



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

**26 October 2018
14.00 – 17.00**

CHAIR: Head of Unit C4

FINAL MINUTES

1. INTRODUCTION BY THE EUROPEAN COMMISSION

The meeting was opened by **the Chair**, who welcomed the participants and introduced the agenda, which focused on physical activity promotion.

The Chair welcomed the representatives of the High Level Group as observers to the meeting, underlining the interest of the High Level Group in the progress being made by the EU Platform.

The agenda was adopted.

2. PRESENTATION AND DISCUSSION ON RECENT NUTRITION AND PHYSICAL ACTIVITY RELATED INITIATIVES

DG SANTE gave an update of the new projects that are in the pipeline:

- A study in collaboration with DG CNECT on the exposure of children to linear, non-linear and online marketing of foods high in fat, salt or sugar, started in summer 2018;
- A study to support the Member States on food reformulation initiatives, will start early 2019; and
- A tender on preventive lifestyle medicine was recently launched, with deadline for submission 16 November 2018.

3. UPDATE ON THE THEMATIC NETWORK ON THE PROMOTION OF FRESH FRUIT AND VEGETABLES

Freshfel provided an update on the Thematic Network, which aims to act as a platform that cooperates beyond 2018 in sharing information, knowledge and good practices on how to increase fresh fruit and vegetable consumption. There is a special focus on targeting population groups, whose consumption is low, such as children, young adults and people with a lower socioeconomic background.

Freshfel has been working on a Joint Statement, which is divided into two parts:

- A framing paper, to frame and contextualise the consumption of fresh fruit and vegetables, for which contributions were received from several agri-food and health stakeholders;
- A recommendations paper with recommendations for future action, where possible supported by good practices. This paper is still open for comment by stakeholders.

Once the Joint Statement is finalised, Freshfel will call upon stakeholders to endorse it.

The Chair encouraged the relevant EU Platform members to consider supporting the initiative by signing the Joint Statement.

FoodDrinkEurope inquired if the initiative could be extended to include processed fruit and vegetables. **The Chair** replied that the aim for now is to focus on fresh food and vegetables only.

4. MEDITERRANEAN DIET: FROM THEORY TO GOOD PRACTICES

The presenter was unable to attend; the presentation was shared with participants before the meeting.

5. PHYSICAL ACTIVITY PROMOTION

5.1 UPDATE ON RECENT INITIATIVES

The **European Cyclists' Federation (ECF)** presented three reports on work to promote cycling for transport and thereby improve public health:

- The potential for cycling to change EU cities into healthier environments includes an evaluation by the project 'City Changer Cargo Bike' showing that 75% of private logistics trips within EU cities could be replaced by bikes/cargo bikes, as well as 25% - 50% of commercial delivery and service trips.
- ECF's evaluation of master plans for cycling in Austria, Germany and France with the Health Economic Assessment Tool (WHO HEAT) put the economic value in each Member State at 1 to 2 billion EUR annually, based on the number of premature deaths prevented and the reduction of carbon emissions.
- An update of the activities by the Allgemeiner Deutscher Fahrrad-Club (ADFC), reported 30 certifications under the Cycle-Friendly Employers scheme covering 40.000 employees.

5.2 PHYSICAL ACTIVITY AND INHERIT: TOWARDS A HEALTHIER, MORE EQUITABLE AND ENVIRONMENTALLY SUSTAINABLE FUTURE

EuroHealthNet presented the Horizon 2020 funded INHERIT project (2016-2019). The project looks at four determinants of health: green space, energy efficient housing, active mobility and food consumption, and focuses in particular on improving the conditions of more socially-vulnerable people. INHERIT has identified 20 best practices in these areas across the EU, and will present next year a roadmap for implementation. A policy kit will be produced for the Member States.

The project activities also address physical activity promotion by improving the quality of neighbourhood through walking and bicycle paths and green spaces in cities, and by using smart-phone applications.

5.3 USING THE POWER OF ITV TO RESHAPE THE UK

ITV, a commercial broadcaster from the UK, provided an overview of the activities carried out to promote health issues and tackling obesity in the UK. The Daily Mile initiative in schools, to which 25% of schools have signed up, is an example. ITV is encouraging schools to sign up to the Daily Mile through a heavy weight ad campaign and significant editorial coverage. Since ITV joined the campaign 6 months ago, 2,100 more schools or 500,000 kids, have signed up to the initiative.

A new initiative by ITV is the campaign to encourage people to eat more vegetables, implemented in collaboration with seven supermarkets chains (out of 12 in total). The action will last at least until autumn 2019.

EuroCoop asked if ITV had made contact their UK member to take part in the campaign. ITV explained that EuroCoop UK has been invited to take part to the campaign, however their response was negative.

6. CONCLUSION

The Chair:

- concluded that physical activity is one of the main priorities for the Platform;
- invited members to join the Joint Statement on the Promotion of Fruit and Vegetables Consumption, that is being developed within the new Thematic Network;
- invited members to consider attending the EGEA VIII conference on ‘Nutrition and Health from science to practice’ (7-9 November, Lyon), the annual meeting of the EU Health Policy Platform (12 November, Brussels) and the final conference of the Health Equity Pilot Project (HEPP) (6 December, Brussels).