



EU Platform on Diet,
Physical Activity and Health



Overview of Commitments in the areas of ‘Marketing and Advertising’ and ‘Advocacy and information exchange’

Platform Plenary meeting, 7rd April 2016

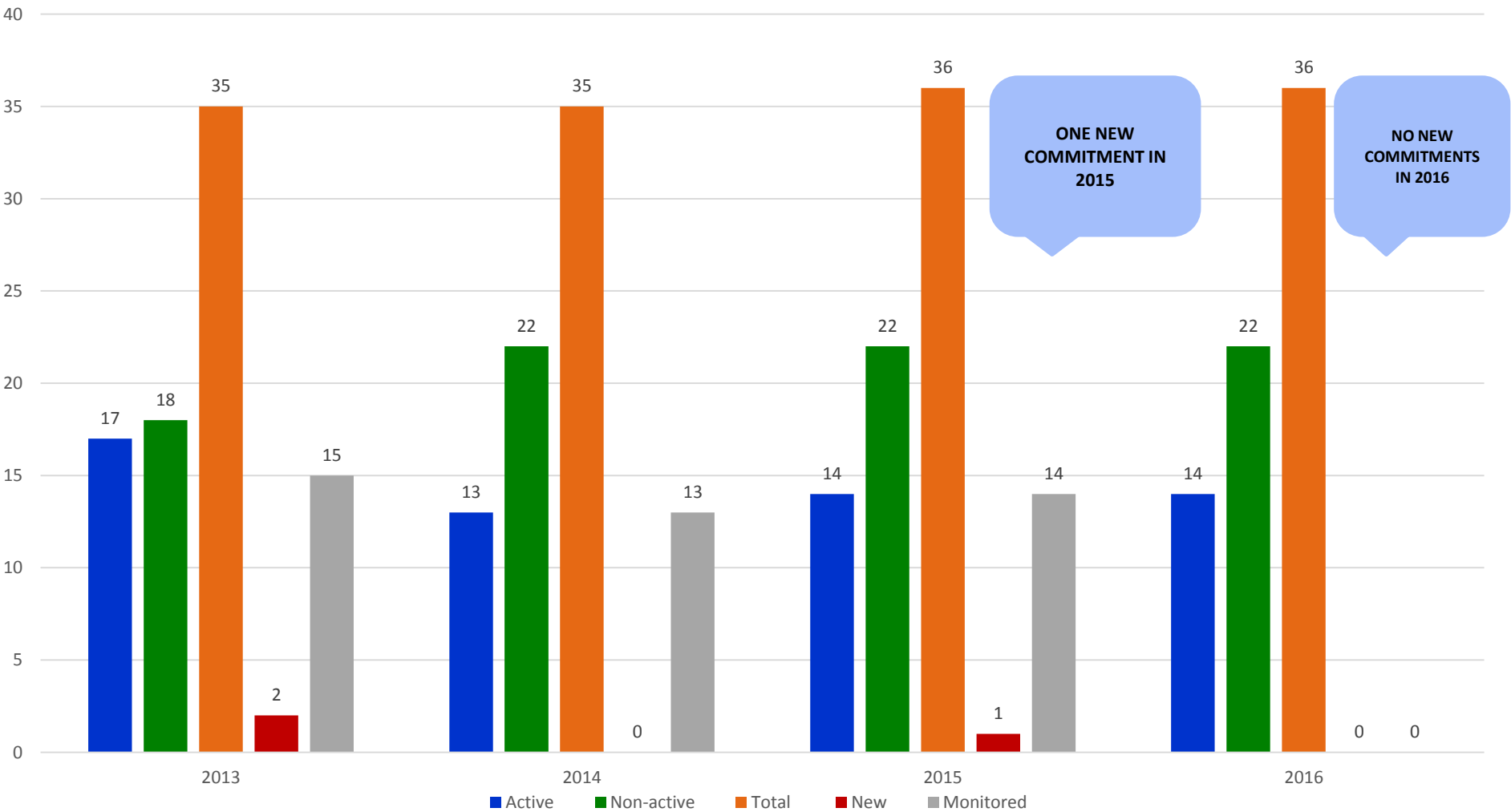
ICF Study team

This session provides information on 2014 reporting, and has three objectives

1. To provide an overview of the current situation regarding 'Marketing and Advertising' and 'Advocacy and information exchange' commitments
2. To inform a discussion amongst Platform members on activities in this area:
 - Exchange on conclusions and recommendations
 - Identify areas for improvement & new commitments
3. Present next steps for monitoring and evaluating the work of the Platform

1. Overview of Commitments in the area of 'Marketing and Advertising'

The total number of active commitments in the area of 'Marketing and Advertising' has slightly decreased since 2013



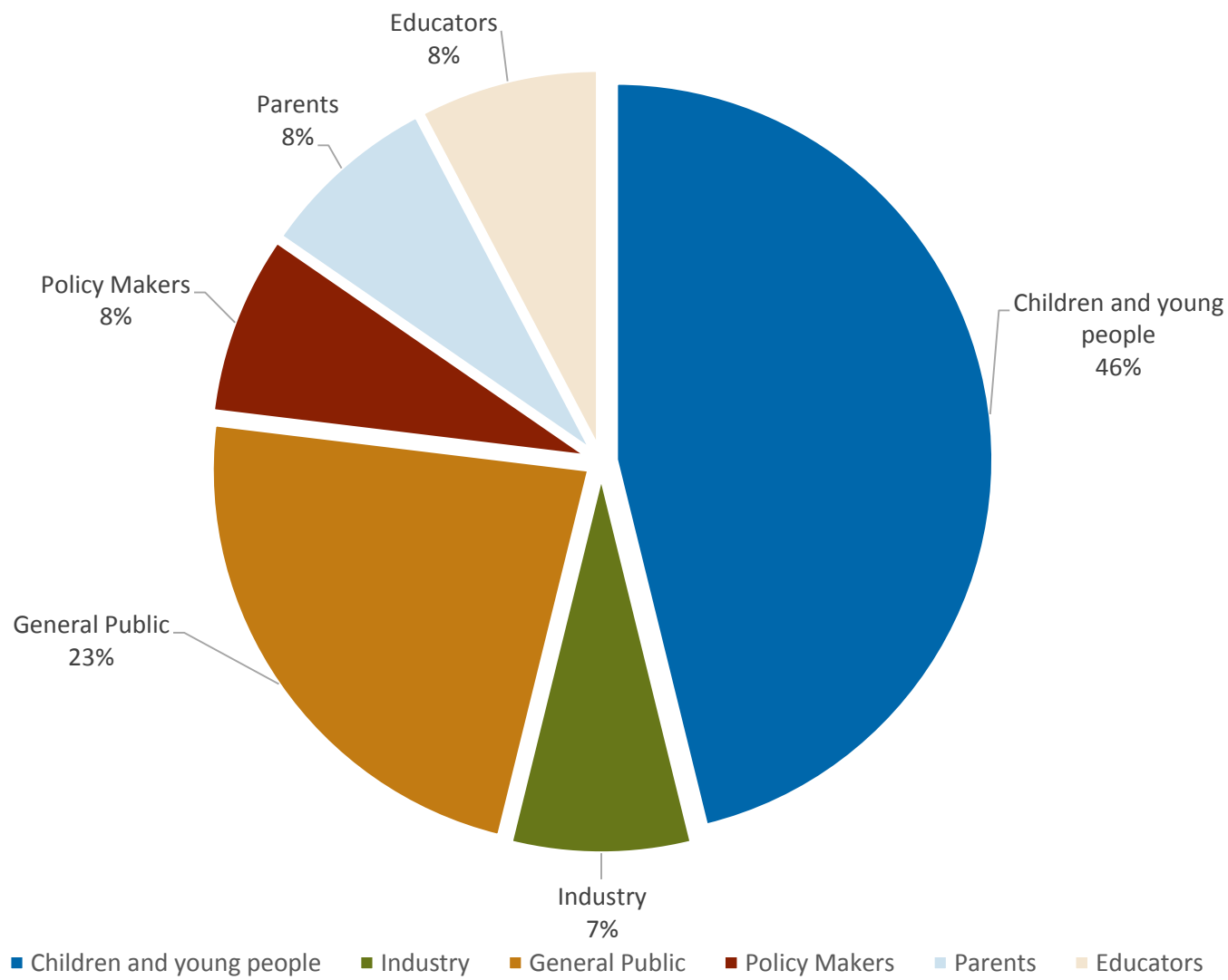
Progress of active commitments in this field has slowed down

- The total number of active commitments on this topic has slightly decreased since 2013 (from 17 active commitments in 2013 to 14 in 2016)
- There were 2 new commitments in 2013, 0 in 2014, 1 in 2015 and 0 in 2016: this demonstrates a slow-down in commitments
- Marketing and Advertising commitments constitute 12% of all Platform commitments (297) and 13% of all active commitments (105)

Active commitments in 2016 are implemented by industry and associations

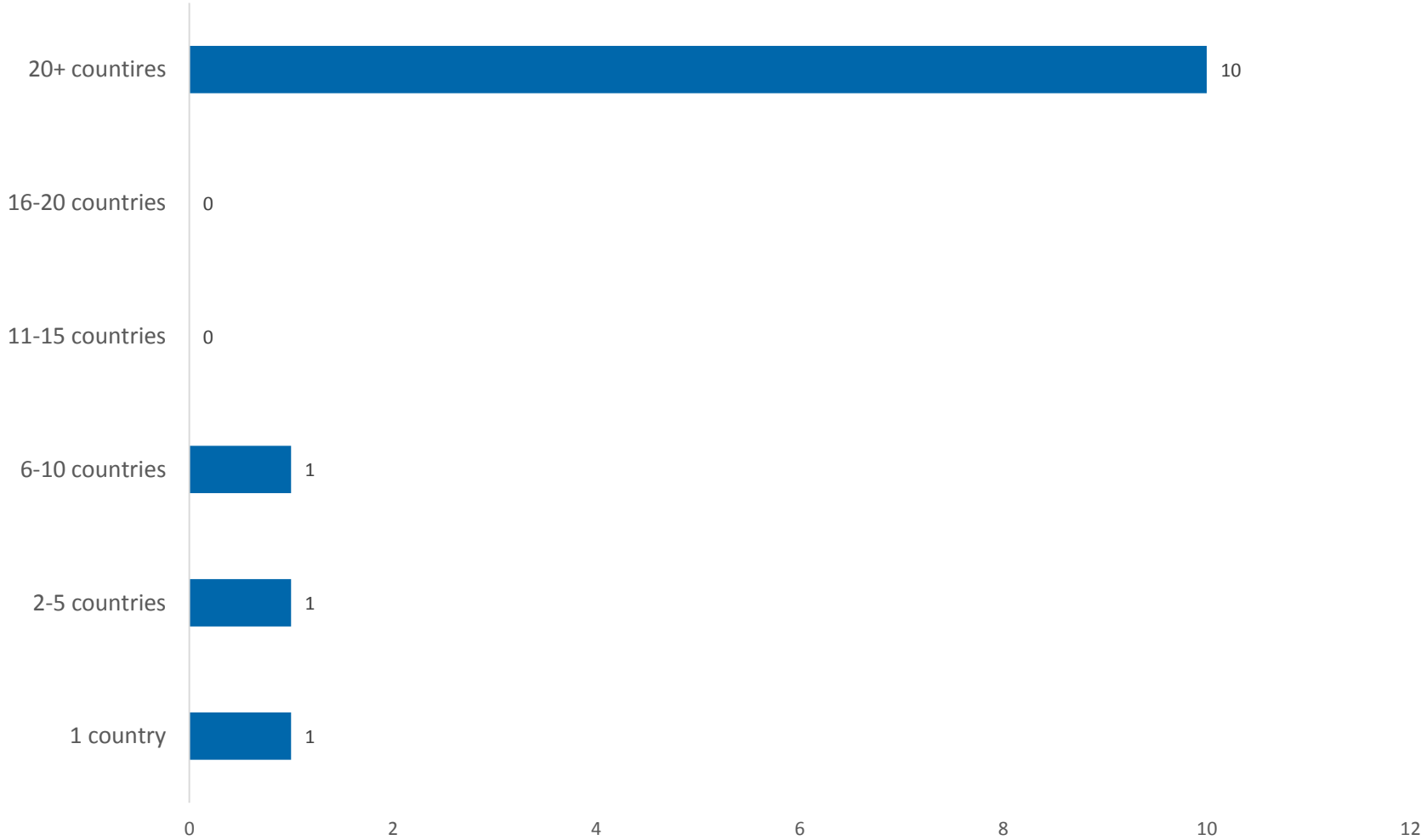
Platform member	Number of commitments
FoodDrinkEurope	10
Family Association (COFACE)	1
World Obesity Federation (WOF)	1
World Federation of Advertisers (WFA)	2
Total	14

Assessment of the 2014 monitoring and reporting reports suggests that 'children and young people' is the largest target group, followed by 'general public'



Source: *Monitoring the EU Platform on Diet, Physical Activity and Health- Annual Report 2015*

Most of the monitored commitments involved 20+ countries, showing broad geographical scope

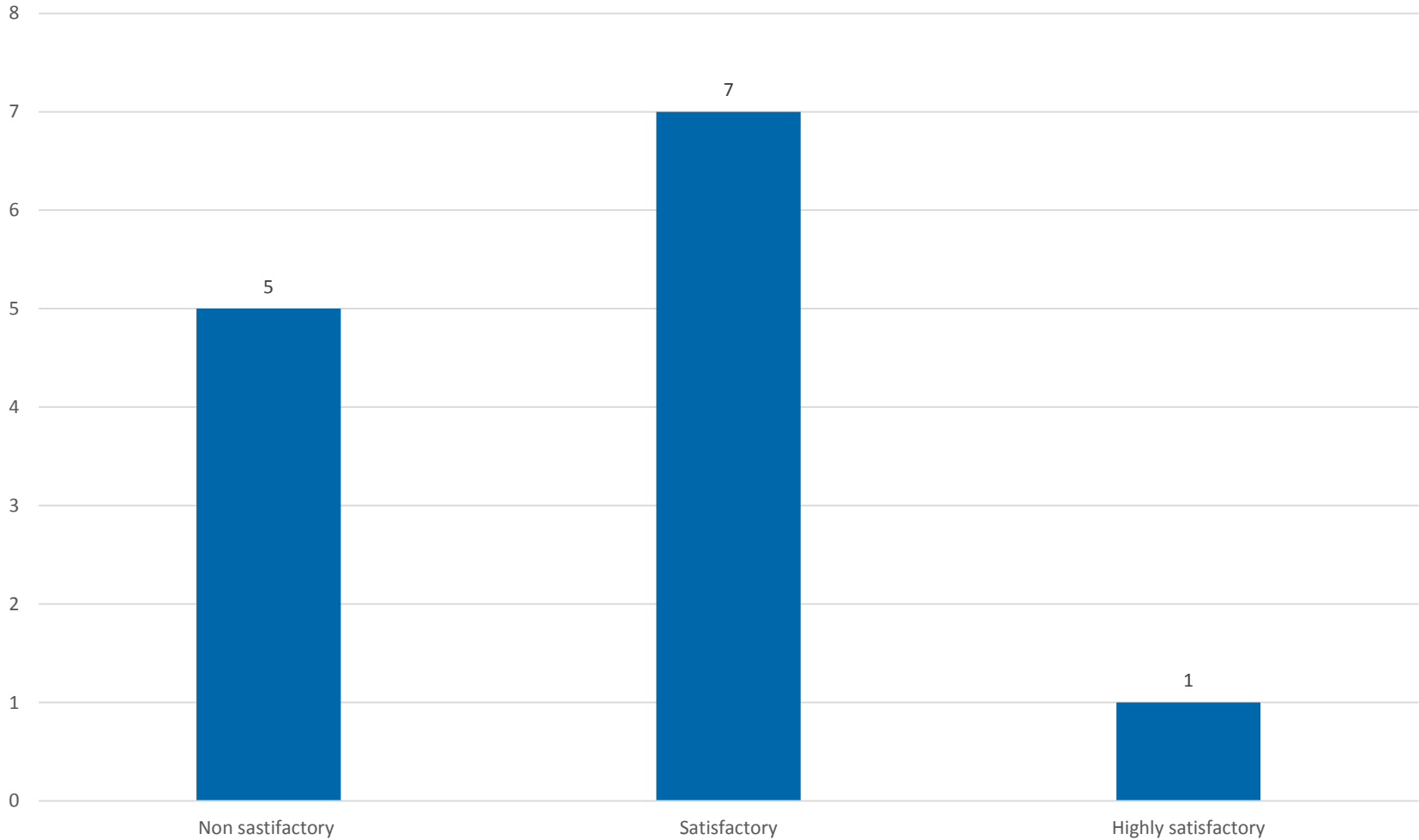


Source: *Monitoring the EU Platform on Diet, Physical Activity and Health- Annual Report 2015*

Of the 2014 monitored actions, not all commitments provided financial and in-kind contribution information

- Of the 13 commitments being evaluated, seven did not provide financial information of the actions
- € 1,322 million were reported as being committed in 2014 (between € 1,150 to € 1,000,000 each)
- Six of the 13 commitments did not provide information on human resources (number of employees working on the actions);
- For the remaining seven commitments the number of full time employees ranged from 1 to 116
- Regarding the hours spent, 4 commitments did not provide information on this; the remaining 9 the annual number of hours ranged from 30 to 9,405.

In this activity area, the overall assessment of monitoring reports was deemed as 'non-satisfactory'



Source: *Monitoring the EU Platform on Diet, Physical Activity and Health- Annual Report 2015*

Commitments evaluated as 'non satisfactory' lacked information and detail – whereas the remaining commitments provided varying levels of reporting (2014 monitoring)

- The commitments evaluated as unsatisfactory, in general:
 - Did not provide S.M.A.R.T objectives, in particular they were non-measurable and not time-bound
 - Lacked information in relation to all or most of the indicators (inputs, outputs outcomes)
- Most of the commitments were considered satisfactory or highly satisfactory, since the objectives were deemed to be fully/mostly S.M.A.R.T and provided clear information on inputs and outputs.

Conclusions from the 2014 assessment on the commitments in the area of Marketing and Advertising

- Of the 2014 commitments, only 2 actions had **‘fully’** SMART objectives; 5 actions had **‘mostly’** SMART objectives, 6 actions **‘partially’**.
- The most common issue for the partially or mostly SMART objectives was that they **were too broad, lacked measurable information and were not time-bound.**
- One commitment reported **setting out to reduce health inequalities:** it focused on minority ethnic groups, children in lower-income and lower-educated families.

Conclusions from the 2014 assessment on the commitments in the area of Marketing and Advertising

- Only 2 actions of the commitments showed **evidence of need and likely effectiveness**, while 7 actions only showed **evidence of need**
- Regarding the implementation and results, 7 actions indicated that the actions had been **fully implemented**
- Some **synergies** were identified between different commitments (e.g. between the EU Pledge and the international code proposed by FoodDrinkEurope and ICC)

General Recommendations for future reporting and commitments

- There is an ongoing need of measurable information, in order to evaluate the **SMARTness of the objectives**
- Having SMART objectives in place makes sense as it is a business approach. It does not only make your monitoring and reporting easier, it also enables us to **better assess your annual progress and assess the overall impact of the Platform.**
- All commitments should include information both on **human and financial resources** (information on inputs)
- The information on **outputs** should be related to the objectives, and clarity is needed on **outcomes and impacts**
- **Information regarding dissemination** of results was missing for these commitments; this aspect is very important to achieve the objectives of the Platform

Recommendations on improving relevance of commitments

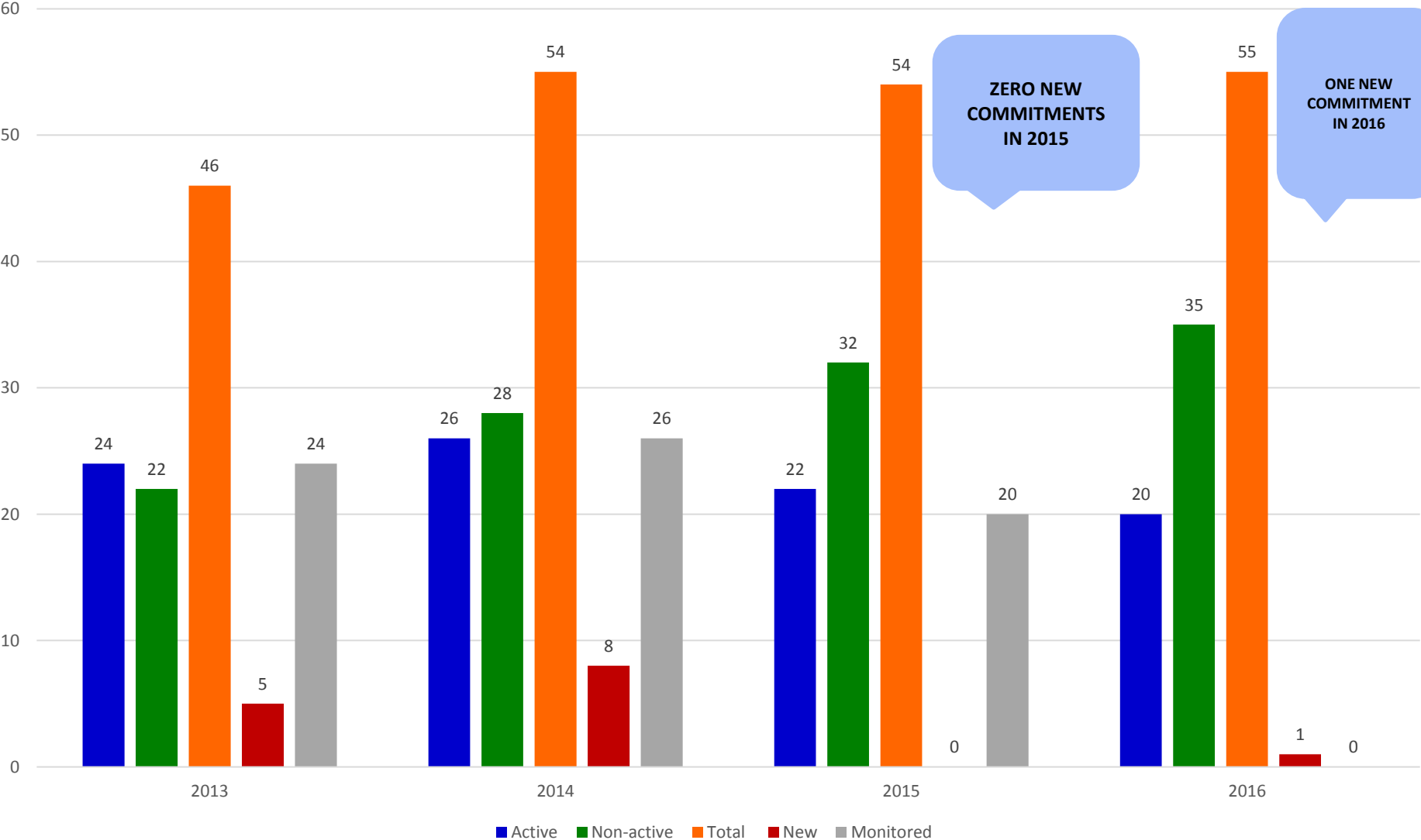
- No information was provided on the **additionality** of the actions; therefore it was not possible to evaluate if the actions would have taken place had the commitment not been submitted under the remit of the Platform
- Eight commitments demonstrated **EU-added value**; however 5 did not provide information in this area; more information would be needed on this
- As Marketing and Advertising is one of the priorities of the Platform, more **new commitments** addressing **'children'** as priority group and covering all **28 Member States** would be welcomed
- New actions **supporting the Action Plan on Childhood obesity** are welcomed

Questions and recommendations for future commitments in this field

- Numerous commitments pointed towards **one overarching programme (EU Pledge)**- could a joint commitment be explored and more members sign up to the programme? How could it be improved and enlarged?
- **Seven commitments are due to end by 2017**, no follow on actions are mentioned: Members should reflect about the continuation of relevant commitments and ensure that there is a strong alignment to relevant EU policy objectives
- Given the lack of new commitments in this area, the Platform could discuss possible new commitments for the next reporting

2. Overview of Commitments in the area of Advocacy and Information Exchange

The number of active commitments in the area of 'Advocacy and Information Exchange' has slightly decreased since 2013



Progress in this activity area has therefore slowed down - 1/2

- The total number of active commitments has decreased since 2013 (from 24 active commitments in 2013 to 20 in 2016)
- There were 5 new commitments in 2013, 8 in 2014, 0 in 2015 and 1 in 2016 (**4 more new commitments were submitted**, but they are not published yet)
- The new commitments are still being discussed by the Platform's Advisory Committee
- Advocacy and Information exchange commitments constitute 19% of all Platform commitments (**active and non-active**) and 19% of all active commitments
- There is 1 joint commitment within this activity type undertaken by EASO & EUFIC: Action 1312 – “Increase outreach of new knowledge in obesity research”.

Progress in this activity area has therefore slowed down - 2/2

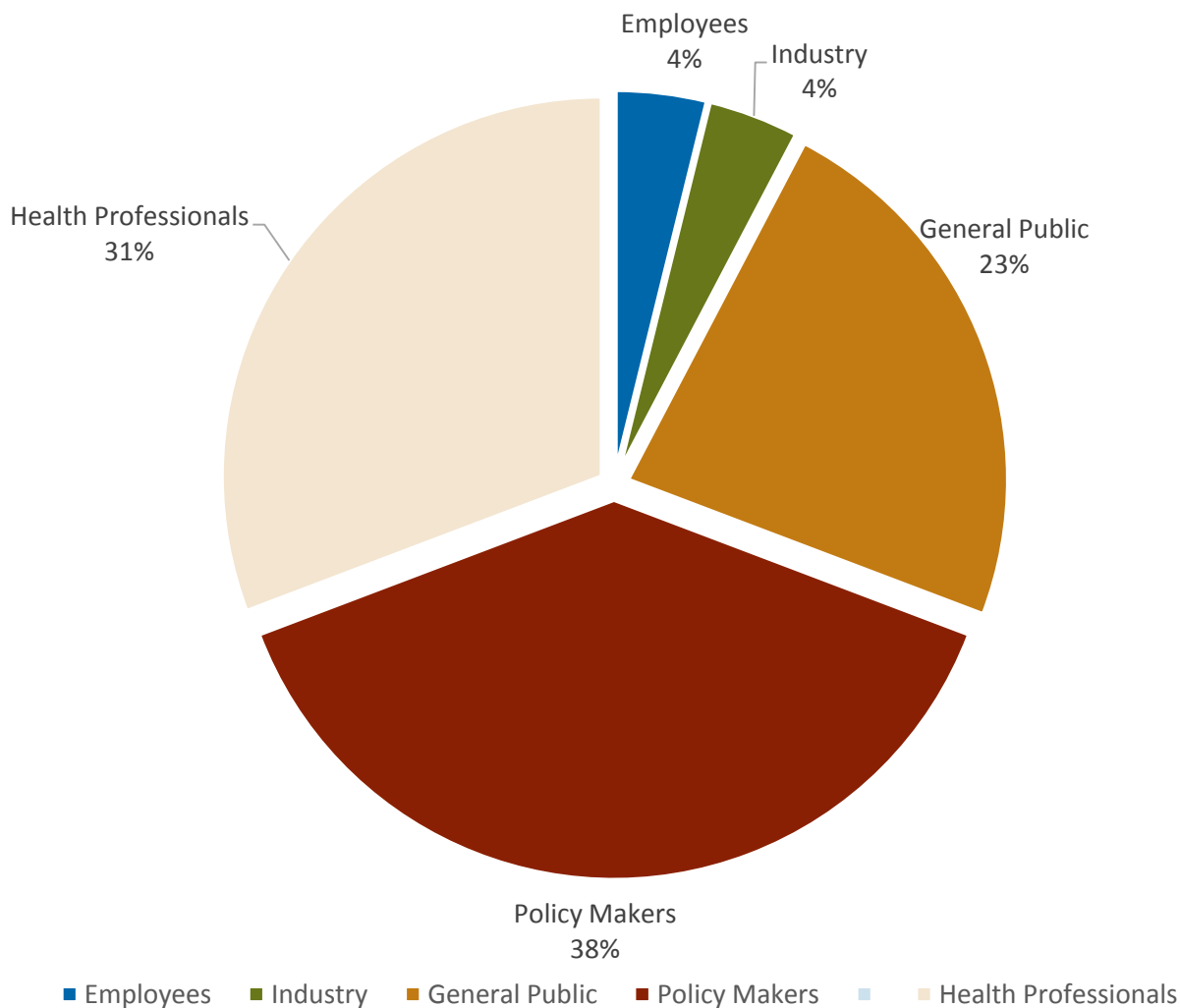
- Three commitments were completed at the end of 2015- no follow up action foreseen

Member's name	Action N.	Title of action	Activity type	Duration
Standing Committee of European Doctors	1509	Mobilising the medical profession: the 'Health Village' Toolbox II	Advocacy	2013 / 2015
European Public Health Alliance	1043	Dissemination of information on European food, nutrition and physical activity policy developments with EPHA's member organisations	Advocacy	2008 / 2015
European Public Health Alliance	1602	EU Platform for Action on Diet, Physical Activity and Health - analysis of the industry's commitments against public health objectives	Advocacy	2014 / 2015

Active commitments in 2016 are implemented by industry, associations and NGOs

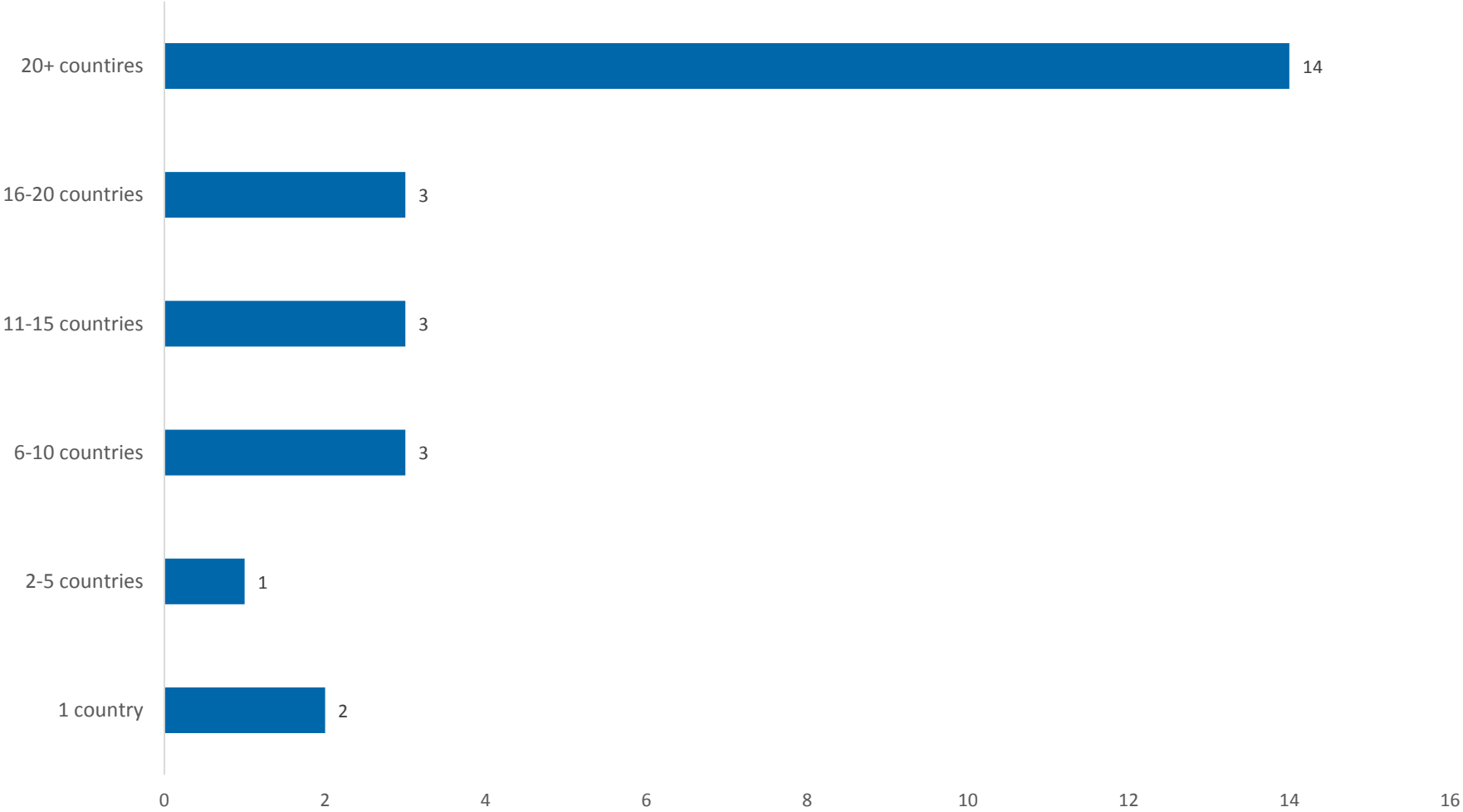
Platform member	Number of commitments
Association of Commercial Television	1
Fruit Vegetable and Horticultural European Regions Assembly	1
The European Consumers' Organisation	1
Copa-Cogeca	2
European Association for the Study of Obesity	2
European Food Information Council/European Association for the Study of Obesity	1 (joint)
Association of European Cancer Leagues	1
European Heart Network	1
EuroCoop	1
EuroHealthNet	1
FoodDrinkEurope	1
Freshfel	2
International Baby Food Action Network	1
IDF European Region	2
International Association for the Study of Obesity_International Obesity Task Force	1
Standing Committee of European Doctors	1
Total	20

Assessment of the 2014 monitoring and reporting suggests that 'policy makers' is the largest target group, followed by 'health professionals'



Source: *Monitoring the EU Platform on Diet, Physical Activity and Health- Annual Report 2015*

Most of the monitored commitments involved 20+ countries, highlighting broad out reach

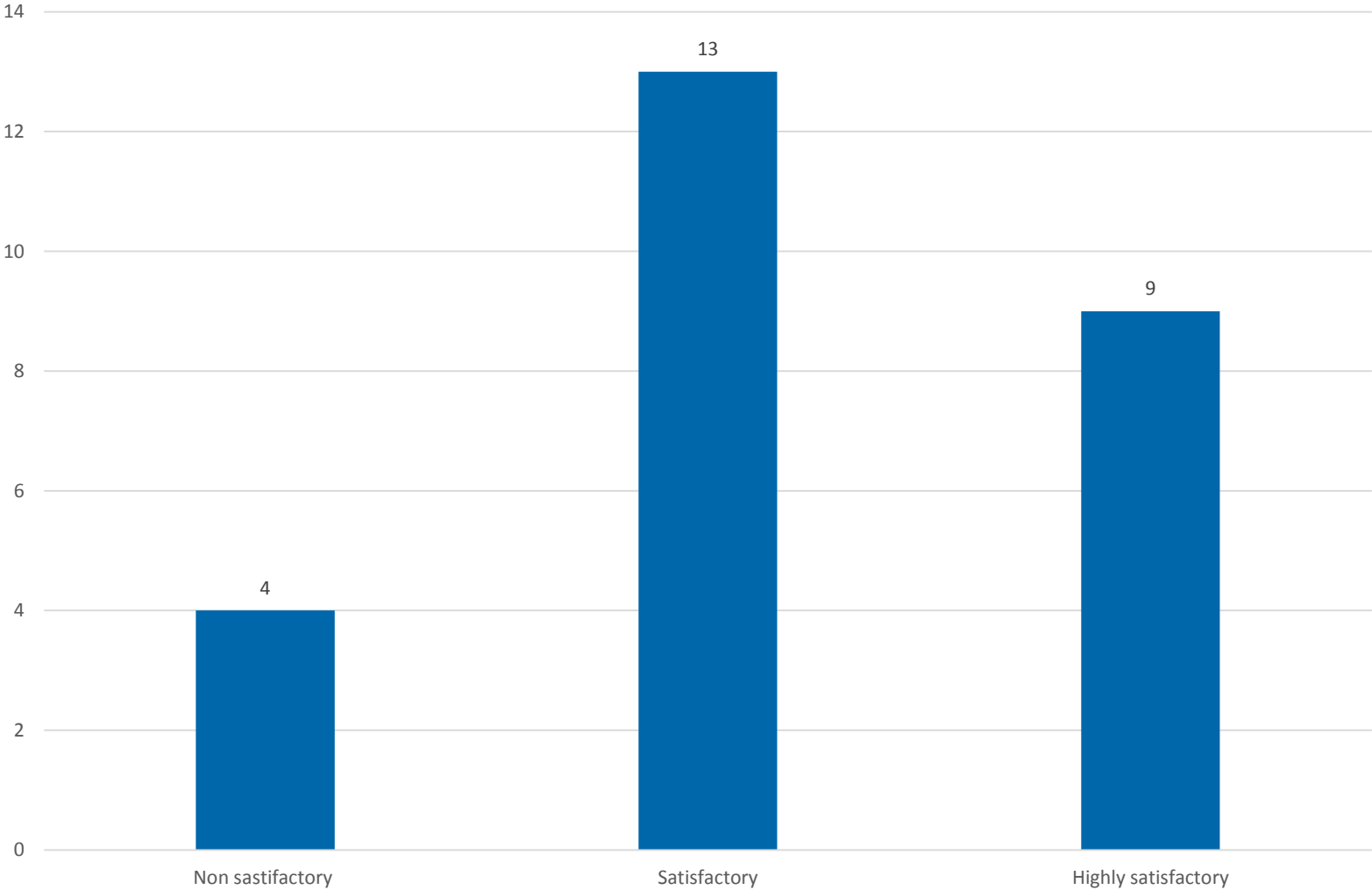


Source: *Monitoring the EU Platform on Diet, Physical Activity and Health- Annual Report 2015*

Of the 2014 monitored actions, the majority did not provide financial and in-kind contribution information

- Of the 26 commitments being evaluated, 19 did not provide financial information of the actions
- € 655,100 were reported as being committed in 2014 (between € 6,066 to € 456,000 each)
- 17 of the 26 commitments did not provide information on human resources, or the information was not clear;
- There was no information regarding the time spent on the actions in 11 reports; for the remaining ones the annual number of hours spent ranged from 16 to 9,336.

In this activity area, the overall assessment of monitoring reports was deemed 'satisfactory', with numerous "highly satisfactory"



Source: *Monitoring the EU Platform on Diet, Physical Activity and Health- Annual Report 2015*

Conclusions in this activity area relate to improving levels of detail provided

- In general the objectives were deemed to be mostly S.M.A.R.T and the information on inputs and outputs was well detailed
- However, of the 2014 commitments, only 6 actions had **'fully'** SMART objectives; 8 actions had **'mostly'** SMART objectives, 7 actions **'partially'**. There were 5 actions that did **not** have SMART objectives **at all**.
- In many cases the objectives were too broad to enable monitoring: they were not measurable nor time-bound
- 4 actions of the commitments reported **setting out to reduce health inequalities**: these commitments focused on low-income families and the most deprived groups.

The remaining conclusions show mixed results in other assessment areas

- 10 out of 26 actions showed **evidence of need and likely effectiveness**; the same number committed to **generate evidence**
- 9 actions indicated that the actions had been **fully implemented**, 5 actions were **mostly implemented** and 10 actions were **partially implemented**
- 16 actions demonstrated EU-added value (8 fully, five mostly and three partially)

General Recommendations for reporting and commitments

- There is a clear need of specific and measurable objectives, in order to evaluate their **SMARTness**
- All commitments should include information both on **human and financial resources** (information on inputs)
- In 38% (10 actions) of commitments no information was provided on the **additionality** of the actions; more information should be given on this

Questions and recommendations for future commitments in this field

- Four monitoring reports suggested additional actions; one of them stated that an additional commitment would follow; two suggested that the commitment should be used by public authorities in the near future-
Members should reflect here about sustainability of ongoing actions
- Synergies could be created between different actors, in order to increase the outcomes, in particular in this activity area and between types of stakeholders.

Next steps for monitoring and evaluating the work of the Platform

- ICF is currently working on the **2016 Annual Report**: assessing the 2015 monitoring reports received and analysing results
- The **results** of the evaluation will be **presented at the next Plenary meeting** and shared with you in advance of the meeting
- For the first time, a **comparison** will be made **between 2014 and 2015** reporting results
- ICF will contact all Platform members to **discuss the findings of its assessment** (individual feedback forms) and will report back to the Commission

Thank you for your attention

