



Nutrition and physical activity

Meeting of the Expert Group on Social Determinants and Health Inequalities

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Stefan Craenen

Policy Officer

Directorate-General for Health and Food Safety

European Commission

The current challenges in overweight/obesity

Social and economic burden

Overweight/obesity directly affect quality and expectancy of life associated with diabetes, cancer and cardiovascular disease

Lost productivity and premature death

2.8 million deaths per year from causes associated with overweight and obesity

Pressure on health care systems

7% of EU health budgets spent on diseases linked to obesity

Health inequalities

- *There is a strong gradient in child overweight and obesity by socioeconomic status*
- *Socioeconomic inequalities in obesity are widening and the gradient is becoming steeper*
- *Women and children in low socioeconomic groups are most vulnerable*

Data break down by social group are needed

Appropriate policies should be tailored to different needs and abilities in a range of settings

Why is prevention important?

*Lifestyles habits are forged
at childhood*



*Learning and adopting healthy habits
when young (healthy diet, physical
activity), the chance that such habits
will be sustained into adulthood is
greatly increased*

DG SANTE – a multidimensional approach



EU Strategy on Nutrition, Overweight and Obesity-related Health Issues 2007

Encourage action-orientated partnership

**EUROPEAN
COMMISSION**

Member States

HIGH LEVEL GROUP
on
*Nutrition and Physical
Activity*

Civil Society

EU PLATFORM
for
*Action on Diet, Physical
Activity and Health*

EU Strategy on Nutrition, Overweight and Obesity-related Health Issues

- ✓ *Promotes balanced diet and active lifestyle*
- ✓ *Nutrition and physical activity together*
- ✓ *Children as priority group*
- ✓ ***Reducing inequalities as horizontal concern***

In 2012, the Strategy underwent an independent external evaluation that validated its continuation

A careful consideration of the effects of actions on lower socio-economic groups.

High Level Group on Nutrition and Physical Activity

High Level Group



- ❑ **28 Member States + Norway, Switzerland + WHO**
sharing policy ideas, practice and solutions

EU Frameworks for National Initiatives on Salt and on Selected Nutrients

- ❑ **Focus on children and young people**

2014 ACTION PLAN ON CHILDHOOD OBESITY

HLG voluntary initiative; involvement of WHO in the monitoring mechanism

2015 JOINT ACTION ON NUTRITION AND PHYSICAL ACTIVITY

European Commission support

Action Plan on Childhood Obesity

Aim: to halt the rise in childhood obesity by 2020.

Areas of action:

- 1. Support a healthy start in life*
- 2. Healthier school environments*
- 3. Make the healthy option the easy option*
- 4. Restrict marketing and advertising to children*
- 5. Better informed families*
- 6. More physically active children*
- 7. Monitoring and evaluation*
- 8. Increased research*

➤ *Midterm evaluation in 2017*

Joint Action on Nutrition and Physical Activity ('JANPA')

Aim: contribute to halting the rise in overweight and obesity in children and adolescents

2.5 years action, 25 Member States, € 1,5 million

Main Work Packages:

- *Evidence ('Economic rationale for action on childhood obesity')*
- *Nutritional information monitoring and food reformulation*
- *Healthy environments by integrated approaches*
- *Early interventions*

➤ *Launch planned after summer in Luxembourg*

EU Platform for Action on Diet, Physical Activity and Health

EU Platform



A forum for European-level organisations, ranging from the food industry to consumer protection NGOs, willing to commit to tackling current trends in diet and physical activity.

Since 2005 - 10th anniversary

33 members

Voluntary approach

300 voluntary commitments in a wide variety of areas

High Level Group on Nutrition and Physical Activity sets frame for future actions.

EU Platform: Commitments in 6 areas

In line with 2007 Strategy



Commitments on inequalities



EU Platform on Diet,
Physical Activity and Health

EPODE (Ensemble Prévenons l'Obésité des Enfants) and EPHE (EPODE for the Promotion of Health Equity) is supported by several members (ongoing)

Promote information exchange and innovation, including health and social equity (ongoing)

The role of PPPs in health equity promotion and obesity prevention policies and settings (completed)

Innovative approaches by health promotion bodies to counteract obesity and improve health equity (completed)

Pilot projects

Pilot projects



*Four pilot projects supported by **European Parliament***

- *Increase consumption of fresh fruit and vegetables in Romania, Bulgaria and Slovakia (completed)*
- *Increase consumption of fresh fruit and vegetables in Poland and Hungary (ongoing)*
- *Promote healthy diets among children, pregnant women and elderly (ongoing)*
- *Promote healthy diets among pregnant and lactating women of vulnerable groups (ongoing)*

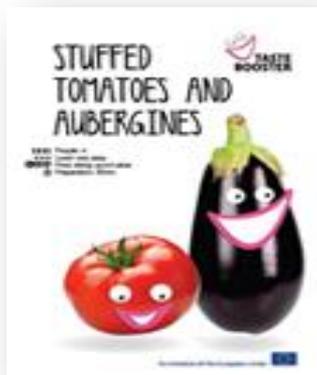
Taste Booster



Aim: increasing consumption of fresh fruit and vegetables in local communities where the household income is below 50% of the EU average

2012-2014

Romania, Bulgaria, Slovakia



- ❑ An estimated **5,000** participants were reached through almost **1,000** cooking sessions and events
- ❑ **92%** of participants declared to have **eaten more fruit and vegetables** since participating in the cooking sessions
- ❑ **97%** of participants said they **feel more informed about nutrition**
- ❑ **98 tons** of fruit and vegetables were consumed on location and distributed for further cooking at home

My healthy family

Aim: increasing consumption of fresh fruit and vegetables in local communities where the household income is below 50% of the EU average



2013-2015
Poland and Hungary



- ❑ specific websites have been created for both countries
- ❑ 7008 households have been signed up in total, ca. 25,000 persons, all have been invited to participate in the zero measurement
- ❑ participation is to determine the beneficiaries of fruit and vegetables

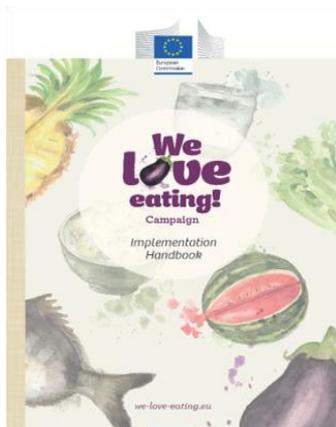
We love eating

2013-2015

7 cities of 7 Member States

*Spain, France, Romania, Poland, the Netherlands,
Slovakia, the United Kingdom*

Aim: promoting
healthy diets among
children, pregnant
women and elderly



- ❑ defined, designed, produced educational material for promoting healthy lifestyle (healthy diets)
- ❑ testing the educational material and communication strategy for reuse and extension in other countries
- ❑ website www.we-love-eating.eu including survey for adults and children, card game and app

Together

Aim: promoting healthy diets among pregnant and lactating women of vulnerable groups

2014-2016

5 cities of 5 Member States

Bulgaria, Czech Republic, Denmark, Spain, United Kingdom



- ❑ **2,500 women** from **each country**
- ❑ collaborate with doctors, health experts and NGOs to design and test the best communication and educational approaches for different settings
- ❑ identified good ideas will be replicated in other European cities and regions

"Healthy for you, Healthy for two"!

Thank you!