems related to childhood obesity. Several interventions stimulate an important debate on the disease. Furthermore the event gathered the representatives of health organizations that had the opportunity to present the projects they are implementing to contrast childhood obesity. Moreover the national coordinator of CHOB presented the results of the third phase of the project, speaking about the policy options and the national guidelines.

Jumping on the notes

On 8th October 2006 another event was organized in Cremona, Jumping on the notes.

The objectives were:

- To explain to children and their parents the importance of physical activity to contrast childhood obesity
- To give children the opportunity to play on open air

Target group:

- Children
- Families
- Community in general

It was devoted to children: in the main square of Cremona were organized lots of games (open air) for children in order to promote and to stress the importance of physical activity. The event gathered health professional who explained to children and their parents the importance of a continued physical activity. Furthermore were distributed lots of gadgets to children who took part to the games.

Speaking opportunities for ALT at conferences

Participation of national coordinator as a speaker at the conference “Prevention of Haemostasis and Thrombosis in the Mediterranean” – Otranto 21, 22 April 2006

Objective: Informing health professionals about the objectives of the project and the impact of food marketing to children

The conference was organized by SISET (Italian Society studying Haemostasis and Thrombosis). The event was also a training course for health professional.

Participation of ALT's president as a speaker at the conference "childhood obesity: is it an epidemic disease?" – Naples, 4th April 2006

Objective: Inform health professionals about cardiovascular risk factor in general and, in particular, on obesity. Informing health professionals about the objectives of the project and the impact of food marketing to children

The conference was organized by the "Hospital Santobono", Naples, in order to stimulate a scientific debate on obesity. The event gathered health professional debating the problems related to this disease and its causes.

Press office activity

In the period December 2005 – October 2006 the national coordinator wrote two articles for Heart Matters, the bulletin of the European Heart Network. The first on March 2006 and the second on August 2006: they were written to inform on the ongoing activities in Italy related to CHOB projects.

Furthermore the coordinator wrote an article on CHOB for Salto (ALT's quarterly). Other press activities, concerning with ALT's website, newsletter for members of national alliance have been carried out in this framework.

8.13. Netherlands Heart Foundation

In the framework of the third phase of the CHOB project the Netherlands Heart Foundation organised two meetings on policy options to prevent child obesity. However since the particular situation of the Netherlands (where a industry has signed a Covenant on obesity prevention (Covenant Overgewicht) and where a platform on Obesity (Kenniscentrum Overgewicht) already exists) didn't ask and didn't get support for another initiative on this part we decided to aim our efforts on two other important projects: Hollands Welvaren (the Prosperous Dutch) and Healthwise (Gezonderwijs)

Hollands Welvaren (the Prosperous Dutch)

In the project “Hollands Welvaren” the Netherlands Heart Foundation decided to strengthen its relationship with the Consumentenbond (CB, the Consumer Organisation in the Netherlands and experts in lobbying) in putting food marketing and children higher on the agenda in the Netherlands.

The two organisations decided to join forces and produce a brochure for stakeholders, especially politicians and the industry, called “Hollands Welvaren”. This brochure would outline the problem of obesity and food marketing to children, the arguments against the need to protect children against food-marketing and our joined statements on how to protect children. We opted for a full-colour, luxurious looking brochure that attracts attention and is easy to read.

The purpose of this brochure was agenda-setting and broad dissemination of the implications of the problem of food marketing and obesity. Timing was essential since the Health Minister and industry were supposed to evaluate the special self-regulating code for food products by June 2006, a year after the special food code was accepted into the advertising code of the Netherlands (Reclame Code).

By the time this evaluation was supposed to be finalised, we wanted to have something solid to present our case: protecting children against the enormous overflow of advertising for unhealthy food is still necessary since the new food code and self-regulation doesn't protect children the way it should. The Consumer Organisation had conducted two surveys which showed that very little had changed in spite of the code.

The brochure was ready in June 2006 and consisted of eight chapters:

- American situations in the Netherlands
- What's going on?
- Food marketing to children, how does it work?
- The influence of advertising to children
- Self-regulation
- Solutions and recommendations
- The ten most observed objections

- References

However, since industry did not present its evaluation of the self regulation code, a change of strategy was necessary. Instead of waiting for their evaluation to be finished we decided to present the brochure to the Health Minister at a press conference organised on 5 September 2006. The message was picked up by two different television channels. The issue of food marketing to children and the recommendations of the Netherlands Heart Foundation and the consumer organisation were broadcast in prime time during two 8 minutes programmes. Furthermore two interviews with the directors of the Consumentenbond and the Netherlands Heart Foundation were broadcast on the radio.

Gezonderwijs (Healthwise): a website on nutrition and physical activity for teachers, and school directors

From 2007 primary schools in the Netherlands will be responsible for child care before and after school hours and at lunch time. Although a lot of initiatives, materials and projects have been developed on nutrition and physical activity, information for teachers was scattered and difficult to find. Therefore, the Netherlands Dairy Association, the Nutrition Centre and the Netherlands Heart Foundation decided to build a data base on nutrition and physical activity lessons and materials for primary schools. In offering information on practical issues like meals and free time and a lot of links to useful organisations within the database the website will attract a lot of attention.

A focus group interview was conducted to find out what teachers were looking for and how they used the internet in their search for teaching material and activities. After interpreting the results of the focus group interviews, completing the data base could be started. It took a lot of searches on the internet, telephone-calls and e-mails to create a useful database. Only qualified (based on certain criteria) activities were included in the data-base.

All the information in the database was structured, a look and feel were decided upon and finally the site Healthwise was developed (still under construction, will be introduced in April 2007). With Healthwise, teachers are offered a way to find what they consider interesting in the field of physical activity and nutrition for pupils in their group using a simple search mechanism.

The website shows a virtual school where teachers and school directors can go to the level they want information on (e.g. 3rd grade) and the search mode offers different way of searching for information. The site offers extra information on food policy in schools, school meals, rest moments etc. The website has been pre-tested; teachers graded the website with an 8 even though it was still under construction.

The website Healthwise will be presented in April 2007 at a congress on Nutrition and Physical Activity in primary schools. The event will be organised by the same

organisations that joined forces to develop the website and address the problem of child care responsibility in schools.

Alliance building and advocacy

The Netherlands Heart Foundation decided to prolong the partnership with the Consumer Organisation on the subject of Food Marketing. In January 2007, the Netherlands Heart Foundation will start an action to create awareness among parents and children on the subject of child obesity.

8.14. Norwegian Health Council

The Norwegian Health Association worked on the subject of children and obesity, mainly through its cooperation with the Kostforum and through its own Petter Puls cooking clubs.

The aim of Kostforum is to promote healthy nutrition through advocacy. Norwegian Health Association has chosen to work through this alliance concerning advocacy for more healthy diets in Norway.

Kostforum was established in 2002 and consists of five NGOs:

- the Norwegian Cancer Society
- the Norwegian Diabetes Association
- the Norwegian Association of Heart and Lung Patients
- the Norwegian Association of Asthma and Allergy
- the Norwegian Health Association

Furthermore, the Directorate for Health and Social Affairs and nutrition experts are also represented at the meetings.

Since the start the main objective for Kostforum has been to advocate for free fruit to school children every day.

The other main objective for Kostforum has been to advocate for a signposting scheme similar to the Swedish keyhole.

While working with the project Children and Obesity the members of Kostforum have been important partners; they were invited to discuss the main objectives for reducing child obesity and came to the following agreed objectives:

- Subsidies on healthy foods
- Changing planning and transport policies
- More Physical education in schools
- Food and health education
- Taxes on obesity-promoting foods
- Controlling sales on food in public institution

Norway launches a national action plan for a healthy diet in December 2006.

In December 2006, the Norwegian government launched an action plan for a healthy diet. Eleven ministries are involved in this plan which will have a 5-year duration. The aim of the plan is better health and quality of life through a healthful diet.

Kostforum is positive to the main areas and objectives listed in the plan. However Kostforum commented upon the need for free fruit for school children, signposting of healthful foods, taxes on obesity-promoting foods and subsidies on healthy foods.

Activities that promote physical activity and healthy eating

The Norwegian Health Association has for the past two years offered an educational programme called Petter Puls to pupils in grade 4 - 6. The aim of the programme is to teach children how the heart functions and how the heart is affected by physical activity, diet and smoking.

The programme has been evaluated and the teachers report that they spend more time on teaching health than they used to before and that the children are more physically active.

In the autumn of 2006, the NHA launched the Petter Puls cooking club for children aged 6-12. The children are taught how to cook healthy and fun recipes. The club is after school hours and will be organized by our local branches.

8.15. Slovenian Heart Foundation

Prioritisation of Policy options in the field of children and obesity

On 11 January, the Slovenian Heart Foundation organised a meeting to prioritise policy options in the field of child obesity. For this meeting, the Slovenian Heart Foundation invited institutions and organizations which have an impact on improving the situation in the field of reducing obesity in children and youth

The following 16 organisations participated at the meeting:

- Ministry of Health,
- Ministry of Labour, Family and Social Affairs, Social Affairs Directorate,
- The National Education Institute of the Republic of Slovenia,
- Institute of Public Health of the Republic of Slovenia,
- Municipal Community Ljubljana, Department of Health and Social Welfare,
- Faculty of Education,
- Nutritionists Chamber,
- Slovene Consumers' Association,
- Institute of Public Health Ljubljana, Paediatric Clinic,
- College of Nursery Studies,
- Ledina Primary School,
- Medical Chamber of Slovenia,
- CINDI Slovenia,
- Olympic Committee of Slovenia,
- Slovenian Diabetes Association,
- Slovenian Heart Foundation.

The following points were discussed during this meeting which also served as a network opportunity and alliance building opportunity for the Slovenian Heart Foundation.

- Survey of the situation in the field of children and obesity in Slovenia:
- Efforts made by the Ministry of Health of the Republic of Slovenia in the field of healthy diet
- Efforts made by the Institute for Health Protection of the Republic of Slovenia in the field of healthy diet
- familiarization with official measures for the prevention of child obesity and criteria for evaluation of these measures (EHN)
- selection of 3 to 4 criteria to determine policy options on child obesity
- evaluation of measures proposed in the field of child obesity, establishing also the impact of certain measures on child obesity
- setting up the list of 5 most important priorities for the prevention of child obesity
- agreement on further cooperation and alliance building in this field.

Networking and Alliance building

This first meeting led to a second meeting with professional associates regarding the determination of the “Slovenian action on and guidelines for addressing childhood obesity”, held at Cigaletova 9, Ljubljana on 9 June 2006.

The representatives of the following organizations were present at the meeting:

- Ministry of Health,
- The National Education Institute of the Republic of Slovenia,
- Institute of Public Health of the Republic of Slovenia,
- Faculty of Education,
- Institute of Public Health Ljubljana,
- Ledina Primary School,
- Medical Chamber of Slovenia,
- Slovenian Heart Foundation.

In order support the measures selected in January which might reduce or prevent the occurrence of overweight and obesity in children and youth, the participants at the meeting discussed particular activities to be performed.

An evaluation was made of the existing activities already implemented in Slovenia, the weak points were analysed and suggestions for improvements were proposed. Finally the participants of the meeting came to concrete guidelines for addressing child obesity, to be implemented in Slovenia in the years to come.

Prof Josip Turk attended, as the representative from Slovenian Heart Foundation, the EuroPrevent Congress in Athens, 11-13th May with a report on CHOB project: "The influence of advertising on children obesity" (abstract is published in the European Journal of CVD Prevention & Rehabilitation, May 2006, Vol 13, Suppl.1)

Ass Dr Danica Rotar Pavlič, MD and Prof Josip Turk, MD introduced to the professional public gathered at the Cardiology meeting in Radenci on 26 and 27 May 2006 the relevant study in the contribution entitled »Children, obesity and associated avoidable chronic diseases«.

The meeting was attended by leading Slovenian cardiologists, public health experts, paediatricians, specialists of school medicine, and teachers.

On 31 January 2006 we also presented the CHOB study and our cooperation with EHN to the Minister of Health (Ministry of Health) and agreed about further support with the realization of campaigns within the scope of this project.

The persons present at the meeting were: M Sc Andrej Bručan, Minister of Health, Ass M Sc Danica Rotar Pavlič, President, Prof Dr Josip Turk, Honorary President, and Elizabeta Bobnar Najžer, Executive Director of the Slovenian Heart Foundation.

Communication and dissemination activities

Press conferences

- Press conferences on “Heart and body – friendly breakfast”, Cigaletova 9, Ljubljana:
- Dates: 29 March 2006, 20 September 2006, 16 October 2006
- Objectives
 - o make the Slovenian public acquainted with the activities of the Slovenian Heart Foundation,
 - o introduce the project Children and obesity and its objectives,
 - o create awareness on the obesity problem and incite activities that will help reduce it
 - o information about on-going activities
- Journalists are invited to have heart and body –friendly breakfast. In about a one-hour press conference, the journalists are introduced to the project on Children and Obesity. The Slovenian Heart Foundation also introduced current events and efforts made by other partners in the project in the field of nutrition and health care. The conference receives an increasingly wider response, resulting in newspaper articles and TV broadcasts in all major Slovenian media.

Printed material

The Slovenian Heart Foundation published several **brochures** since December 2005. Particularly the following brochures are intended for children, young people, their parents, guardians and teachers:

- Why a slim waist?
- Physical exercise – source of health«.

The brochures were mainly published to prevent overweight and obesity in children and youth. They are written to be understood by lay public, and contain certain facts in the field of nutrition and physical exercise.

- Children are, from their young age subject to different negative impacts that might result in long-term consequences in the growing-up period.
- It is a well-known fact that most children and young people are improperly nourished in their pre-schooling and schooling period.
- It happens frequently that children go to school without breakfast; many children eat hamburgers, and drink sweet and fizzy beverages.
- Only 13% young people engage in sports.

The brochures were sent to schools, and were distributed at all public activities performed by the Slovenian Heart Foundation. Each brochure was published in 10,000 copies.

A **Poster exhibition** entitled ‘How young is your heart?’ was organised from 23 September – 2 October 2006 in the Town Hall of Ljubljana

The objectives were

- to inform young people about the consequences of consuming products that contain a high level of salt, sugar and fats;
- to remind them of the major influence of media and advertisements on nutrition patterns;
- to raise awareness about the impact of alimentary patterns on cardiovascular diseases appearing later in life.

The Slovenian Heart Foundation prepared expert-guided tours and distributed educational and informative material to people visiting the exhibition.

Other dissemination activities

- Dissemination, supplying information on the CHOB study and its results to Slovenian media, primary and secondary schools, and professional institutions. Date of realization: by 25 October 2006.

Atelier IM made an analysis of the work and results of the CHOB study in Slovenia. They sent a copy to the Slovenian media, schools and professional public for information, reflection and further cooperation in this field. The work was accomplished at the end of October 2006.

Other Events organised by the Slovenian Heart Foundation

- Cycling and trekking event For the Heart, 3 June, Vrhovci Primary School – Pograjski dom – Vrhovci Primary School, Ljubljana

The purpose is to promote physical exercise, and to offer the possibility for active participation. This particular event was attended by 300 people.

- The “Nature – Health” fair, 12 – 14 October 2006, Ljubljana

At the fair we made a presentation of a healthy lifestyle pattern with special emphasis on proper nutrition. We prepared an exhibition of food products carrying the label PROTECTS HEALTH, which is conferred by the Slovenian Heart Foundation. Our stand was attended by over 1500 pupils from different schools across Slovenia. We distributed educational materials of the Slovenian Heart Foundation and discussed healthy diet and physical exercise as a source of health.

- Valentine’s heart, 14 February 2006

Together with the Božidar Jakac Primary School from Ljubljana we organized, on 14 February 2006, a gratis lecture on cardiovascular diseases for 8th grade pupils. Within the scope of this topic a science day was organized at the Božidar Jakac Primary School on 14 February 2006 called »All about the heart«. Pupils were divided in groups. They attended a lecture in the consultancy office For the heart, carried out by the professional associate of the Slovenian Heart Foundation. In terms of content, the lecture dealt with cardiovascular diseases and prevention, with an emphasis on healthy nutrition. After the lecture, we measured the pupils' blood pressure and each pupil received free of charge brochures and a copy of the journal »For the heart«.

The Slovenian Heart Foundation is planning to organize a similar campaign in 2007, which will be performed on larger scale, if schools show interest.

- Preparing the programmes "A healthy and active child", broadcast on local TVs

We prepared and shot a workshop on the theme of healthy and active child, which is ready to be broadcast on TV. It involves a programme on early identification of overweight and obesity (importance and dangers of overweight and obesity in children, how it is established, instructions for taking adequate measures, etc.). The second workshop will be shot at the beginning of 2007.

8.16. Spanish Heart Foundation

Although Spain has one of the highest figures in children's obesity in Europe (16% of children aged 6 to 12 are obese and 26,3% suffer from overweight), we have advanced a lot in the fight against this problem since the starting of the CHOB project in 2004.

In February 2005, the Ministry of Health and Consumer Affairs launched 2005 the NAOS Strategy (Spanish Strategy for nutrition, physical activity and prevention of obesity) to invert the increasing trend of obesity in the country. The key of this proposal is the multisectorial, multidisciplinary and multifactor involvement required to implement and manage this Strategy, which should be sustained over the short, medium and long term. It has been created with the backing of over 80 organisations, including universities, schools, professional colleges, scientific institutions, associations and foundations, amongst them the Spanish Heart Foundation.

The NAOS Strategy is serving as a platform that supports and encourages all initiatives which contribute to achieving the necessary social change in the promotion of a healthy diet and the prevention of a sedentary lifestyle, focused on children and young people.

Besides, the Observatory of Obesity has been created to monitor the development and implementation of the different issues of the strategy. At regular intervals, this observatory will review the interventions so that initiatives which are more successful can be prioritised in the fight against obesity.

The Ministry is doing a huge publicity campaign in all media to help in the achievement of the NAOS objectives and raise general public awareness on the problem and its prevention. To reinforce this, more than 100,000 booklets titled "your children's nutrition" have been edited and distributed.

Being part of the Ministerial strategy, the Spanish Heart Foundation (SHF) has profited the opportunity to spread the CHOB report in different fields and actions, and has counted with the support of the members of the platform formed in occasion of NAOS. We have joined efforts and reached agreements with other institutions, what on one hand has helped us to develop wider informative campaigns and on the other hand has allowed us to consult stakeholders for the development of new political measures and has provided support to dialogue with the governmental institutions (united we stand) in order to implement them.

On the side of publicity, any protection to children was provided when the CHOB project started in 2004.

In June 2005, the "Code of self-regulation of the advertising of food products directed to minors, prevention of obesity and promotion of health" was launched by the Ministry of Health and Consumer Affairs. It has been signed up by the 33 main food producers, representing more than 70% of the investment in publicity. This is the only initiative in Europe that not only regulates the design and dissemination of advertising messages but

also provides the mechanisms to guarantee the control and application of the rules. During the year the Code has been working, 210 ads have been analyzed, 29 of whom were refused, and other 43 modified. In March 2007 the Monitoring Committee will analyse the study made to know the impact of the PAOS Code on the food advertising addressed to children.

Different regional governments are now offering a didactic course addressed to scholars named “Entre anuncios anda el juego”, to teach children the influence of publicity. In 2006, 4.700 lessons were imparted and around 150.000 pupils had the opportunity of learning to analyse the food advertising.

Information on activities and events organised by the SHF on children and obesity.

▪ **Cardiovascular prevention at the Spanish Parliament.**

Purpose: to raise politician’s awareness of the importance to control risk factors and carrying out healthy lifestyles since childhood to prevent cardiovascular diseases, with especial emphasis on obesity as risk factor. The results were covered by media.

Partners: the Spanish Heart Foundation and the Spanish Society of Cardiology, helped by local SHF associations.

Description: members of the parliaments check-up and measured their cardiovascular risk. The campaign started in the Spanish Parliament and the Senate, and it has been carried out at different regional Parliaments after that: Vasco, Canario, Castilla-La Mancha, Extermadura, Valencia, Navarra and Murcia.

- **Article in the magazine “Heart and Health” - “the Youngest world – physical activity and prevention”** A two-page article was written for the magazine “Health & Heart” to be appeared in April 2006, explaining the benefits of a physical activity regular practice in the growing children and its role in preventing obesity.

- **Development of new alliances:** to develop activities on health promotion, especially prevention through correct nutritional habits and regular practice of physical activity.

1. Fundación de Educación para la Salud (FUNDADEPS)
2. Asociación de Clubes de Baloncesto (ACB)
3. Asociación Española de Pediatría
4. Fundación Atlético de Madrid
5. Asociación Española de Prensa (AEP)
6. Fundación para la Diabetes
7. Asociación Española de Dietistas y Nutricionistas (AEDN)

- **“To educate today for a healthy living tomorrow”**
 Around 400 primary scholars participated in this activity, developed from May 30 to June 4 in the framework of the Heart Week. Information was given to groups of scholars accompanied by teachers for them to learn habits of a healthy lifestyle, through games and competitions.
- **“Move up, heart”**. Aerobic sessions at the open air during the Heart Week for young people, with monitors. It was broadcasted on TV.
- **“The Healthy Heart Walk”**. Closing the Heart Week, this walk in sunny morning was shared by all the family to teach them the benefits of a healthy and active lifestyle at the same time they discovered the city sights in family.
- Activities developed on occasion of the **World Heart Day**, who was **dedicated to prevention of Obesity**. The 28th September the Spanish Heart Foundation, the Spanish Society of Cardiology and the SEEDO gave a common press conference at the House of the Heart to raise public awareness of the alarming obesity figures, especially those of children. Very well received by mass media, it appeared widely on TV, radio, press and Internet. The 30th September thousand of brochures with basic advices were distributed to public and different physical activities were offered to attendants.
- **Salón del Gourmet.**

Purpose: With the aim of approaching children and teens to correct nutrition, the SHF participated in this Salon with an activity called “the workshop of senses”.

Partners: XX Salón Internacional del Club del Gourmet

Description: from May 8 to 11th groups of young people participated in this workshop, with commented tasting, debates and samples of the effects of a balanced nutrition in their health.
- **“Move up against childhood’s obesity”**. This agreement with the ACB (Basket Club Association) has been reached in the frame of the NAOS Strategy and the best players of this sport will promote physical activity among youngest as the best way to combat sedentary lifestyles.
- Participation in **two radio programs** to talk about marketing legislation concerning children and obesity in Spain. Effects of the PAOS CODE
- **“To prevent obesity is a healthy idea”**. National campaign to promote healthy lifestyles among scholars. Developed along various months and carried out in different regions of Spain. Made by the Local government, the SHF and the Eroski Foundation. Aimed to educate on the importance of having healthy nutritional habits since childhood.

- **“For your heart’s welfare”** .One-day activity in the main square of Barcelona, with offers to attendants in PA (tai chi, yoga, dance...), nutrition (healthy tasting; more than 10,000 pieces of fruits were distributed) and debates to promote CVD prevention. Made by the SHF, the Sports Federation of Cataluña and Gicor .
- Campaign **“to prevent the obesity is a healthy idea”**. Launched in November 25-26, it has been developed in 15 cities. Different activities as publications, scholar competitions, obesity research grants and an itinerant exposition to promote healthy lifestyles (nutrition and physical activity) as the way to prevent obesity. Made by different partners as Eroski Foundation, Spanish Society of Nutritionists, Five a Day Association, the SHF and Diabetes Foundation

8.17. Swedish Heart-Lung Foundation

Activities performed by organisations within the Swedish Heart-Lung Foundation's network concerning work on children and overweight, primarily targeting marketing of food to children during the years 2005 and 2006.

The Swedish Consumers' Association

In 2005-2006, the Swedish Consumers' Association carried out a number of surveys on the dimension taken by food marketing aimed at children in selected media – direct advertising, comics, TV and the Internet.

In February 2005, the Swedish National Institute of Public Health and the National Food Administration presented a report containing 79 proposals for initiatives to improve public health. One of the proposals concerned the current dimension taken by food marketing aimed at children, which until that time had almost solely concerned unhealthy foods. The National Food Administration and National Institute of Public Health proposed that this type of marketing should be limited.

The report also contained a proposal that Sweden should lobby, at an EU level, to have a ban on TV advertising aimed at children, and a proposal that food marketing in Sweden needs to be monitored (Sweden's National Food Administration, 2005). These proposals were taken up in the political debate in Sweden, in the media and in the Swedish Consumers' Association.

Sweden's neighbours also have problems with increasing obesity, primarily among children. Charting this is therefore a Nordic project and may contribute to surveys, increased debate and concrete action plans within Norway, Finland, Denmark, Iceland, Greenland and the Faroe Islands. However, there are also other reasons for spreading the project to the other Nordic countries. The Nordic countries have similar basic values, many of the languages are closely related and there is a long history of collaboration between the consumer associations of the different countries. In addition, migration into the various countries comprises mainly people from the neighbouring countries.

Sweden's Consumers' Association therefore initiated this project to gain an overall picture of the commercial impact of food advertising aimed at children.

The purposes of the project was:

- To obtain a true picture of the dimension and volume of food advertising aimed at children in selected media.
- To bring about a change in marketing by being proactive.
- To publish results to create public awareness around the problem of food marketing.
- To produce and present a survey instrument that could be used in future studies of advertising in the Nordic region (and in other countries).
- To provide facts and basic data for future action.

- To provide basic data for debate within Sweden and the Nordic countries and Europe.

There are huge gaps in knowledge to be filled here. Examples of some of the questions that the project is intended to answer are:

- What do the adverts look like?
- What sort of food is advertised in different advertising channels?
- How large a proportion of the food in adverts can be regarded as unhealthy?
- Are the adverts clear and separate from other media content?
- Who and what is the young consumer faced with in adverts
- How is brand loyalty created?

Researchers at the University of Lund are responsible for the scientific analysis of the adverts. The channels of advertising being investigated are direct advertising, newspapers, the Internet and TV adverts. The project is financed by the Nordic Council of Ministers and the Swedish Consumer Agency.

During 2005-2006, the Swedish Heart-Lung Foundation's national coordinator for the CHOB-project - Janina Blomberg Aldebo, has been a member of the expert group for the aforementioned project on food advertising aimed at children.

For more information and results from the project contact Jan Bertoft, Secretary-General of the Swedish Consumers' Association. Jan.bertoft@sverigeskonsumentrad.se

Stockholm Consumer Association

Since 1994, the Stockholm Consumer Association (Konsumentföreningen Stockholm, KfS) has been investigating the foods which are marketed to children in foodstores, with the exception of sweets, fizzy drinks, crisps, fruit squashes and ice cream. The purpose is to find out what the market is like, both as regards the nutritional content of foods aimed at children, and the way these foods are marketed. In 2005, there were 55 foods targeting children specifically, of which most were high in sugar and/or fat, with a low dietary fibre content. They were often marketed with toys and items to collect in the packets and/or adverts for various children's films. On the basis of this result, discussions have been held with companies involved, in which KfS has specified requirements for improved nutritional content and less aggressive marketing.

In the summer of 2006, KfS did a follow up of this study to see whether there had been changes on the market, or whether the companies had made changes to the products' nutritional content and/or packaging.

In 2006, salt content has been checked also and the 'safety labelling' about allergens in breakfast cereals was recorded.

Results of the study

- Compared to 2005 the nutritional content has improved in some products and the marketing is less aggressive than before.
- Only two completely new products aimed specifically at children have been launched during the year - Kiviks Fruktstund and Del Montes Fruitini Squeezie – both a form of crushed fruit snack.
- Quaker has brought out unsweetened Kalas Puffar [Sugar Puffs].
- 24 breakfast cereals out of 31 (77 %) contain sugars at levels of 20 % or more. In 2005 this was the case for 25 out of 28 (89 %) of breakfast cereals. Most contain between 30-43 % sugars. Two products contain more than 40 % sugars – honey puffs from ICA and Eldorado. This is equivalent to 10 teaspoons of sugar. In 2005, there were four products containing more than 40 % sugars.
- Two breakfast cereals (Weetos and Coop Honey Bees) have sugar contents that have been lowered by a third, and one (Quaker's Kalas Puffar) by a quarter.
- The content of dietary fibre is still low in a majority of the products.
- Almost a third of cereals contain more than 1.25 g of salt per 100 g.
- Nestlé and Lidl label all breakfast cereals aimed at children with “may contain traces of (allergens)”
- Eight cereal packets contain some form of toy. In 2005, this was the case for eleven packets.
- One of the products investigated contains an advert for a children's film on the packet.
- There has been no great change in the nutritional content of dairy products or biscuits during the year.
- Best in 2006 have been Kelloggs – for toning down the marketing on its packets and for concentrating on sport and exercise, and Quaker – for launching its unsweetened Kalas Puffar.
- Worst in 2006 have been Nestlé for extended allergen labelling, Göteborgs Kex which indicates ‘biscuits containing wholegrain’ in large print on the packet, when the biscuits contain only 12 % wholegrain, and ICA (the grocery chain) which still had its honey puffs on the shelves when this year's survey was carried out, despite having promised to stop manufacturing them.

Major sales changes

- Sales of breakfast cereals aimed at children have fallen in recent years.
- According to figures from AC Nielsen (the market analysis company), sales reduced by 37 % between July 2004 and July 2006.
- Sales of fruit yoghurt went down by 14 % during the same period. It is quite clear that the debate on factors such as the sugar content of foods has had an impact on consumer purchasing.

The National Food Administration in Sweden

The results from the latest major national diet survey among children in Sweden have been issued by the National Food Administration in autumn 2006.

Children eat far too many sweets, fizzy drinks, ice creams, snacks and bakery products! Almost a quarter of their calories come from these foods. The same foods also contain a large proportion of saturated fats and sugar. This is shown by a unique dietary survey carried out by the National Food Administration, which is being presented in the report “The national diet – children in 2003, Food and nutritional intake among children in Sweden”.

Children aged 4, 8 and 11 took part in the survey. The food and drink intake of 2,500 children was written down in diaries. According to Heléne Enghardt Barbieri, nutritionist and supervisor for the survey, the survey shows that the intake of saturated fats, sugar and salt was too high, while the intake of dietary fibres was not high enough.

- Fruit and vegetables: On average, the children ate half the recommended quantity of fruit and vegetables. Only 10 % achieved the recommended quantity of 400 g per day. To obtain the recommended level, children would need to eat twice as much fruit and vegetables, mainly to ingest more fibre and to ensure a better balance in their diet.
- Fizzy drinks and sweets: On average, the children drank around 200 ml of fruit squashes and fizzy drinks per day and ate 150 g of sweets per week. One in ten children drank more than 400 ml of fruit squash and fizzy drinks a day and ate more than 300 g of sweets a week.
- Sugar: Since the study was carried out, we had an intensive debate on sugar in Sweden. However, this survey has primarily dealt with the sugars contained in items such as yoghurts and cereals. “Of course, the sugars in these foods are not good either,” says the National Food Administration’s General-Director, Inger Andersson, “but the fact remains that the real ‘villains of the piece’ are sweets, soft drinks, ice cream and bakery products. Halving consumption of these products would considerably improve children’s diets.

“The survey further reinforces the need for vigorous efforts within society to promote good eating habits among children and to call a halt to overweight and obesity.”

8.18. National Heart Forum UK

Advocacy with UK government, agencies and policy makers

The NHF has been involved in meetings with the food industry and FSA to consider the reformulation of processed foods to reduce calories, fat and sugar.

The NHF met with the prime ministers health adviser to discuss the food and health agenda.

The NHF has continued to provide advice to the Department of Health in England about the development of the obesity social marketing campaign.

The NHF has been involved with the UK Presidency on nutrition and food marketing. See research below. The NHF was involved in the Presidency conference on health inequalities.

The NHF has become a member of a Government sponsored nutrition steering group which includes the chairs and chief executives of industry and the chair of the FSA and the Minister for Public Health. The group is advising on the evaluation of front of pack nutrition signposting schemes.

In September/ October 2006 the NHF organised with the FSA a series of dinners and meetings at the party political conferences on front of pack nutritional signpost labelling and the commercialisation of childhood.

The NHF has continued to advise FSA about salt reduction in processed foods and their national salt public education campaign

The Department of Education was successfully lobbied by the NHF to introduce the food standards produced by the NHF and Caroline Walker Trust. The new standards were introduced in September 2006 for all schools.

The NHF has been advising the Governments Foresight team on obesity prevention.

Regular meetings with the children's commissioner on food marketing to children

The NHF is a member of the governments Food and advertising forum which will make recommendations about controls on the non broadcast HFSS food marketing to children.

Advised Kent County Council about obesity

Formal submissions to government and government agencies

The NHF responded to a consultation by the FSA on the development of a sugar GDA for usage in food packaging signposting.

The NHF responded to the consultation on controls on HFSS advertising to children undertaken by the regulator OFCOM. There were two consultation phases in June and December 2006

NHF has also responded to consultation on school meals in Scotland and the CAP consultation on fruit and vegetables and contributed to the EC's green paper on nutrition and physical activity.

Advocacy with NGO's

During 2006 the NHF has been a co-ordinator of NGO advocacy activities on food and health issues relevant to the prevention of the avoidable chronic diseases. This includes salt reduction in processed foods, advocating a 9pm watershed for food advertising on TV and effective front of pack nutritional food labelling.

The NHF has also been supporting the children's food bill campaign through out the year.

The NHF has been actively supporting the renewal of the NGO - the Food Commission

The NHF was actively involved in the Ministerial obesity conference in Istanbul in November.

Advocacy with European Commission

The NHF held a special meeting of its members on the new green paper on nutrition and physical activity in May.

The NHF presented work on fat taxes undertaken by the NHF and Institute of Fiscal studies at the Transatlantic consumer dialogue conference.

NHF has actively lobbied the EC on the audiovisual media services directive in Brussels throughout the year.

Research

The NHF researched the views of its key members on the priorities for childhood obesity prevention.

The NHF commissioned by the Department of Health to produce a report for the UK Presidency on food marketing policy in 7 countries not included in the original CHOB study on food marketing. This report was integrated into a special presentation at the UK health inequalities presidency event in London.

In 2006 the NHF produced an in depth research report on FOP labelling systems which will be shared with the high level nutrition group in England and possibly the EU platform.

The NHF held an expert seminar on food taxes and subsidies with the RCP in March 2006.

From September 2006 The NHF began undertaking a feasibility study on developing a GLOBALink for nutrition and physical activity which will have benefits for the UK and the whole of Europe.

The NHF has commissioned a series of expert research papers on how to make the built and transport environment more conducive to the promotion of physical activity. This work is being undertaken in partnership with the Commission of the Built Environment and Living Streets.

The NHF is undertaking quantitative modelling on the obesity epidemic over the next 50 years as part of the governments Foresight project.

The NHF is undertaking a policy and science review of sugars and chronic disease.

National campaigns

The NHF has been working with the Heart of Mersey in trying to get the UK government to provide more favourable subsidies to low fat milk for schoolchildren.

The NHF has been actively campaigning on food marketing controls and front of pack labelling all year. The NHF took out a judicial review of OFCOM's decision not to consult on a 9PM watershed ban for TV advertising.

Primary care resources

The NHF has produced a primary care toolkit on obesity prevention which is endorsed by the Department of Health, National Institute of Clinical Excellence and Royal Medical and Nursing colleges. The toolkit is available as a free downloadable PDF on line for the NHF website.

The NHF continued to disseminate its primary care toolkit on nutrition through out the year.

The NHF has reviewed and re- launched its website in 2006.

Conference presentations hosted meetings

The NHF held a full members meeting on obesity in March 2006.

The NHF organised a national seminar on obesity in May.

NHF presented on obesity prevention at a regional conference in Northern England in October and in Wales in September.

The NHF organised a seminar in May on the European Commissions green paper on nutrition and physical activity.

The NHF organised with the South Asian Health Foundation a conference on CHD and populations of Asian descent in December 2005

RCP seminars on social marketing, fiscal measures and socially responsible investment.

Presented at the Westminster Diet and health conferences.

Media

Media log and press releases attached

Annex to the section of the National Heart Forum

Press releases issued by the National Heart Forum from May to end of June 2006 are as follows:

- New government standards could reverse 25 years of neglect -19 May 2006
- Doctors, teachers and children's charities prepare to take broadcast regulator to court - 23 May 2006
- Lightening the Load: tackling overweight and obesity - 12 June 2006
- Ofcom attempts to scare health and children's charities from taking legal action - 16 June 2006
- Ofcom yields to pressure an opens up consultation on junk food ad ban up to 9pm - 21 June 2006

Media Monitoring from 1 May until 6 July 2006

1 May 2006	Ofcom meetings with the food industry during consultation	BBC Investigations Unit	NHF provided background on Ofcom meetings with the food industry during the consultation period for the BBC Radio news programme feeds.
3 May 2006	Request for health stories to investigate on Face the Facts	BBC Radio 4 Face the Facts	Request for health stories to investigate on the Face the Facts radio programme.
8 May 2006	Should ice-cream vans be banned outside schools?	Children Now magazine	JL asked to contribute an opinion piece to a debate whether ice-cream vans should be banned outside schools. Passed on to the Caroline Walker Trust.
10 May 2006	Request for NHF to be profiled as a heart charity	Spread it! magazine	Request for a 300 word profile of NHF as a leading heart charity. Decided to decline the offer as sponsored by Flora margarine.
15 May 2006	Traffic-light food labelling	Woman's Weekly magazine	PL provided comment and information on traffic-light food labeling for a feature.
19 May 2006	DFES school food guidelines	BBC Radio 4 'Today' programme	PL interview for background story, expert view and information.
19 May 2006	DFES school food guidelines	BBC TV News 24	PL invited for a live television interview but PL, JL and TM all unavailable
22 May 2006	Ofcom judicial review	BBC News gathering	Gathering information and stories for the BBC news diary
23 May 2006	Ofcom judicial review	BBC Radio Five Live breakfast news	JL live interview about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	BBC Three Countries Radio	JL live interview about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	The Daily Mail newspaper	Feature and JL quoted about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	The Guardian Media section	Feature and JL quoted about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	BBC News Online	Feature and JL quoted about the Ofcom judicial review and the

			9pm watershed.
23 May 2006	Ofcom judicial Review	The Times newspaper	News story about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial Review	The Financial Times newspaper	News story about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	The Scotsman newspaper	News story and JL quoted about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	Ananova UK News	News story and JL quoted about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	Yahoo News UK and Ireland	News story and JL quoted about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	Aberdeen Evening Express	Feature and JL quoted about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	Extensive coverage in the 'This is' Oxford, Brighton etc... local newspaper franchise	Various news stories about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	Life Style Extra News	News story JL quoted about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	Norwich Union News	News story with JL quoted about Ofcom JR.
23 May 2006	Ofcom judicial review	BBC Radio Five Live business news	PL invited to do a live radio interview about Ofcom and the 9pm watershed.
23 May 2006	Ofcom judicial review	Brand Republic magazine	Feature and JL quoted about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	C21Media magazine	Feature and JL quoted about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	New Nutrition Business magazine	Feature and PL quoted about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	FMCG News Business magazine	Feature about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	Food and Drink Europe News	News item about the Ofcom judicial review and the 9pm watershed.

23 May 2006	Ofcom judicial review	Diabetes UK News	News item about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	The Lawyer magazine	News story about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	Third Sector magazine	News story and JL quoted about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	Which? magazine	Feature and JL quoted about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	Sky TV News website	News story and JL quoted about the Ofcom judicial review and the 9pm watershed.
23 May 2006	Ofcom judicial review	BBC Radio 2 Chris Evans Show	JL live interview about the Ofcom judicial review and the 9pm watershed.
24 May 2006	Ofcom judicial review	Children Now magazine	News story and JL quoted about the Ofcom judicial review and the 9pm watershed.
26 May 2006	Ofcom judicial review	The Financial Times newspaper	Letter about NHF Ofcom campaign from Ed Mayo chief executive of National Consumer Council.
5 June 2006	Ofcom judicial review	Public Health News	JL one page opinion piece on Ofcom and the 9pm watershed.
5 June 2006	Ofcom judicial review	Public Health News	News article about the Ofcom judicial review and 9pm watershed.
5 June 2006	Ofcom judicial review	Press Association PA News	Journalist wanted an update on the Ofcom judicial review.
5 June 2006	Ofcom judicial review	Financial Times newspaper	Consumer Industries Correspondent wanted an update on the Ofcom judicial review.
6 June 2006	Obesity Toolkit	Stroke News magazine	The editor commissioned an article on the Obesity Toolkit. CG written.
7 June 2006	Ofcom judicial review	Financial Times newspaper	NHF mentioned in an article about MPs putting pressure on Ofcom to rethink the 9pm watershed.
8 June 2006	Quality of children's food on	Independent on	Does children's food on planes

	planes	Sunday newspaper	pass the Jamie Oliver test?
9 June 2006	Women and heart health	Reader's Digest magazine	A Healthy Heart for European Women report featured in an article.
13 June 2006	Ofcom judicial review	Media Week magazine	Article on the Ofcom 9pm watershed option.
13 June 2006	Obesity Toolkit	All Party Parliamentary Obesity Newsletter	News item on the launch of the obesity toolkit
13 June 2006	Ofcom and junk food advertising before 9pm	The Guardian Unlimited website	Felicity Lawrence's blog called Comment is free...covered our Ofcom campaign
14 June 2006	Ofcom and junk food advertising before 9pm	The Times newspaper	JL quotes on the FSA comments on the Ofcom consultation
14 June 2006	Ofcom and junk food advertising before 9pm	The Publican	Article on the Ofcom 9pm watershed option.
15 June 2006	Ofcom and junk food advertising before 9pm	The Earth Times	Article on the Ofcom 9pm watershed option.
15 June 2006	Ofcom and junk food advertising before 9pm	Sky News Online	NHF mentioned re the FSA comments on the Ofcom consultation.
15 June 2006	Ofcom and junk food advertising before 9pm	Daily Mail newspaper	NHF mentioned in a ban the junk food adverts feature.
15 June 2006	Ofcom and junk food advertising before 9pm	The Guardian Society Section	Article on the Ofcom 9pm watershed option.
15 June 2006	Ofcom and junk food advertising before 9pm	World Advertising and Marketing News	Article on the Ofcom 9pm watershed option.
15 June 2006	Ofcom and junk food advertising before 9pm	The Scotsman newspaper	Article on the Ofcom 9pm watershed option.
15 June 2006	Ofcom and junk food advertising before 9pm	The Yorkshire Post newspaper	Article on the Ofcom 9pm watershed option.
15 June 2006	Ofcom and junk food advertising before 9pm	Reuters News	Article on the Ofcom 9pm watershed option.
15 June 2006	Ofcom and junk food advertising before 9pm	The Press Association	Article on the Ofcom 9pm watershed option.
15 June 2006	Ofcom and junk food advertising before 9pm	BBC News Online	Article on the Ofcom 9pm watershed option.
15 June 2006	Ofcom and junk food advertising before 9pm	Brand Republic magazine	Article on the Ofcom 9pm watershed option.
16 June 2006	Ofcom and junk food advertising before 9pm	The Times newspaper	JL quotes to the Consumer Editor about the Ofcom 9pm watershed option.
16 June 2006	Ofcom and junk food advertising before 9pm	The Guardian newspaper Media Section	JL quotes in an article on Ofcom and the 9pm watershed.
17 June 2006	Ofcom and junk food	The Guardian	JL quotes in an article on

	advertising before 9pm	Unlimited (Health)	Ofcom and the 9pm watershed.
17 June 2006	Ofcom and junk food advertising before 9pm	The Daily Mail newspaper	NHF mentioned in an article on Ofcom and the 9pm watershed.
19 June 2006	Ofcom and junk food advertising before 9pm	The House Magazine (House of Commons magazine)	Lord Nic Rea mentions NHF's campaign in an article 'Taking candy from a baby'.
19 June 2006	Food labelling and nutritional information schemes	The House Magazine (House of Commons magazine)	Dame Deirdre Hutton refers to the NHF stance in an article on food labeling.
21 June 2006	Ofcom and junk food advertising before 9pm	The Financial Times newspaper	JL quotes on Ofcom and the 9pm watershed.
21 June 2006	Ofcom and junk food advertising before 9pm	The Guardian Unlimited	Information for an article on the 9pm watershed.
21 June 2006	Ofcom and junk food advertising before 9pm	Daily Mail newspaper	JL provided information for an article on the 9pm watershed.
22 June 2006	Ofcom and junk food advertising before 9pm	Media Week magazine	News story about Ofcom and the 9pm watershed.
22 June 2006	Ofcom and junk food advertising before 9pm	Daily Mail newspaper	JL interview about Ofcom and the 9pm watershed.
22 June 2006	Ofcom and junk food advertising before 9pm	Food Manufacturer magazine	JL interview about Ofcom and the 9pm watershed.
22 June 2006	Ofcom and junk food advertising before 9pm	Health Service Journal	News story about Ofcom and the 9pm watershed.
22 June 29006	Ofcom and junk food advertising before 9pm	Financial Times newspaper	News story about Ofcom and the 9pm watershed.
22 June 2006	Ofcom and junk food advertising before 9pm	The Guardian newspaper	News story about Ofcom and the 9pm watershed.
22 June 2006	Ofcom and junk food advertising before 9pm	BBC News Online	News story about Ofcom and the 9pm watershed.
23 June 2006	Ofcom and junk food adverting before 9pm.	The Times Business section	JL quoted in a news story on Ofcom and the 9pm watershed.
23 June 2006	Ofcom and junk food adverting before 9pm.	The Times Media section	Opinion column on the proposed junk food advert ban
25 June 2006	Ofcom and junk food advertising before 9pm	Sunday Herald newspaper	JL quoted in a feature on Ofcom and the 9pm watershed.
26 June 2006	GM ice-cream that makes you slim	County Tipperary Radio	JL asked to do a live radio interview but passed it on to Richard Watts at Sustain.
26 June 2006	GM ice-cream that makes you slim	The Times newspaper	JL quoted in an article on GM ice cream and weight control.
26 June 2006	GM ice-cream that makes you slim	Spannish and Latin American Radio	JL asked to do a live radio interview but passed it on to Richard Watts at Sustain.
30 June 2006	Ofcom and junk food advertising before 9pm	'Today' programme BBC Radio 4	PL live radio interview about the Ofcom consultation.
30 June 2006	The economics of obesity	Mail on Sunday	PL quotes in a double page

		newspaper	spread on the economics of obesity.
3 July 2006	The Ofcom TV advertising consultation	Public Health News magazine	NHF featured in an article on the Ofcom consultation.
3 July 2006	Ofcom and junk food advertising before 9pm	Financial Times newspaper	Letter to the editor in response to an Ofcom article.
5 July 2006	Ofcom and junk food advertising before 9pm	The Press Association newswire	NHF response given to a food industry press release about Ofcom and the 9pm watershed
5 July 2006	Ofcom and junk food advertising before 9pm	LBC Radio	JL live radio interview about NHF response to industry press release about the 9pm watershed for junk food adverts
5 July 2006	Ofcom and junk food advertising before 9pm	BBC News Online Health section	JL quoted in an article on the food industry response to the Ofcom consultation options
6 July 2006	Ofcom and junk food advertising before 9pm	The Daily Mail newspaper	JL quoted in an article on the food industry response to the Ofcom consultation options
6 July 2006	Ofcom and junk food advertising before 9pm	The Independent newspaper	NHF quoted in an article on the food industry response to the Ofcom consultation options
7 July 2006	Ofcom and junk food advertising before 9pm	BBC Radio Manchester	JL live radio interview about the food industry response to the Ofcom consultation

Media Monitoring - July 2006 to September 2006

3 July 2006	The Ofcom TV advertising consultation	Public Health News magazine	NHF featured in an article on the Ofcom consultation.
3 July 2006	Ofcom and junk food advertising before 9pm	Financial Times newspaper	Letter to the editor in response to an Ofcom article.
5 July 2006	Ofcom and junk food advertising before 9pm	The Press Association newswire	NHF response given to a food industry press release about Ofcom and the 9pm watershed
5 July 2006	Ofcom and junk food advertising before 9pm	LBC Radio	JL live radio interview about NHF response to industry press release about the 9pm watershed for junk food adverts
5 July 2006	Ofcom and junk food advertising before 9pm	BBC News Online Health section	JL quoted in an article on the food industry response to the Ofcom consultation options
6 July 2006	Ofcom and junk food advertising before 9pm	The Daily Mail newspaper	JL quoted in an article on the food industry response to the Ofcom consultation options
6 July 2006	Ofcom and junk food advertising before 9pm	The Independent newspaper	NHF quoted in an article on the food industry response to the Ofcom consultation options
7 July 2006	Ofcom and junk food advertising before 9pm	Lloyds Pharmacy Radio	PL live radio interview about the food industry response to the Ofcom consultation
7 July 2006	Ofcom and junk food advertising before 9pm	BBC Radio Manchester	JL live radio interview about the food industry response to the Ofcom consultation
11 July 2006	Ofcom and junk food advertising before 9pm	BBC Radio Solent	PL radio interview about the food industry response to the Ofcom consultation
16 July 2006	Proposals for a 'fat tax' and the economic aspects of growing obesity	Mail on Sunday newspaper	PL interview presented in a panel within a double page spread.
24 July 2006	Ofcom and junk food advertising before 9pm	BBC Radio 4 You and Yours	JL 20 minute radio interview about industry responses to the Ofcom consultation.
26 July 2006	Tony Blair's public health speech	LBC Radio	PL live radio interview on the need for traffic-light food labelling and the 9pm watershed.
28 July 2006	Ofcom and junk food advertising before 9pm	The Guardian newspaper	JL quoted in a feature on whether children's television is in danger from the ban on junk food advertising.
5 August 2006	Food advertising to children	Public Health	JL co-author of an article on

		Nutrition journal	food advertising to children
7 August 2006	Junk food and children	First magazine	JL quoted on junk food advertising and children
25 August 2006	Obesity rates in the UK	The Press Association	JL interview for PA News about soaring obesity rates in the UK.
31 August 2006	Progress towards healthy school food	Public Service Review journal	PL invited to write 1200 feature on moves towards healthy school food in the UK
31 August 2006	Education – in the broadest sense - related stories requested	The Learning Curve BBC Radio 4	Healthier school food and the new CWT nursery guidelines suggested
31 August 2006	NHF campaigns for 2007	GM TV television	Information given on our ongoing campaign issues for 2007 such as traffic light food labelling and junk food advertising on TV to children.
4 September 2006	Food labeling and GDAs	Children Now magazine	JL quoted on the food company GDA labelling schemes.
5 September 2006	How to prevent heart disease	Lloyds Pharmacy Live Radio	Suggested Alan Maryon-Davis do the 20 minute radio interview
5 September 2006	Commercialisation of childhood fringe debate	The Grocer magazine	Wants to attend our Labour party conference fringe event
8 September 2006	Traffic-light food labelling	The Daily Telegraph	Letter sent in response to an article by Tom Stevenson.
13 September 2006	Commercialisation of childhood conference fringe event	The Sunday Telegraph	Interested in interviewing the speakers at our Lib-Dems fringe event.
14 September 2006	Traffic-light food labelling	Farming Today BBC Radio 4	PL radio interview with Clarissa Dickson Wright.
15 September 2006	Traffic-light food labelling	Sunday Telegraph newspaper	JL quotes about traffic-light food labeling and other contenders.
15 September 2006	Children's consumption of green vegetables	Sunday Times newspaper	Information proved on children's fruit and vegetable consumption in the UK.
18 September 2006	Commercialisation of childhood conference fringe event	The Guardian newspaper Unlimited	PL interviewed for possible news story on NHF's commercialisation of childhood fringe event.
18 September 2006	Cycling to school	The Scotsman newspaper	Wanted figures on cycling to school now and in the 1960s.
25 September 2006	Ofcom and the 9pm watershed	DeHavilland Newswire	News item on Ofcom and the 9pm watershed.
25 September 2006	Ofcom and the 9pm watershed	The Guardian newspaper	JL interview with Health Editor but not reported in final edition

25 September 2006	Ofcom and the 9pm watershed	Media Week magazine	News item on Ofcom and the 9pm watershed.
25 September 2006	Ofcom and the 9pm watershed	Marketing Week magazine	News item on Ofcom and the 9pm watershed.
25 September 2006	Ofcom and the 9pm watershed	Brand Republic magazine	Article on Ofcom and the 9pm watershed.
25 September 2006	Ofcom and the 9pm watershed	LBC Radio	JL radio interview on Ofcom and the 9pm watershed.
25 September 2006	Ofcom and the 9pm watershed	Sky TV News	Producing a pre-recorded package for when the Ofcom decision is out.
26 September 2006	Ofcom and the 9pm watershed	Press Association News	News item on Ofcom and the 9pm watershed
26 September 2006	Ofcom and the 9pm watershed	Independent Radio News	PL radio interview on Ofcom and 9pm watershed
26 September 2006	Ofcom and the 9pm watershed	World Advertising Research Centre News	News story on Ofcom and the 9pm watershed for a worldwide audience
26 September 2006	Ofcom and the 9pm watershed	Press Association's Dash24.com	News story on 9pm watershed for a public sector audience
26 September 2006	Ofcom and the 9pm watershed	Media Week magazine	News story on Ofcom and the 9pm watershed
26 September 2006	Ofcom and the 9pm watershed	Life Style Extra News	News story on Ofcom and the 9pm watershed
26 September 2006	Ofcom and the 9pm watershed	Radio Glasgow	Discussion about our Ofcom response research. OCC.
26 September 2006	Ofcom and the 9pm watershed	Nottingham Evening News	News story on Ofcom and the 9pm watershed
26 September 2006	Ofcom and the 9pm watershed	BBC Radio West Midlands	JL radio interview on Ofcom and 9pm watershed.
26 September 2006	Ofcom and the 9pm watershed	BBC Radio 5 Live	JL radio interview on Ofcom and 9pm watershed.
26 September 2006	Ofcom and the 9pm watershed	Sky TV News website	News article on the 9pm watershed.
26 September 2006	Ofcom and the 9pm watershed	ITV News website	News article on the 9pm watershed.
26 September 2006	Ofcom and the 9pm watershed	Ananova News	News article on the 9pm watershed.
26 September 2006	Ofcom and the 9pm watershed	The London Paper	Feature on Ofcom and 9pm watershed.
26 September 2006	Ofcom and the 9pm watershed	The Scotsman newspaper	News article on the 9pm watershed.
26 September 2006	Ofcom and the 9pm watershed	BBC Radio Wales	PL live radio interview on the 9pm watershed.
26 September 2006	Ofcom and the 9pm watershed	The Guardian Media Section	Feature on Ofcom the 9pm watershed.

NHF Press Releases October – December 2006

- More funds needed to tip the scales in the obesity battle - 13 December 2006
- Supermarkets have a responsibility not to widen health inequalities says National Heart Forum - 01 December 2006
- Initial Response to OFCOM announcement on restrictions of junk food advertising to children - 17 November 2006
- Loopholes on brand advertising and sponsorship could scupper junk food advertising ban - 26 October 2006
- Ofcom opinion research shows support for 9pm watershed for junk food advertising - 09 October 2006

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1 October 2006	Ofcom and the 9pm watershed	The Sunday Post Republic of Ireland	News story on Ofcom and the 9pm watershed.
3 October 2006	Food, family life and health (sitting round the kitchen table)	BBC TV documentaries unit	Planning a programme about diet, family life and health, so wanted information.
3 October 2006	Young people and smoking	Twenty-Twenty Television	Documentary team want to talk to teenagers about their views on smoking. Suggested ASH.
3 October 2006	School food and Jamie Oliver's campaign	The Daily Express	NHF quotes for a news item on Boris Johnston's comments on Jamie Oliver's school food campaign.
5 October 2006	Ofcom and the 9pm advertising watershed.	The Daily Mail	JL quotes and update on Ofcom and 9pm advertising watershed.
5 October 2006	Junk food and its effects on children.	The Times Body and Soul section	JL quotes on junk food, advertising and children.
6 October 2006	New marketing expert at DH from food industry.	The Observer	PL contacted for views on former Nestle / Kraft employee working on DH obesity project.
9 October 2006	Ofcom TV advertising research released	Media Week magazine	JL comment on the Ofcom TV advertising research released.
October issue 2006	NHF obesity toolkit	Cardiometabolic Risk and Weight Management journal	Article and review of the NHF Lightening the Load obesity toolkit
10 October 2006	Latest obesity statistics	Liverpool Echo newspaper	Case studies of kids suffering bad nutrition. Suggested BHF.
10 October 2006	Ofcom and the 9pm advertising watershed.	Yorkshire Post newspaper	NHF campaign featured in an article on 9pm watershed
10 October 2006	Latest obesity statistics	Press Association News wires	NHF comment on latest obesity statistics and TV interview.
10 October 2006	2012 Olympics defending McDonalds sponsorship	Evening Standard newspaper	TM quotes on chief executive 2012 Olympics defending McDonalds sponsorship.
10 October 2006	McCain oven chips putting songs about chips into Christmas pantomimes.	Dartford Times newspaper	TM quotes on McCain oven chips are getting songs about chips into Christmas pantomimes.
13 October 2006	Ofcom and junk food advertng to children	Environmental Health News	'Scooby don't - junk food companies told' feature.
13 October 2006	Ofcom and the junk food advertising ban	Media Week magazine	JL quotes on Ofcom and the proposed junk food ad ban.
16 October 2006	Ofcom set to reject the junk food advertising ban?	The Times newspaper	NHF mentioned in an article on Ofcom set to reject junk food advert ban.

16 October 2006	Ofcom and the junk food advertising ban	Marketing magazine	NHF contacted to see if last minute lobbying on junk food.
16 October 2006	Sugar and fat reduction in processed foods.	The Times newspaper	JL quotes to consumer editor about sugar and fat reduction in processed foods.
16 October 2006	Reduction of trans fats in processed foods	The Press Association newswire	NHF asked to comment on the reduction of trans fats in processed foods.
18 October 2006	Ofcom and the junk food advertising ban	Financial Times newspaper	Joint letter published about Ofcom and junk food ads.
20 October 2006	Corporate social responsibility and NGOs / charities	The Guardian newspaper	Request for company case studies and comment on CSR.
24 October 2006	Building Health and active travel	Public Service Review journal	PL commissioned to write a feature on Building Health, design and active travel.
27 October 2006	Ofcom story - MPs warned of loophole	Marketing Week magazine	News story about NHF and Sustain letter to MPs.
27 October 2006	Ofcom story - MPs warned of loophole	Brand Republic magazine	JL and RW quoted - NHF and Sustain letter to MPs.
27 October 2006	Ofcom story - MPs warned of loophole	The Guardian newspaper	JL and RW quoted - NHF and Sustain letter to MPs.
27 October 2006	Ofcom story - MPs warned of loophole	Daily Telegraph newspaper	News story about NHF and Sustain letter to MPs.
27 October 2006	Alcohol taxes	The Times newspaper	Letter sent to The Times about alcohol and soft drink taxes.
27 October 2006	Ofcom story - MPs warned of loophole	World Advertising Research Centre News	News story about NHF and Sustain letter to MPs.
29 October 2006	Ofcom story - MPs warned of loophole	The Observer newspaper	News story about NHF and Sustain letter to MPs.
30 October 2006	Ofcom story - MPs warned of loophole	Press Association newswire	JL interview for potential news story about Ofcom loopholes.
31 October 2006	Trans fats - in the wake of KFC removing from their food	Press Association	JL interview about what trans fats are and what they do.
31 October 2006	Junk food advertising on television to children statistics	BBC TV Breakfast News	JL interview about trends and analysis of the figures.
1 November 2006	Traffic-light food labelling and GDAs	The Grocer magazine	JL letter to the editor about traffic-light food labeling.

This report was produced by a contractor for Health & Consumer Protection Directorate General and represents the views of the contractor or author. These views have not been adopted or in any way approved by the Commission and do not necessarily represent the view of the Commission or the Directorate General for Health and Consumer Protection. The European Commission does not guarantee the accuracy of the data included in this study, nor does it accept responsibility for any use made thereof.