



DIET, PHYSICAL ACTIVITY AND HEALTH - A EUROPEAN PLATFORM FOR ACTION

**20 SEPTEMBER 2012
10.00 – 17.00**

Centre de Conférence Albert Borschette (CCAB)

[Room AB-2D]

Rue Froissart 36 - B - 1040 Brussels

CHAIR: Despina Spanou

MINUTES

1. INTRODUCTION BY THE EUROPEAN COMMISSION

The Chair, Mrs Spanou, opened the meeting by welcoming Platform members and outlining the agenda: finalising work on the Annual report of the Platform; presentation on active commitments in the fields of Education and Physical Activity; update on the evaluation of the Strategy; and a presentation by DG AGRI on the School Fruit Scheme Evaluation.

Mr Philippe Roux (European Commission) presented the recent developments and publications, including information on the funding from the European Parliament to launch several pilot projects in the fields of healthy diets/promotion of fruit and vegetables. Mr Roux promised Platform members to keep them informed on call for tenders for these projects.

2. PLATFORM ANNUAL REPORT

Mr Roux thanked Platform members for their comments. Most of them were corrections of errors; others called for more specific and outcome oriented content, while some requested a better description of initiatives.

All comments and contributions have been taken on board, and the revised version has been shared with Platform members on Circa. If Platform members agree, the final version of the annual report will be published on SANCO's website the day after this

meeting. The Chair stated that the Annual Report for 2012 is approved, and confirmed that the final version of the document would be available online on 21 September:

http://ec.europa.eu/health/nutrition_physical_activity/docs/eu_platform_2012frep_en.pdf

3. EVALUATION PROCESS OF THE STRATEGY ON NUTRITION, OVERWEIGHT AND OBESITY-RELATED HEALTH ISSUES – UPDATE

The European Commission presented the main framework for the evaluation, its milestones and deliverables, as well as the contribution expected from Platform members. There will be two days set aside for focus group interviews on 13 and 15 November 2012.

Mr Roux stated that the evaluation is an important tool for the follow-up of the Strategy. It will *inter alia* consist of case studies in relation to the objectives in the White paper. The steering group for the evaluation is made up of Commission services and selected High Level Group representatives. The first draft report is expected in December (interim report), and the final report in draft version will be ready by March next year. Additionally, a seminar with Platform and High Level Group members - or a joint meeting on the evaluation - will be held in June 2013.

For the Platform members, it is important how the Platform will be considered in the evaluation report. After the 2010 Platform evaluation, there is a more detailed insight into the functions of the Platform. Mr Roux stated that the focus will now shift to outcomes in relation to the Strategy documents, and presented the focus group interview guide to the Platform members. The Evaluation Team would use Annual reports as part of their input. Mr Roux encouraged Platform members to pass any other important documents to the European Commission. Judith Vermeer from the Evaluation Partnership, responsible for the Platform part of the evaluation, was introduced to the Platform plenary.

The European Public Health Alliance acknowledged the inclusive and comprehensive process of this evaluation, and asked whether the draft reports would be made available to Platform members. Mr Roux replied they would only be available to the Steering group. The Chair added that, since an external contractor is in charge of the evaluation report, it would only contain objective information. The policy recommendations to follow will be drawn up by the European Commission. The Chair specified that it should be an inclusive process, and encouraged Platform members to notify the Platform secretariat in case of remarks on the process.

4. OTHER COMMISSION DEVELOPMENTS; DG AGRI: SCHOOL FRUIT SCHEME EVALUATION, STATE OF AFFAIRS, BY ANDREAS KOLODZIEJAK

DG AGRI presented the methodology and process of the School Fruit Scheme evaluation. The evaluation describes the implementation of the School Fruit Scheme in the 24 EU Member States that took part in the Scheme and assesses the Scheme's impact on the children's eating habits. The Scheme has reached more than 8 million children so far. The full evaluation report will be published in the autumn 2012.

5. ACTIVE COMMITMENTS IN THE FIELD OF EDUCATION, INCLUDING LIFESTYLE

Two fields of action for Platform commitments were addressed during this meeting: education and physical activity promotion.

The Chair informed that there are currently 88 commitments on education in the Platform database, including 43 active commitments and 3 commitments introduced in 2012.

5.1. OVERVIEW OF COMMITMENTS IN EDUCATION AND PHYSICAL ACTIVITY PROMOTION, BY CRISTINA VLADU, IBF INTERNATIONAL CONSULTING

In 2011, there were 42 active commitments on education, including lifestyle modification. These commitments were mainly implemented by for-profit members of the Platform: food and drink industry (26 commitments), public health (5 commitments), and research sectors (5 commitments).

The geographical distribution of education commitments shows that most were implemented at national level (24 out of 42 commitments), whereas 15 were implemented at European level and 3 at regional level. These commitments reached approximately 77 virtual users and about 7.5 million people in the general public in 2011.

Regarding physical activity promotion commitments, there were 15 active commitments in 2011. These commitments were implemented by the food and drink industry (7 commitments), sport and fitness associations (4 commitments), public health (2), advertising (1) and research (1) sectors. 7 commitments were implemented at European level, 7 at national level and 1 at regional level. The physical activity promotion commitments reached approximately 4 million children and adolescents in 2011 (about 4 times more than in 2010).

5.2. PLATFORM COMMITMENTS IN THE FIELD OF EDUCATION

5.2.1. KIDS ENJOY FRESH, NEW COMMITMENT BY SEBASTIAN KRUSE, POLICY ADVISOR, FRESHFEL

Freshfel presented a new commitment called "Kids Enjoy Fresh". In light of the decline in fresh food consumption, this commitment aims to increase consumption of fruit and vegetables by children through the creation of an online platform and campaign. The main message is "Enjoy fresh" – and it replaces fragmented messages in different countries. Tailored messages are designed for specific target audiences. Children are the main target group of the online campaign; while parents and teachers receive support on how to encourage consumption of fruit and vegetables. The website was launched in June 2012 and has about 100 visits per month. It is available only in English so there may be a language barrier for children in some countries.

This new commitment aims to support the EU School Fruit Scheme by addressing additional communication possibilities. The website provides data on fruit consumption per country and it does not mention brands.

The European Commission thanked Freshfel for following previous guidance to address children in particular, and informed the Plenary that the European Parliament commissioned Pilot projects on fruit and vegetable promotion . Members will be informed when the call for tenders are published.

5.2.2. "KELLOGG'S COMMITMENT ON BREAKFAST CLUBS ACROSS EUROPE," BY RACHEL FELLOWS, DIRECTOR CORPORATE COMMUNICATIONS UK, KELLOGG'S COMPANY

Kellogg's outlined a commitment on breakfast clubs established across Europe. This action started in 1998, and now covers 8 countries. The objective of the commitment is to provide a healthy and nutritious meal for schoolchildren at the start of the day, in a safe and friendly environment. The commitment is based on the concept that eating breakfast is a good habit that may initiate a virtuous circle of other "nutritional" good habits. The main activity consists of gathering kids in the school setting before school (provision of breakfast turns out to be great social glue, kids turning up at school on time). Schools receive grants as well as sets of training to start up the breakfast clubs; they organize unbranded breakfast clubs with menus composed by them. Amongst the benefits are improved social skills, increased attendance, punctuality, as well as better concentration levels.

The commitment includes 550 schools in the UK, serving 2 million breakfasts per year. It focuses on implementing breakfast clubs within the most disadvantaged areas of UK, and has since expanded to Germany, Greece, Spain, etc.

Questions and answers:

- The Chair highlighted the importance of the social dimension involved in this process.
- IBFAN criticised the commitment because of branding; it also mentioned that cereals are hugely sugar based.
- EPHA asked for more details regarding the methodology, criteria used, methodology for roll out, etc.
- Kellogg's underlined the fact that it does not run Breakfast clubs itself, but only facilitates the organization of clubs. Schools choose independently how to implement the activity.

6. ACTIVE COMMITMENTS IN THE FIELD OF PHYSICAL ACTIVITY PROMOTION

In the afternoon session, the Chair honoured the memory of Sir Alexander Macara who passed away in June and was an active member of the Platform since its creation, representing the Standing Committee of European Doctors.

Mr David Gorria from the European Region of the World Confederation for Physical Therapy (ER-WCPT) was introduced to the meeting. The ER-WCPT became a Platform member at the Plenary meeting in May.

6.1. PLATFORM COMMITMENTS

The afternoon session was dedicated to physical activity promotion. Three active commitments were presented, including two new commitments launched in 2012. There are currently 29 commitments on physical activity promotion, of which 17 are active and 4 were initiated in 2012.

6.1.1. THE ENERGY PROJECT ON SCHOOLCHILDREN – REDUCING SEDENTARY BEHAVIOUR, IOTF, BY PROFESSOR ILSE DE BOURDEAUDHUIJ, GHENT UNIVERSITY

The International Obesity Task Force presented "The Energy Project on Schoolchildren Reducing Sedentary Behaviour". It includes 10 European countries and is funded by the 7th Framework Programme. As part of this project, a study on sedentary behaviour was carried out in 5 EU countries. In addition, a survey of children's behaviour and their obesity status included more than 6000 children aged 10-12 years. The results demonstrated that for girls both physical activity and reduced sedentary time are important to prevent overweight, whereas for boys, physical activity is the most important factor. The need to define guidelines on breaking sedentary times - especially for girls - has been acknowledged, as well as a need to follow up with the implementation of intervention studies that would promote "breaks" in the sedentary time.

Based on these conclusions, an intervention was developed within the Energy project – the "UP4FUN" - aiming to reduce sedentary time at school and at home. It consisted of a 6 weeks programme involving children aged 10-12 years. Newsletters were addressed to parents for them to understand the concept of sedentary time and support the breaks in sedentary time at home. Results showed no effects in TV/PC use, but significant effects in breaking up

sitting/sedentary time. No effect on parental behaviour was perceived. The evaluation demonstrated that children and teachers liked the process while parents were rather difficult to reach.

Questions/comments and answers:

- The Chair inquired when the Study Report would be available.
- A study report would be available in the near future (approximately one month).

6.1.2. "ECF LIFECYCLE INTERACTIVE WORKSHOPS PROMOTE CYCLING FOR HEALTH" BY RANDY RZEWNICKI

The European Cyclists' Federation shared its new commitment, "ECF Knowledge Transfer workshops - Lifecycle +". It consists of interactive workshops which aim to promote cycling. The action is built upon the achievements of the "Lifecycle" project funded by the European Commission, which ended in May 2011 (one output was the Lifecycle+ Intervention Manual). Six interactive workshops promoting cycling are foreseen to take place in 5 countries in 2012, in order to inform and train more than 100 "leaders of change". In addition, the manual will also be translated into Polish.

6.1.3. "PROVING EXERCISE WORKS – FROM INACTIVE TO MORE ACTIVE": A NEW 2012 COMMITMENT, BY OLIVIER SMITH, PUBLIC AFFAIRS AND POLICY OFFICER, FIA

The Fitness Industry Association presented a new commitment of the European Health and Fitness Association, called "Proving Exercise Works – From Inactive to More Active". It addresses inactive people between 35 and 55 years old and will carry out an intervention in gyms to increase physical activity in this group. The programme will cover 25 fitness centres and 2500 participants in a year. The study aims to analyse whether there is an added value in using periodic structured exercises versus an unstructured physical activity programme; it also wishes to explore whether the counselling delivered by an exercise professional can increase physical activity levels.

Questions and answers:

- Kellogg's inquired over the drop-out rate from the pilot study.
- FIA responded that there were chase up procedures when someone was missing sessions and the drop-out rate was less than 5%.
- Comments were made on the effectiveness of personal counselling; the challenge is to involve many people, and this type of investment may pay off in the long term; to this end, insurance companies could be involved in the process.
- One participant asked what the purpose of the results will be.
- FIA replied that the findings shall influence their work within local communities.

7. OTHER DEVELOPMENTS ON PHYSICAL ACTIVITY

7.1. 'FIT AS A FIDDLE – A LASTING LEGACY FOR HEALTHY AGEING' PROJECT, BY JACKIE HAYHOE, PORTFOLIO MANAGER, AGE UK

Age UK presented the "Fit as a Fiddle" programme, funded in the UK by the National lottery with the aim of supporting people aged over 50 years with physical activity, healthy eating and mental well-being. The programme has resulted in almost 250.000 elderly people taking part in physical activity, and more than 200.000 being reached by healthy eating interventions. "Fit as a fiddle" covers 24 different projects delivered across UK by more than 500 organisations.

Programmes lasted between 8 weeks to a year and 4500 volunteers were recruited. Interviews were conducted to study the effects of this activity, i.e. increased independence and more opportunities for social inclusion.

The final report on "Fit as a Fiddle" will be available by end of October on the Age UK website.

7.2. +100 M, INTERNATIONAL SPORTS AND CULTURE ASSOCIATION, BY MOGENS KIRKEBY

The final presentation was on the initiative of the International Sports and Culture Association (ISCA), the Coca Cola Company (member of FoodDrinkEurope) and Eurosport. The objective of the communication campaign is to lead to 100 million more active Europeans in sports and physical activity by 2020, by focusing on synergy between the different partners in the project.

The main element of the campaign is the "Move week" organised in early October. In 2012, it will take place in 15 countries (+ 80 events). Next year, the aim is to organise 200 events in 27 countries.

The "Move week" in October will be the first step. 2 million EUR will be reserved for 2013.

ECF and FIA expressed their support for the campaign.

The Chair asked ISCA to keep Platform members posted on the campaign. .

8. CONCLUSIONS

The Platform adopted the Annual report for the activities of 2011, taking into account all the contributions sent by the members.

The Platform members discussed the procedure related to the evaluation of the EU "Strategy on nutrition, overweight, and obesity-related health issues" and endorsed the method for their participation in the process.

Preliminary results of the evaluation of the EU School Fruit Scheme were discussed in detail. The Platform Members expressed their support for the continuation, promotion and support of the Scheme, as well as the need for communication in Member States.

The next plenary meeting will take place in the morning of 14 November, followed in the afternoon by the joint meeting with the High Level Group on Nutrition and Physical Activity. The joint meeting will be an opportunity to check progress against the challenges outlined last year. It should also be an opportunity to look at the developments in Food reformulation in cooperation with the High Level Group. Moreover, the meeting will provide the participants with the latest information on priorities for 2013 presented by Director-General for Health and Consumers, Mrs Paola Testori-Coggi.

The topic of this meeting will be 'Advocacy and information exchange' and Platform members can send their proposals for presentations to the Platform secretariat.

The Chair also reminded Platform Members about the 30 November deadline for submitting commitments for 2012.