



EU Platform on Diet,
Physical Activity and Health

2010 Annual Report

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Executive summary

The EU Platform for Action on Diet, Physical Activity and Health is now in its fifth year of operation. The rhythm of work has continued with Platform members proposing and implementing new initiatives. In 2009, Platform meetings addressed product reformulation, understanding of food labelling, public private partnerships, lifestyles and education. The “energy out” side of the obesity equation also received attention with increased collaboration between Platform members working on physical activity.

2009 brought the new challenges of maintaining health goals against a backdrop of transition for the European institutions and in the context of the global economic crisis. Significant health inequalities already exist in the EU and the crisis will make it harder for citizens to eat healthily and be physically active. Evidence from earlier recessions of the impact on public health, particularly from Finland in the 1990s, shows that economies may recover but the cost to individuals in terms of social integration, employability, well-being and health is very high. The negative health and social impact is felt for decades afterwards and some individuals never recover.

Investing in Public Health must therefore be a counter-cycle priority. For Platform members, this means continuing their commitments. For economic operators, the challenge is to maintain the degree of effort and not delay implementation. Those activities which involve a cost may be the first casualties when budgets are squeezed and non-core business items are cut. Therefore, whilst delivery of these activities may become more problematic, their importance for public health becomes greater.

This Annual Report presents the 2009 activities and achievements of the Platform, and also examines how successfully the Platform’s members are monitoring progress against their commitments.

This Report was prepared for and funded by the Directorate General for Health and Consumers of the European Commission (DG SANCO). It gives an overview of the Platform’s activities in 2009 and aims to provide both Platform members and other interested stakeholders with an account of the activities and achievements produced by Platform members as part of their commitments to the Platform.

Chapter 1 gives background information on the Platform. Chapter 2 provides a membership update and the list of current Platform members. Chapter 3 gives an overview of the achievements of the Platform before 2009. Chapter 4 reports on the main activities undertaken by the Platform in 2009 including details of meetings held and publications produced. Chapters 5 and 6 present an overview of the new and continuing active commitments to the Platform by RAND Europe. These chapters may not comprehensively include all the commitments being undertaken as part of the Platform because not all Platform members submitted monitoring forms for their commitments in 2009 or because some monitoring forms were submitted too long after the deadline of

31st January 2009 to be included in this report. Of the 138 commitment received in 2009, 12 were new commitments and 126 were continuing commitments from the previous year.

Since the range of activities associated with the Platform is very broad, the overview of Platform commitments in these chapters is organised into the five categories of activities that Platform members can choose from when submitting their commitments to the Platform: Marketing and advertising; Reformulation; Labelling; Lifestyles and Others¹. These activities include a very diverse range of commitments comprising initiatives to reformulate food products; activities to address advertising and marketing to children; implementations of workplace-based programmes aimed at improving employees' health and diet; campaigns to improve the take-up of sports and raise awareness of the importance of good nutrition and diet as well as initiatives to disseminate the Platform's activities. All of the Platform commitments, for years past and present, can be accessed via the online Platform database². Chapter 7 provides a mapping of both new and continuing active commitments to the Platform including breakdowns of commitments by geographical coverage, type of action and target audience.

Chapter 8 presents RAND Europe's quality assessment of members' commitment forms submitted to the Platform in 2009. As such, it offers an overall assessment of the Platform members' monitoring practices³. In order to ensure relative consistency across different years of monitoring, this part of the analysis uses the five-level quality scoring mechanism developed by RAND Europe in 2007. This system is based around four criteria - specificity, clarity, focus and measurement - that are individually scored on a five point scale. The monitoring forms in 2009 once again met an "adequate" standard of monitoring, with an average (mean) quality score of 3.33, showing a notable improvement since 2007 when the average score was 2.88. Across all categories, the highest overall average of 3.47 was achieved for the measurement category and the lowest overall average was achieved for the clarity category with 3.22. These averages do, however, conceal many variations between different categories of commitments as is shown in Chapter 8. Further information and guidance about the monitoring process can be found in the Monitoring Framework document of the Platform⁴. Finally, Chapter 9 gives detail about the forthcoming Platform activities in 2011.

¹ This category of activity includes all remaining commitments that do not fit into any of the other four categories. Examples of commitments under this category include the publication of a nutrition magazine aimed at health professionals or the promotion of research into obesity prevention and management as well as commitments focusing on monitoring, training and policy work.

² http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/database/

³ Of the 138 commitments submitted for monitoring, two commitments were not analysed this year: one because the information was insufficient and duplicated another commitment, the other was submitted after the deadline.

⁴ http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_monitoring_framework_en.pdf

Foreword from the Chair

2010 is an important year for nutrition policy because we will report to the Council and Parliament on progress on the EU Strategy on Nutrition, Overweight and Obesity. This key task will need input from the Commission, Member States, WHO Euro and other external stakeholders (public, private and non-profit sectors). As part of this reporting, the Platform will be subject to an external evaluation, exploring the effectiveness and impact of the mechanism.

The policy goal is to halt the rise in overweight and obesity and to begin to reverse the trend. One of the indicators used to measure progress towards the objectives of the EU Strategy will be the prevalence of obesity, particularly for children and adolescents. The progress report will seek to capture the extent of European, national, regional and local initiatives on nutrition, physical activity and health. This complex piece of work, drawing on multiple information sources, will match activities against the policy objectives of the Strategy. The report will also identify where additional efforts are required in order to achieve the objectives.

In 2009, Member States launched in the context of the High Level Group on Nutrition and Physical Activity a new initiative on reformulation to reduce salt, setting the foundation for additional joint work on reducing sugar and fat in food products. This provides an opportunity to demonstrate the added value of the Platform as European level industry associations and networks can mobilise their national membership to support these efforts by public authorities.

It is crucial that the Platform works harder at monitoring commitments in order to achieve high scores on monitoring reports. The credibility of the Platform mechanism is dependent on stakeholders being accountable and transparent about their activities. This focus on driving up the quality of monitoring of commitments will continue in 2010.

I also look forward to the results of the Platform evaluation and working with all of you towards our common objectives - improving the nutritional offering and encouraging physical activity. These are tangible contributions that the EU can make towards keeping citizens healthy, active and productive.

Paola Testori Coggi
Director-General
DG SANCO

Definition of key terms

Commitment	To become a member of the EU Platform on Diet, Physical Activity and Health, an organisation must undertake a ‘commitment’. These commitments are promises to take actions to achieve a particular goal that advances the Platform’s aims.
Platform member	Platform members are umbrella organisations operating at the European level that have agreed to monitor and evaluate the performance of their commitments in a transparent, participative and accountable way, as set out in the Platform’s Monitoring Framework. ⁵
Commitment holder	The commitment holder for a given commitment can either be the same as the Platform member for that commitment or a different organisation. As all member organisations of the Platform are umbrella organisations operating at the European level, they each encompass many member organisations in a given sector and either each may submit commitments that encompass all of their members or one or more of their individual members may submit their own commitment under their umbrella organisation’s membership of the Platform. In the latter cases, the Platform member for a commitment would be a given umbrella organisation and the commitment holder would be one or more of its members submitting this commitment.
Monitoring report / commitment form	In order to monitor the progress of their commitments, Platform members are requested to submit a monitoring report for each commitment they make. These monitoring reports are organised into sections that enable Platform members to state the ‘objectives’ of their commitment, ‘inputs’, ‘outputs’, ‘outcomes’, ‘means of dissemination’, and so on.
Achievements of the Platform	The term ‘achievement’ is used throughout this report to refer to the outputs and outcomes produced by the different commitments submitted by commitment holders as part of the Platform’s activities. The description of these ‘achievements’ is based entirely on the information reported by commitment holders in their monitoring reports and does not constitute an assessment of the effectiveness of commitments or their activities in reducing obesity, improving diet and/or increasing physical activity amongst the different target groups of these commitments.

⁵ The Platform’s Monitoring Framework is available online: http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_monitoring_framework_en.pdf (last accessed March 2010)

Acronyms and abbreviations

ACT	Association of Commercial Television in Europe
AREFLH	Fruit Vegetable and Horticultural European Regions Assembly
ASA	Amateur Swimming Association
ASPHER	Association of Schools of Public Health in the European Region
BEUC	European Consumer's Organisation
BFARU	Bangor Food and Activity Research Unit
CAP	Common Agricultural Policy
CCPR	Central Council of Physical Recreation
CEEREAL	European Breakfast Cereal Association
CESS	Confédération Européenne Sport Santé
CIAA	Confederation of the Food and Drink Industries of the EU
COFACE	Family Associations
COPA- COGECA	Agricultural organisations and cooperatives
CPME	Standing Committee of European Doctors
DAFC	Danish Agriculture and Food Council
DIET(S)	Dietitians Improving Education and Training (Standards)
DPF	Diabetes Prevention Forum
EACA	European Association of Communications Agencies
EACEA	Education, Audiovisual and Culture Executive Agency
EASA	European Advertising Standards
EASO	European Association for the Study of Obesity
ECF	European Cyclist Federation
EFAD	European Federation of the Associations of Dietitians
EFFAT	European Federation of Trade Unions in the Food, Agricultural and Tourism Sectors

EGTA	European Group of Television Advertising
EHFA	European Health and Fitness Association
EHN	European Heart Network
EMRA	European Modern Restaurants Association
ENGSO	European Non-Governmental Sports Organisation
EPHA	European Public Health Alliance
ESA	European Snacks Association
ESPGAN	European Society of Paediatric Gastroenterology and Nutrition
ESPGHAN	European Society of Paediatric Gastroenterology, Hepatology and Nutrition
EUFIC	European Food Information Council
EUPHA	European Public Health Federation
EuroCoop	European Community of Consumer Cooperatives
EUROPREV	European Network for Prevention and Health Promotion in Family Medicine and General Practice
EVA	European Vending Association
FEPI	Federation of the European Play Industry
FERCO	European Federation of Contracting Catering Organisations
FEVIA	Belgian Federation of the Food and Drink Industry
FIA	Fitness Industry Association
Freshfel	European Fresh Produce Association
GDA	Guideline Daily Amounts
GO	Teenage Girls - Healthy Schools Programme
HDE	German Retailers' Association
HLG	High Level Group
HOPE	Health Promotion through Obesity Prevention across Europe
HRA	Health Risk Assessment
IASO	International Association for the Study of Obesity
IBFAN	International Baby Food Action Network
ICC	International Chamber of Commerce
IDF	International Diabetes Federation
IMAGE	Development and Implementation of a European Guideline and Training Standards for Diabetes Prevention
IOTF	International Obesity Task Force
ISCA	International Sport and Culture Association

JEP	Jury for Ethical Practice in Advertising
MMC	Mars Marketing Commitments
NICE	National Institute for Health and Clinical Excellence
PATHE	Physical Activity Towards a Healthy Europe
PCM	Policy Coordination Meeting
PolMark	policies on marketing food and beverages to children
SCOPE	Specialist Certification of Obesity Professional Education
SFS	School Fruit Scheme
SIG	Special Interest Group
SRO	Self-Regulating Authorities
SSF	Swedish Swimming Association
UBA	Union of Belgian Advertisers
UNESDA	Union of European Beverages Association
WFA	World Federation of Advertisers
YIA	Young Investigators Award

In most European Union Member States more than half of the adult population is overweight or obese. It is also estimated that almost 30% (around 22 million) of children are overweight in the EU and each year this figure is growing by 400,000. Obesity accounts for six of the seven leading risk factors for ill health in Europe. The combination of increasing calorie intake coupled with a more sedentary lifestyle and decreasing levels of physical activity are at the root of the problem.

Given the multi-causal character of the obesity epidemic, the European Commission has acknowledged the need for a coordinated approach by a wide range of actors across a number of policy areas. In 2003, a Network on Nutrition and Physical Activity (NPA), composed of experts nominated by the Member States, the World Health Organisation (WHO) and representatives of consumer and health NGOs, was established to advise the Commission on the development of an EU strategy on nutrition and obesity. Its mandate declares that it will “*examine the possibilities of common evidence-based actions with the support of the Commission services, the network members and relevant stakeholders, concerning in particular aspects of health information, health promotion and disease prevention. It will examine public health nutrition related issues in other Community policies. It will give attention to evaluation of actions and development of tools for evaluation.*”

In July 2004, the Commission convened a series of meetings with Member States, the WHO and a small group of key NGOs and economic operators to explore the different aspects of the growing problem of overweight and obesity in Europe. This ‘Obesity Roundtable’ established a general consensus on the main drivers of overweight and obesity, i.e. the combination of increasing calorie intake and a more sedentary lifestyle. It also identified the need to take into account national, regional and local dietary differences.

The Commission drew the following conclusions from the debate:

- the need for a multi-stakeholder approach and for action at all levels;
- positive attitude towards co-operation;
- involvement of the EU presidencies in the roundtable process;
- importance of public-private partnerships

This led to the creation in March 2005 of the **EU Platform for action on Diet, Physical Activity and Health**. The aim was to explore best practice and encourage voluntary action on consumer information and labelling, advertising and marketing, and product development. The Platform brings together food manufacturers, retailers, the catering industry, advertisers, consumer and health NGOs, health professionals and public authorities, the main purpose was to conduct an open and informal discussion to examine ways of achieving binding commitments aimed at tackling the obesity epidemic and at addressing diet-related chronic diseases such as cardiovascular disease. As an

important element of the European Commission's overall strategy on nutrition and physical activity, the Platform provides a forum for all interested actors at European level where they can "*explain their plans to contribute concretely to the pursuit of healthy nutrition, physical activity and the fight against obesity, and where those plans can be discussed. Outcomes and experience from actors' performance can be reported and reviewed, so that over time better evidence is assembled of what works, and Best Practice more clearly defined*". Platform Founding Statement, March 15th 2005.

The Platform serves to deepen a mutual understanding of the challenges of obesity and diet-related chronic diseases, to integrate responses to these challenges into a wide range of EU policy areas such as agriculture, environment, education and research and to contribute to the future development of fields of action. Work carried out by the Platform complements existing initiatives carried out at Member State level and through other networks.

By bringing together key stakeholders at EU level, the Platform can pool their expertise and catalyse Europe-wide action across a range of sectors. The Platform is also designed to act as a resource through which good practice can rapidly be disseminated and replicated.

To keep the Platform at a manageable size, members must be umbrella organisations operating at a European level. The other main criteria for membership is that each member must annually propose and commit to specific activities designed to halt and reverse the obesity trend. These commitments must be recorded, and outcomes are monitored and measured in a way which can be fed back to the Platform. There are some exceptions to this, for example the European Food Safety Authority (EFSA) or the World Health Organisation (WHO) who attend the Platform in an observational and scientific advisory capacity and thus do not produce commitments for action.

The five fields for action identified so far by the Platform Members are:

1. Consumer information, including labelling
2. Education
3. Physical activity promotion
4. Marketing and advertising
5. Composition of foods, availability of healthy food options, portion sizes

Member commitments and monitoring information can be viewed via a publicly available database:

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/database/index.cfm

In May 2007, the European Commission published a White Paper on a Strategy setting out an integrated EU approach to contribute to reducing ill health due to poor nutrition, overweight and obesity. The Strategy was welcomed by Council Conclusions in December 2007 and a European Parliament Resolution in September 2008. The Strategy emphasises the value of working in partnerships and aims to support efforts by actors at all levels from the local to the international. One of the key principles set out in the Strategy is a focus on monitoring and evaluation to measure the impact of initiatives. In this context, the Platform is identified as a key mechanism for implementation of the Strategy.

The prevalence of obesity will be one of the key indicators for the measurement of any progress brought about by the Strategy and the Commission will report on progress in 2010 including a review of the extent to which the EU's policies have delivered change, the contribution and impact of the work of stakeholders and the effect of self-regulatory measures.

Membership update and list of Platform members

The European Society of Paediatric Gastroenterology and Nutrition (ESPGHAN) were reintroduced into the list of active members after having been removed from the list in 2008 due to a failure to fulfil their membership requirements to submit commitments. ESPGHAN is an international scientific society based in Europe and founded in 1968. It represents nearly 500 paediatric gastroenterologists, hepatologists and nutritionists, as well as scientists in relevant fields, are members of the society.

- 1 Agricultural Organizations and Cooperatives (COPA-COGECA)
- 2 Association of Commercial Television (ACT)
- 3 Confédération Européenne Sport et Santé European Confederation Sport and Health (CESS)
- 4 Confederation of the Food and Drink Industries of the EU (CIAA)
- 5 Eurocommerce
- 6 European Community of Consumer Cooperatives (Eurocoop)
- 7 EuroHealthNet
- 8 European Association for the Study of Obesity (EASO)
- 9 European Association of Communications Agencies (EACA)
- 10 European Cyclists Federation (ECF)
- 11 European Consumer Organisation (BEUC)
- 12 European Federation of Contracting Catering Organizations (FERCO)
- 13 European Federation of the Associations of Dietitians (EFAD)
- 14 European Food Information Council (EUFIC)
- 15 European Group of Television Advertising (EGTA)
- 16 European Heart Network (EHN)
- 17 European Health and Fitness Association (EHFA)
- 18 European Modern Restaurants Association (EMRA)

- 19 European Non-Governmental Sports Organisation (ENGSO)
- 20 European Public Health Alliance (EPHA)
- 21 European Society of Paediatric Gastroenterology, Hepatology and Nutrition (ESPGHAN)
- 22 European Vending Association (EVA)
- 23 European Network for prevention and Health Promotion (EUROPREV)
- 24 Assemblée des Régions Européennes Fruitières, Légumières et Horticoles (AREFHL)
- 25 Federation of the European Play Industry (FEPI)
- 26 Confederation of Family Associations in the European Union (COFACE)
- 27 Freshfel Europe
- 28 International Baby Food Action Network (IBFAN)
- 29 International Diabetes Federation (IDF)
- 30 International Obesity Task Force (IOTF)
- 31 International Sport and Culture Association (ISCA)
- 32 Standing Committee of European Doctors (CPME)
- 33 World Federation of Advertisers (WFA)

Additionally, WHO Euro Region, EU Presidencies, Member States, EFSA, European Committee of Regions as well as the European Parliament have observer status at the Platform. Further information, including a contact name for each organisation, is available at:

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/platform_members.pdf

CHAPTER 3 Achievements of the Platform before 2009

Since its launch 2005, the Platform has more than doubled in size from its initial group of 15 founding members to the 33 current members of the Platform. The breadth of participation has also grown to encompass food manufacturers and retailers, catering and vending sectors, advertisers and media companies, NGOs and health practitioners, and organisations that work on physical activity and sport. The momentum of actions generated through commitments by Platform members continues. More than 200 commitments for action have been tabled, representing over 600 initiatives implemented at local, regional and national levels. As part of their engagement with the process of the Platform, members monitor their activities and report in a transparent manner on how they delivered their commitment.

With its broad membership base and opportunities for debate and sharing of best practice, the Platform has greatly raised the visibility of issues surrounding overweight and obesity, providing a constant impetus for action, together with a framework for measuring success. The Platform has featured discussion on issues like public private partnerships, product reformulation, marketing and advertising, increasing physical activity and behaviour change.

The Platform's significance also lies in the ground breaking and creative nature of this type of mobilisation. The Platform's integrated multi-sectoral approach involving both public and private stakeholders is frequently studied as a successful model, and has provided a template for similar projects such as the EU Alcohol and Health Forum and the European Action on Drugs.

More information regarding the EU Platform on Diet, Physical Activity and Health is available from the DG Health and Consumer Protection section of the European Commission website:

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/platform_en.htm

CHAPTER 4 Main activities of the Platform in 2009

Platform meeting of 3 April 2009

The Commission provided information on the 2009 timetable for reporting on the Platform commitments and introducing new commitments. The importance of rigorous monitoring of commitments by Platform members was stressed, to maintain credibility for the Platform process.

The IESE Business School presented a case study, commissioned by DG SANCO, exploring the Platform as a mechanism. The speaker noted that the Platform is a valuable space for debate, given that even though there was not consensus on key issues such as GDA and traffic light systems, all members shared the same overall objective to improve nutrition.

The Commission explained the process for producing the progress report on the EU Strategy in 2010. One element of this reporting is an evaluation on the progress achieved by the Platform which will be carried out by an independent consultant. Platform members were invited to volunteer to be part of the steering group which would meet twice per annum to assist in setting the questions for the Terms of Reference of the external evaluator and providing any necessary guidance. Platform members were also informed that they would be invited to provide comments on the recommendations of the evaluator before it is submitted to the European institutions. The role of WHO Euro and other Commission DGs including INFSO, AGRI, EAC and EUROSTAT in collating information and monitoring the Strategy was acknowledged.

The manifesto of the physical activity organisations was presented to the Platform by a representative of the **International Sport and Culture Association (ISCA)**. The manifesto was put together by the European Physical Activity Forum made up of Platform members that work on physical activity. The Forum aims to engage as many stakeholders as possible from a variety of sectors to encourage greater physical activity in Europe. Other Platform members are invited to join and engage in cooperation on the themes of promotion, mobilisation and knowledge-sharing.

A representative of the **European Health and Fitness Association (EHFA)** presented the Fit@work video. This video is one of four short videos EHFA has developed at the request of the Commission to encourage people to stretch and strengthen the back, neck and shoulders, legs and upper body in the office environment.

Representatives of three Platform members gave presentations on initiatives relating to reformulation, including composition of foods, availability of healthier food options and portion sizes. The first was an initiative from the restaurant sector to improve nutrition, Goody's fast service restaurants, presented by the **European Modern Restaurants Association (EMRA)**, the second on reformulation of recipes and new cooking methods

in catering companies presented by the **European Federation of Contracting Catering Organizations (FERCO)** and the third, a healthier option - vending machines with fruit and vegetables, presented by **NAVSA**.

The Commission presented the latest developments on the EU salt reduction initiative, indicating there has been progress in getting all Member States to take a proactive position on reformulation, starting with salt. Platform members were encouraged to build on this opportunity by opening discussions with national authorities about product reformulation.

Two EU funded projects were presented. The Regional Ministry of Health of the Balearic Islands presented the Food Pro-Fit project for which it is the coordinator. The Food Pro Fit project has developed a new online database tool for small and medium-sized companies (SMEs) that want to reformulate their processed foods and meals. The FOOD project was presented by Nolwenn Bertrand who is the coordinator of the FOOD project and spoke on behalf of Accor Services. The FOOD project explores ways of helping people to eat healthily at lunchtime during the working day.

There was general consensus that any changes through reformulation need to be accompanied with some increased public awareness and education about the health benefits of the change.

Platform meeting on 9 July 2009

The Commission updated the Platform on the outcome of a recent RAND and SANCO workshop on monitoring, which was attended by approximately 12 Platform members. Participants were reminded that a short guide on monitoring commitments is already available on CIRCA. Platform members were also made aware of DG SANCO's intention to prepare a leaflet on the salt reduction framework which would be shared with the Platform in due course.

Information was provided on the evaluation of the Platform process. The first steering group meeting has taken place and the minutes are published on CIRCA.

There was a debate on Platform commitments in the field of lifestyles and education. This topic was previously discussed in July 2008 and the issues identified in the background document remain valid. It was noted that there needs to be more clarity and consensus on the issue of whether education works as an intervention for behaviour change and/or in what fields it can be effective.

Four Platform commitments were presented:

- The Dietetic contribution to health in the workplace by the **European Federation of the Associations of Dietitians (EFAD)** - a collection of best practice initiatives on the promotion of a healthy lifestyle in the workplace.
- Holiday food and nutrition camps by the **Agricultural Organizations and Cooperatives (COPA-COGECA)** - "Madskoler", a cooperation with the children and youth organisation 4H aimed at teaching children aged 8-12 about nutrition, healthy diets and physical activity in an educational and fun way.
- Healthy lifestyle programmes within Nestlé by the **Confederation of the Food and Drink Industries of the EU (CIAA)** - Nestlé has 7 commitments in the area of education and community based interventions, including Nutrikids, EPODE, and THAO.
- Mars Central Europe Wellness Programme the **Confederation of the Food and Drink Industries of the EU (CIAA)** - a seven steps to health approach, aiming to ensure that all associates (employees) shall have access to health related

counselling, have balance between work and professional lives and be active.

Following the presentations, there was a lively exchange of views about the issue of Public Private Partnerships (PPP) in education and lifestyle activities.

Platform meeting 11 September 2009

Efforts by some Platform members to improve their monitoring efforts were highlighted as monitoring forms re-submitted after the summer break were scored again and given higher marks. It was noted that measurement and clarity of commitments remain the hardest aspects of monitoring to improve. The Chair expressed disappointment with Platform members that had low monitoring scores and did not take part in the monitoring workshop or re-submit a monitoring form. DG SANCO offered individual coaching sessions to help those Platform members that still find monitoring challenging.

The timetable was announced for Platform members to submit the monitoring results of their 2009 commitments and the deadline for submitting new commitments for 2010. The goal for all Platform members is to achieve a monitoring score of three or higher. Two platform members, the **European Broadcasting Union (EBU)** and **HOTREC**, were suspended from the Platform due to the lack of active commitments.

The **IESE Business School** presented the final report of their case study which looked at different companies to see what sustainable impact the Platform had on their operations.

The Commission gave an update on the progress of the tender to select an independent external evaluator for the Platform. The contractor will be selected from one of the three consortia that have a framework contract with DG SANCO for evaluation. The Chair highlighted that the assessment of the Platform will not focus on whether it is functional but on how much more could have been achieved, and what were the alternatives.

Three Platform members presented their commitments:

- **Association of Commercial Television (ACT)** presented their commitment 'a **Healthy Audience**', a range of programmes on health, nutrition and physical activity that have been developed by commercial TV companies.
- **World Federation of Advertisers (WFA)** reported on their 2009 commitment to measure compliance in 8 countries for TV, press and internet advertising with their self regulation codes on food marketing.
- The EU Pledge secretariat delivered the results of the monitoring of the EU Pledge by eleven major food and beverage companies to stop advertising products to children under 12 except for products which fulfil specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines; and no product-related communication in primary schools except when requested for educational purposes.

Second joint session of the High Level Group and the EU Platform for Action on Diet Physical Activity and Nutrition 3–4 December 2009

The joint session largely focused on the monitoring of the Strategy.

A WHO Euro representative presented the joint EU/WHO project to develop an information and reporting system capable of describing how the EU strategy contributes to strengthen the promotion of healthy nutrition and increase physical activity. This project has created an extensive database of policies and action, surveillance of nutrition and dietary behaviours, good practices in regional and local action, based on an independent evaluation of all aspects of an intervention to assess effectiveness. The database will also contain the status of key commitments of voluntary actions by economic operators. Public Private Partnerships (PPP) will also be mapped to assess their impact and how they contribute towards reducing childhood obesity. The complete database is due to be launched in summer 2010.

In 2010, DG SANCO will report to the Council on progress achieved by the EU Strategy and specifically whether it is delivering the impact necessary to meet the objectives. The Commission will use key indicators which aim to capture local, national and community level initiatives. The process of setting indicators has involved an external evaluator and representatives from WHO Euro, the Platform and the HLG.

The Commission informed the Platform that a contractor, the Public Health Evaluation and Impact Assessment Consortium (PHEIAC), had been selected through competitive tender and had designed a methodology to evaluate the Platform. The first phase will be a survey with 18 questions which will explore the approach, methods and tools of the Platform. A second phase will use in-depth interviews and case studies on Platform commitments to explore the impact and effectiveness of the approach.

Platform members will be able to feed into the evaluation process: the views, perceptions and experiences of Platform members will be important feedback for the evaluators. The first draft of the report is expected by July 2010. The final report will be available in the last quarter of 2010. The goal is to make the results of the evaluation digestible and easy to read and to make maximum use of awareness raising and dissemination channels.

The CIAA announced the results of their 2008 survey of the food and beverage sector to identify what is being done on reformulation, innovation, labelling. DG SANCO made a presentation on the opportunities to use Structural Funds to invest in public health and health capacity across Europe. The funding mechanisms were outlined and the types of activities that could be eligible.

A WHO representative presented the new Recommendations on the marketing of foods and non-alcoholic beverages to children which have been developed and will be presented to the WHO Executive Board in January 2010. The twelve Recommendations are structured into rationale, policy development, policy implementation, monitoring and evaluation, research.

Platform Plenary, 4 December 2009

DG SANCO noted with satisfaction that all Platform members have active commitments and no suspensions of membership were required. The Commission provided coaching and support to individual Platform members that had received monitoring scores of 3 and below in order to assist them to improve their monitoring scores.

The theme of the morning session was food labelling. The Commission provided an update on the state of play on the legislative passage of the Regulation on food information for consumers, highlighting some of the main difficulties such as the proposal for labelling to be implemented with through national schemes.

DG SANCO noted that there are diverging views on what works best for consumers, some of these are based on cultural differences, which is why the Commission has put

into the proposal the idea of national schemes as a framework to allow local specificity based on evidence of consumer understanding. The goal of the Commission is to provide a framework that is sufficiently robust but flexible enough to adapt and respond as new data emerges.

The Aarhus University in Denmark presented the progress on the DG Research funded FLABEL project (Food Labelling to Advance Better Education for Life). This project seeks to explore how consumers understand labels, how that affects their behaviour and therefore to develop guidelines for the use of labels. The project will deliver results in Summer 2010 and will develop recommendations for an ideal nutrition label that will then be tested with consumers in a store setting. Additional presentations included:

- The **European Food Information Council (EUFIC)** presented some results from FLABEL on the penetration of nutrition information on labels in EU-27 plus Turkey.
- The **UK Food Standard Agency** presented independent research to explore how consumers use front of pack labels in the retail environment and at home.
- A representative from **Tesco (Eurocommerce)** presented on how labelling and nutrition information has been implemented in their business.
- A representative from **Eroski (EuroCoop)** outlined on the nutritional traffic light system that they have introduced on their own brand products which combines nutritional information with colour codes.

2009 Publications

The **2009 Annual Platform Report** containing the report on 2008 activities and including a synopsis and analysis of Member commitments was released in April 2009. The report is available on the EUROPA website at:

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_2009frep_en.pdf

Working Paper on **Product Reformulation and Portion Size**

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/ev20090403_wp_en.pdf

Updated Working Paper on **Platform Commitments on Marketing and Advertising**

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/ev20091109_wp_en.doc

The list of **EU Platform on Diet, Physical Activity and Health member organisations** was updated in January 2010. The report is publicly available on the EUROPA site at: http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/platform_members.pdf

CHAPTER 5 The achievements of the Platform: new commitments

5.1 Introduction

This chapter provides a summary of the new initiatives undertaken by members of the Platform in 2009, along with an overview of the outputs these initiatives produced in their first year. As a significant number of the commitments are the same as the previous year's, this chapter details only the commitments that are new to 2009. The next chapter provides a brief update of the activities of continuing commitments over the previous year; further details of all the commitments that were active in that year are provided in the 2009 Annual Report.⁶

Of the 138 commitments for which monitoring forms were received this year (out of a total of 145 active Platform commitments), 126 were continuing commitments from last year and 12 were new from this year.⁷

Table 5.1 Overview of commitments

Status of commitments	Number of commitments
Active Platform commitments	145
Monitoring forms submitted in 2009	138
Continuing commitments from 2008	126
New commitments in 2009	12

Given that not all Platform members submitted a monitoring form for their activity, this chapter does not provide a complete account of the activities of the Platform's members over the last year. However, information on all Platform activities may be found on the Platform's public online searchable database of all commitments.⁸ For ease of reference, the Action number for each commitment is included in brackets whenever details and

⁶ To access the annual report, see:

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_2009frep_en.pdf (last accessed March 2010).

⁷ One of the commitments received was sent after the submission deadline and is therefore not included in the analysis or description of commitments in this report.

⁸ To access the database, see:

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/database/dsp_search.cfm (last accessed March 2010).

statements are made about a given commitment. The next section of this chapter explains the approach used for this chapter as well as for Chapter 6.

Approach

In February 2010 the European Commission sent the RAND Europe team the electronic files of all active commitments it had received from Platform members for this year of monitoring. RAND Europe analysts read all of the new monitoring forms in order to produce a comprehensive and accurate account of the activities outlined in each commitment form. This chapter was produced exclusively on the basis of the information included in the commitment forms.

Since the RAND Europe research team endeavoured to treat each monitoring form objectively, our intention in this chapter is simply to communicate the information the forms contain in a clear way that is accessible to the lay person. However, there are distinct limitations to this chapter and Chapter 6 because the results of the commitments in these chapters are self-reported by Platform members. No independent verification to assess if the results reported could be attributed to the commitments themselves or were the results of other initiatives has been carried out, and no verification has taken place to establish the veracity of these reports. Thus, the information in these chapters is entirely reliant on the honesty of Platform members in reporting their activities and achievements via their monitoring forms. In addition, in presenting this information, no judgement was made on the relevance of the commitments to the aims of the Platform.

Categories and definitions

This chapter has been organised along five categories that represent the different types of activity carried out by Platform members in their commitments. When submitting a commitment form to the Platform, members have to select from the list below the category that is most appropriate to their commitments:

1. Marketing and advertising - Proposing and/or implementing limits or codes of practice for advertising, often focused on curbing the advertising of high-fat, sugary or salty foods to certain populations.
2. Reformulation - Food producers and manufacturers altering the nutritional composition of food products, usually to modify levels of fat, sugar or salt.
3. Labelling - Modifying food product labels and/or labelling policies (both label design and label information content).
4. Lifestyles - This category includes attempts to educate certain populations about nutritional values or healthy diets in order to change behaviour, as well as implementing physical education or sport participation programmes, amongst other activities.
5. Others - This category includes all remaining commitments. Examples of commitments in this category include the publication of a nutrition magazine aimed at health professionals and the promotion of research into obesity prevention and management as well as commitments focusing on monitoring, training and policy work.

The rest of this chapter provides an overview of the Platform's new commitments for 2009 in each of the five categories detailed above. The quotations in this chapter are taken directly from the commitment forms submitted by Platform members.

5.2 Marketing and advertising

There are two new commitments in this area.

The **International Obesity Task Force (IOTF)** has committed to carrying out an EU-wide review of the regulatory status of controls on marketing food and beverages to children and to undertake interviews with key stakeholders in ten selected European countries in order to deepen understanding of the influences on children's dietary choices and the policies needed to improve these choices and reduce the risk of obesity (IOTF, 1101). As of 2009, its outputs included the following:

- The verification of data and tables describing controls on the marketing of food and beverages for children in all 27 Member States.
- Interviews with over 160 leading stakeholders across 11 Member States, including 3 Member States in southern Europe and 3 Member States in eastern Europe.
- Press launches for country reports in nine Member States.
- Making publicly available ten country reports on the policies on marketing food and beverages to children (PolMark) website (www.polmarkproject.net).
- Presentation of the project and its preliminary results at four international events.

The **Family Associations (COFACE)** committed to develop a media literacy tool about advertising techniques (COFACE, 1106). The primary focus of this tool is on televised ads with content relating to nutrition. The tool is aimed at educators in order to help them develop lessons on media literacy for teenagers. The main objectives of this commitment for 2009 were to present the initial tool prepared by **UNAF**, the French COFACE member, during a workshop with COFACE members and other participants in Monza (Italy), as well as to obtain feedback and comments from the audience in order to inform the adaptation of the tool for use at EU level. The objectives were met by the Platform member and the feedback from the audience was generally positive, although it was concluded that the presentation should be more pedagogically adapted to teenagers and that the content should be more interactive.

5.3 Reformulation

There are no new commitments in this area in 2009.

5.4 Labelling

There are no new commitments in this area in 2009.

5.5 Lifestyles

There are eight new commitments in this area in 2009.

Three of the new commitments in this area were submitted by the **Kellogg Company**. The first of the Kellogg Company's commitments aims to promote the benefits of a breakfast club over a three-year period, in collaboration with a UK charity called **ContinYou** with which the Kellogg Company has had a partnership over the past ten

years. In particular, the commitment seeks to establish 200 breakfast clubs in the UK's most deprived communities over that time period (Kellogg Company, 1115). As of 2009, this action's outputs included, amongst others:

- The delivery of the Awards programme, which aims to showcase best practice breakfast club delivery, to nine schools and one local authority, sharing £16,000.
- The delivery of a masterclass to train educational staff in breakfast club delivery, which resulted in 11 new breakfast clubs being delivered.
- The development of the Breakfast Club website.

Another action in this area by the Kellogg Company consists of a three-year partnership with British Swimming and the **Amateur Swimming Association (ASA)** 'to help thousands of families get active by swimming as a regular part of their lives' (Kellogg Company, 1116). Specifically, this action aims to get 50,000 people swimming over the next three years. As of 2009, some of the outputs of this action included the following:

- Awarding 13 million Kellogg's ASA Awards to swimmers all over the UK.
- The participation of 4,200 people in Swim Active projects.
- The selection of four athletes and formation of partnerships between them and young swimmers chosen through British Swimming's Talent Identification Programme.

The third new action by the Kellogg Company in this area consists of a partnership between the Kellogg Company and the national **Swedish Swimming Association (SSF)** (Kellogg Company, 1117). Together they have a swimming competition called *Bästa Fyran* for children in fourth grade. The competition aims to inspire children to learn to swim and to inform participants and teachers about the different aspects of a healthy lifestyle, such as diet and nutrition. The intention is to involve at least 2,000 participants a year from over 250 schools throughout Sweden. As of 2009, the outputs of this action included these:

- The promotion of the competition in '18 different daily newspapers, on national television, radio and digital media'.
- The participation of 300 school teams in the competition, which represents 2,400 children participating along with their class-mates, which broadened the reach of each event to 7,500 children in total.
- The production and distribution of a brochure about swimming, diet and the importance of breakfast to 60,000 children in fourth grade.
- The participation of 635 children in an online quiz regarding health, diet and physical activity.

The **Polish Federation of Food Industry** committed to implementing the 'Keep fit!' educational programme (Polish Federation of Food Industry, 1113). The main goal of this programme is to 'positively change the nutritional habits of young people (secondary schools pupils) and to promote an active lifestyle and a well-balanced diet, based on individual responsibility and freedom of choice'. The main outputs of this action in 2009 were the production of supporting materials such as 3,700 handbooks for teachers, 4,800 food posters and 60,000 student booklets, as well as the implementation of the training element of the programme in schools.

Danone committed to roll out the *Health@Work* programme aimed at engaging its employees located at its French headquarters and R&D centre in healthy lifestyles (Danone, 1114). This programme is designed by the employees themselves and includes initiatives such as lectures and workshops given by scientists on nutrition, physical activity

courses, and stress-related training. In 2009 the main outputs from this action included the following:

- The creation of a fitness room of 240m² with a full-time coach for individual sport and the creation of a 'rest room'.
- The running of collective classes with specialised trainers.
- The creation of the *Danone Nutrition partner*, an online nutritional coaching service.
- The organisation of lectures and workshops every two months, as well as conferences on stress prevention and detection.
- The availability of full medical check-ups by workplace physicians for employees following the programme.

A commitment by the **Karolinska Institutet, Unit for Public Health Nutrition, Sweden** – a Swedish medical university and a member of the **European Fresh Produce Association (Freshfel)**, the forum for the European fresh fruits and vegetables chain. This is called Pro Greens – promotion of vegetable and fruit consumption in school children (Karolinska Institutet, Unit for Public Health Nutrition, Sweden, 1102). The two key objectives of this action are 'to assess the level of consumption of fruit and vegetables in children before and after a school-based intervention and to develop and test effective strategies to promote fruit and vegetable consumption among 10-12-year-old school children'. In 2009 the key outputs of this action included these:

- The production of questionnaires for each of the ten countries involved in the intervention.
- The collection of baseline data in each of the ten participating countries.
- The completion of the intervention design.

The **European Vending Association (EVA)** committed to set up a webpage listing actions from its members related to 'offering a wider choice to consumers in vending machines (be it new products or new services) or impacting the lifestyle of employees' (EVA, 1104). The main output from this action in 2009 was the creation and uploading of the webpage with 42 initiatives from members of EVA.

The **European Federation of the Associations of Dietitians (EFAD)**'s action in this area related to the evaluation of the European Food Information Council (EUFIC) Energy Balance Tool (EFAD, 1111). This tool 'provides general information on energy, nutrition, physical activity and how to use the nutrition information on food labels', it also 'contains tips on how to cut calorie intake that can be incorporated easily into daily life', amongst other information. In 2009 the main outputs of this action included the following:

- An initial meeting between EUFIC and EFAD in June 2009.
- The development and posting of a questionnaire and on-line forum on the EFAD website for evaluation of the tool by EFAD delegates between August and September 2009. The results of these activities were presented to the EFAD/DIETS conference in September 2009.
- Twenty dietitians took part in the evaluation of the tool and were generally positive about it: 67% indicated that they would use the tool in the future and 61% said they would recommend it to other dietitians.

5.6 Others

There are two new commitments in this area.

One of the new actions in this area is being undertaken by the **European Public Health Alliance (EPHA)** in collaboration with the **European Heart Network (EHN)** and **Freshfel** and relates to monitoring, encouraging and supporting the **EU School Fruit Scheme (SFS)** (EPHA, 1105). This scheme aims to increase the consumption of fruit and vegetables by school children. In 2009 the outputs of this action included the following:

- The dissemination of information about the scheme to EPHA members at the Policy Coordination Meeting in January 2009.
- The publication in May 2009 of a guide to SFS aimed at the fresh produce sector.
- Freshfel and EHN presentations at the Management Committee meeting for fruit and vegetables.
- A workshop entitled Public Support for Health Promoting Agriculture Policy at the joint Conference of the European Public Health Federation and the Association of Schools of Public Health in the European Region (EUPHA-ASPHER), which was attended by 20 people.

The other new action in this area was that of the **Bangor Food and Activity Research Unit (BFARU)**, part of Freshfel, and its Fit Food Dudes: Healthy Eating and Physical Activity Programme (BFARU, 1100). This programme is an extension of the original Food Dudes Programme and will ‘use the principles of role-modelling, rewards and repeated exposure to encourage primary school children to be more active (as well as encouraging them to eat more fruit and vegetables)’. The Fit for Dudes programme will include a physical activity component to encourage children to be more active, and the programme will be initially piloted in two local primary schools. In 2009 this action involved applying for EU funding to develop a Centre for Behaviour Change at Bangor University and to fund the Fit for Dudes programme, as well as the publication in the *Journal of Exercise Science & Fitness* of the paper entitled ‘Children’s Pedometer-determined Physical Activity during School-time and Leisure-time’ by C. Hardman, P. Horne and A. Rowlands (2009).

CHAPTER 6 The achievements of the Platform: continuing commitments

6.1 Introduction

The previous chapter provided details of the new commitments received from Platform members in 2009. In this chapter, we briefly outline the main achievements of continuing commitments for 2009. This chapter is based on the outputs and outcomes reported in the monitoring forms wherever available. For ease of reporting and clarity, we have chosen to report the description of the outputs and outcomes of continuing commitments by Platform members, given that some Platform members have submitted a number of actions in each area of activity.

As explained in the introduction to Chapter 5, this chapter is also based solely on the information included in the monitoring forms submitted by Platform members. It therefore relies entirely on the honesty of Platform members in reporting their activities and achievements and in no way constitutes a review or validation of the information presented or an assessment of the effectiveness of the initiatives and methods used by Platform holders with regard to obesity, diet and/or exercise.

6.2 Marketing and advertising

There are 24 continuing commitments in this area: 10 by the World Federation of Advertisers (WFA) and its members; 9 by CIAA and its members; 3 by EuroCommerce and its members; 1 by the European Group of Television Advertising (EGTA) and its members and 1 by the Federation of the European Play Industry (FEPI) and its members.

Commitments submitted by the World Federation of Advertisers and its members

This Platform member submitted ten actions in the area. Through their commitment, the WFA and its members have achieved the following outputs:

- **Accenture Marketing Sciences** found for all EU Pledge⁹ member companies, in relation to the exposure of children under 12 to TV ads for products that do not meet companies' nutritional criteria, a 93% drop in programmes with an audience

⁹ The EU Pledge was signed in 2007 by 11 major food and beverage companies across the EU. Its aim is to change the way the food industry advertises to children and to “support parents in making the right diet and lifestyle choices for their children” (Source: <http://www.eu-pledge.eu/>, last accessed 15th March 2010).

composed of a majority of children and a 56% drop overall, i.e. in all programmes on all channels at all times. In relation to the exposure of children under 12 to TV ads for all EU Pledge member companies' advertising across all products (regardless of nutritional criteria) there was a 61% drop in programmes with an audience composed of a majority of children and a 30% drop overall, i.e. in all programmes on all channels at all times (WFA, 1075) .

- In addition, signatory companies committed not to engage in any commercial communications related to food and beverage products in primary schools, except where specifically requested by or agreed with the school administration for educational purposes. Independent monitoring by **Price Waterhouse Coopers** showed that food advertisers were 93% compliant with their commitment (WFA, 1075).
- With the establishment of advertising self-regulatory organisations (SROs) in Luxembourg and Bulgaria in 2009, advertising self-regulation infrastructures now exist in 22 of the 27 EU Member States, covering 97% of the EU's population (WFA, 538).
- Provision of technical support and expertise by the **European Advertising Standards Alliance (EASA)** to countries in the process of launching a copy advice service and the development of the European Copy Advice facility (for multi-country ad campaigns), with the technical and strategic support of **Clearcast** in the UK. In addition, fully operational copy advice systems have been set up in Germany and Romania. These systems are also being tested in Luxembourg and Bulgaria (WFA, 539).
- Approval of the EASA Best Practice Recommendation on “Standards of Service” by the EASA Board in October 2009 and compliance reports giving overall national results were made publicly available (WFA, 540).
- Regular monitoring of local Self-Regulatory Authorities (SROs) with respect to their progress in ensuring stakeholder involvement in their processes, through meetings from the EASA Self-Regulation Committee and regular contact with SROs as well as regular tracking of best practice implementation across the 27 EU Member States for key components of effective advertising self-regulation. In practice, mechanisms for stakeholder involvement in SRO juries are now in place in 21 of the 22 operational SROs across the EU, while broad consultation in code drafting has become a reality in 17 Member States (WFA, 541).
- Implementation of campaigns to raise awareness of the existence and functioning of self-regulatory systems and codes of practice were run in France, Hungary, Portugal, Spain and Slovakia in 2009. Overall, 18 of the 22 EU countries with operational SROs have run awareness-raising campaigns in the last two years, compared to just seven in 2005. Plans for further campaigns are being developed in several Member States, such as Luxembourg and Bulgaria, which have each launched a self-regulatory system in 2009 (WFA, 542).
- Adoption of the **International Chamber of Commerce (ICC)** Framework for Responsible Food and Non-Alcoholic Beverage Marketing Communications by 15 of the existing SROs. Six other SROs were in the process of adopting it as of October 2009. WFA and EASA also carried out compliance monitoring programme to verify advertiser compliance on TV, print and third party Internet advertising with the ICC code provisions and found that the overall level of compliance was 98%¹⁰ (WFA, 544).

¹⁰ http://info.wfa.be/WFA_FoodCodeComplianceMonitoring_Sept09.pdf

- Expansion of the reach of the *Media Smart programme*, a programme that “develops and provides, free of charge, educational materials to primary schools that teach children to think critically about advertising in the context of their daily lives”, from 28,344 primary schools, 37.4% of all European schools, to 30,969 primary schools, 41% of all European schools. In total, over 3 million European children have been taught using the Media Smart materials in UK, Germany, Belgium, the Netherlands, Sweden, Finland, Portugal and Hungary. An independent evaluation of the materials of the programme by the **UK Centre for the Study of Children, Youth and Media** carried out in 2006 had found that “over 70% of the teachers rated the materials excellent or very successful for teaching about the language of advertising, how audiences are targeted and messages and values in advertisements” In 2009, the **UK Media Smart Secretariat** launched a new set of lessons on digital advertising: ‘Digital Advise’, teaching children to identify and critically assess online marketing techniques such as viral marketing, the use of social marketing sites and online games (WFA, 545).
- Contribution to the future launch of the *Green Lace* campaign, a campaign of public service announcements on healthy lifestyles in the media, with expert input from advertisers of the WFA (WFA, 546).

Commitments submitted by the Confederation of the Food and Drink Industries of the EU and its members

This Platform member submitted nine actions in the area of marketing and advertising. Two of these actions were submitted by the **Belgian Federation of the Food and Drink Industry (FEVIA)** and another two by the **Union of European Beverages Association (UNESDA)**. The remaining five actions were submitted by the **European Snacks Association (ESA)**, **KiMs A/S**, **PepsiCo Europe & UK**, **Mars Inc.** and **Unilever**. Through its commitments, the CIAA and its members achieved the following:

- Monitoring of the implementation of the Nutritional Policy Charter by participating food and drink companies in Belgium through a survey run every two years. This charter has six main engagement priorities for participating companies, including providing appropriate nutrition information to consumers and collaborating ‘directly or indirectly, with educational programmes to promote healthy lifestyles, particularly at public level’. In 2009 participation in the survey increased by 2.9% compared with the previous survey in 2007 (FEVIA, 263).
- Monitoring of compliance with the self-regulatory code for advertising designed by FEVIA and the **Union of Belgian Advertisers (UBA)** in 2005. In 2009 the **Jury for Ethical Practice in Advertising (JEP)** dealt with 13 complaints concerning advertising messages for foods or non-alcoholic beverages: ‘4 concerned an advertising message on TV, 8 concerned a printed advertising and 1 concerned a bill board advertisement. In 5 cases, the complaint was dismissed, in 2 cases the advertiser adapted the campaign according to the recommendations of the JEP. In the other 6 cases, the advertisers decided to stop the campaign’ (FEVIA, 265).
- Achieving a 93% rate of compliance by **UNESDA** members with UNESDA’s commitment to ensure that their members are not directly offering their products for sale in primary schools across the EU and that a range of their products is sold in secondary schools (UNESDA, 581).
- **UNESDA**’s putting together of a series of guidelines ‘to be briefed internally to marketing departments and also externally to Advertising agencies, media buyers and cinema chains in order that they would understand the nature of the

UNESDA commitment not to advertise to children under 12 during the screening of films in cinemas'. In 2009 these guidelines were distributed to all member companies which briefed their marketing departments across the EU-27 (UNESDA, 1064).

- In 2009 all members of the **ESA** indicated Guideline Daily Amounts (GDA) on their product packs, compared with 70% of members in the previous year. In addition, 90% of manufacturers produced savoury snacks reduced in saturated fat compared to 56% in the year before; 80% produced savoury snacks reduced in fat compared to 44% and 80% produced savoury snacks reduced in sodium (salt) compared to 33% (ESA, 604).
- 'Big 8' and GDA labelling are now included on all of **KiMs A/S** products sold in the UK and Denmark. In addition, new and healthier categories of products have been introduced, such as baked crisps made with lower fat content and healthier oil (KiMs A/S, 618).
- **PepsiCo Europe & UK** has reduced fat and salt content in many of its product ranges across various Member States. For example, in Spain the reformulation of the Cheetos product has had the result that 'approximately 100 tons of fat and 25 tons of salt have been removed from the Spanish diet in 2009'. Other activities under this commitment included the distribution of 150,000 informative leaflets on GDA in Greece, of which 100,000 were used as supplements to Sunday health magazines (PepsiCo Europe & UK, 619).
- **Unilever's** compliance with advertising and marketing principles for children under 6. In 2009 independent auditors analysed the level of compliance with these principles and Unilever was found to be 99% compliant on TV and internet ads, 100% compliant on press advertising, and 97.4% compliant on advertisements in schools (Unilever, 833).
- **Mars Inc.** stopped TV advertising during and around programmes with an audience of which more than 25% were 12-year-old children (96% compliance rate according to external audit). In addition, Mars Inc. also committed itself not to issue communications related to its products in primary schools 'except where specifically requested by, or agreed with, the school administration for educational purposes' (93% compliance rate according to external audit) (Mars Inc., 1018).

Commitments submitted by EuroCommerce and its members

This Platform member submitted three actions in the area of marketing and advertising. Through its commitments, **EuroCommerce** and its members achieved the following:

- The **Danish Chamber of Commerce** improved compliance in 'the voluntary codex for marketing of unhealthy foodstuffs in medias directed towards children' and developed an educational tool aimed at children, amongst other activities (Danish Chamber of Commerce, 727).
- The **METRO Group** established a 'healthy assortment of products' within its stores and made available to its employees sport courses that are very successful and fully booked. In addition, this action stated that 'successful implementation of nutrition and healthy living material for school education by many schools' was achieved (METRO Group, 735).
- **Carrefour** achieved a high compliance rate for the nutritional labelling of its own products in 2009, with a compliance rate ranging from 90% to 100% in different European countries. In addition, Carrefour participated in numerous campaigns for the promotion of fruits and vegetables in its stores (Carrefour, 737).

Commitments submitted by the European Group of Television Advertising and its members

The action of **EGTA** involved producing interpretative guidelines of the ICC Framework in order to help its members comply with the framework. In 2009 the guidelines were produced and in January 2010 the electronic version of them were sent to all 77 TV members operating in 22 countries of the EU plus Switzerland and Norway (around 500 sale house professionals) (EGTA, 1054).

Commitments submitted by the Federation of the European Play Industry and its members

The **European Play Industry (FEPI)** committed to 'increase physical activity amongst children, by creating a healthy competition between European municipalities for the development of outdoor dedicated spaces as well as the quality/creativity of the playgrounds' through the Capital of Play Award. In 2009 15 cities/municipalities in Finland signed up for the competition (FEPI, 741).

6.3 Reformulation

There are eight continuing commitments in this area: five by **CIAA** and its members, one by the **European Community of Consumer Cooperatives (EuroCoop)** and its members, one by the **European Federation of Contracting Catering Organisations (FERCO)** and its members and one by the **European Modern Restaurants Association (EMRA)** and its members.

Commitments submitted by the Confederation of the Food and Drink Industries of the EU and its members

This Platform member submitted five continuing actions in this area. Two of these actions were submitted by **Mars Inc.** Through its commitments, the **CIAA** and its members achieved the following:

- All the companies who signed up to the **UNESDA** commitments have placed their development resources behind low or no-calorie products. **UNESDA**'s key objective is indeed to 'increase the number of new beverages with low- or no-calorie content and light versions of existing beverages, where technologically possible, safe and acceptable to consumers' (UNESDA, 583).
- The **Ferrero Group** has committed itself to tailoring its portion sizes for Kinder chocolate products and to reducing the levels of trans fat acids, sugar and salt in its products. In 2009 the Ferrero Group launched four products that are sugarless, reduced in fat and saturated fat or reduced in portion size and energy intake (Ferrero Group, 807).
- **Unilever** is continuing its product reformulation efforts and has extended these efforts to its 'innovation funnel' in 2009. As a result, more than 50% of their innovations are now compliant with their 'better for you' benchmarks (Unilever, 834).
- **Mars Inc.** achieved a reduction in saturated fat levels across its nougat products, 'by replacing saturated with unsaturated fat in the recipe in the form of sunflower oil'. It also achieved a reduction in the calorie content of all its products, amongst others (Mars Inc., 1004).

- **Mars Inc.** also achieved reductions in salt levels across its rice and sauce products. Across some of its products, it achieved a reduction in salt levels from 11% to 20% (Mars Inc., 1016).

Commitments submitted by the European Community of Consumer

Cooperatives and its members

Eroski (EuroCoop Spanish member) committed to ‘improve the dietary composition of its own brand food products and remove the trans fats that are artificially present in them’. In 2009 it reformulated about 90 products ‘with a new recipe, eliminating the partially hydrogenated vegetable oils’ (Eroski, 1031).

Commitments submitted by the European Federation of Contracting Catering

Organisations and its members

FERCO advises its members to implement its general nutrition recommendations that are aimed specifically at the food service sector. To date, ‘all contract catering companies affiliated to the 11 national associations member of FERCO have a healthy eating programme, which means 92.5% of the contract catering market’. These programmes have not yet been implemented in all restaurants and canteens, but ‘the leaders on the market have however set up as target to achieve a 100% coverage with at least one daily healthy food option in each unit by 2012/2015’. Other achievements included a reduction of 80% in the saturated fat content of **Compass UK**’s own label cooking sauces and the implementation of a daily distribution service of fruits by **Sodexo LU**, reaching 2,000 clients (FERCO, 505).

Commitments submitted by the European Modern Restaurants Association and its members

EMRA and its members committed to working ‘with suppliers and product development teams to monitor and if appropriate adjust composition of products and dishes with respect to salt, fat and sugar content’. In 2009 **Quick** altered the composition of its sauces in ten permanently featured burgers, thereby reducing average lipid content from 71% to 30%, and **Starbucks UK** reduced overall fat by 6.6%, amongst other achievements (EMRA, 535).

6.4 Labelling

There are thirteen continuing commitments in this area: nine by **CIAA** and its members, one by EuroCommerce and its members, one by EuroCoop and its members, one by FERCO and its members and one by EMRA and its members.

Commitments submitted by the Confederation of the Food and Drink Industries of the EU and its members

This Platform member has submitted nine continuing commitments in this area. Two of these actions have been submitted by **Unilever**, two by **Mars Inc.** and another two by **UNESDA**. Through its commitments, the **CIAA** and its members achieved the following:

- **UNESDA** requires its members to apply labelling commitments universally across their non-alcoholic beverage products in order to give consumers information on the contents and nutritional make-up of their products. In 2009 compliance rates for these requirements were 100% for on-pack calorie information with 40% of labels displayed front of pack and the rest elsewhere on

the pack. In addition, 'UNESDA members have been involved in independent research into consumer's understanding of labels and how they read them and use them to inform purchasing decisions' (UNESDA, 582).

- Promotion of **CIAA's** voluntary Nutrition Labelling Scheme, 'an improved labelling programme based on scientific Guidelines Daily Amount (GDAs)' to a large audience through CIAA's website and the launch of the CIAA European Parliament GDA Information Stand in November, with 1,500 people visiting the stand. Other activities for this commitment in 2009 included the organisation of an event on 15 October 2009 'with Council Working Group members and over 50 participants, including representatives from the European Commission, representatives from the Permanent Representations of the EU Member States, national experts and stakeholders' (CIAA, 740).
- In 2009 the **Ferrero Group** started the implementation of GDA labelling on its Kinder and Nutella products (Ferrero Group, 827).
- **Unilever** has started to implement GDA labelling on its products and it is foreseen that 2009/2010 'will see the gradual replacement, as stocks run out, of Unilever non-GDA labelled products with GDA labelled products' (Unilever, 836).
- **Unilever** 'supported the Choices Foundation in outreach activities towards National and EU, public and private stakeholders, including two briefing sessions' and gave support to 'studies such as research on the impact of the Choices Programme on nutrient intake of the Dutch population' (Unilever, 837).
- **Kraft Foods** committed to 'label energy per portion on the front of pack and the percentage this represents of the GDA for energy'. In 2009 Kraft Foods has achieved '95% of product volume (2,942 brands) with GDA labels across the following categories: cheese & dairy, coffee mixes, sauces, confectionery (versus 90% in July 2009)' and 'the 5% gap relates mainly to products that will be withdrawn in early 2010'. In addition, Kraft Foods has GDA labels for about 91% of its biscuit products (Kraft Foods, 1003).
- Over 90% of **Mars Inc.**'s range in the UK market now carries the Be Treatwise message; 70% of their 'single / eat now packs have the energy GDA value and % displayed on either front or side of pack' and over 80% of all packs have the GDA icons displayed (Mars Inc., 1010).
- More than 80% of all **Mars Inc.** chocolate, food and ice-cream brands on sale throughout the EU had GDAs on their labels and 60% of their ice-cream products had the label. In addition, Mars Inc. is currently implementing the GDA label on its major confectionary brands (Mars Inc., 1015).
- Increased compliance of **UNESDA's** members with regard to the application of the GDA label on their product from 60% in 2008 to 90% in 2009 (UNESDA, 1027).

Commitments submitted by EuroCommerce and its members

EuroCommerce aims to 'encourage member companies to increase the amount of information on the label about the nutritional composition of their own brand products, through providing information on best practices and possible collaboration'. In 2009 EuroCommerce distributed a questionnaire to its member companies, and they reported an increase in the usage of nutrition labelling on their own brands (EuroCommerce, 794).

Commitments submitted by the European Community of Consumer

Cooperatives and its members

Eroski committed to apply the nutritional colour code labelling to its products, and by the end of 2009 2,100 of its products had the new label. In addition, Eroski gathered the views of 518 consumers and found that '83% of consumers interviewed think that the colour code helps to understand the nutrition information, 82% consider the information given per portion as positive, 68% pay attention to traffic lights when shopping and 82% consider that traffic lights help them to get a more balanced diet' (EROSKI, 1030).

Commitments submitted by the European Federation of Contracting Catering

Organisations and its members

FERCO committed to encourage 'Contract Catering companies to provide nutrition information on the meals served and work with their clients and suppliers to improve the availability, for the end consumer, of understandable and relevant nutritional information'. In 2009 all contract catering companies affiliated with members of FERCO had produced nutrition information programmes for consumers and had introduced nutritional considerations in the terms of reference of their supply chain, as well as nutrition traceability systems and nutrition audit schemes. In addition, their staffs now receive nutrition training as part of their induction training programmes and '5 companies accounting for 62% of the market have nutrition training for their suppliers and an awareness scheme for their clients' (FERCO, 504).

Commitments submitted by the European Modern Restaurants Association and its members

EMRA committed to 'inform their customers about how product options and product composition compare to GDAs, or other nutrition driven references, through the use of various communications and consumer information materials'. In 2009 this action produced the following achievements, amongst others: **Quick** provided nutrition information about all its products to health specialists, **Burger King** continued to control its advertising to children and **McDonald's UK** carried out a trial of placing calorie information on menu boards in 125 of its outlets by testing different display methods (EMRA, 536).

6.5 Lifestyles

There are 61 continuing commitments in this area: 25 by CIAA and its members ; 6 by the European Food Information Council (EUFIC) and its members; 4 by EHN and its members; 3 by the agricultural organisations and cooperatives (COPA-COGECA) and its members; 3 by Freshfel and its members; 2 by EuroCommerce and its members; 2 by the European Health and Fitness Association (EHFA) and its members; 2 by the European Non-Governmental Sports Organisation (ENGSO) and its members; 1 by AREFLH (Fruit Vegetable and Horticultural European Regions Assembly) and its members; 1 by the Association of Commercial Television in Europe (ACT) and its members;; 1 by the Confédération Européenne Sport Santé (CESS) and its members; 1 by EuroHealthNet and its members; 1 by the European Association of Communications Agencies (EACA) and its members; 1 by the European Cyclist Federation (ECF) and its members; 1 by FERCO and its members; 1 by EFAD and its members; 1 by EMRA and its members; 1 by the European Society of Paediatric Gastroenterology and Nutrition (ESPGAN) and its members; 1 by EVA and its members;; 1 by the International

Diabetes Federation (IDF) and its members and 1 by the International Sport and Culture Association (ISCA) and its members.

Commitments submitted by the Confederation of the Food and Drink Industries of the EU and its members

This Platform member submitted 26 continuing commitments in this area. Nine of these were submitted by **Nestlé**, six by **Mars Inc.**, three by **FEVIA** and two by **Ferrero Group**. Through the commitments of the **CIAA** and its members, the following was achieved in 2009:

- Launch of a ‘remodelled’ website to disseminate information on the food chain, food safety, and health and food quality, with about 8,700 visitors to the website each month (FEVIA, 266).
- A total of 50,000 Euros was allocated to 12 projects (6 schools, 3 municipalities and 3 youth organisation) aimed at ‘combining a balanced diet (information, product offer, workshops) and physical activity (sport infrastructure, information, sensibilisation)’ (FEVIA, 269).
- Continuing involvement in a research project with the **Institute of Sport Medicine in Torino** to gather data on the health and physical aptitude of school children, to be used as a baseline for future research. In addition, mini-volley and volley kits were distributed in schools and events for school children were sponsored in various Member States by the **Ferrero Group**, amongst other activities in 2009 (Ferrero Group, 431).
- About 10,500 6–19-year-old children took part in a running event sponsored by **Nestlé Austria** and ‘1,862 children joined the school breakfast parties at 10 different schools’ (Nestlé Austria, 437).
- Of Hungarian primary schools, 80% (2,700 schools) participated in the *Nutrikid* basic school nutrition education project. Amongst other activities, **Nestlé Hungary** presented the project in three scientific conferences aimed at health professionals, teachers and other stakeholders and held a lecture for dietitian students. These events were attended by about 400 participants (Nestlé Hungary, 442).
- Further developments of the *Nutrikid* initiative for nutrition education. Amongst other activities, this action set up a group of experts for the development of the module for 13- to 15-year-olds and issued press releases and newsletters for ‘specific target groups such as NGOs in the domains of nutrition, physical activities, home economics, teaching and public health’ (Nestlé Switzerland, 448).
- A new restaurant for **Nestlé** employees serving a wider range of meals was opened and a bigger health centre was opened to accommodate more employees. There are now 1,040 members of the fitness centre, which is an increase in membership of 82% compared to the previous year. Other achievements included the recruitment of professional trainers and the launch of a new ‘Nordic Walking’ club (Nestlé Switzerland, 449).
- The **Danone** Nations Cup organised 40 national football tournaments in 2009 throughout the world with ‘2.5 million players (*idem* as 2008), from 20,000 clubs (*idem* as in 2008) and 25,000 schools (vs 33,000 schools in 2008)’ (Groupe Danone, 462).
- Further distribution of 800 educational kits for the *Faut que ça bouge!* initiative by the **Institut Danone France** to encourage healthy diets and physical activity. The initiative was also disseminated on the Danone Institute’s website, at its the

annual congress and in its magazine aimed at teachers (Institut Danone France, 463).

- Dissemination of the healthy lifestyles public information advertising campaign by the **CIAA** at the conference on the health of young people *Be Healthy, Be Yourself*, organised by the European Commission, DG SANCO. This conference was attended by 500 participants, including 200 young people from across the European Union. The campaign was also promoted through the CIAA's website, was approved and endorsed by the health authorities in the three pilot countries and received a total of 20,000 Euros through the sponsorship of the CIAA's members (CIAA, 610).
- Organisation by the **European Breakfast Cereal Association (CEEREAL)** of a European Parliament event called *Breakfast Week* to show the benefits of having breakfast in improving overall health and diet. The event was attended by over 900 people and a follow-up survey of a quarter of participants four months after the event concluded that 'more than 46% do now have breakfast more regularly and 31% responded that the *Breakfast Week* helped them to change their breakfast eating habits' (CEEREAL, 778).
- Continuing support of the **EPODE** programme by the **Ferrero Group** with 100,000 Euros annually in order 'to support the activities of the National Coordination team', which employs 6 full-time members of staff. Activities of this action in 2009 included eight meetings attended by '80 participants from 50 different organizations and 15 different European countries' as well as research work by the four associated University teams (Ferrero Group, 1001).
- Continued implementation by **Mars Inc.** of the Mars Central Europe Wellness programme for its employees with, amongst other activities: 890 Mars associates having taken the **Health Risk Assessment (HRA)**, 1,400 employees taking part in **Access to Health** and 102 employees and 88 of their family members accessing sport activities regularly through the programme (Mars Inc., 1006).
- Continued dissemination and implementation of the *CleverNaschen* initiative and website to inform parents about healthy diet and nutrition for their children. In 2009 a total of 52,808 people visited the project's website and the communication platform of this initiative was extended to the Turkish community in Germany, amongst other activities (Mars Inc., 1009).
- Continued support for research and communication on physical activity by **Mars Inc.**, with 30,000 Euros handed out as prize money to ten participants in the **Mars Young Investigators Award (YIA)** and 1,731 booklets distributed to interested participants in the area of nutrition and healthy lifestyle, amongst other activities (Mars Inc., 1011).
- Continued organisation of the **Bielice Run** - the young Europeans' run - by **Mars Inc.** in Poland with 3,500 children taking part in the event. Amongst other activities, this action promoted the event to parents and carers of children with special needs through meetings with parents and headmasters (Mars Inc., 1012).
- Continuing support for the **Epode European Network**, the **Thao** programme and the **European EPODE Network** by **Mars Inc.** This support was given through funding as well as contributions to meetings with experts from different fields and EU Member States, dissemination of the network's activities through newsletters and launch of the network's website, amongst other activities (**Mars Inc.**, 1013 and 1070).
- Increase German consumers' awareness of the importance of healthy nutrition and a balanced diet through the **Nestlé Nutrition Studio's** website. In 2009 the

website had 5.5 million visits and averaged 450,000 visits a month. To date, 200,000 consumers have registered to access coaching programmes and community exchange boards and participate in forums (Nestlé Deutschland, 1020).

- In Spain 1,031 schools participated in **Nestlé's** Nutrition Education Programme in Schools, 'a nutrition education programme targeting teachers of 10-year-old students, the students and their parents'. This represents 33,570 students and 2,120 teachers taking part in the programme (Nestlé Spain, 1023).
- Increase the dissemination of **Nestlé Spain's** *¡A comer bien!* (To eat well) programme, which 'provides information to families on balanced nutrition, by distributing biannual newsletters, monthly magazines and updating the interactive nutritional information on Nestlé Spain's website'. In 2009 over 1.1 million users were registered in the website's online database and over 206,000 users had answered a questionnaire about their eating habits, hobbies, and so on (Nestlé Spain, 1024).
- The creation, development and testing of the **Make Space for Health Pilot**, a set of 'fun and accessible health and lifestyle programmes in youth clubs focusing on healthy eating, physical activity and mental and emotional health through a series of modules entitled **EAT, MOVE and FEEL**' in three local authorities in the UK. An evaluation of the pilot concluded, amongst other findings, that '52% [of participants] now think that being healthy is an important issue for them compared with 39% before' (Nestlé UK, 1026).
- Increase support to schools with regard to the promotion of responsible snacking in vending machines and day-to-day healthy lifestyle through the **Smart Choice Programme for Vending in Education** by **Mars Inc.** In 2009 about 500 schools in Belgium participated in the programme and in the promotion of the programme through the distribution of stickers with healthy lifestyles tips for vending machines and brochures promoting a new website on nutrition and healthy lifestyles (Mars Inc., 1036).
- Increase the dissemination of and participation in the **Happy Body** campaign by **FEVIA**. In 2009 70 companies requested the **Happy Body** material for their employees. The campaign received the support of the National Food and Health Plan of the federal Ministry of Health of Belgium and is now able to use its logo on its materials, amongst other achievements (FEVIA, 1069).
- Creation of a new programme called *Zdrava abeceda* (healthy alphabetic) to support preschool children in acquiring a healthy lifestyle in the Czech Republic. In 2009 the programme 'received accreditation by the Czech Ministry of Education and started a pretest and then implementation (dissemination) by training of teachers from different kindergartens and created corresponding interactive web pages' (**DANONE Czech Republic**, 1072).

Commitments made by the European Food Information Council and its members

This Platform member submitted six continuing commitments in this area. In 2009 the actions of **EUFIC** and its members achieved the following:

- **EUFIC** started to modernise its website for young people, www.coolfoodplanet.org, in 2009. Since 2006 there has been an increase of 44% in the number of people visiting the www.eufic.org website. In addition, "EUFIC has undertaken a major review in 2009, ranking content in terms of relevance and date of publication" so that its material is more easily

accessible online given that it currently has more than 38,500 pages available through Google (EUFIC, 520).

- **EUFIC** reported on the results of its “pan-European consumer research on in-store behaviour, understanding and use of nutrition information on food labels, and nutrition knowledge” through the publication of various peer reviewed articles, publications and speaking opportunities throughout 2009 (EUFIC, 521).
- The monitoring of the uptake of **EUFIC**’s material in 11 languages (6,217,201 visitor sessions) was carried out by **EUFIC**’s Communications Manager (EUFIC, 524).
- Spreading information about the **EU Platform for Action on Diet Physical Activity & Health**’s activities by the dissemination of interviews with the Platform’s Chair, Robert Madelin, through podcasts. In 2009 35,720 EUFIC subscribers were informed about the availability of the new podcast. To date 2,556 visitors have listened or downloaded the interview, and ‘the series of four interviews with Robert Madelin had been listened/downloaded a total of 73,223 times’ (EUFIC, 526).
- Monitoring of the uptake of conference material made freely available on **EUFIC**’s website, with over 10,000 visitors having downloaded the material or listened to the webinar in 2009 (EUFIC, 1033).
- Evaluating of the information on physical activity and energy balance on **EUFIC**’s website in collaboration with another Platform member, EFAD, and an interview with a leading physical activity scientist at the Conference of the International Society of Behavioural Nutrition and Physical Activity in Cascais, Portugal (EUFIC, 1061).

Commitments submitted by the European Heart Network and its members

This Platform member submitted four continuing commitments in this area. In 2009 the actions of the **EHN** and its members have achieved the following:

- Seven Heart Walks have been set up and are maintained throughout Slovenia by the **Slovenian Heart Foundation** (Slovenian Heart Foundation, 569).
- Women in Finland have been encouraged to think about their heart health through the introduction of the ‘red dress’ logo as a national symbol for women’s heart health in Finland and through the *Punainen* Campaign, which is involved in sporting events and provides women with a source of information on this matter on its website (Finnish Heart Association, 607).
- The **Danish Heart Foundation** is continuing to provide its Testing Aerobic Fitness in Danish Schools programme. This programme ‘helps teachers test the children’s aerobic fitness and thereby teach them about fitness, health and risk of disease. It also motivates children to become more active’ (Danish Heart Foundation, 1034).
- The **EHN** produced a report, *Physical Activity Campaigns organised by Heart Foundations in 2007-2008*, which was sent to DG SANCO and disseminated to other Platform members. This report included information on the objective and nature (campaign, programme, etc.) of the activities, the target audience and number of participants in each activity, the duration of each activity in each country and details of the organisations other than EHN members involved in the activities (EHN, 1035).

Commitments submitted by the agricultural organisations and cooperatives and its members

This Platform member has submitted three continuing commitments in this area, all of which have been submitted by the **Danish Agriculture and Food Council (DAFC)**. Through these commitments, the following was achieved in 2009:

- About 1,300 children attended 73 Holiday Food and Nutrition Camps, 12 Ethnic Food and Nutrition Camps and two 2 camps for adolescents in Denmark. As a result of these camps, 75% of the parents surveyed said they cooked more food at home after attending the camp and 37% said their family had changed their dietary habits as a result (DAFC, 1065).
- The ‘benefits of eating more wholegrain and a map of which products provide the amount of wholegrain eaten by the Danes today’ were identified, and an official dietary recommendation for the consumption of 75 grams of wholegrain a day for adults was produced. In addition, a logo that indicates a high wholegrain content was placed on 100 products sold in about 30% of Danish retail stores and in many bakeries, and this initiative was disseminated in about 150 media articles (DAFC, 1066).
- Continuing administrative and evaluative support for the Healthy Food at Work (*Mad til Mere*) campaign. In addition, an evaluation of the initiative found that at least 300 employees participated in this initiative and that more than 200 kg of fruit a week have been delivered to participating companies as a result (DAFC, 1067).

Commitments submitted by the European Fresh Produce Association and its members

This Platform member has submitted three commitments in this area, two of which were submitted by **Freshfel**. In 2009 **Freshfel** and its members achieved the following:

- The Food Dude Healthy Eating Programme by **Bord Bia** has been implemented in 313 schools in Ireland, reaching 42,000 children. This programme aims to increase children’s consumption of fruits and vegetables. Teachers and parents of participating children were asked to fill in a questionnaire in order to gather feedback on the programme. Of those who responded to the questionnaire, teachers reported that the amount of fruit consumed in school increased by 1.3 portions and vegetables by 1.1 portions per child per day, compared to parents reporting an increase of 1.2 portions for fruit and 1 portion of vegetable consumed per child per day at school. In addition, parents reported an increase in the daily amount of fruit and vegetables consumed by children in the home, at 1.4 and 1.2 portions respectively (Bord Bia, 528).
- The continued production and distribution of the *Fresh Times Newsletter* with information on fruit and vegetable promotion to a mailing list of 1,000 stakeholder contacts (actors in the sector, journalists, etc.). An evaluation of the effectiveness of the newsletter was carried out, and overall recipients felt that the newsletter was informative with 77% of respondents strongly agreeing that the newsletter is ‘a good tool for sharing and exchanging information and best practices on fruit and vegetables promotional activities’, amongst other findings (Freshfel Europe, 530).
- The continued implementation of the **Freshfel** ‘Fresh Produce Charter’ on fruit and vegetables in the workplace, with over 2,500 employees being included in the initiatives across Freshfel’s members. Of the member companies taking part

in the charter, half agree that it is ‘a good tool for encouraging employees and visitors to increase f&v consumption’, ‘83% of the signatories believe their employees have effectively improved their eating habits’ and ‘100% of respondents agree (50%) or strongly agree (50%) that the measure is greatly appreciated by employees and visitors’ (Freshfel Europe, 775).

Commitments submitted by EuroCommerce and its members

This Platform member submitted two continuing commitments in this area. In 2009 the actions of **EuroCommerce** and its members achieved the following:

- Several meetings between the **German Retailers’ Association (HDE)** and retail company representatives were held with the German Ministry for Nutrition, Food and Consumer Affairs in order to continue their existing dialogue on food labelling, and ‘HDE member companies continued to develop innovative projects in the field of healthy lifestyles and nutrition’, amongst other activities (HDE, 738).
- The promotion of balanced nutrition through the consolidation of information ‘in order to create adapted tools of sensitisation to promote balanced nutrition’ by **Accor Services** as well as through two surveys of employees filled in by 4,529 employees and 399 restaurants to further understanding in this area (Accor Services, 1028).

Commitments submitted by the European Health and Fitness Association and its members

This Platform member submitted two continuing commitments in this area, both from one of its members, the **Fitness Industry Association (FIA)**. In 2009 the **EHFA** and its members achieved the following:

- Of children involved in Active at School (Healthy Schools Programme), 77% who completed a questionnaire on the programme indicated that they would like to be more active following their involvement in the programme (FIA, 797).
- A total of 129 GO programmes (Teenage Girls – Healthy Schools Programme) have been implemented and 3,870 girls have taken part in 2009. In addition, six workshops were held across the UK with a total of 60 participants, and each programme coordinator has received a support pack from the programme. An evaluation of the programme found that 89.4% of teenage girls involved enjoyed it and that ‘69.6% of girls said GO made them feel healthier; 46.4% of girls said it made them fitter; and 29.6% said they felt more confident’, amongst other findings (FIA, 798).

Commitments submitted by the European Non-Governmental Sports

Organisation and its members

This Platform member has two continuing commitments in this area. In 2009 **ENGSO** and its members have achieved the following:

- **ENGSO** is planning a comprehensive evaluation of its programme, *Sport pro Gesundheit*, a quality seal for programmes which promote health enhancing physical activity, currently being implemented in Germany. In addition, the project Physical Activity on Prescription, aimed at encouraging physicians to address their patients’ lack of physical activity, is currently taking place across different federal states in Germany (ENGSO, 638).

- Progress in the establishment of a Physical Activity Alliance through consultation with a wide range of organisations interested in physical activity promotion, which resulted in ‘the agreement of a role, remit and preferred organisational structure for the Physical Activity Alliance’. In addition, the **Central Council of Physical Recreation (CCPR)** is currently engaged with other partners in order to establish the Alliance as a formal legal entity (CCPR, 1057).

Commitments submitted by the Fruit Vegetable and Horticultural European Regions Assembly and its members

AREFLH's commitment in this area relates to the coordination and promotion of regional educational programmes on diet. In 2009 AREFLH's activities included collecting information on the regional fruit and vegetable promotion campaign related to the European Fruit School programme, organising two meetings attended by 100 people to share their experiences and knowledge of these programmes, and producing two newsletters that were sent to a total of 150 readers (AREFLH, 724).

Commitments submitted by the Association of Commercial Television in Europe and its members

The **ACT** monitored TV programmes related to healthy nutrition, physical activity and obesity in eight Member States during 2009 and drafted a brochure to showcase programmes on healthier lifestyles in this area. This brochure was disseminated to policy makers, the general public and television companies (ACT, 1052).

Commitments submitted by the Confédération Européenne Sport Santé and its members

CESS proposed to put together and develop ‘a physical activity programme for children of school age that is complemented by divulging information on diet and nutrition aimed at parents and children, fronted by family doctors and diet specialists’. In 2009 five weeks were dedicated to putting together the programme with ‘aquatic staff’ and, as a result, 233 children in Barcelona participated in a swimming course that lasted nine months. An evaluation of the course concluded that ‘88.79% of the children improved their aquatic skills’ and that ‘57.26% improved their nutritional understanding’, amongst other achievements (CESS, 1059).

Commitments submitted by EuroHealthNet and its members

EuroHealthNet produced a report entitled *Obesity through a Health Equity Lens* including the collation of information from 20 EU countries. The report includes over 70 descriptions of projects implemented at the local, regional, national and European level and was made publicly available on EuroHealthNet's website. About 80 people have contacted the authors of the report since its launch (EuroHealthNet, 1049).

Commitments submitted by the European Association of Communications Agencies and its members

EACA committed itself to developing a multi-media healthy lifestyle campaign based on a TV spot and a dedicated website. In 2009 this commitment aimed to attract 200,000 teenagers to the campaign website and to increase awareness and visibility of the campaign through the distribution of 100,000 Green Laces (EACA, 1053).

Commitments submitted by the European Cyclist Federation and its members

Through its commitment entitled ‘Life Cycle – promoting healthy mobility: a life-long approach to cycling’, the **ECF** aims to encourage the general public to take up cycling in eight EU countries. In 2009 this commitment produced the first edition of its *Best*

Practice Handbook in order to ‘provide a current snapshot view of best international practice relevant to applications in Europe’. This guide was based on the collection and analysis of 300 reports that produced 100 best practice examples of active transportation, which were included in the final version of the handbook (ECF, 1062).

Commitments submitted by the European Federation of Contracting Catering Organisations and its members

This Platform member submitted two continuing commitments in this area. In 2009, the actions of **FERCO** and its members achieved the following:

- The Healthy Rainbow programme was launched by **Sodexo HU** and reached 8,000 children, parents and teachers in order to promote their ‘reformulated and healthier food offer’ to school children; and **Eurest HU** launched the Sulirest website to give nutritional and dietary advice to children and parents, amongst other activities (FERCO, 506).
- A joint meeting was organised between representatives of **FERCO** and the **European Federation of Trade Unions in the Food, Agricultural and Tourism Sectors (EFFAT)** in order to ‘continue raising awareness, to discuss progress made at national level on the implementation of FERCO’s commitments to the Platform and to exchange information on activities around the fight against obesity and nutritional balance taking place at the national level’. Twenty-four participants from nine EU countries attended the event (FERCO, 507).

Commitments made by the European Federation of the Associations of Dietitians and its members

As a result of its commitment in this area, EFAD reports having successfully established a network of ‘professional dietitians, academic dietitians and nutritionists and other European agencies’ aimed at sharing and disseminating ‘dietetic knowledge, best practice and to encourage evidence based dietetic practice to realise the full potential of the dietitian working in Europe in the promotion of health’. Other activities under this action included dissemination of the action through two newsletters and the production of a report detailing the network’s outputs to the **Education, Audiovisual and Culture Executive Agency (EACEA)** (EFAD, 282).

Commitments submitted by the European Modern Restaurants Association and its members

Members of **EMRA** achieved a range of changes in the food they provide to their customers in order to ‘increase the variety of the nutritional profiles of the products’ on their menus. Examples of such changes in 2009 have included **Quick**, adding 27 new balanced choices to its menu, and ‘**Domino’s Pizza** systematically proposed reduced fat mozzarella to customers in combination with fresh vegetables and low fat proteins like chicken’ (EMRA, 537).

Commitments submitted by the European Society of Paediatric Gastroenterology and Nutrition and its members

In 2009 the **European Society for Pediatric Gastroenterology Hepatology and Nutrition (ESPGHAN)** sought to contribute to the prevention of obesity through the organisation of a symposium on obesity and microbiota and a poster session on obesity, which also took place during this event. In addition, ‘childhood obesity topics and related lifestyles have been included in the 10th ESPGHAN Nutrition Summer School, that was held June 27 - July 2, 2009, in Cracow (Poland) (ESPGHAN, 1060).

Commitments submitted by the European Vending Association and its members

In 2009 there was a general increase in compliance with **EVA's** best practice guidelines for vending in schools, in particular with regard to not including multi-pack or king-size packs in schools' vending machines, with a compliance rate of 96% in 2009 compared with 84% in 2008. In addition, compliance with guidelines on non-branded machines has seen a rise from 76% in 2008 to 86% and compliance with guidelines on offering a variety of products has increased from 88% in 2008 to 91% in 2009 (EVA, 518).

Commitments submitted by the International Diabetes Federation and its members

The **Diabetes Prevention Forum (DPF)** promoted information regarding the prevention of diabetes by running exhibition stands jointly with the **IMAGE project (Development and Implementation of a European Guideline and Training Standards for Diabetes Prevention)** at three European diabetes conferences in 2009. In addition, it continued its collaboration with the **IMAGE** project to raise awareness of the prevention of diabetes through meetings, amongst other activities (IDF, 640).

Commitments submitted by the International Sport and Culture Association and its members

In 2009 the action Physical Activity Towards a Healthier Europe (PATHE) resulted in 13 consultation and twinning meetings being implemented between 'associate partners (experienced) and collaborative partners (inexperienced)', as well as in the production of the booklet *Diary of My Health* available for free download in pdf format and in print copies (500 copies distributed) and the publication of '21 articles on websites and in newsletters of associate partners and collaborating partners' (ISCA, 754).

6.6 Others

There are 19 continuing commitments in this area: four by **CIAA** and its members; two by **EPHA** and its members; one by **EuroCommerce** and its members; one by **EuroHealthNet** and its members; one by the **European Association for the Study of Obesity (EASO)** and its members; one by **EFAD** and its members; one by **EHN** and its members; one by the **European Network for Prevention and Health Promotion in Family Medicine and General Practice (EUROPREV)** and its members; one by **Freshfel** and its members; one by the **International Baby Food Action Network (IBFAN)** and its members; three by **IOTF** and its members; one by the **Standing Committee of European Doctors (CPME)** and its members and one by the **European Consumer's Organisation (BEUC)** and its members.

Commitments submitted by the Confederation of the Food and Drink Industries of the EU and its members

This Platform member submitted four continuing commitments in this area. In 2009, the **CIAA** and its members achieved the following:

- The fifth edition of the generic food composition database, **NUBEL**, was printed and published in June by **FEVIA**. It contains the nutritional information for 1,200 food products. A total of 12,690 copies of the database were sold in 2009 (FEVIA, 268).

- A total of 7,500 nutrition and health professionals as well as opinion leaders received a copy of *Nestlé Nutrition Dialogue*, a magazine that ‘encourages dialogue and shares Nestlé’s nutritional expertise with these professionals who, in turn, act as opinion leaders in their professions’. In addition, 256 professionals registered to access Nestlé’s database, which contains nutritional information produced by the company (Nestlé Spain, 446).
- The new ‘Be Treatwise’ front of pack calories labelling standard is now included on 58% of Cadbury’s relevant portfolio of products. The 2007 front of pack ‘Be Treatwise’ standard is now applied to more than 90% of Cadbury’s relevant portfolio (Cadbury, 654).
- Continued awareness-raising of Danone’s programme, *Ensemble surveillons sa corpulence* (Watching their Body Mass Together), by sending 1,000 kits to health professionals in France to ‘favour the monitoring of children’s BMI curves, for early prevention of childhood obesity’ (Institut Danone France, 800).

Commitments from the European Public Health Alliance and its members

This Platform member submitted two continuing commitments in this area. In 2009 the **EPHA** and its members achieved the following:

- The publication of a series of articles on the Common Agricultural Policy (CAP) and related issues on the **EPHA** website, and a contribution from EPHA to the development of the European Agriculture and Health Consortium’s consultation response to the European Commission’s Green Paper on Agricultural Product Quality. Other activities included keeping 86 public health related organisation – members of EPHA – up to date on the actions related to the commitment through reports and briefings at internal meetings (EPHA, 630).
- Ensuring that **EPHA**’s member organisations were kept informed about food and nutrition as well as physical activity policy developments through various means, including 11 Policy Coordination Meetings (PCMs); two SIGs and a monthly newsletter (EPHA, 1043).

Commitments submitted by EuroCommerce and its members

In 2009 **Casino** achieved a 20.5% reduction in salt and a 14.4% reduction in sugar for Casino-branded products. In addition, nutritional labelling is included on 90% of Casino’s products and each store suggests ten fruits or vegetables at low prices to its customers (Casino, 1063).

Commitments submitted by EuroHealthNet and its members

EuroHealthNet’s commitment in this area relates to improving information exchange about the Platform. In 2009 ‘EuroHealthNet reported on all EU Platform plenary meetings and joint meetings with the High Level Group (HLG) to its Special Interest Group (SIG) members’. In addition, relevant documents were sent regularly to interested SIG members and these members were asked about the usefulness of this commitment in enabling them to be kept informed about the Platform’s activities, amongst other things. Half of these members felt they had ‘a good notion of what the EU Platform is and what the objectives are’ (EuroHealthNet, 1050).

Commitments by the European Association for the Study of Obesity and its members

In 2009 **EASO**, in collaboration with its **National Association Members**, its **Childhood Obesity Task Force** and the **International Association for the Study of Obesity (IASO)**, made available information on the monitoring and evaluation of childhood obesity

prevalence rates in Europe on its website. In addition, 'EASO works with IASO to develop the SCOPE online obesity management course and acknowledges obesity specialists via the SCOPE [Specialist Certification of Obesity Professional Education] Fellowship scheme'. EASO organised its eighteenth European Congress on Obesity, which was attended by 2,400 health professionals, amongst other activities (EASO, 533).

Commitments by the European Federation of the Associations of Dietitians and its members

In 2009 **EFAD** reported on the activities of the Platform at the General Meeting of its member associations, and specific initiatives aimed at reducing obesity were discussed. At this meeting, members who had not yet done so were encouraged to submit examples of such initiatives. Other activities included the creation of a database and the uploading of examples of such initiatives gathered in 2008, along with 17 new initiatives (EFAD, 1032).

Commitments submitted by the European Heart Network and its members

In 2009 the **Slovenian Heart Foundation** organised ten workshops in primary schools on the prevention of cardiovascular diseases. The Slovenian Heart Foundation also dedicated resources to the preparation of a study due to take place in 20 schools in 2010. This study will 'inquire about the nutritional and physical activity habits of pupils in year 5 and 6 and their parents, and also the school and home environment that provides the setting for these habits'. In addition, the study will measure 'the pupils' weight, height and waist circumference' (Slovenian Heart Foundation, 616).

Commitments submitted by the European Network for Prevention and Health Promotion in Family Medicine and General Practice and its members

In 2009 **EUROPREV** collected primary care patient data in 22 countries on their 'beliefs and attitudes regarding: a) lifestyles and the impact of these attitudes on their behaviour, and; b) the support received from their general practitioners (GPs) to modify lifestyle behaviour'. A total of 7,947 questionnaires were received and the results were analysed. Findings highlighted that: 'When GPs offered advice to patients with harmful habits, 55.72% accepted it to improve eating habits, 52.27% to increase physical activity, 41.96% to give up smoking and 15.5% to give up drinking' (EUROPREV, 1071).

Commitments submitted by the European Fresh Produce Association and its members

In 2009 **Freshfel** further improved the collection and presentation of data as well as the scope and methodology of its *Fresh Fruit and Vegetables Consumption Monitor* in order to gather data on the consumption trends of fresh fruits and vegetables across Europe. The report, produced on a yearly basis, is made available in pdf and also in hard copy (although in a limited number). In addition, Freshfel sent a press release to 1,000 of its contacts to announce the publication of the report, and the results are presented at various meetings and conferences and distributed to Member States' representatives (Freshfel Europe, 529).

Commitments submitted by the International Baby Food Action Network and its members

In 2009, **IBFAN**'s commitment focussed on the coordination of its members and partners advocacy for EU policy and programme coherence on infant and young child feeding. **IBFAN** attended approximately 50 meetings with policy makers, advocating a removal of inconsistencies between EU policies and the International Code of Marketing of Breast milk Substitutes and **WHA Resolutions**. Key concerns were health claims, the provision of objective and independent information, independent monitoring, conflicts of interest and the risks of public private partnerships. **IBFAN** "successfully prevented inappropriate corporate involvement in two government initiatives in France and the UK" and contributed to the **WHO Recommendations on the marketing of foods to children**, which contain safeguards such as that 'settings where children gather should be free from all forms of marketing' that Governments should set health policy, and that engagements with stakeholders should avoid conflict of interest. **IBFAN** coordinated carried out mother support and health worker training activities, organising nine conferences, 86 days of training for hospital and mother-baby clinic personnel. **IBFAN** also produced and disseminated quarterly magazines, newsletters and websites (**IBFAN**, 1068).

Commitments submitted by the International Obesity Task Force and its members

This Platform submitted three continuing commitments in this area. In 2009 the **IOTF** and its members achieved the following:

- The organisation of a one-day meeting of experts from Eastern and Western Europe to coincide with the European Congress on Obesity, with an emphasis on policy makers' contribution to obesity prevention. In addition, a draft matrix of the **Health Promotion through Obesity Prevention across Europe (HOPE)**'s review findings and their policy relevance was prepared and circulated for consultation, amongst other activities (**IOTF/IASO**, 809).
- A total of 11 courses were organised to deliver education in obesity and were attended by over 3,000 health care professionals throughout the EU (**IOTF**, 810).
- The provision of obesity prevalence data for 14 EU Member States, including 3 Eastern European countries, as well as comparable data for the USA to assist with the testing of 'a modelling tool to evaluate potential health gain and assess the life style-mediated health impact of policies'. In addition, **IOTF/IASO** is 'providing a set of policy scenarios to assist in model testing; these are based on member states' current projections and desired targets for overweight and obesity. The computerised HIA model will be tested in late 2009 and is expected to be launched in 2010' (**IOTF/IASO**, 814).

Commitments submitted by the Standing Committee of European Doctors and its members

CPME's commitment in this area is designed to facilitate the exchange of best practices on nutrition / physical activity / obesity. In 2009 the **CPME** organised a subcommittee meeting with its representatives. During this meeting, members from 27 national medical organisations discussed the different activities/campaigns taking place at national level and 'members were encouraged to look into best practice and lobby at national level to improve their national practices' (**CPME**, 1038).

Commitments submitted by the European Consumer's Organisation and its members

During 2009 **BEUC** monitored the state of play of the legislation, coregulation and self-regulatory initiatives as well as the current state of the implementation of the EU Pledge. In addition, the **BEUC** secretariat prepared a monitoring questionnaire and sent it to its members; 18 member organisations responded to the questionnaire. Other activities included the collection of information on food and drink advertising in areas not currently covered by the EU Pledge; nine members provided this information (**BEUC**, 1047).

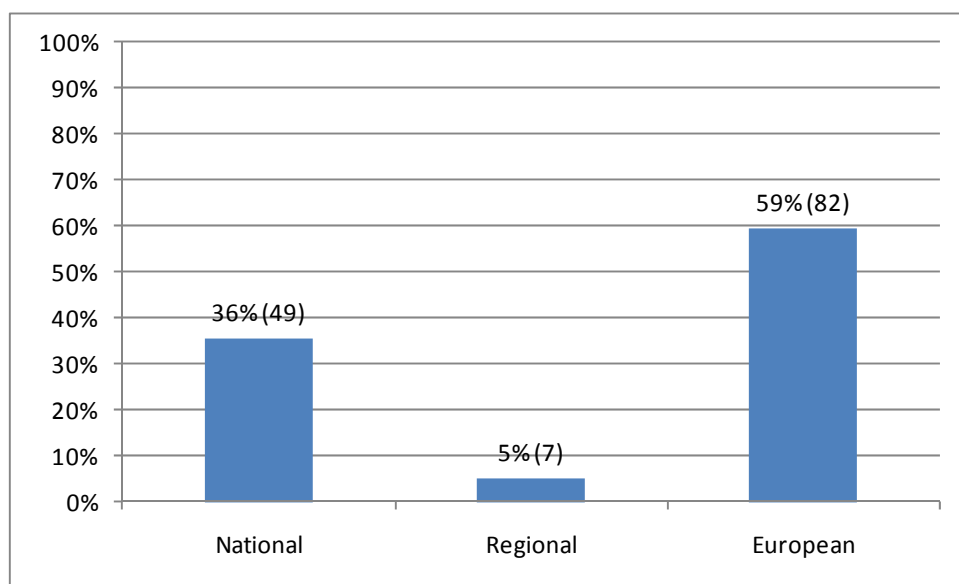
7.1 Introduction

The Platform members which submitted monitoring reports for active commitments in 2009 showed that there is a variety of activities aimed at addressing diet, physical activity and health in the European Union. This chapter maps out the 138 commitments covered in monitoring reports submitted in 2009 by geographical coverage, type of activity, target audience and type of commitment holder. By comparing commitments, this chapter provides an overview of the scope and scale of active commitments in the EU Platform for Action on Diet, Physical Activity and Health.

7.1.1 Mapping by geographical coverage

In the previous annual report, the RAND Europe team distinguished between the commitments' geographical scale of coverage on three levels. For this annual report, the RAND Europe team has continued with three categories: National, Regional and European. 'National' refers to commitments covering one country or a region within a country; 'Regional' includes commitments operating in two to five Member States, and the 'European' level includes commitments that are active in more than five Member States. Figure 7.1 shows that in the past year most commitments were either National or European. In total, 59% of commitments (82 out of 138 monitoring forms) were European, covering more than five Member States, and 35% (49 out of 138 monitoring forms) were National. Only 5% of commitments (7 out of 138 monitoring forms) were active in between two and five Member States.

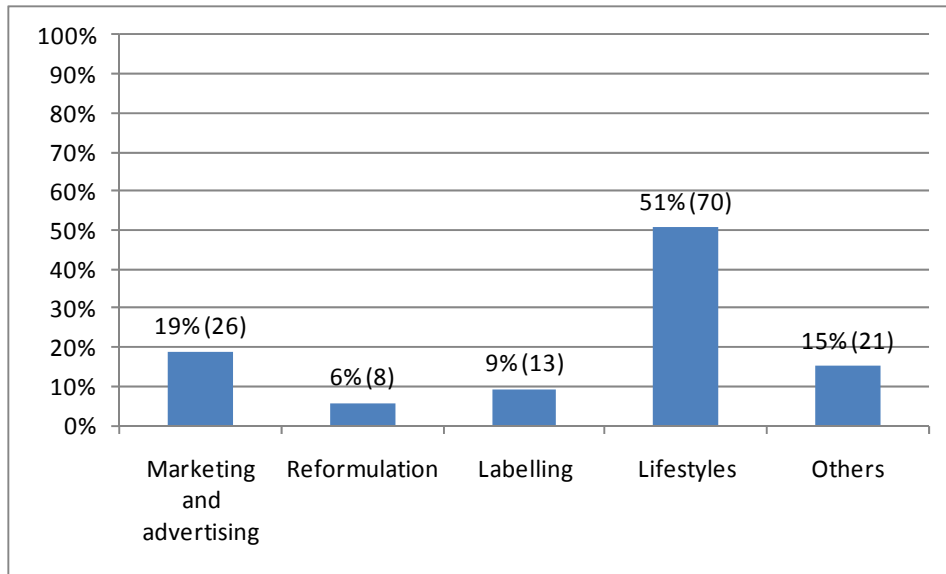
Figure 7.1 Percentage of commitments by geographical coverage, N = 138



7.1.2 Mapping by type of action

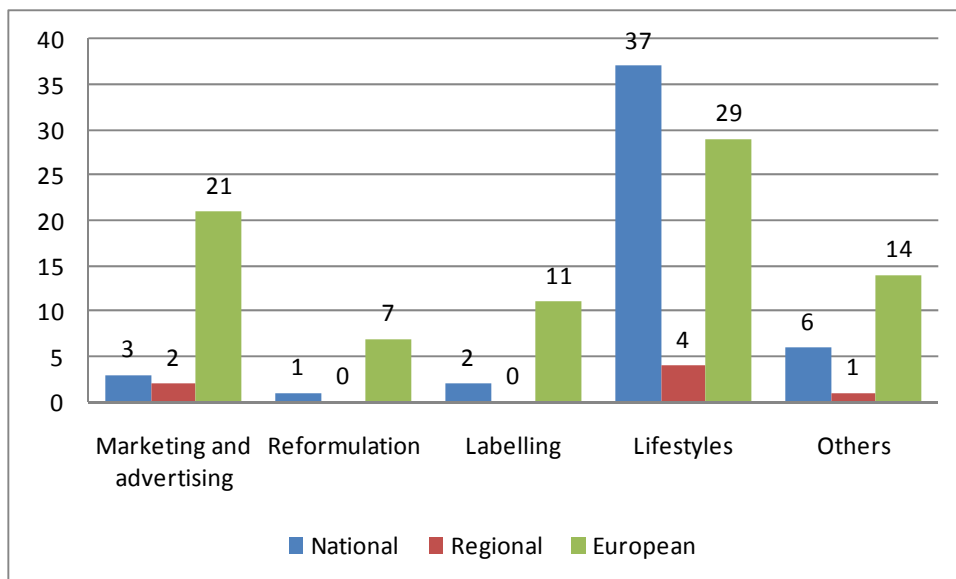
To generate a map of commitments, it is also helpful to categorise commitments according to the type of action taken. This year's monitoring form provided Platform members with five options for categorising their commitments by type of action: 'Labelling', 'Lifestyles', 'Marketing and advertising', 'Reformulation' and 'Others'. The type of commitment in each category is described in Chapters 5 and 6. The percentage of commitments in 2009 by type of action is shown in Figure 7.2. Commitments categorised into 'Lifestyles' actions were most common and included activities such as educational campaigns, physical activity and healthy eating programmes. Approximately 51% of commitments (70 out of 138 monitoring forms) identified their primary type of action as falling into the 'Lifestyles' category, followed by 19% of commitments (26 out of 138 monitoring forms) identifying 'Marketing and advertising' as the category of their commitment.

Figure 7.2 Percentage of commitments by type of action, N = 138



It is also possible to compare commitments by both geographical coverage and type of action. The distribution of commitments by both type of activity and geographical coverage is shown in Figure 7.3. Distinct from the other types of activities, the greatest proportion of Lifestyles commitments were at National level. Outside the Lifestyles category, the greatest proportion of commitments in every other category of action was implemented in five or more Member States. A total of 21 out of 26 Marketing and advertising commitments (81%) operated at European level.

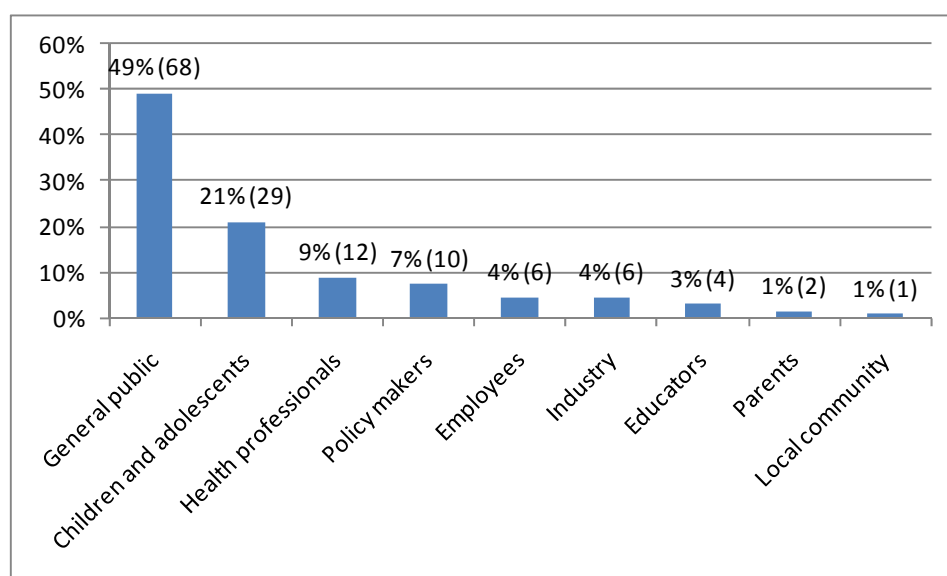
Figure 7.3 Number of commitments by geographical coverage and type of action, N = 138



7.1.3 Mapping by target audience

When mapping commitments by target audience, most commitments (49% – 68 out of 138 commitments) were aimed at the general public. However, also notable, as shown in Figure 7.4, 21% of commitments (29 monitoring forms) were specifically targeted at children and adolescents, 9% (12 monitoring forms) were targeted at health professionals and 7% (10 monitoring forms) were aimed at policy makers.

Figure 7.4 Percentage of commitments by target audience, N = 138



The distribution of commitments by type of action and target audience is shown in Table 7.1. Certain activities appear to be directed at a general audience more often than others: 92% (12 out of 13 monitoring forms) of commitments categorised as **Labelling** and 88% (7 out of 8 monitoring forms) categorised as **Reformulation** were targeted at the general public. In contrast to **Labelling** and **Reformulation** initiatives, a greater number of **Lifestyles** commitments were aimed at specific audiences. For instance, 31% (22 out of 70 commitments) in the **Lifestyles** category were targeted at children and adolescents.

Table 7.1 Number of commitments by type of action and target audience, N = 138

Type of activity	Children & adolescents	Educators	Employees	General public	Health professionals	Industry	Local community	Parents	Policy makers	Total
Labelling	0	0	0	12	0	1	0	0	0	13
Lifestyles	22	3	6	31	4	1	0	1	2	70
Marketing and advertising	5	1	0	14	0	3	1	1	1	26
Reformulation	0	0	0	7	0	1	0	0	0	8
Others	2	0	0	4	8	0	0	0	7	21
Total	29	4	6	68	12	6	1	2	10	138

7.1.4 Mapping commitments by type of Platform member

Platform members submitting monitoring forms for active commitments in 2009 represent a wide range of organisations. Table 7.2 shows the number of new and ongoing commitments submitted in each category of Platform member. New members self-select their type of organisation from the types listed in Table 7.2 when applying to become members of the Platform. Manufacturing organisations had the highest number of active commitments monitored in 2009, submitting 43% of all monitoring forms (59 out of 138 monitoring forms). However, NGOs also were actively involved in 2009, submitting 15% of monitoring forms (21 monitoring forms) for individual commitments.

Table 7.2 Number of new and ongoing commitments by type of Platform member, N = 138

Type of organisation	New action	Ongoing action	Total
Advertising/marketing/media	0	13	13
Agricultural products	0	3	3
Catering	0	7	7
Consumer cooperatives	0	2	2
Consumer organisation	1	1	2
Fruit and vegetables sector	2	5	7
Government/EU	0	2	2
Health professionals	1	5	6
Manufacturing	5	54	59
NGOs	2	19	21
Retailing/vending	1	8	9
Sport and physical activity sector	0	7	7
Total	12	126	138

A variety of different types of Platform member created new commitments in 2009 as well. Out of the twelve new commitments monitored in 2009, five were from manufacturing organisations, two were from NGOs, two were from fruit and vegetable sector organisations, and one each was submitted by consumer organisations, health professionals and retailing/vending organisations.

CHAPTER 8 **Quality assessment of the monitoring forms**

8.1 **Introduction**

In order to assess the standard of the Platform members' monitoring, RAND Europe created a process to assess the quality of the monitoring forms quantitatively. As the Fifth Monitoring Progress Report, the monitoring activities described in this section build upon the previous year's activities. The approach taken is founded on the assessment framework developed in 2007¹¹ and on RAND Europe's previous experience in assessing the Platform monitoring activities. This chapter provides a detailed account of the way in which the quality assessment of the monitoring reports was carried out and the results of the quality assessment. Section 8.2 details the methodology used to score the monitoring reports, in particular describing how we ensured that different commitments were awarded comparable scores. Section 8.5 describes the scoring results, and Section 8.6 provides some general recommendations for monitoring to Platform members.

The purpose of this quality assessment exercise was to give an overview of the quality of the monitoring forms. Although we have attempted to approach this task in a rigorous manner, the act of assessing the quality of a monitoring form retains an element of subjectivity. The results of this quality assessment exercise should be approached with this caveat in mind; nevertheless, we believe that it offers a useful indication of the state of Platform members' monitoring practices. We wish to emphasise that this assessment is concerned solely with the quality of the monitoring of a commitment. It does not make any judgement on the commitment itself or its relevance to the Platform's aims.

¹¹
http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_monframework_en.pdf

8.2 Methodology

A total of 136 monitoring forms were analysed in this Fifth Monitoring Progress Report.¹² The methodology for this quality assessment is based on the previous year's quality assessment and is summarised below.

Firstly, in order to assess the quality of monitoring of commitments, the RAND Europe team attempted to identify the criteria that would allow the forms' monitoring quality to be judged most accurately. After a process of reflection and consolidation, four categories were agreed upon: specificity, clarity, focus and measurement. The next stage was to develop a scoring system for these categories. The RAND Europe team's previous work in the field of quality assessment suggested that a rating system from 1 to 5 provided a scale that offered detailed results without being overly complicated. As in previous years, the RAND Europe team has chosen to focus on possibilities to monitor rather than information provision *per se*. This means that, rather than assessing the mere quantity of data available, the team has attempted to understand how well a commitment has been monitored given the possibilities for measurement. Thus, if it appears that all has been done to monitor a commitment well, the annual monitoring form would deserve a high score, even if the amount of information and data were limited.

The scoring process for the 2009 commitments is largely similar to that of the previous three years, in order to ensure consistency and to allow for temporal comparisons. Each form was read in turn and given a score for each of the categories above. Scores were based on the information provided in the sections on annual objectives, input indicators, process/output indicators, and outcome/impact indicators. As it was not expected that all commitments would be able to identify outcome/impact indicators yet, outcome/impact indicators affected the scoring only when the commitment holder chose to include information in that section.

To score the monitoring forms, we considered each of the four criteria described in section 8.4 below in turn. Starting with the specificity category, we compared the monitoring form against the criteria for score levels in that category (as defined below). We tested if the statements for each score level fitted with the information given in the monitoring form. Once we had tested the monitoring form against each of the statements, we judged what seemed to be the most appropriate score for the category. The same method was used for the three remaining criteria. The last stage in the method (i.e. awarding scores) is where the element of subjectivity is strongest. The score that is awarded may be something of an average representation of a monitoring form's performance in a particular category. In order to ensure consistency across years, as well as between 2009 monitoring forms, scores were checked alongside the previous year's scores. In cases where lower average scores were awarded for the 2009 monitoring form than for the previous year, an explanation was provided for the difference in scores. Finally, in order to improve the usefulness of the scoring process to the Platform members, RAND Europe provided feedback for each section of the monitoring form. This feedback helps explain the scores awarded and suggests how the commitment holder could improve monitoring in future years.

¹² Two monitoring forms were excluded from this analysis. One of these was excluded because it did not provide any original details about the commitment, but instead referred the reader to other commitments. Due to the lack of information, it was impossible for the researcher to score the form meaningfully along the assessment criteria. The second form was excluded because it was submitted after the deadline.

The scoring was completed by two RAND Europe researchers. In order to ensure consistency between the two scorers, both blind scored a sample of five commitments. Their comments and scores were then compared, and a review meeting was held with the team leader and an independent quality assurance reviewer assigned to the project to ensure consistency. This testing process allowed the RAND Europe researchers to verify that they used similar judgements, and provided similar scores and levels of detail for comments on the monitoring reports. Once this testing process was completed and the researchers had scored an additional 15 monitoring forms, the RAND Europe team reported on progress to DG SANCO and proceeded with the scoring of the remaining monitoring reports.

8.3 Caveats and limitations

RAND Europe's quality assessment of the information provided in monitoring reports did not judge the value or relevance of the commitment itself to the aims of the Platform; the scores are awarded on the basis of the clarity, focus, specificity and measurement of the information presented in the report. As such, a commitment that is of great relevance to the aims of the Platform and designed to have an important impact on reducing the prevalence of obesity could have received a low score if the information provided in the report lacked focus, were marred by irrelevant information (such as promotional material, etc.), did not contain indicators for measuring progress and did not set out clearly what the commitment aims to achieve and how. Likewise, a commitment which could be deemed to impact on only a very limited set of people could receive a high score if the information provided in the report were clear and focused, and contained indicators to measure progress during the life of the commitment.

While we acknowledge that awarding scores to these reports entails a subjective component, we are confident that by having two researchers score the reports and by testing out their internal consistency, we addressed the threat of subjectivity to the highest possible level. In addition, we trust that the criteria and scoring process we have put in place are as clear as possible to Platform members and will enable them to make improvements to the monitoring of their commitments for the benefit of the Platform's aims.

8.4 Scoring criteria

The following sections define and explain the four criteria used in scoring and providing feedback.

8.4.1 Specificity

The specificity category concerns how well the monitoring form makes its objectives specific - in terms of both quantity and time. Does the form state exactly what the commitment aims to do, how it will be done, and by when its actions will be accomplished? Does the form separate specific objectives from the member's general, overarching aims?¹³

¹³ The issue of specificity is further dealt with in the Platform Monitoring Framework. http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_monframework_en.pdf

Scoring categories

- 5 The form displays an excellent level of specificity. The objectives are comprehensively defined and address most of the points given in the appropriate section of the Monitoring Framework. No questions arise regarding the exact objectives, targets and actions to be undertaken. There is a full range of quantitative targets and target dates.
- 4 The form offers a good level of specificity. Objectives are given parameters that greatly reduce (but do not eliminate) ambiguity about the exact scope of the commitment. Each of the terms involved in the objectives has been defined adequately, but some uncertainties remain. Objectives contribute to wider goals without being confused with these wider goals. Quantitative targets and target dates are adequate.
- 3 The form has reached an adequate level of specificity. Objectives are specific enough to be satisfactory, but some aspects are still unclear. The objectives may not be fully separated from larger, overarching goals. There has been an attempt to define the exact meaning of some of the terms involved in the objective. There are some quantitative targets, but these are ill-defined or do not cover all the objectives. There is an attempt to give the commitment a timescale.
- 2 The form's level of specificity is poor. Objectives are vague and poorly separated from larger, overarching goals. There has been no attempt to define the exact meaning of the terms involved in the objective. Objectives are rarely given quantitative targets and if such targets are included, they are limited and ill-defined. A timescale may be referred to briefly, but no specific dates are stated.
- 1 The form is very poor with regard to specificity. Objectives are extremely vague or very generic. Hardly any achievable goals are stated. The actual scope of the commitment is unidentifiable because it is surrounded by general aims and goals. No timescale is stated.

8.4.2 Clarity

The clarity category deals with the monitoring form's success in communicating 'what the commitment is about'. Put simply, does the monitoring form allow the reader to understand the commitment fully? Does the form offer clear links between objectives, inputs, outputs and outcomes (if the latter are present)? Does the form give a plausible account of why, or why not, certain effects should be attributed to the commitment's actions?¹⁴

Scoring categories

- 5 Excellent communication of the commitment. Each element of the commitment has clear links between inputs, processes and outputs. The monitoring form has given a convincing explanation of which effects may be attributed to its actions, and why this is the case.
- 4 Good communication of commitment, although some ambiguities remain. There is some linking between sections, but it is not fully developed. The form refers to attribution issues, but not to a full extent or in a convincing manner.

¹⁴ This aspect is more applicable to those commitments that mention outcomes as well as outputs than to those that do not.

- 3 Adequate communication of commitment. With some effort, it is possible to understand fully what has happened. Information is provided clearly, but linking is very limited or nonexistent. No mention of attribution issues.
- 2 Poor communication of commitment. It is not possible to understand fully what has happened, even with effort. Information is often unclear or not integrated with other sections. No mention of attribution issues.
- 1 Very poor communication of commitment, displaying major incoherence. Information is often incomprehensible, or simply absent. No mention of attribution issues. Very little content can be used for monitoring.

8.4.3 Focus

The focus category refers to the extent to which the form provides an appropriate level of information to allow effective monitoring. Does the form exclude trivial information and ensure that crucial information is present? Does it provide necessary contextual information to enable the reader to judge the scale of a commitment's impacts?

Scoring categories

- 5 The form has an excellent level of focus. It is tightly focused and provides the maximum amount of relevant information in the minimum amount of space. No irrelevant details are included. Outputs are provided with full and appropriate contextual information that allows readers to assess the scale of the commitment's effects accurately.
- 4 The form has a good level of focus. It is focused on communicating specific details of the commitment, although irrelevant details are included very occasionally. It appears that no useful information has been omitted. Outputs are provided with adequate contextual information that allows reader to understand the scale of a commitment's effects. The writer seems to have understood the appropriate level of detail required for the monitoring forms.
- 3 The form has an adequate level of focus. It includes useful details that aid the understanding of the commitment. However, it also either contains rather more information than is needed to understand the commitment and its context, or omits certain useful information. Nevertheless, these omissions or superfluities do not create serious difficulties in interpreting the form. Outputs are provided with some contextual information, although this does not give the full picture and therefore the effects cannot be placed fully in context.
- 2 The form is poorly focused. It contains large sections of information that are irrelevant to the objectives and the commitment, or there is a significant amount of necessary information missing. This makes interpreting the form very difficult and time consuming, since the reader has to assess the relevance of the included sections, or is prevented from understanding certain statements fully. Outputs are usually presented with very little or no information that might help to illustrate their scale.
- 1 The form is very poorly focused. It is little more than a dumping ground for heterogeneous information and statements. It appears that the writer has not understood the basic purpose of monitoring. No useful contextual information is included, but there may be many 'marketing-type' statements.

8.4.4 Measurement

The measurement category concerns the extent to which a form measures the commitment's results appropriately and frames those results in an understandable manner. Does the form include quantitative data, if appropriate? Does the form state for what period the results apply? Have the actions been measured at appropriate intervals? Is there a solid basis for being confident about the data, or are they possibly spurious? Have appropriate resources (of whatever form) been dedicated to measuring the commitment's results?¹⁵

- 5 The monitoring form indicates excellent measurement of the commitment. It provides extensive quantitative and qualitative data that have been measured using techniques which are wholly appropriate. The period to which the data refer is clearly specified. The monitoring form provides a solid basis for the reader to be confident in the information presented. All the activities are measured at (or by) appropriate intervals for the type of commitment and the type of data concerned. The level of resources allocated means that the commitment's results can be measured comprehensively and reliably.
- 4 The monitoring form displays good measurement of the commitment. It provides a range of quantitative and qualitative data. These data seem to have been measured appropriately. The form provides information that supports the view that the data are reliable. Some of the activities have been assigned appropriate measurement intervals. Substantial resources, relative to the scale of the commitment, have been allocated to measuring results.
- 3 The monitoring form indicates adequate measurement of the commitment. Some quantitative data are provided, and the period to which these data refer is indicated. The system of measurement is appropriate overall, although it may contain some inappropriate elements. On the whole, it appears that the data are reliable. There is some understanding of appropriate intervals to measure certain activities. Sufficient resources have been allocated to allow the commitment's results to be measured adequately.
- 2 The monitoring form displays poor measurement of the commitment. It provides very little quantitative data. There are some indications of the period to which this information refers, but they are ambiguous. There are indications that the data are spurious or unreliable. There is no evidence of understanding what an appropriate measurement interval is. The Platform member has dedicated support monitoring to some resources, but these fall short of adequate standards.
- 1 The monitoring form displays very poor measurement of the commitment. Extremely limited or no quantitative data are provided. When they are, they are usually inappropriate and there is no indication of the period to which they refer. There are serious indications that the data are spurious or unreliable. There is no evidence of understanding what an appropriate measurement interval is. It appears that very few or no resources have been allocated to produce accurate and reliable measurements.

¹⁵ It must be noted that the scoring for this category privileges quantitative data over qualitative data. The rationale for this is that quantitative results are often clearer, more accountable and more compelling to non-Platform members than qualitative results, although this is not always the case.

8.5 Scoring results

8.5.1 Average scores

The overall average quality score for the 136 monitoring forms awarded scores was 3.33 out of a possible 5.00. In order to provide consistency with previous annual monitoring reports, averages have been determined by calculating the mean. The overall average is the mean value across the four assessment categories. As shown in the last column of Table 8.1, the overall average for 2009 monitoring forms is slightly higher than the average of 3.05 for the 2008 monitoring forms. However, comparisons should be made with care. For instance, in 2009 only 138 monitoring forms were submitted, as compared to 160 forms submitted the previous year. As well, the 2009 overall average includes the scores awarded to 12 new commitments. The higher overall average suggests that, generally, the quality of monitoring has improved. However, as will be discussed below, there are still areas in which the quality of monitoring can be improved further.

Disaggregating the scores by assessment category provides a more comprehensive overview of the quality of the commitments. Table 8.1 provides a breakdown of the average scores and standard deviation for monitoring forms, overall and by assessment category, in the 2007, 2008, 2009 and 2010 annual monitoring reports.

Table 8.1 Mean scores of monitoring forms by assessment category, 2007–2010

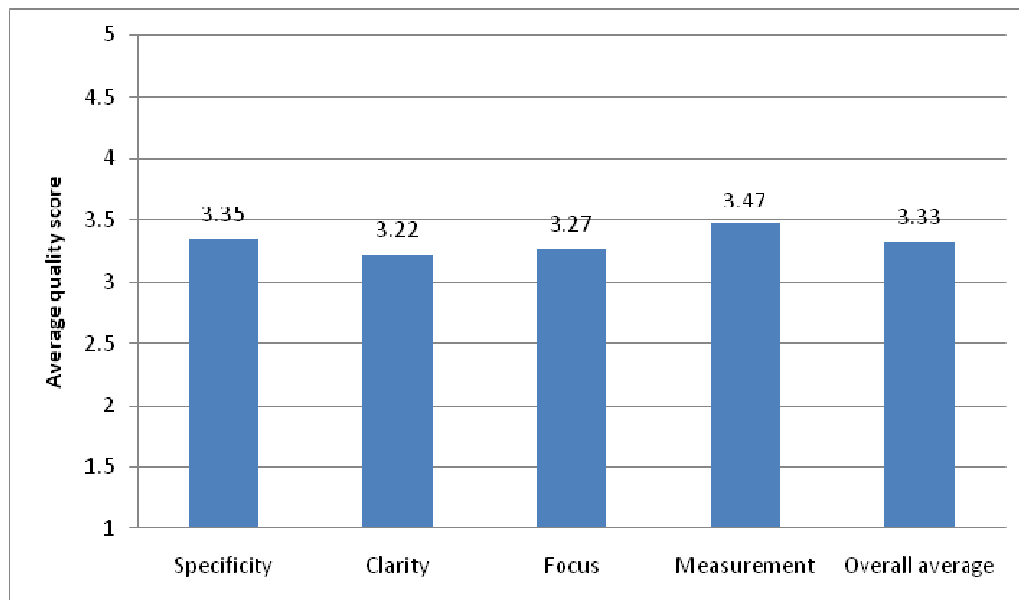
Assessment category	2007 Annual report (N = 121)		2008 Annual report (N = 148)		2009 Annual report (N = 162)		2010 Annual report (N = 136)	
	Mean score	Standard deviation	Mean score	Standard deviation	Mean score	Standard deviation	Mean score	Standard deviation
Overall average	2.88	0.91	3.00	0.79	3.05	0.63	3.33	0.73
Specificity	2.85	1.13	2.93	1.04	3.03	0.76	3.35	0.82
Clarity	2.86	0.93	3.14	0.90	3.19	0.78	3.22	0.79
Focus	2.76	0.97	2.83	0.91	2.74	0.75	3.27	0.86
Measurement	3.06	1.03	3.12	0.96	3.24	0.83	3.47	0.89

As shown in Table 8.1, the average scores have risen in each assessment category between the 2010 annual monitoring report and the previous years. However, though the average scores improved, the standard deviation between average scores increased from 2009 to 2010 as well. The increase in standard deviation reveals that there is more variation in quality between monitoring forms in 2010.

Looking specifically at forms submitted for the 2010 Annual Report, shown in Figure 8.1, average scores were lowest for focus and clarity, and highest for measurement. When comparing average scores for the 2010 Annual Report with the previous year, the least improvement was seen in the area of clarity. One possible explanation for the relatively lower level of improvement in the previous year for clarity could be that commitment holders found it challenging to determine which indicators were relevant to each section of the form and to explain the links between objectives, inputs, outputs and impacts. This explanation fits with the experience of the two RAND Europe researchers who scored the monitoring forms. The monitoring forms achieving lower scores often had to be read more than once in order to understand the scope and progression of the commitment's annual activities, and to establish how objectives, inputs, outputs and outcomes fit together. In contrast, Platform members often were able to provide supportive data for indicators. This is reflected in the higher average score for measurement. As such,

though Platform members struggled more in communicating indicators clearly and selecting appropriate information for each section of the monitoring form, they demonstrated an ability to include detailed, measurable data.

Figure 8.1 Average score by assessment category, N = 136

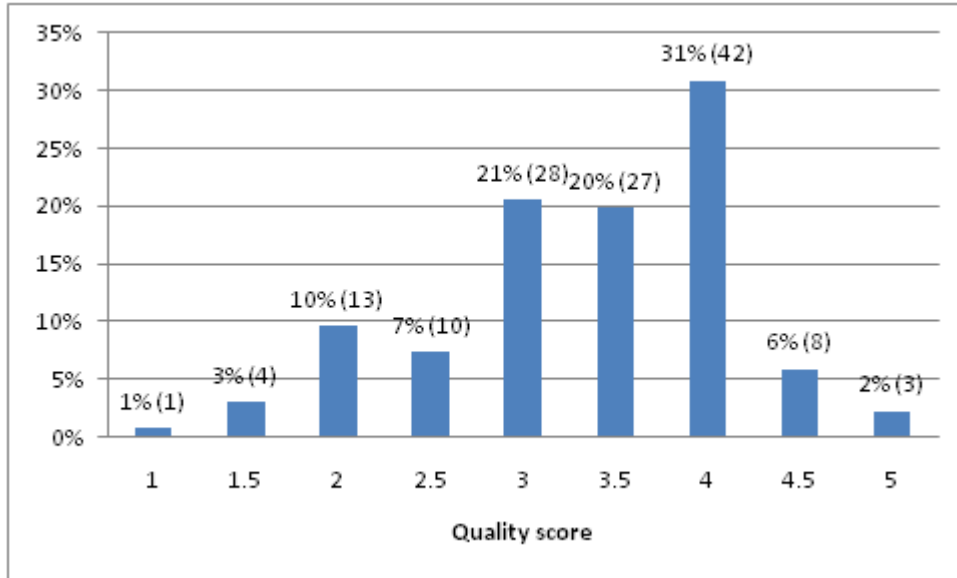


The following sections briefly describe the distribution of quality scores in each assessment category.

8.5.2 Scoring results for specificity

Figure 8.2 shows that 39% of monitoring forms (53 monitoring forms) scored 4 or higher for specificity. This indicates that many commitments were able to provide a good level of detail about the scope of the commitment as well as its inputs and outputs. The mean score for specificity was 3.35, higher than in 2008, when the mean score for specificity was 2.85. Though only three monitoring forms achieved a score of 5 for specificity, the majority of monitoring forms scored above 3, with 71% (97 monitoring forms) awarded a score between 3.00 and 4.00.

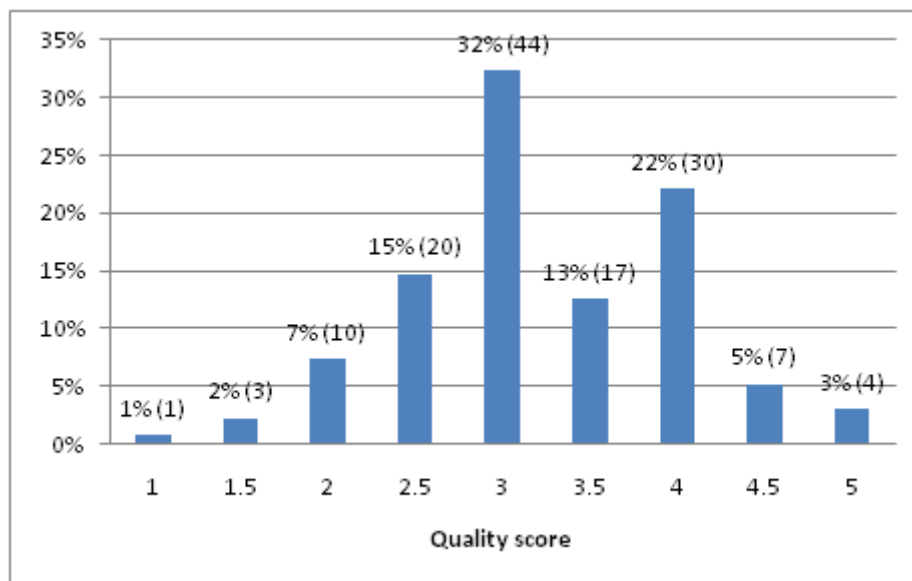
Figure 8.2 Distribution of scores for specificity, N = 136



8.5.3 Scoring results for clarity

A total of 57% (78 monitoring forms) were awarded a score of 3 or below for clarity, as shown in Figure 8.3. Often 2009 monitoring forms performed less well for clarity as a result of failing to link annual objectives, inputs, outputs and impacts clearly. Forms scoring 3 or below often did not explain how inputs and outputs corresponded with the annual objectives, or how outputs were implemented or created using the resources mentioned in inputs. For instance, if inputs included the cost of promoting new labelling standards to an association's membership, it would be expected that outputs should mention the communication activities held or materials disseminated to promote the new standards.

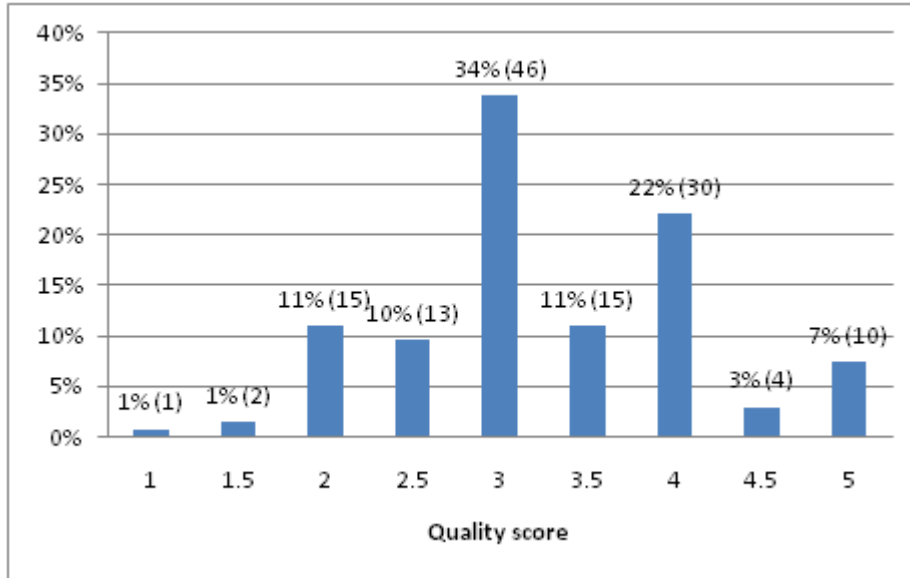
Figure 8.3 Distribution of scores for clarity, N = 136



8.5.4 Scoring results for focus

The average score for focus was slightly lower than for specificity but higher than for clarity, at 3.27. A total of 57% (77 monitoring forms) scored 3 or below. A score of 4 or 5 for focus required that the form was concise, but still provided the necessary detail to make the information understandable and to give a full picture of the commitment's annual activities and outcomes. Monitoring forms were awarded a score of 4 to 5 for focus if they provided enough detail about the context of the commitment activities as well as clear lists of measurable (either quantitative or qualitative) indicators in each section. Forms with lower scores often lacked contextual information, included irrelevant and/or distracting information, or confused inputs, outputs and impacts. Figure 8.4 also shows that 7% of monitoring forms (10 monitoring forms) were able to achieve the maximum score of 5 for focus.

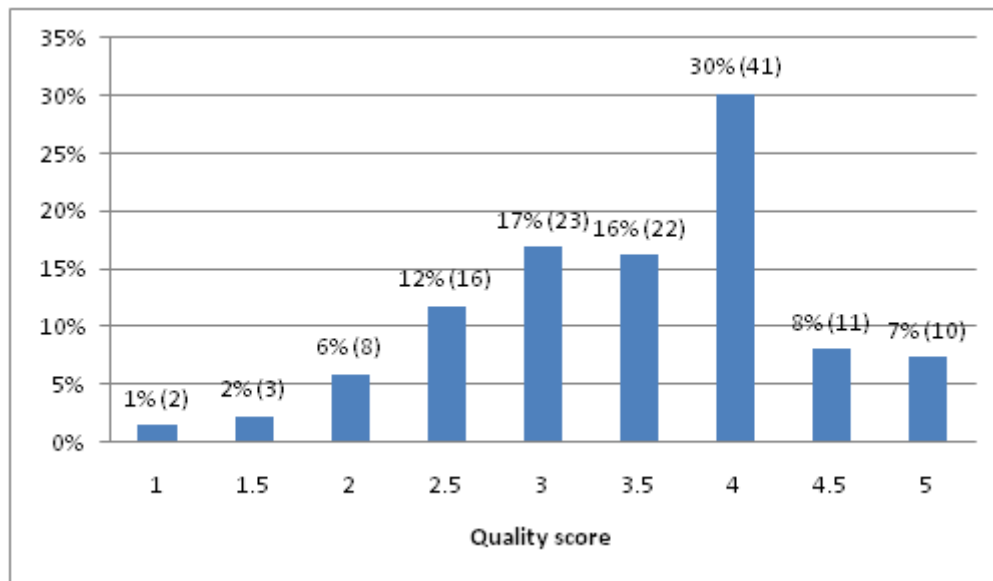
Figure 8.4 Distribution of scores for focus, N = 136



8.5.5 Scoring results for measurement

The mean score for measurement was the highest of the four assessment categories. Nonetheless, as shown in Figure 8.5, 38% of monitoring forms were awarded a score of 3 or less for measurement (52 monitoring forms). High scores were possible when the information provided appeared to be reliable and to communicate measurable information. As such, high scores for measurement did not necessarily correspond with the number of quantitative and qualitative measures included, but with the quality of the data provided and in particular with data that appeared reliable and comprehensive for that commitment.

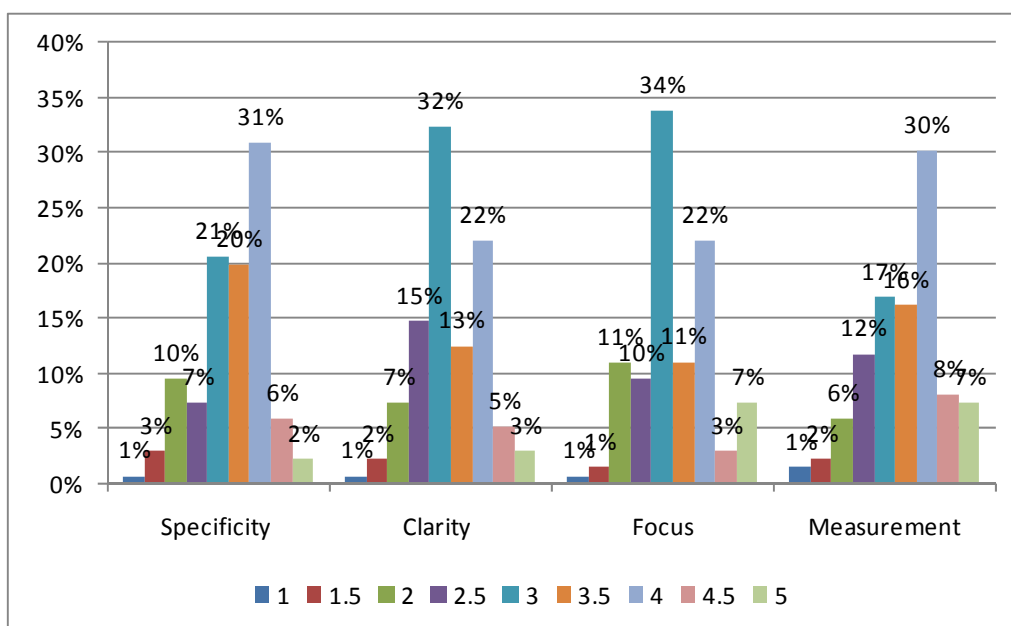
Figure 8.5 Distribution of commitments for measurement, N = 136



8.5.6 Review of scoring results across assessment categories

Across assessment categories, there is a concentration of scores between 3 and 4. However, there is still room for improvement among a notable number of commitments. For instance, more than 50% of monitoring forms received a 3 or below in the clarity and focus categories (78 and 77 monitoring forms respectively). If commitment holders take into account the specific feedback given for each monitoring form, we anticipate that a greater proportion of monitoring forms will receive scores of 4 and 5 in future years. Figure 8.6 compares the distribution of scores across the four assessment categories.

Figure 8.6 Distribution of commitments for all assessment criteria



8.5.7 Scoring results by type of activity

The type of activity could affect how easy it is to monitor a commitment for a Platform member. It is understandable that different types of actions may be relatively more opaque than others. For instance, some commitments had very concrete outputs, such as creating and disseminating new nutritional labelling stickers. Other commitments had less tangible outputs that could be more difficult to identify, for instance a commitment to encourage collaboration and information sharing about health initiatives, where the primary output could be networking opportunities, meetings or workshops.

In order to see if scores varied by types of activity, the RAND Europe team disaggregated the scores for each of the five types of actions outlined in Section 5.1 (paragraph on Categories and definitions). The results of this disaggregation are presented in Table 8.2.

Table 8.2 Average (mean) score for monitoring forms by type of action, N = 136

	N	Specificity	Clarity	Focus	Measurement	Overall average
Labelling	13	3.00	3.08	3.27	3.15	3.13
Lifestyles	69	3.48	3.23	3.33	3.63	3.42
Marketing and advertising	25	3.26	3.14	3.04	3.30	3.19
Others	21	3.29	3.36	3.29	3.45	3.35
Reformulation	8	3.25	3.31	3.44	3.18	3.30

Perhaps unsurprisingly, drawing conclusions from such a table is beset with difficulties. Not only is it difficult to draw conclusions across groups of varying size (such as between Lifestyles with 69 monitoring forms and Reformulation with 8 forms), but the mean scores provide a rather crude representation of the full range of scores. With these caveats in mind, it appears that Lifestyles commitments had the highest quality monitoring on average, reflecting high scores particularly for specificity and measurement. Reformulation commitments seem to have more consistently provided highly focused information in their monitoring forms. Without more detailed analysis of the type of activities and their monitoring for individual commitments, this understanding of the results remains informed speculation. As well, it is important to note that the RAND Europe research team has striven to score commitments on the basis of the quality of information provided, given the potential to monitor the commitment in order to come to a fair scoring, and not on the basis of the activities undertaken by a given Platform member.

8.5.8 Scoring results for ongoing and new commitments

A similar level of quality was found for monitoring forms for both new and ongoing commitments. Table 8.3 shows the mean scores for new and ongoing commitments by assessment category and overall.

Table 8.3 Mean scores for new and ongoing commitments, N = 136

	N	Specificity	Clarity	Focus	Measurement	Overall average
New commitments	11	3.46	3.38	3.54	3.54	3.48
Ongoing commitments	125	3.34	3.21	3.25	3.46	3.32

New commitments received higher scores than ongoing commitments across all assessment categories. The greatest difference in average scores between new and ongoing commitments was for focus. Without further research, it is difficult to determine the reasons for the differences in quality scores between new and ongoing commitments.

Among the 125 ongoing commitments scored this year, 52% of commitments (65 out of 125 monitoring forms) improved their quality scores between 2008 and 2009. On the other hand, 21% of ongoing commitments (26 out of 125 monitoring forms) received an overall average score lower than for the previous year and 27% (34 out of 125 monitoring forms) showed no change in quality between 2008 and 2009. It is hoped that the detailed feedback given to members will permit increased learning in order to enable Platform members to improve their monitoring of commitments further in future years.

8.6 Recommendations for monitoring improvement

On the basis of this scoring exercise, the feedback given and the analysis of scores, several recommendations may be made which could help to improve monitoring and thereby aid the aims of the Platform:

1. It is important that each section focuses on the indicators in question, rather than just describing the commitment. A common tendency among commitment holders was simply to describe what activities had taken place in 2009, rather than focusing on the section at hand. Rather than describe what occurred, annual objectives should communicate the goals for the year, inputs should describe the resources used, and outputs should describe what was implemented or created with the resources used.
2. Monitoring forms often struggled to achieve a level of clarity that would enable an external reader to understand the scope of the commitment in 2009. Improving clarity does not necessarily require providing a lot of detail. Rather, more often clarity could be improved by specifically separating inputs, outputs and outcomes into their respective sections in the monitoring form, and by explaining why certain information was included in each section when it may not be immediately apparent.
3. Finally, there was some overlap between different monitoring forms submitted by the same Platform member. For instance, in the monitoring forms commitment members would comment that it was difficult to separate inputs for different commitments, or would refer to another commitment for information on specific input, output and impact indicators. A final recommendation would be to consider merging some commitments when there is significant overlap and monitoring them separately is difficult.

8.7 Summary

RAND Europe has developed a process for assessing the quality of monitoring forms that uses a scoring mechanism to quantify quality levels. This process has been applied four times, for 137 monitoring forms in 2010, for 160 monitoring forms in 2009, for 148 monitoring forms in 2008 and for 121 monitoring forms in 2007. The results indicate that generally the average quality of monitoring has improved, with an overall mean score of 3.33 in 2010. However, the number of active commitments scored was lower this year than for the two previous Platform annual reports. Deconstructing average quality scores by assessment category and type of action, and between ongoing and new commitments, provides some interesting variations in quality. In particular, the slightly higher quality of scoring for new commitments deserves further consideration and affirms the importance of continued attention to the quality of monitoring among ongoing commitments. It is important at this point to remind the reader that any interpretation based on the scoring exercise should be made with care and with reference to the explanation given for the scores.

CHAPTER 9 Looking forward to 2011

In 2010 Platform Plenary meetings are scheduled for 11 February, 4 May, 1 July, 9 September and 3 December. In order to facilitate dialogue with national authorities, there will be a joint meeting with the High Level Group on Nutrition and Physical Activity (HLG) which is expected to take place on 3 December 2010 under the Belgian Presidency.

Following the rhythm established in 2008, the morning sessions of plenary meetings will focus on the functioning and processes of the Platform (monitoring, reporting, membership, communication) and afternoon sessions will be devoted to thematic exchange of experiences by members, as well as to briefings on related EU and international policy developments and relevant scientific information.

The 2010 schedule of meetings (which may be subject to revision) is set out below.

Date	Morning Session	Afternoon Session
11/02/10	Evaluation of the Platform	Lifestyles Nutrition and physical activity
04/05/10	Discussion of 2009 Annual Report	Reformulation
01/07/10	Presentation of 1 st draft of Platform Evaluation report	Policy strategy commitments
09/09/10	Evaluation of the Platform Monitoring of the EU strategy	Marketing and advertising Presentation of case study in evaluation
02/12/10	Joint meeting with the HLG (tbc)	Reformulation activities in Member States and amongst Platform members. - Labelling
