



UN DECLARATION
16 / 09 / 2011



1 IS THIS A PROBLEM?

"Obesity, an unhealthy diet and physical inactivity have strong linkages with the four main Non-Communicable Diseases"

- ⚠ cancer
- ⚠ diabetes
- ⚠ cardiovascular
- ⚠ chronic respiratory

2

STRATEGY FOR EUROPE ON NUTRITION, OVERWEIGHT AND OBESITY-RELATED HEALTH ISSUES (2007)

3

EFFECTIVE PARTNERSHIPS



4

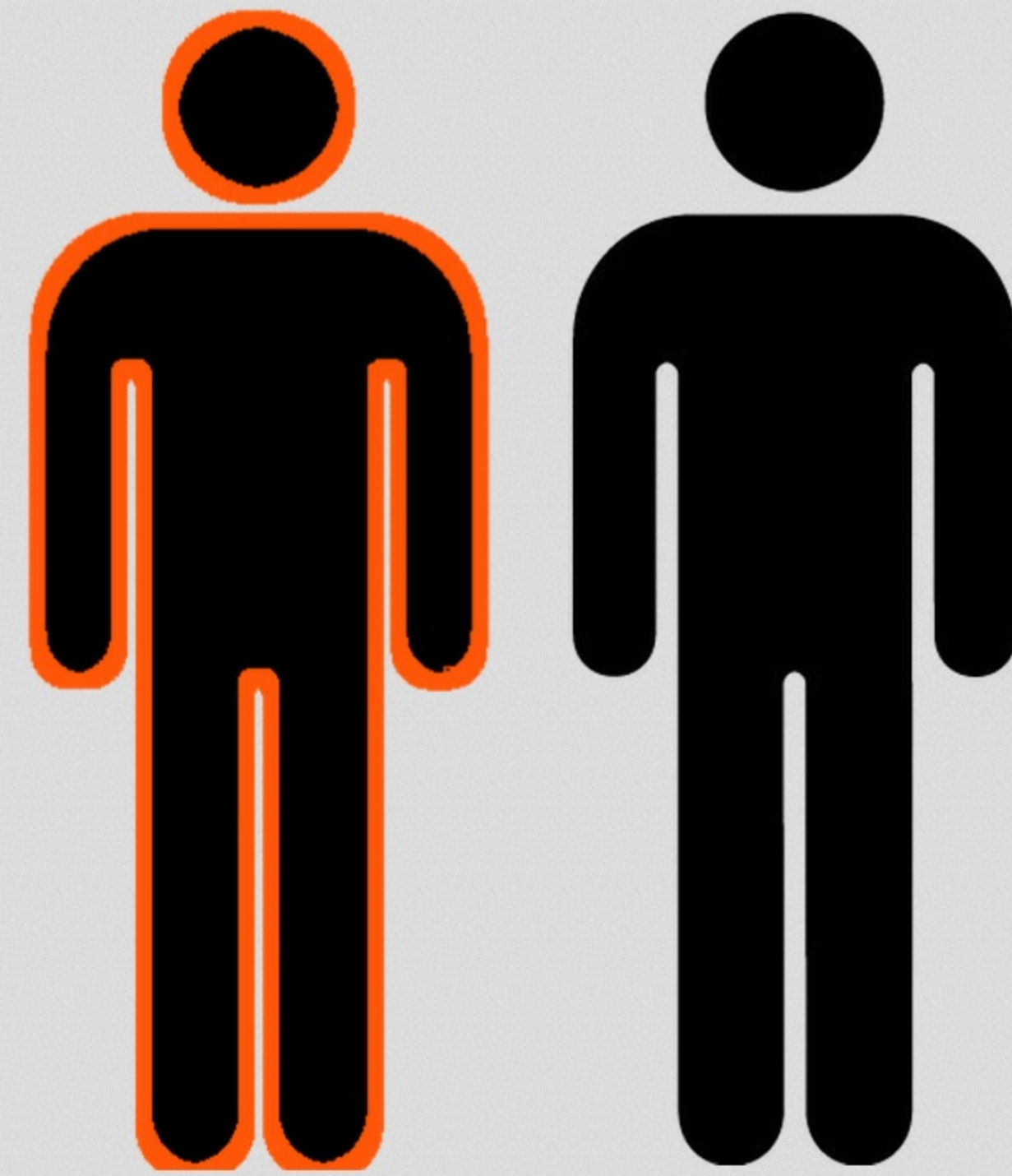
EU PLATFORM FOR ACTION ON DIET PHYSICAL ACTIVITY AND HEALTH

- ➔ 33 European associations
- ➔ membership more than doubled since establishment in 2005

HIGH LEVEL GROUP FOR NUTRITION AND PHYSICAL ACTIVITY

➔ 27 EU governments + WHO

WHY AN



1 in 2 people is overweight or obese*



MULTI-STAKEHOLDER APPROACH

6

RECENT ACHIEVEMENTS



AUDIENCE

number of people reached in 2011:
14 million individuals, 80 million virtual users



CVERAGE

number of commitments implemented in more than 1 EU country: 87 out of 135 currently active

CONTINUIT



number of commitments valid beyond 2013:
66 out of 135 currently active

MONITORING



significant improvement in quality:
objectives of commitments more specific

5

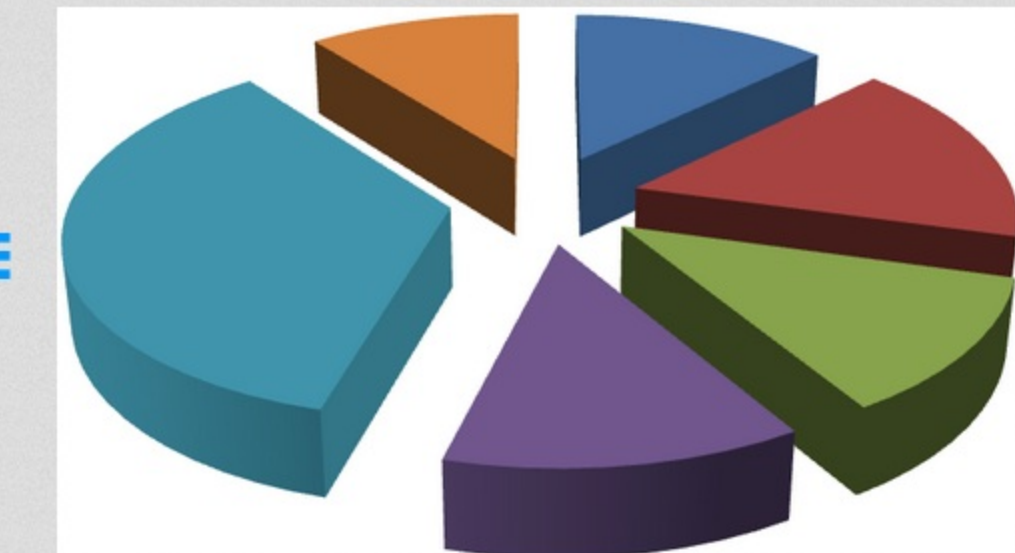
VOLUNTARY ACTIONS IN 6 AREAS (NO. OF ACTIONS IN 2011)



PHYSICAL ACTIVITY PROMOTION (15)

ADVOCACY AND INFORMATION EXCHANGE (22)

EDUCATION AND LIFESTYLE MODIFICATION (42)



MARKETING AND ADVERTISING (16)

COMPOSITION OF FOODS, AVAILABILITY OF HEALTHY OPTIONS, PORTION SIZES (15)



CONSUMER INFORMATION INCLUDING LABELLING (13)



* in over half of OECD countries

MORE ON THE EU PLATFORM

