



EU Platform on Diet,
Physical Activity and Health



Overview of Commitments in the areas of 'Physical activity promotion' and 'Education, including lifestyle modification'

Platform Plenary meeting

24th
November
2016



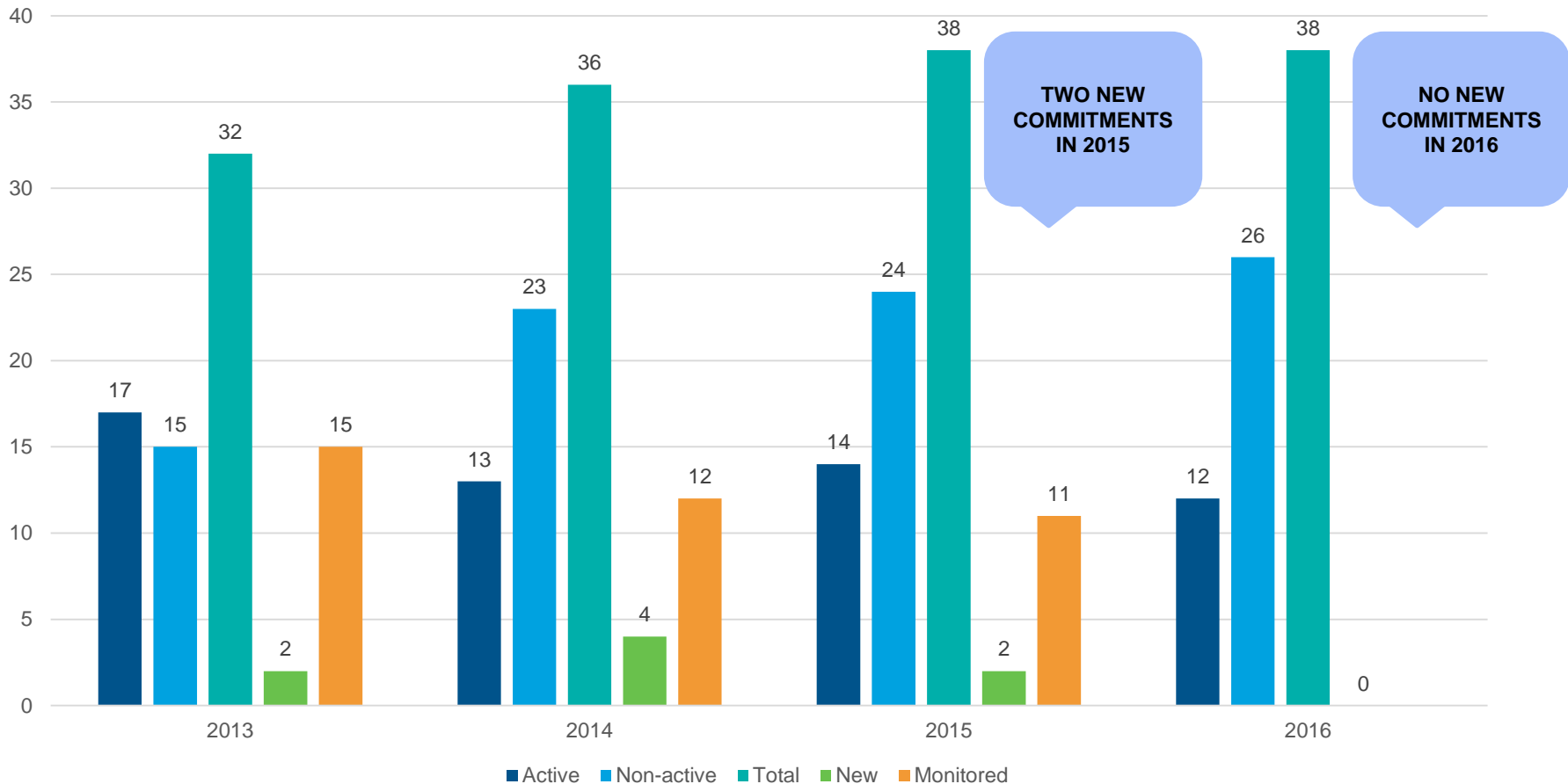
This session provides information on 2015 reporting, and has two objectives

- 1. To provide an overview of commitments in the ‘Physical activity promotion’ and ‘Education, including lifestyle modification’**
- 2. To form a discussion amongst Platform members on activities in this area:**
 - Exchange on conclusions and recommendations
 - Identify areas for improvement & new commitments

1. Overview of commitments in the area of 'Physical activity promotion'



The total number of commitments in the area of 'Physical activity promotion' has risen since 2013, although active commitments have decreased



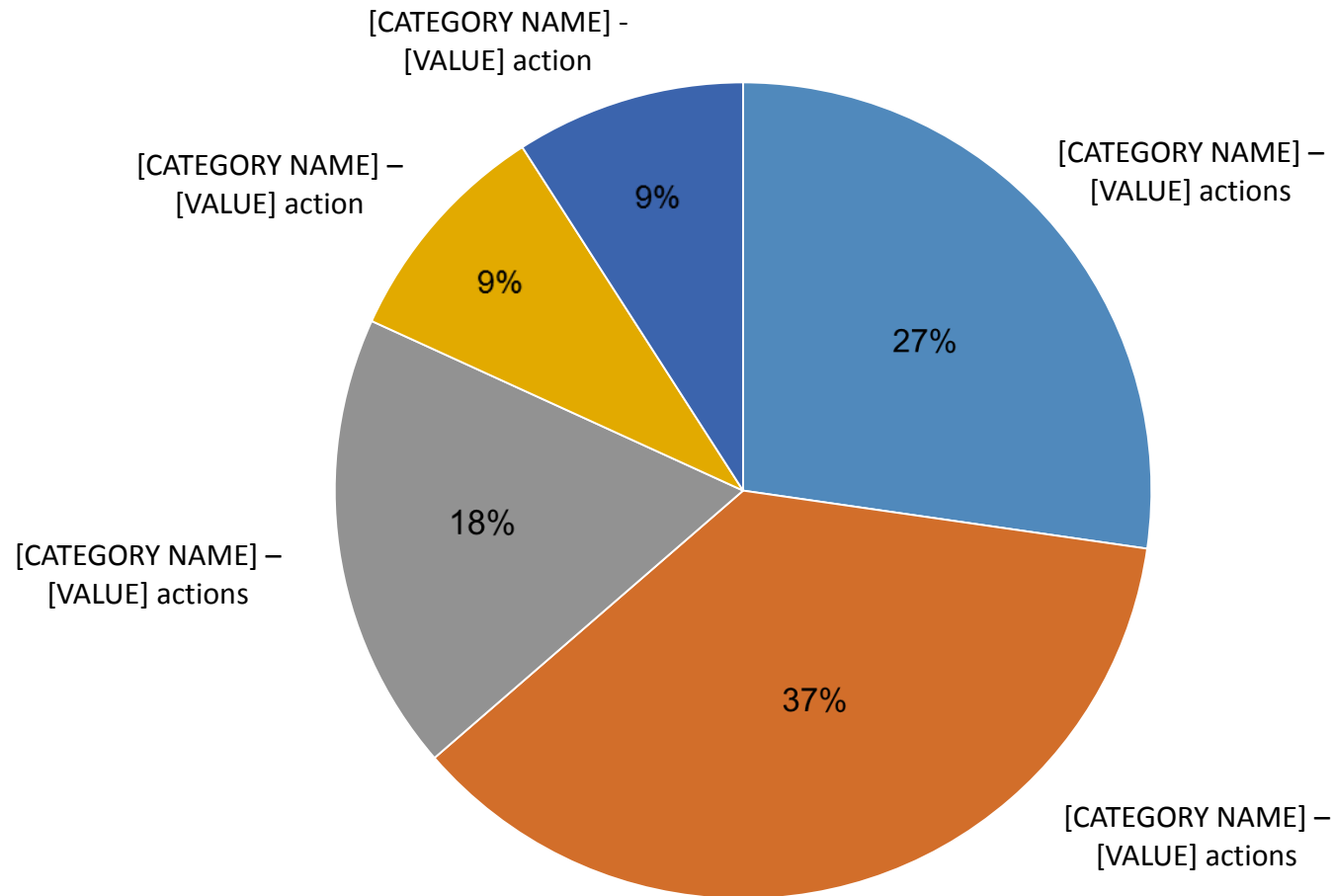
The total number of commitments in the area of 'Physical activity promotion' has risen since 2013, although active commitments have decreased

- Physical activity promotion is – next to reformulation and marketing – a priority for the EU Platform
- The total number of active commitments on this topic has decreased since 2013 (from 17 active commitments in 2013 to 12 in 2016)
- Since 2013 only eight new commitments have been received: two in 2013, four in 2014, two in 2015 and zero in 2016
- Despite being a priority, Physical activity commitments constitute only 12.5% of all Platform commitments (38 out of 304) and 10.8% of all active commitments (12 out of 111)

2016 active commitments: 7 commitments implemented by associations, 4 by industry and one joint commitment.

Platform member	Number of commitments
European Non-Governmental Sports Organisation (ENGSO)	2
Danone	2
Confédération Européenne Sport et Santé (CESS) – Unio Barcelonina d'Associacions Esportives (UBAE)	1
European Food Information Council (EUFIC)	1
European Region of the World Confederation for Physical Therapy (ER-WCPT)	1
EuropeActive	1
Ferrero Group	1
Mars	1
ISCA – Coca-Cola	1
World Obesity Federation (WOF)	1
Total	12

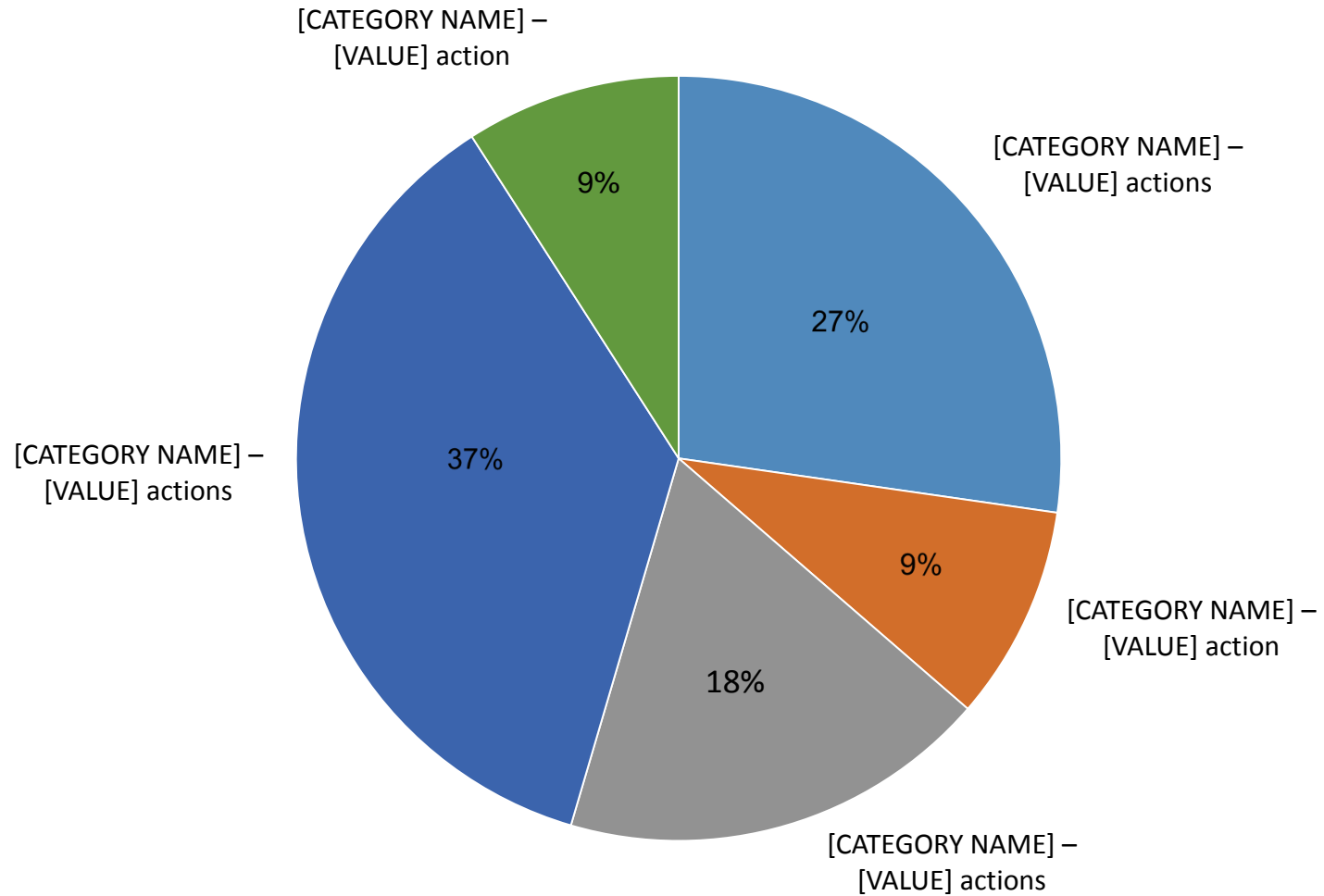
2015 assessment: 'children and adolescents' were the largest target group



Source: *Monitoring the EU Platform on Diet, Physical Activity and Health- Annual Report 2016*



2015 assessment: only one action covered all EU-28



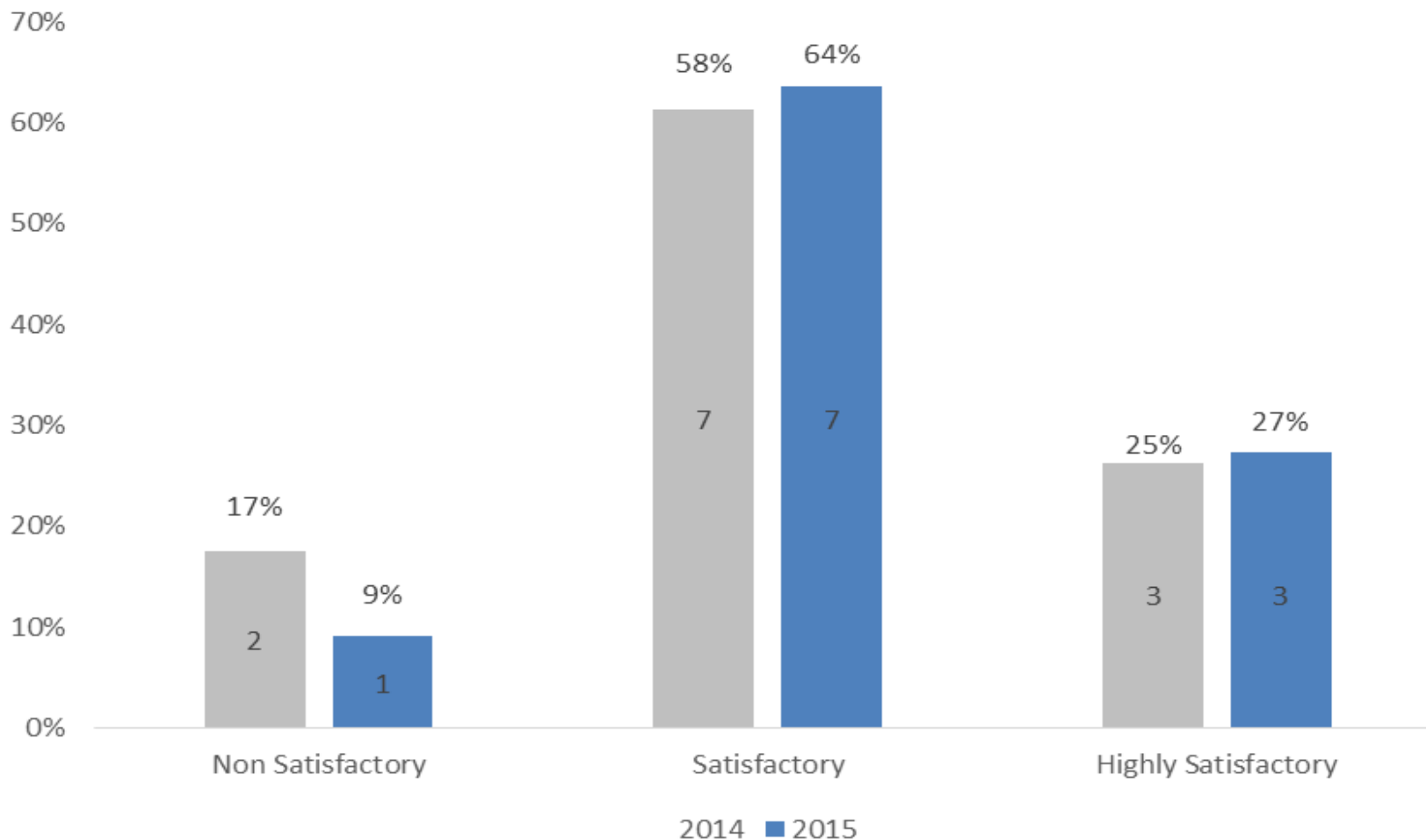
Source: *Monitoring the EU Platform on Diet, Physical Activity and Health- Annual Report 2016*



2015 assessment: not all commitments provided financial and in-kind contribution information

- Of the 11 commitments being evaluated, **only six** provided financial information of the actions;
- **€ 15,146,795** were reported as being committed in 2015 (between € 14,000 to € 12,800,000 each) total of spent on commitments for physical activity;
- **Seven** of the 11 commitments did not provide information on human resources (number of employees working on the actions);
- The remaining **four** reporting an annual number of hours ranging from nine to 30,399.

2015 assessment: the monitoring and reporting of most commitments was considered 'satisfactory' or 'highly satisfactory'



Source: *Monitoring the EU Platform on Diet, Physical Activity and Health- Annual Report 2016*

Commitment reports rated as highly satisfactory and satisfactory gave clear details regarding

- The commitments evaluated as highly satisfactory or satisfactory, in general:
 - Had mostly or fully S.M.A.R.T. objectives;
 - Gave clear details on both human and financial inputs;
 - Gave clear details of output and outcomes.
- One commitment rated as highly satisfactory, as the monitoring report **gave fully S.M.A.R.T. objectives** for the action, and it provided **clear details on inputs and outputs**, including clear details on the number of people engaged.

The commitment evaluated as 'non satisfactory' contained inconsistencies between reporting on objectives, inputs, outputs and outcomes

- The commitment evaluated as unsatisfactory:
 - Lacked details on human inputs;
 - Lacked clear information regarding the commitment's relevance to or interaction with the Platform and/or EU policy goals;
 - Had partially S.M.A.R.T. objectives;
 - Reported on a commitment funding multiple actions, but only reported on inputs, outputs and outcomes for one of these actions.

2015 assessment: conclusions

- Of the 2015 commitments, only two actions had **'fully'** S.M.A.R.T. objectives; seven actions had **'mostly'** S.M.A.R.T. objectives, and two actions **'partially'** S.M.A.R.T. objectives;
- The main issues for the commitments that were assessed as mostly or partially S.M.A.R.T. was that they were not measurable and/or did not give timeframes for their objectives (not time-bound);
- Two commitments reported **setting out to reduce health inequalities**: one targeted children in economically disadvantaged areas, the other hard-to-reach population subgroups.

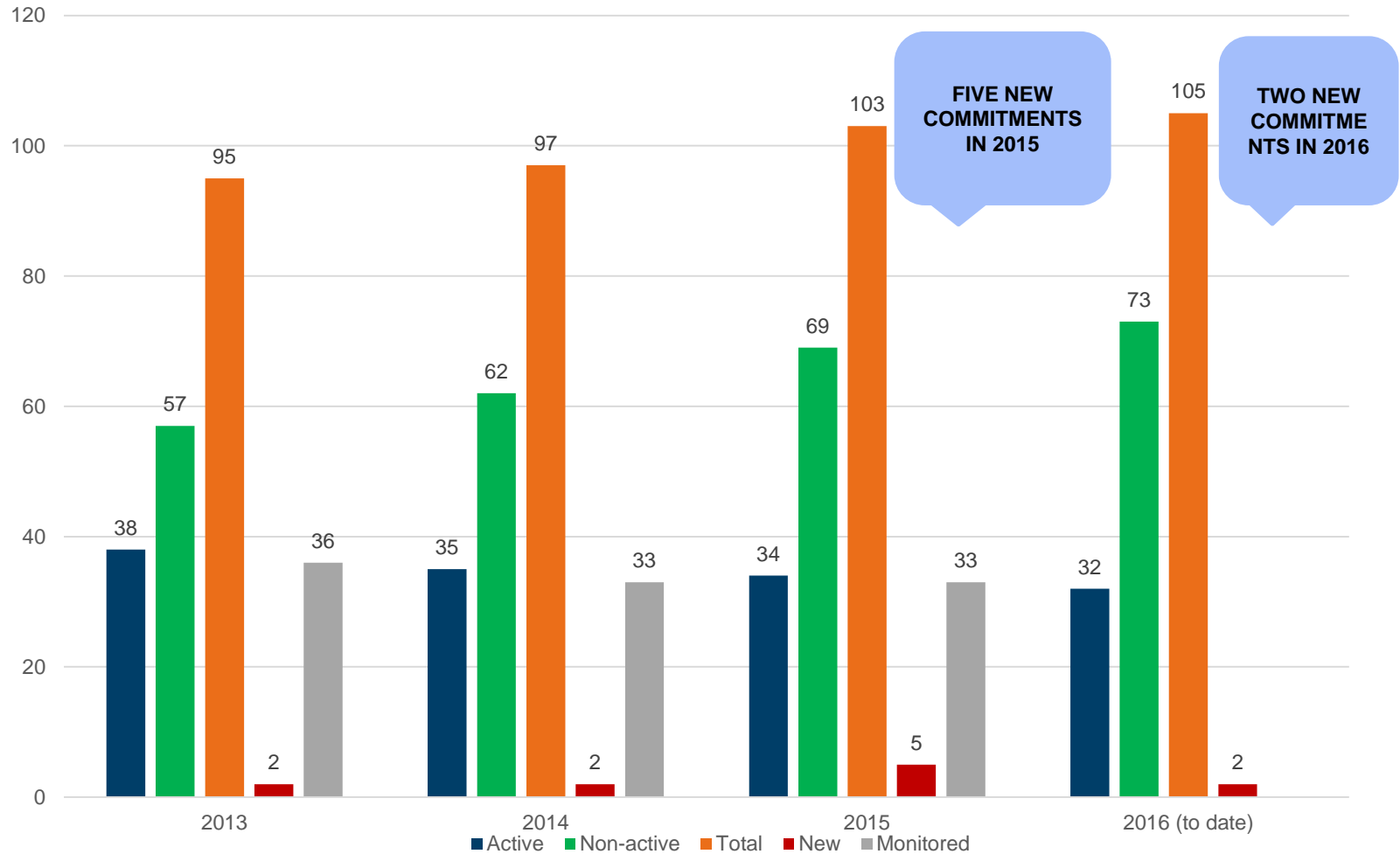
2015 assessment: conclusions

- Three commitments gave **evidence of need** only, one showed **evidence of likely effectiveness only**, two made a commitment to **generate data/information**, and five gave no information in this regard;
- Regarding implementation and results, nine actions indicated that the actions had been **fully implemented** and two **mostly implemented** (an improvement on 2014);
- Information was provided on **dissemination** of results in six out of 11 commitment reports;
- With regards to **transferability** of the actions, one commitment was deemed to be transferrable, having given enough detail about the actions undertaken.

2. Overview of Commitments in the area of 'Education including lifestyle modification'



The total number of commitments in the area of 'Education including lifestyle modification' has risen since 2013, although active commitments have slightly decreased



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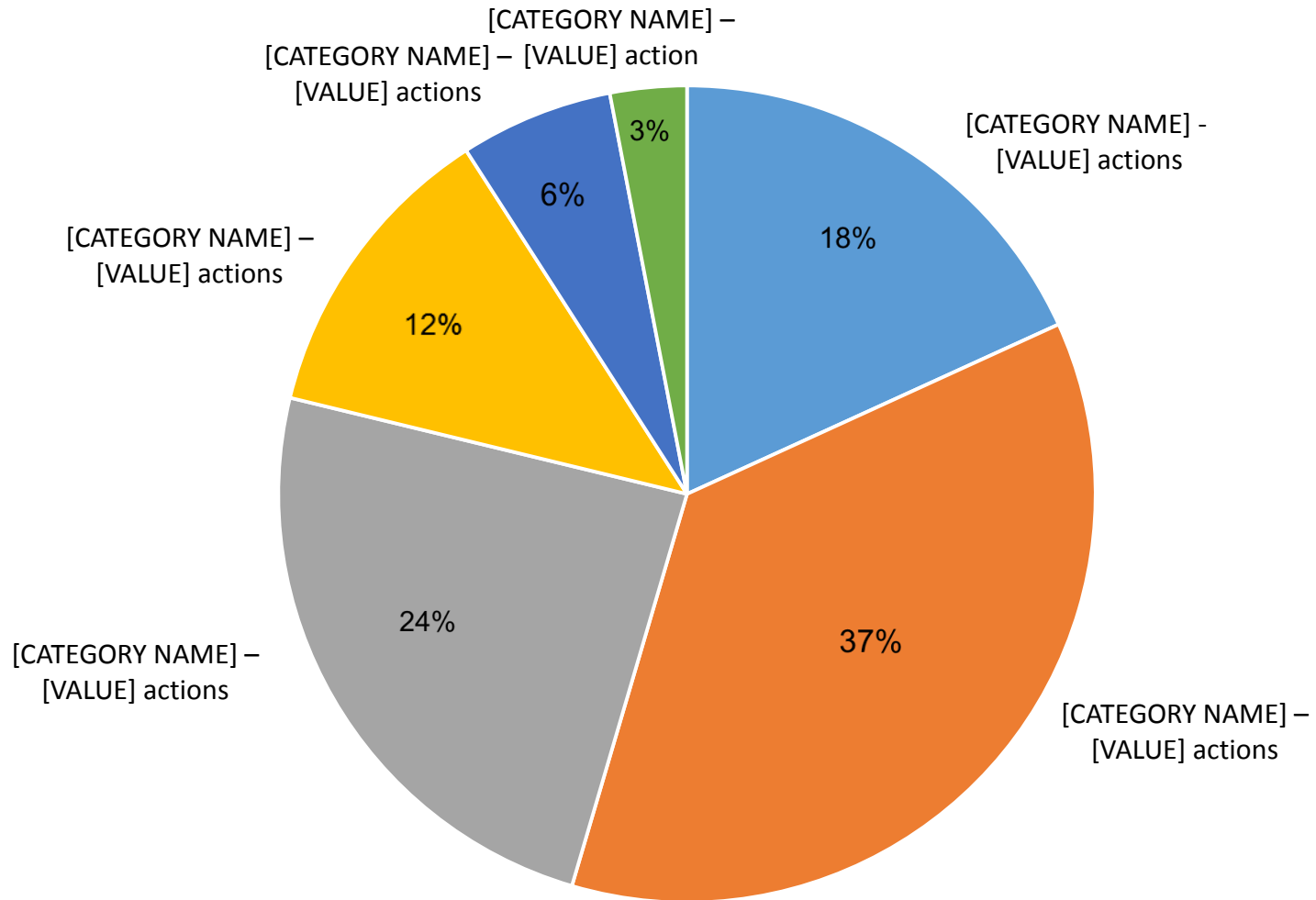
- The total number of active commitments on this topic has slightly decreased since 2013 (from 38 active commitments in 2013 to 32 in 2016);
- Since 2013, 11 new commitments have been received: two in 2013, two in 2014, five in 2015 and two in 2016;
- Education commitments constitute 34.5% of all Platform commitments (105 out of 304) and 29.1% of all active commitments (32 out of 110).



2016 active commitments: 9 commitments are implemented by associations, 21 by industry and two are joint commitments

Platform member	No. of commitments
FoodDrinkEurope	13
Copa-Cogeca	5
EUFIC (European Food Information Council)	2
Joint commitment between EUFIC and EFAD	1
EASO (European Association for the Study of Obesity)	1
CPME (Standing Committee of European Doctors)	1
Joint commitment between EASO and EFAD	1
ECF (European Cyclists' Federation)	1
EUROPREV	1
ESPGHAN	1
European Society of Preventive Medicine	1
EVA (European Vending Association)	1
IDF (International Diabetes Federation)	2
WOF (World Obesity Federation)	1
Total	32

2015 assessment: 'children and adolescents' were the largest target group, followed by health professionals



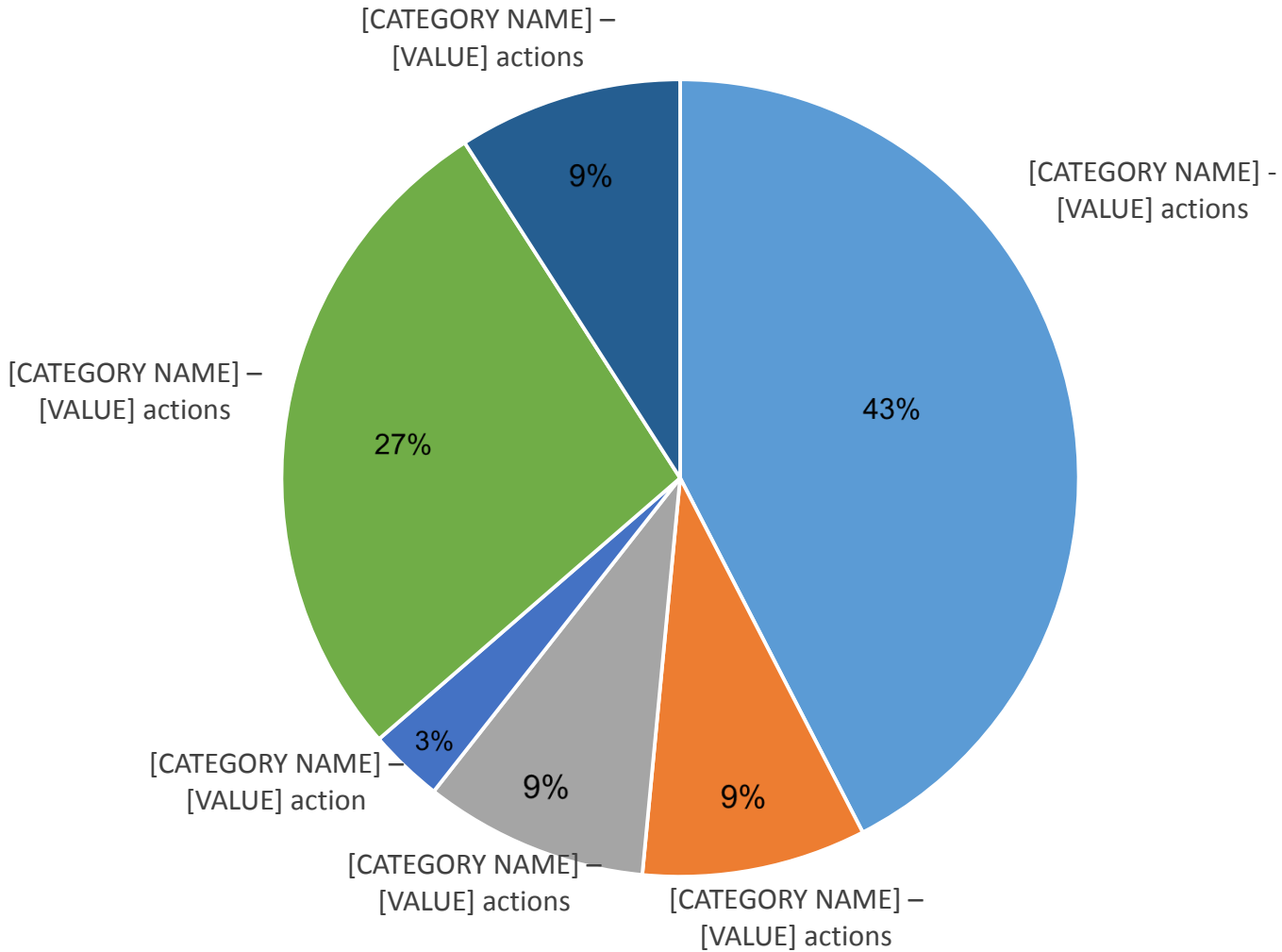
Source: *Monitoring the EU Platform on Diet, Physical Activity and Health- Annual Report 2016*



Overview of Commitments
in the areas of 'Physical activity promotion' and 'Education, including lifestyle modification'

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2015 assessment: 14 commitments covered only one country, and only three cover EU-28



Source: *Monitoring the EU Platform on Diet, Physical Activity and Health- Annual Report 2016*

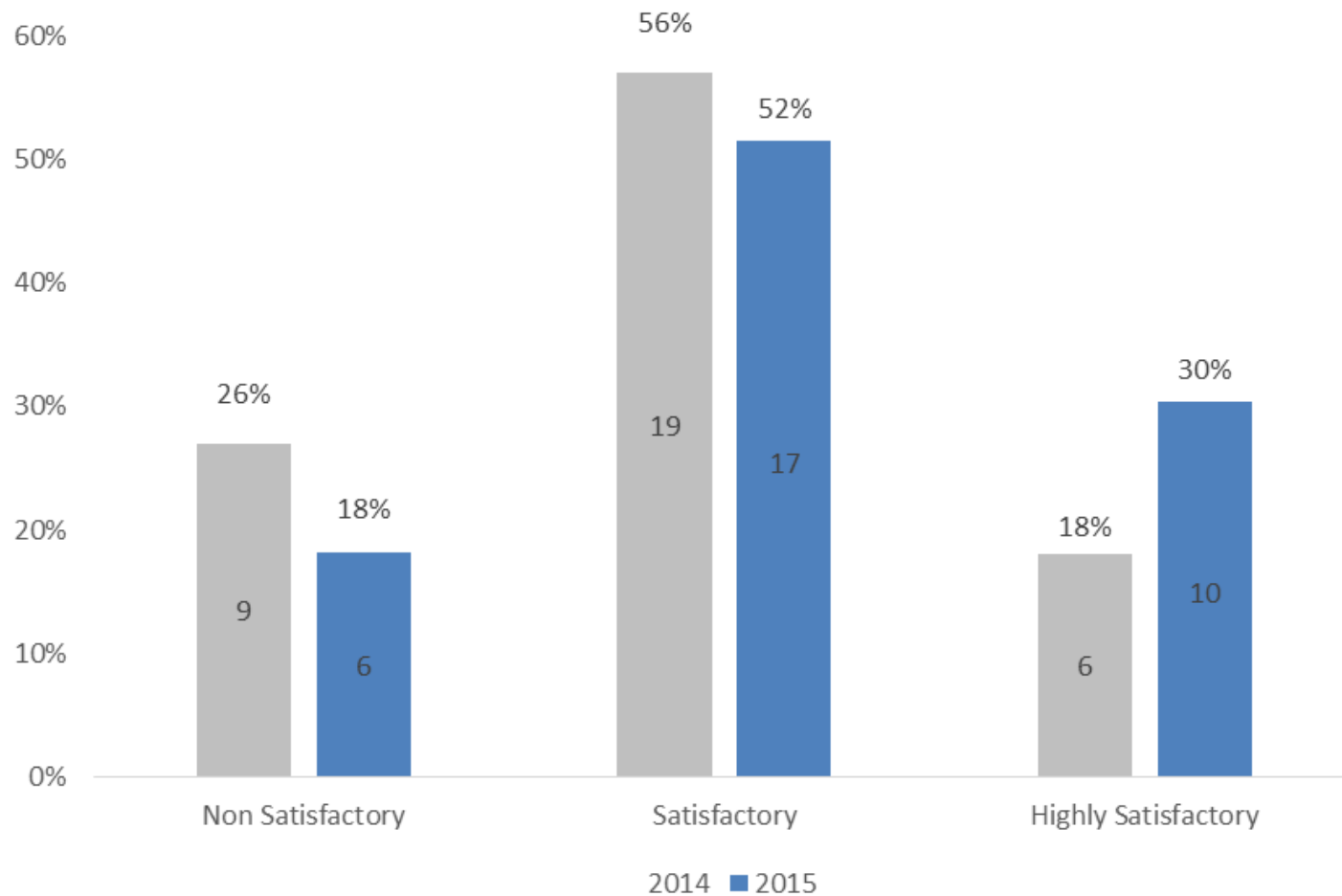


Overview of Commitments
in the areas of 'Physical activity promotion' and 'Education, including lifestyle modification'
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2015 assessment: not all commitments provided financial and in-kind contribution information

- Of the 33 commitments being evaluated, 25 provided information on the **financial costs** of the actions. A total amount of € 6,428,015 was reported as being committed in this activity area (between € 2,500 to € 1,344,000 for each action);
- For 20 of the 33 commitments information was provided in relation to the **number of employees** working on the actions;
- Information pertaining to **number of hours spent** was provided in 20 commitments out of 33 (this is a slight improvement compared to the previous year where 17 commitments out of 33 provided information);
- In 2015, the annual number of hours ranged from 96 to 84,420, totalling 145,264 hours.

2015 assessment: the monitoring and reporting of most commitments was considered 'satisfactory' or 'highly satisfactory'



Source: *Monitoring the EU Platform on Diet, Physical Activity and Health- Annual Report 2016*



Overview of Commitments
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2015 assessment: conclusions

- Ten commitments were assessed as **highly satisfactory**, 17 were deemed **satisfactory** and six were assessed as **non-satisfactory**;
- The reports rated as highly satisfactory:
 - Had mostly or fully S.M.A.R.T. objectives;
 - Had very good reporting on inputs, outputs and outcomes;
 - They use evidence in the design or commit to generate evidence.

Commitment reports rated as non satisfactory lacked information overall within the reports, and specifically:

- Did not provide S.M.A.R.T. annual objectives for 2015;
- Gave limited or no information on inputs, outputs and outcomes.

2015 assessment: conclusions

- Only (16 out of 33) had either mostly or fully **S.M.A.R.T. annual objectives** for 2015. The remaining 17 had partially or not S.M.A.R.T. objectives;
- Only eight of the 33 commitments made an **explicit link to the Platform's objectives**. This is a decrease compared to the previous year, where 11 of the 33 commitments made an explicit link and all of the commitments had at least an implicit link to the Platform;
- Five of the commitments (out of 33) were not deemed **relevant to the stated priorities of the Platform**;
- Only seven out of 33 commitments set out to **reduce health inequalities**.

Conclusions from the 2015 assessment on the commitments in the area of 'Education including lifestyle modification'

- The majority of the commitments (22 out of 33) showed **evidence of need and/or likely effectiveness**. This proportion is smaller than in the previous year, where 25 out of 33 commitments documented evidence in the design of commitments;
- Regarding implementation and results, 15 commitments out of 33 **fully implemented** their actions. Another 15 were judged to have been **mostly implemented** and one **partially implemented**. Two gave no information regarding implementation;
- Information was provided on **dissemination of results** 12 of the 33 commitments;
- With regards to **additionality**, 20 commitments were deemed to be not additional.

3. Overall recommendations for future reporting



General recommendations for future reporting and commitments

- There is still room for improvement with regards to setting **measurable, specific and time bound objectives**.
- The commitments could make more use of **evidence in design** (of need, or of likely effectiveness) or more often commit to generate data or information, as this would provide an indication of the **relevance** of the actions.
- Greater referencing of **relevance to the Platform and EU objectives** would not only provide a justification for the actions undertaken but also help demonstrate the relevance of the commitments.
- More **details on inputs** should be provided, as well as more detailed information on (measurable) **outputs and outcomes**.
- Commitments should strive to be **additional to their day to day activities** and to demonstrate the **EU-added value** of their action. Both these assessment criteria aim to demonstrate the importance of Platform activity and the impact it can have on contributing to improving public health within the EU.

Thank you for your attention

