

**Flash Report**  
**EU Platform on Diet, Physical Activity & Health**  
**High Level Group on Nutrition and Physical Activity**  
**Plenary Meetings and Joint Meeting**  
**of 28 and 29 November 2011**  
**Conclusions of the Chair**



The High Level Group on Nutrition and Physical Activity and the EU Platform on Diet, Physical Activity & Health held their regular meetings, as well as a Joint Meeting on 28 and 29 November 2011. The meetings aimed at sharing information and exchanging views on current developments in implementation of the EU Nutrition Strategy.

**Commissioner for Health and Consumer Policy John Dalli took part in the Joint Meeting** to take stock of progress since 2010 when he addressed both fora on the occasion of the Strategy's mid-term progress report. Summary of the Commissioner's speech can be found on the second page.

**EU Platform on Diet, Physical Activity & Health - 28-11-2011**

The plenary session of 28 November 2011 focused on marketing and advertising, which is an area of increasing interest with regard to children and foods high in fat, sugar and salt.

**The Norwegian secretariat of the WHO European Network on reducing marketing pressure on children** presented an initiative that helps to share best practices on reducing marketing to children. More specifically - marketing of foods and beverages which are high in salt, energy-dense and micronutrient-poor.

The **Union of European Soft Drinks Associations (UNESDA)** informed about the evolution of compliance of their members to their commitments. According to UNESDA, there is a 95% compliance rate in the commitment not to make available products in vending machines in primary schools and up to 100% compliance in the commitment not to advertise to children under the age of 12 (on TV, in print and online).

**The World Federation of Advertisers (WFA)** presented the 2011 monitoring results of the EU Pledge. WFA acknowledged that due to the change of the monitored Member States and the increase of the number of participating companies, the impact had to be lower in comparison with the previous year. The results demonstrated a 99.1% compliance rate for TV, while for print and online it reached 100%.

**WFA also announced the strengthening of the EU Pledge as of 2012 by including:**

- \* A stricter definition of advertising to children: audiences with >35% children under the age of 12 off limits, instead of 50%;
- \* Extension of the commitment to cover company-owned websites. Websites for products that do not meet nutritional criteria shall not be designed to appeal to children under the age of 12;
- \* Increase of member companies from 11 in 2008 to 20 in 2012.

This was acknowledged as an important improvement of the existing EU Pledge. The Chair asked for specific examples of the estimated impact of the commitments (especially expected increased number of programs), as well as sanction mechanisms to be presented to the Platform.

**The International Association for the Study of Obesity/International Obesity Task Force (IASO-IOTF)** outlined their work on possible 'Standards for marketing to children' developed together with the STANMARK project funded by DG External Relation.

The education program "Mum, Dad, I prefer water" which intends to promote healthy drinking among children in Poland was presented. The program, a commitment of **FoodDrinkEurope**, reached more than 100.000 children and led to an increase of 8% in water consumption within 4 years. Discussion which followed the presentation focused on the importance of de-coupling branding from campaigns.

**The European Heart Network (EHN)** presented model for the nutrient benchmarking for self-regulation initiatives in the field of food advertising. EHN invited relevant Platform members to create a working group to discuss possible application of the criteria. Stakeholders committed to consider the proposal.



**Joint meeting of the High Level Group  
on Nutrition and Physical Activity & the EU  
Platform on Diet, Physical Activity and**

**Health - 29-11-2011**

In his speech, **EU Commissioner John Dalli commended the achievements of governments and Platform members in addressing unhealthy diets and physical activity in implementing the 2007 EU Strategy on nutrition, obesity and overweight related issues.**

Commissioner Dalli underlined that it was crucial to build on the momentum created by the UN Political Declaration of the September 2011 UN High Level Meeting on non-communicable diseases.

He urged European governments and stakeholders to step up efforts to make healthy options available and promote physical activity for all ages. He also highlighted areas where results can be improved and delivered in the short term, such as food reformulation and responsible advertising.

Director General for Health & Consumers, Paola Testori-Coggi, addressed the meeting taking stock of process and presenting the upcoming developments in the light of the future EU nutrition strategy.

**Prof. Harry Rutter, Director of the National Obesity Observatory in the UK**, underlined the importance of a "cross policy" approach needed to achieve results.

**Jean-Luc Volatier from the French Observatory of Food Quality** presented the OQALI as a useful tool for public authorities to evaluate the impact of nutritional quality of food products in France.

**The European Commission** informed the participants on the evolution and outcome of its work on targets for nutrients, such as total fat, saturated fat, trans-fat and added sugars. The High Level Group has reached a number of conclusions and an inventory of national activities on nutrients, frequency of consumption and on portion size.

The Commission also reported on the progress of the Member States' work on the salt reduction initiative. The report will be published by the end of the year.

The Chair concluded that the debate confirmed the importance of the work on nutrition and physical activity to prevent chronic diseases. The Chair highlighted the fact we need to move towards delivery as the current Strategy is reaching an end. In 2012, physical activity will be among key priorities in view of the European Year of Active Ageing.

**High Level Group on Nutrition and Physical  
Activity - 29-11-2011**

Representatives of Poland, Denmark, Cyprus and Romania informed the Group members about their ongoing and future initiatives in the field of nutrition and physical activity.

**Poland** presented the Diet and Physical Activity Charter for School Children and Adolescents. This is one of the Polish initiatives under the EU Strategy on nutrition, overweight and obesity related health issues given the increasing obesity trends in Poland. It includes a salt reduction programme and initiatives on physical activity (e.g. construction of local stadiums called "Orliks").

**Denmark**, which will take over the EU Presidency from Poland in January 2012, highlighted 4 areas where Denmark seeks solutions to the problem of overweight, obesity and the lack of physical activity: public private partnership, targeting children and young people, information for citizens and legislative measures.

**Cyprus** emphasized its activities involving children in view of the increasing rates of childhood obesity. Cyprus underlined a national initiative promoting the return to the Mediterranean diet by children and their parents and the progress in the national salt reduction initiative. Given the importance of healthy ageing under the Cyprus Presidency, healthy ageing guidelines are being prepared.

**Romania** presented the national "I am living healthy too!" movement which is a public private partnership developing activities to improve healthy habits among children and their parents. The project reached 30.000 pupils and 1.300 teachers.

**WHO** informed that it will soon release a set of guidelines for the development of public private partnerships.

In conclusion, the European Commission's services informed the participants that the preparatory work for the evaluation of the Strategy will start in the first quarter of 2012 and invited Member States' representatives to join the evaluation steering group which will accompany the process.

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