Supporting the mid-term Evaluation EU Action Plan on Childhood Obesity:

The Childhood Obesity Study

Jolanda Boer, on behalf of the EPHORT consortium

Funded by the Health Programme of the European Union (specific contract no 20167101 implementing Framework contract No EAHC/2013/Health01 – Lot 1 health reports)
Purpose of the Action Plan on Childhood Obesity 2014-2020

The action plan recognizes and respects Member States’ roles and freedom of action in counteracting Childhood Obesity

- Demonstrate the shared commitment of EU member states to addressing childhood obesity

- Set out priority areas for action and a possible toolbox of measures for consideration

1. Support a healthy start in life
2. Promote healthier environments, especially in schools and pre-schools
3. Make the healthy option the easier option
4. Restrict marketing and advertising to children
5. Inform and empower families
6. Encourage physical activity
7. Monitor and evaluate
8. Increase research

- Propose ways of collectively keeping track of progress
Aim of the Childhood Obesity Study

Provide support to the report from the European Commission to the European Council of Health Ministers on the implementation of the Action Plan on Childhood Obesity 2014-2020 (Service contract for Chafea under the Health Program)

Establish an overview of the state of implementation of the Action Plan on Childhood Obesity as well as on relevant related actions on nutrition and physical activity

Enabling EU Member States as well as the European Commission to focus their activities from 2017 to 2020 in those areas, where gaps or lacks in the implementation might be identified
Methodology

Countries included:
28 Member States of the EU, plus Iceland, Norway, Switzerland, Serbia, Montenegro

Indicators:
To cover each area for action

Data collection:
• Consultation Members of High Level Group on Nutrition and Physical Activity
  • Interviews on policies and activities
  • Questionnaire on strengths and weaknesses
• Country experts
• Desk research
• Collaboration with WHO Europe
Results

- All countries are active in one or more areas of the EU Action Plan, plus a number of countries are moving from having plans to implementation.

- Some countries appear to be on the forefront, at least in terms of having certain policies or strategies.
  - It does not necessarily mean that these plans are already fully implemented and successful.
Promote healthier environments, especially in schools

One of the areas for action that is best addressed.

<table>
<thead>
<tr>
<th>Area</th>
<th>Most successful</th>
<th>Least successful</th>
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<tbody>
<tr>
<td>Improve school environment</td>
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<td>(Policies on) freely accessible fresh drinking water</td>
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<td>Policies on vending machines</td>
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<td>Policies on energy drinks</td>
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<td>Participation in the EU School Fruit and Vegetable Scheme</td>
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<td>Nutrition education in school</td>
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<td>Physical education in school</td>
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**Number of times mentioned**

- Health programme ($1.6 million)
- FP7/H2020 ($12.9 million)
- Erasmus+ ($11.1 million)

**Joint meeting Luxembourg | 30-11-2017**
Making the healthy option the easy option

Area for action that experiences the most growth across Europe
**Efforts of the Commission / the EU Action Plan**

- **European Commission:**
  - helps to create and sustain international and national focus on the topic of childhood obesity
    - picked up the discussion
    - keeps it on the political agenda

- **The Action Plan:**
  - provided awareness, inspiration, example and guidance
  - facilitated policy-making, implementation of initiatives or discussions with health and other stakeholders (including with industry)
  - supports Member States and regions/communities with their priorities, by setting a uniform framework with European standards and reference recommendations
The Action Plan could be:

- More focused on international aspects
  - common priorities
  - simultaneous actions in the EU and in Member States
  - especially for Area 3 (healthier option the easy option)
  - and Area 4 (restriction of marketing to children)

- More comprehensive
  - it covers most, if not all, areas for action, but
  - suggested actions are not presented as a comprehensive approach
  - needs objective evaluation of the effectiveness of policies, activities and interventions
Stakeholder review

- Invited to comment:
  - High Level Group on Nutrition and Physical activity
  - EU Platform for Diet, Physical Activity and Health
  - WHO – Regional Office for Europe
  - World Obesity Federation (WOF)
  - Organisation for Economic Co-operation and Development (OECD)

- Timeline
  - Report sent out: Feb 1, 2018
  - Deadline for feedback: March 9, 2018
  - Final report to Commission: May 17, 2018
  - 5 weeks
Thank you for your attention!

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