Overview of the 2016 Annual Report

Platform Plenary meeting, 2 June 2016

ICF Study team

EU Platform on Diet,
Physical Activity and Health

This presentation has two objectives

1. Provide an overview of the 2016 Annual Report, based on the findings from the 2015 monitoring reports

2. Present and discuss conclusions and recommendations of the report

It is in three parts

A. General overview of 2015 commitments

B. Analysis of commitments:
   - Design and intent of commitments
   - Implementation and results
   - Overall assessment of the quality of commitments
   - Joint commitments, synergies and transferability

C. Conclusions and recommendations

Overall, there has been a steady decline in the number of active commitments between 2008 and 2015
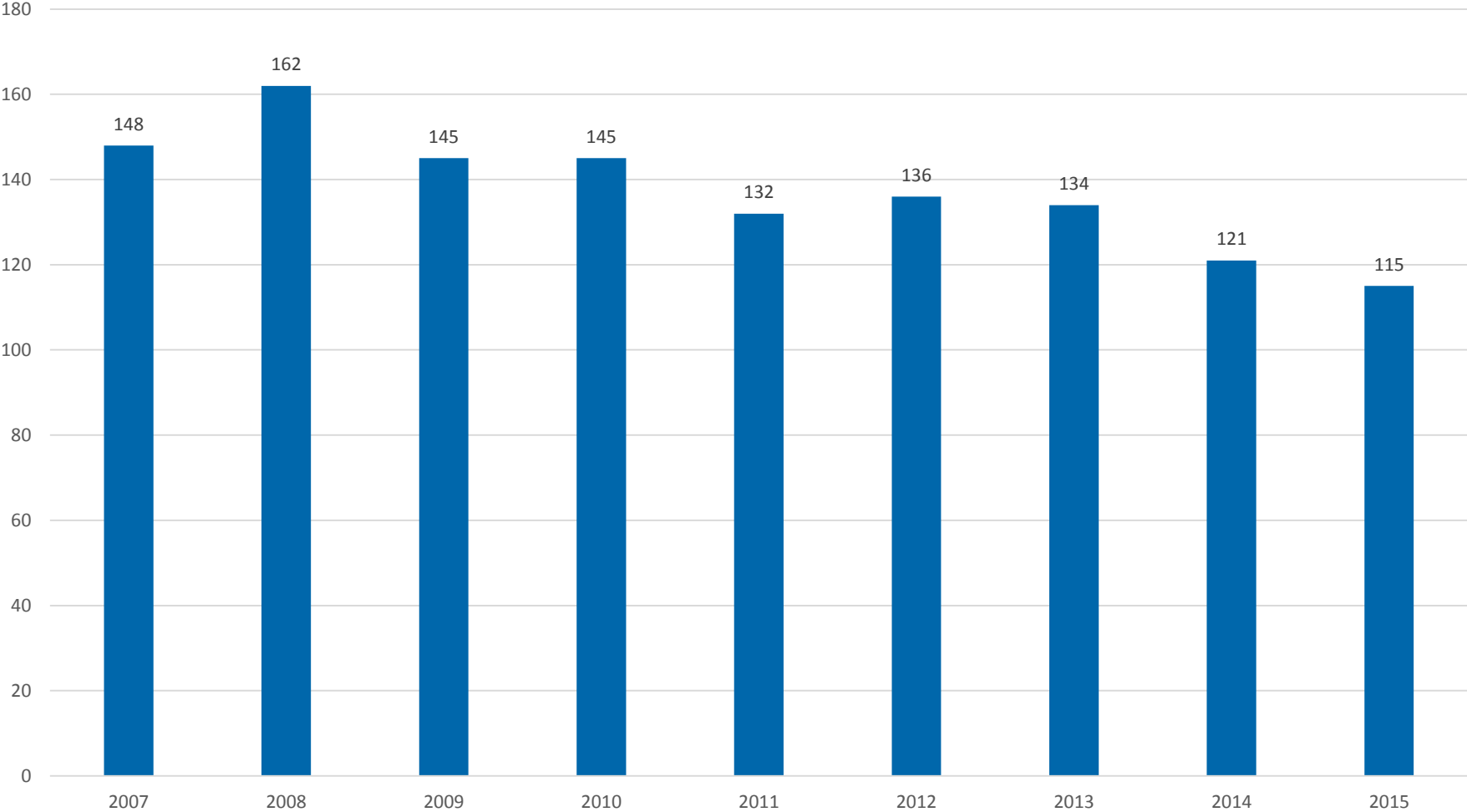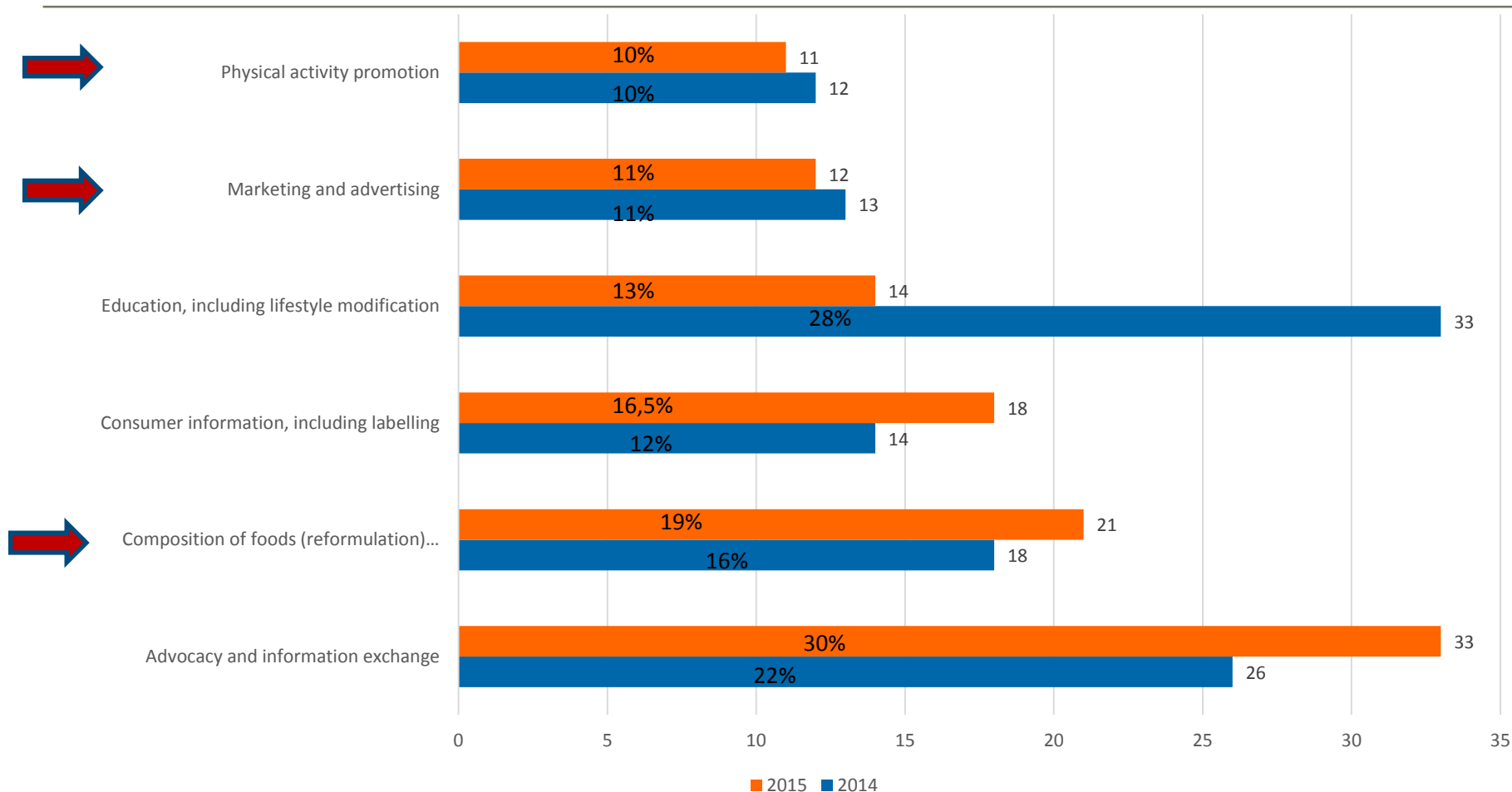
In 2015, there were 115 active commitments - 109 were monitored
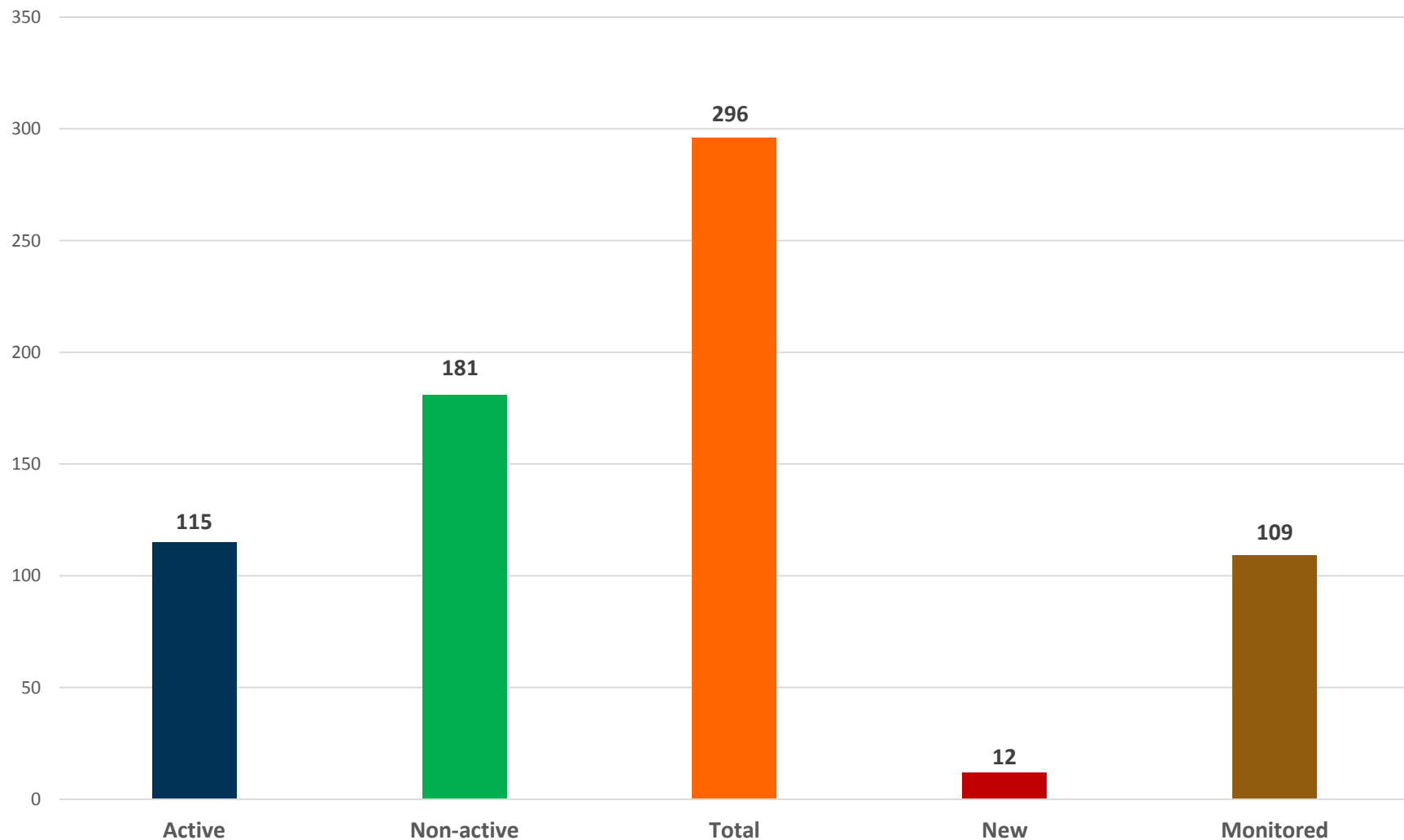
12 new commitments submitted in 2015 covered three of the Platform's activity areas

| Commitment name	Platform member	Thematic area	Platform Priority
Breakfast cereal industry commitment in the area of product formulation and innovation	FoodDrinkEurope	Composition of foods (reformulation)…	Yes
FoodDrinkEurope Framework for commitments - product formulation and innovation (including portions)	FoodDrinkEurope	Composition of foods (reformulation)…	Yes
Definition of Model School Food Policy and follow-up national actions	FoodServiceEurope	Composition of foods (reformulation)…	Yes
FoodDrinkEurope Framework for commitments – consumer information	FoodDrinkEurope	Consumer information, including labelling	No
European Guidelines for Management of Obesity in Adults and Children	EASO / EFAD	Education, including lifestyle modification	No
Lifestyle interventions in patients with established cardiovascular diseases	EUROPREV	Education, including lifestyle modification	No
FoodDrinkEurope Framework for commitments – promoting healthy lifestyles	FoodDrinkEurope	Education, including lifestyle modification	No
Diabetes Prevention Forum "Feel 4 Diabetes"	IDF Europe	Education, including lifestyle modification	No
FoodDrinkEurope Framework for commitments – responsible marketing and advertising	FoodDrinkEurope	Marketing and advertising	Yes
Now We Move – MOVE Week	ISCA / Coca Cola	Physical activity promotion	Yes
Promoting Physical Activity and Health in Ageing (PAHA)	EuropeActive (formerly EHFA)	Physical activity promotion	Yes

'Advocacy and information exchange' was the most common focus of the monitored commitments in 2015

Physical activity promotion
- 2015: 10% (11)
- 2014: 10% (12)

Marketing and advertising
- 2015: 11% (12)
- 2014: 11% (13)

Education, including lifestyle modification
- 2015: 13% (14)
- 2014: 28% (33)

Consumer information, including labelling
- 2015: 16,5% (18)
- 2014: 12% (14)

Composition of foods (reformulation)...
- 2015: 19% (21)
- 2014: 16% (18)

Advocacy and information exchange
- 2015: 30% (33)
- 2014: 22% (26)

Legend: ■ 2015 ■ 2014

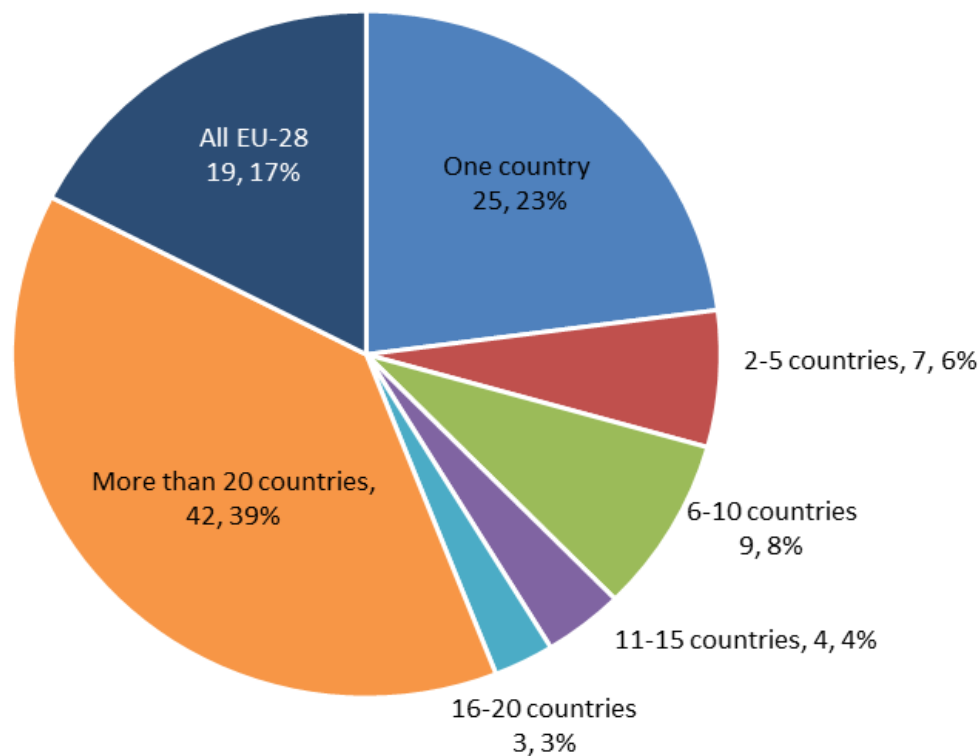*Source: Platform monitoring reports 2015, N=109*

This does not yet reflect the current Platform priorities: only 39% of commitments are in the three priority areas

The 'general public' were the most common target group, followed by 'children and young people'
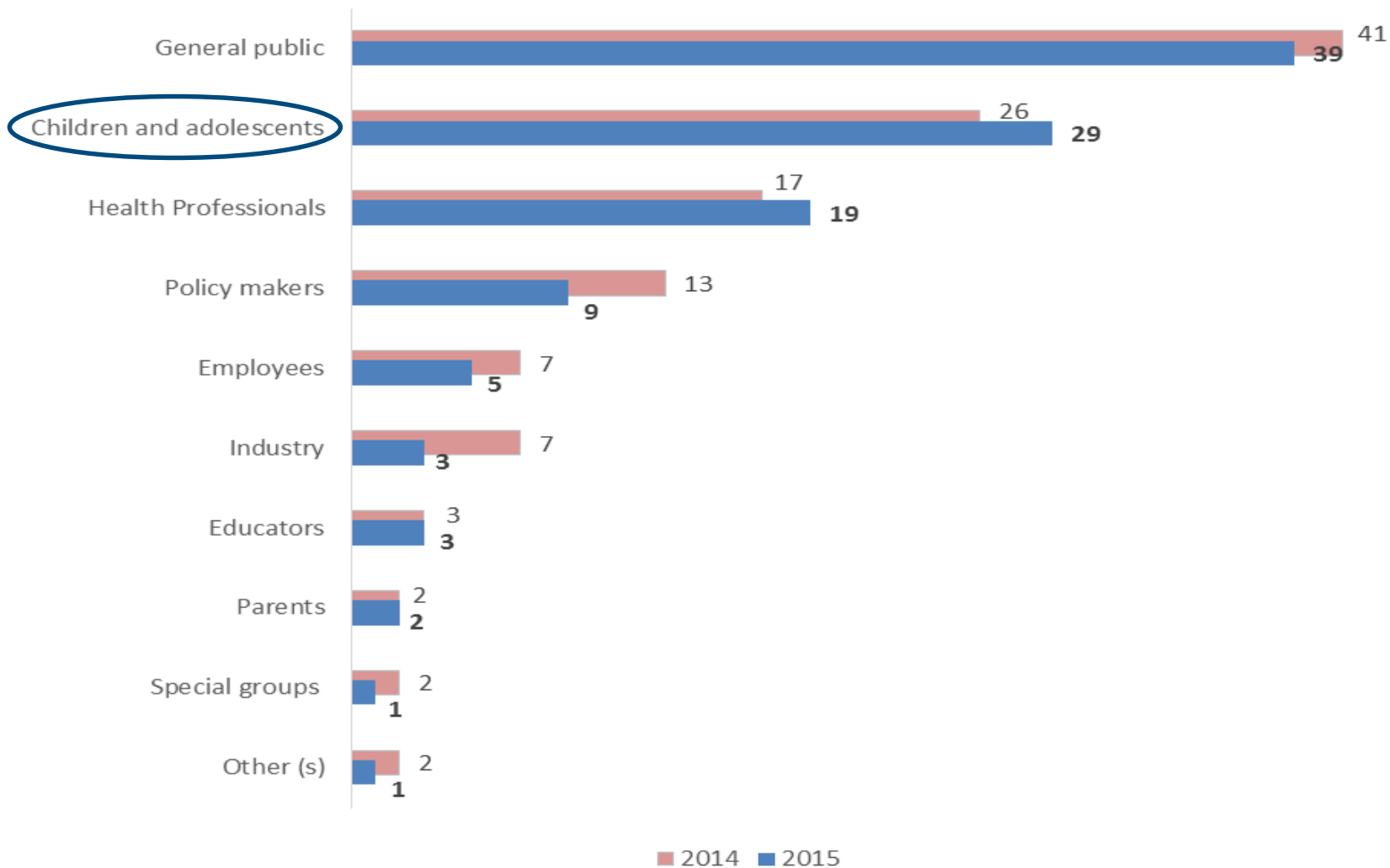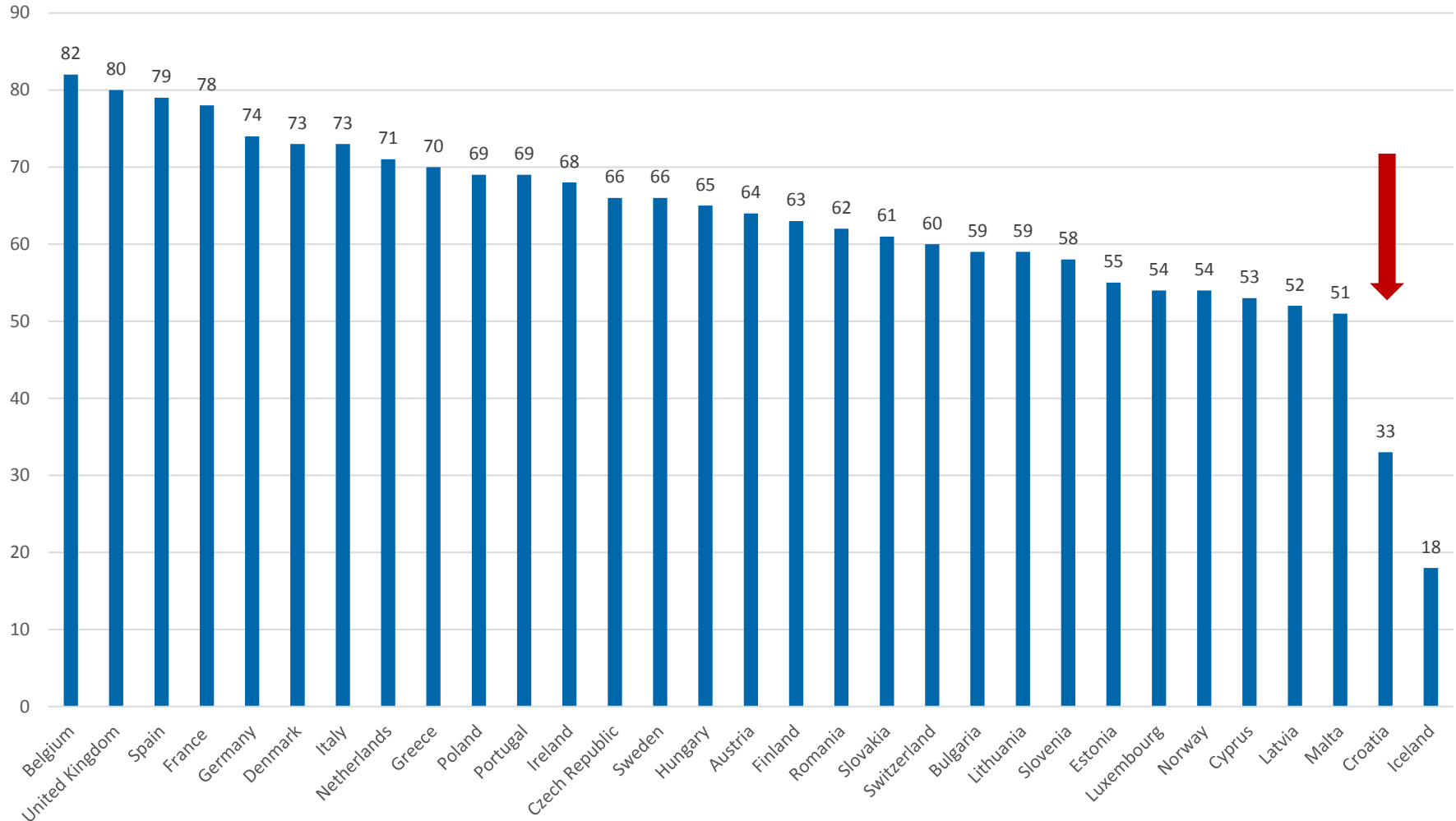

Source: Platform monitoring reports 2015, N=109

Just over half the commitments operated in 20+ countries; a quarter were in one country

Pie chart labels:
- All EU-28: 19, 17%
- One country: 25, 23%
- 2-5 countries, 7, 6%
- 6-10 countries: 9, 8%
- 11-15 countries, 4, 4%
- 16-20 countries: 3, 3%
- More than 20 countries, 42, 39%

Source: Platform monitoring reports 2015, N=109

It is a priority for the Platform that commitments are increasingly expected to address all EU Member States

Belgium and the UK had over 80 commitments; most countries had over 60

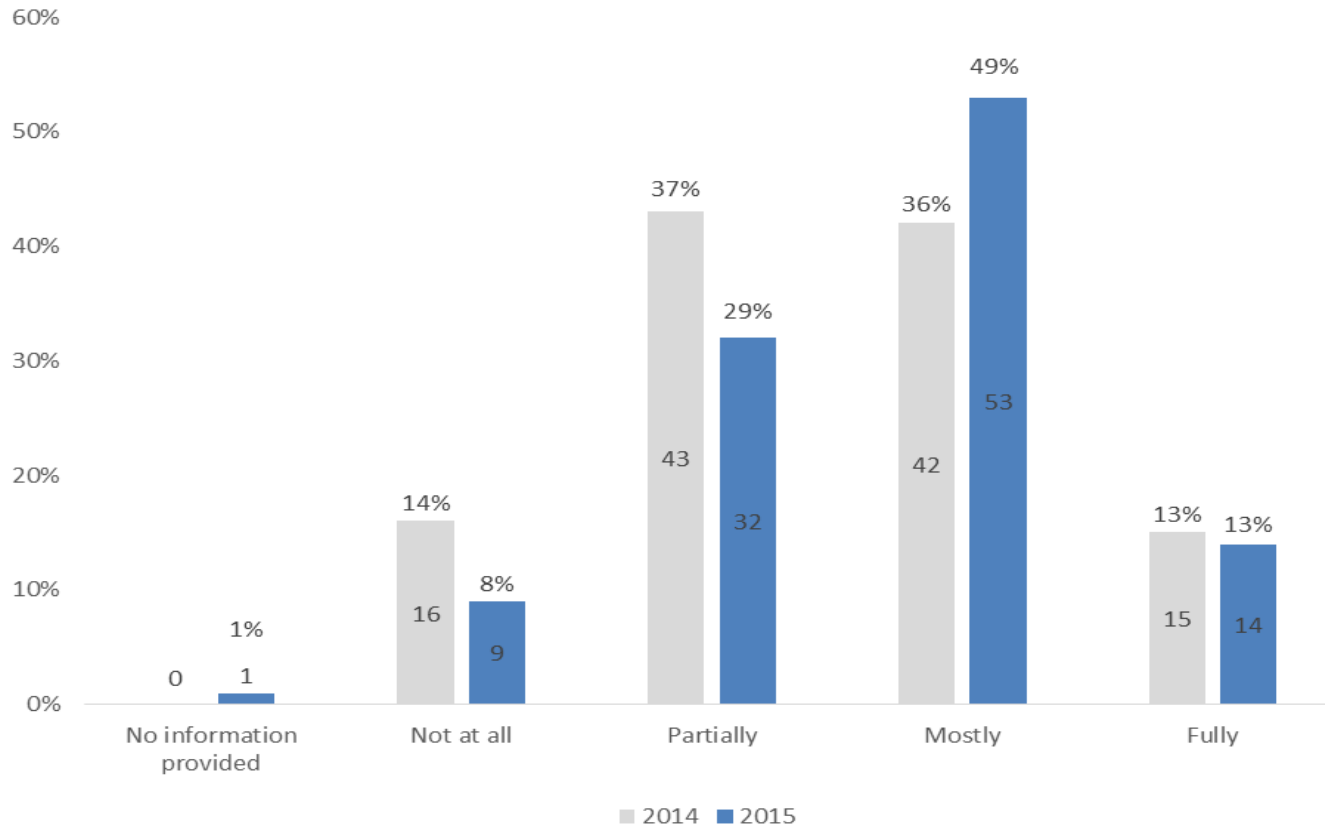*Source: Platform monitoring reports 2015, N=109*

I - Design and intent of commitments

This section provides analysis on:

- How "S.M.A.R.T." the stated objectives were

- Their relevance in relation to the aims of the Platform and related EU- policy goals

- Their links to the 9 WHO targets on NCDs

- Whether health inequalities were taken into consideration

- To what extent (if at all) evidence was used in the design

# Only 13% of the commitments have 'fully' S.M.A.R.T. objectives

The extent to which objectives had fully, mostly, partially or not at all S.M.A.R.T. objectives (Specific, Measurable, Achievable, Realistic and Time-bound)

Source: Platform monitoring reports 2014, N=116; 2015, N=109

Nearly all commitments made a link – explicit or implicit - to the priorities of the Platform

The extent to which objectives are relevant to the stated priorities of the Platform, based on explicit statement in the report of relevance to the priorities of the Platform:
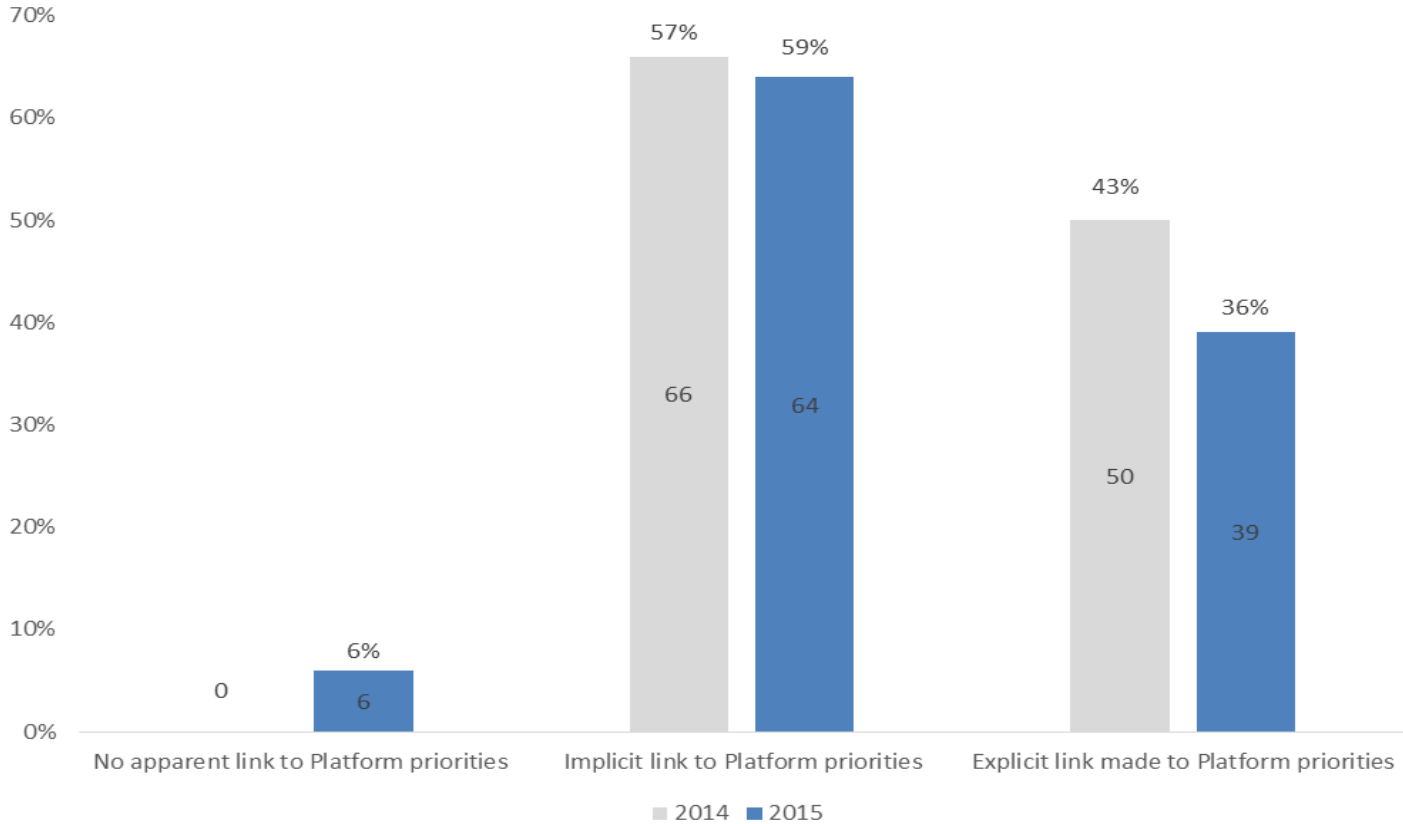
Source: Platform monitoring reports 2014, N=116; 2015, N=109

The vast majority of commitments (81%) made an implicit link with EU priorities

The extent to which objectives are relevant to wider EU priorities/ policy goals

No apparent link to EU priorities, 9, 8%

Explicit link made to EU priorities, 12, 11%

Implicit link to EU priorities, 88, 81%
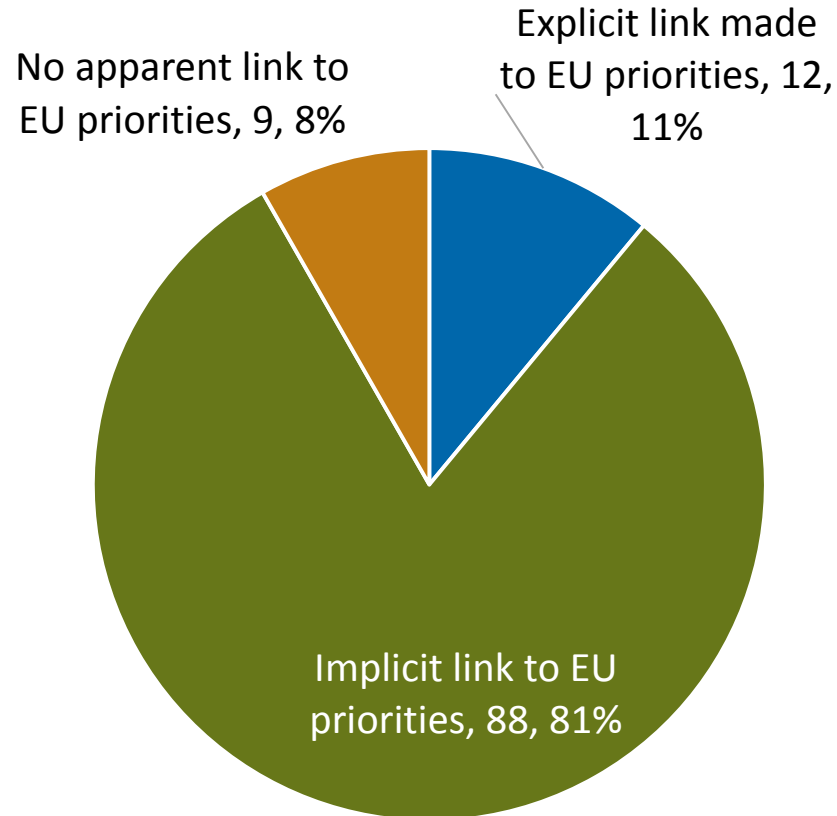
Source: Platform monitoring reports 2015, N=109

Links between commitments and WHO targets were almost entirely implicit; most had links to target 7

It is important to note that assessing this link is a new element in this year's monitoring

	Explicit link	Implicit link	No apparent link
Target 1: 5% relative reduction in the overall mortality from cardiovascular diseases, cancer, diabetes, or chronic respiratory diseases	1	15	93
Target 2: At least 10% relative reduction in the harmful use of alcohol	0	0	109
Target 3: 10% relative reduction in prevalence of insufficient physical activity	1	37	71
Target 4: 30% relative reduction in mean population intake of salt/sodium	1	20	88
Target 5: 30% relative reduction in prevalence of current tobacco use in persons aged 15+ years	0	3	106
Target 6: 25% relative reduction in the prevalence of raised blood pressure or contain the prevalence of raised blood pressure	0	5	104
Target 7: Halt the rise in diabetes and obesity	1	75	33
Target 8: At least 50% of eligible people receive drug therapy and counselling to prevent heart attacks and strokes	0	0	109
Target 9: 80% availability of the affordable basic technologies and essential medicines, including generics, required to treat major NCDs	0	0	109

Source: Platform monitoring reports 2015, N=109

Nearly 90% of commitments did not explicitly set out to reduce health inequalities

Share of commitments setting out to reduce health inequalities and/or target lower socio-economic groups
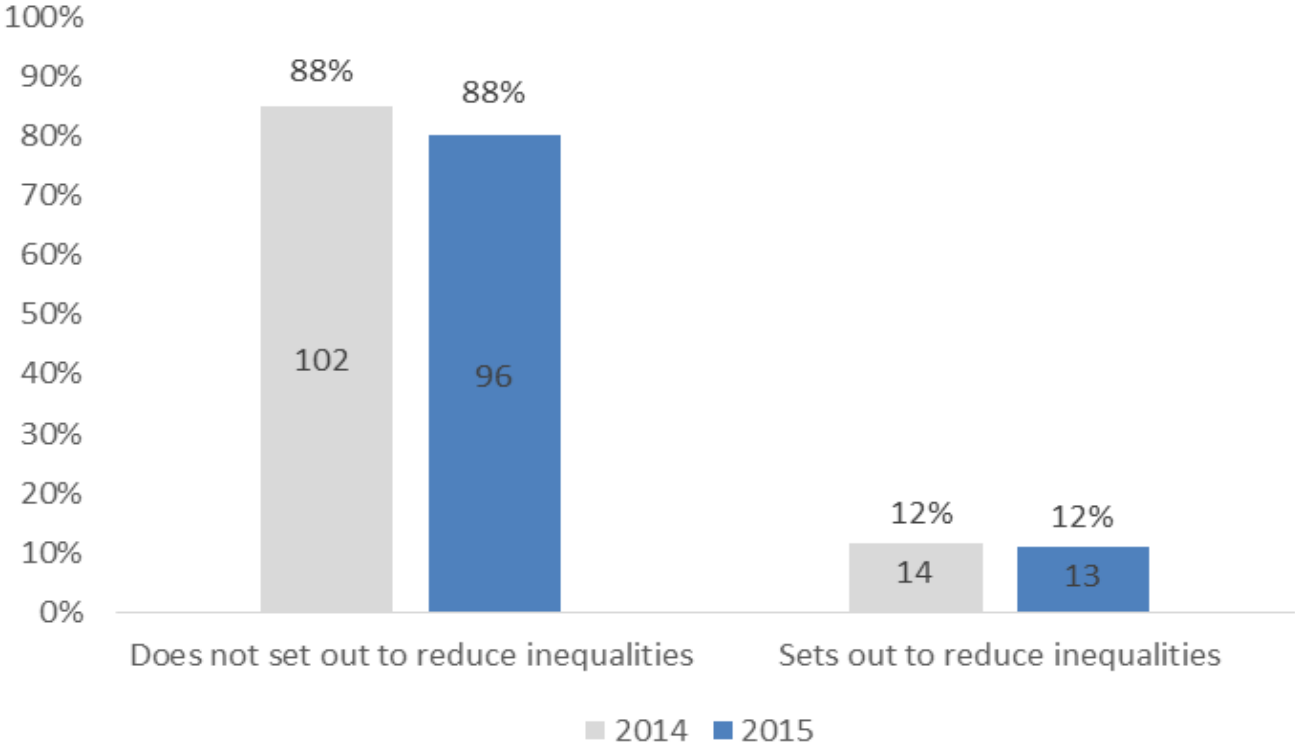
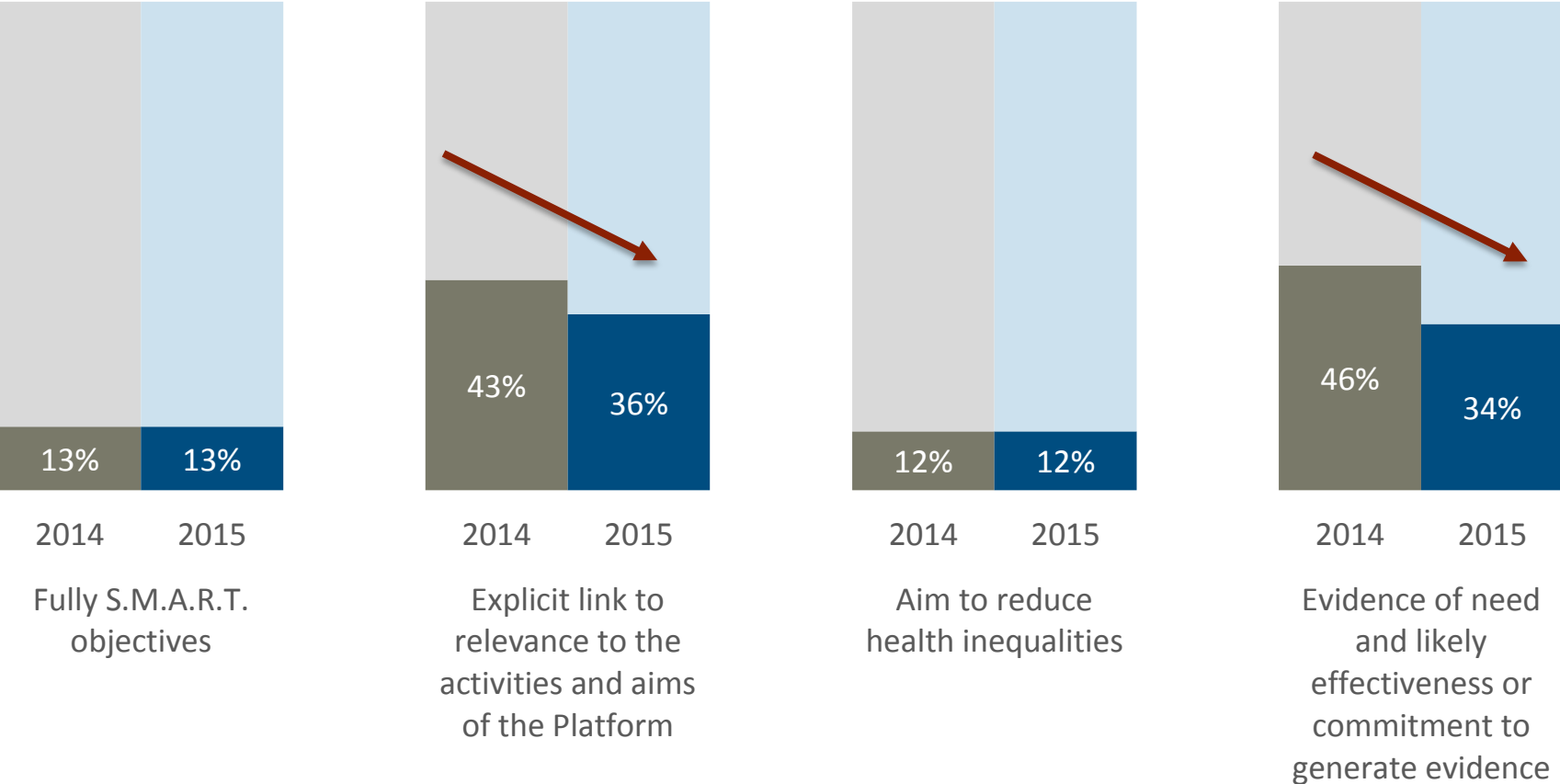Source: Platform monitoring reports 2014, N=116; 2015, N=109

Around 70% of commitments made some reference to evidence in their design

Share of commitments indicating evidence of need, evidence of likely effectiveness or if the commitment aims to generate evidence
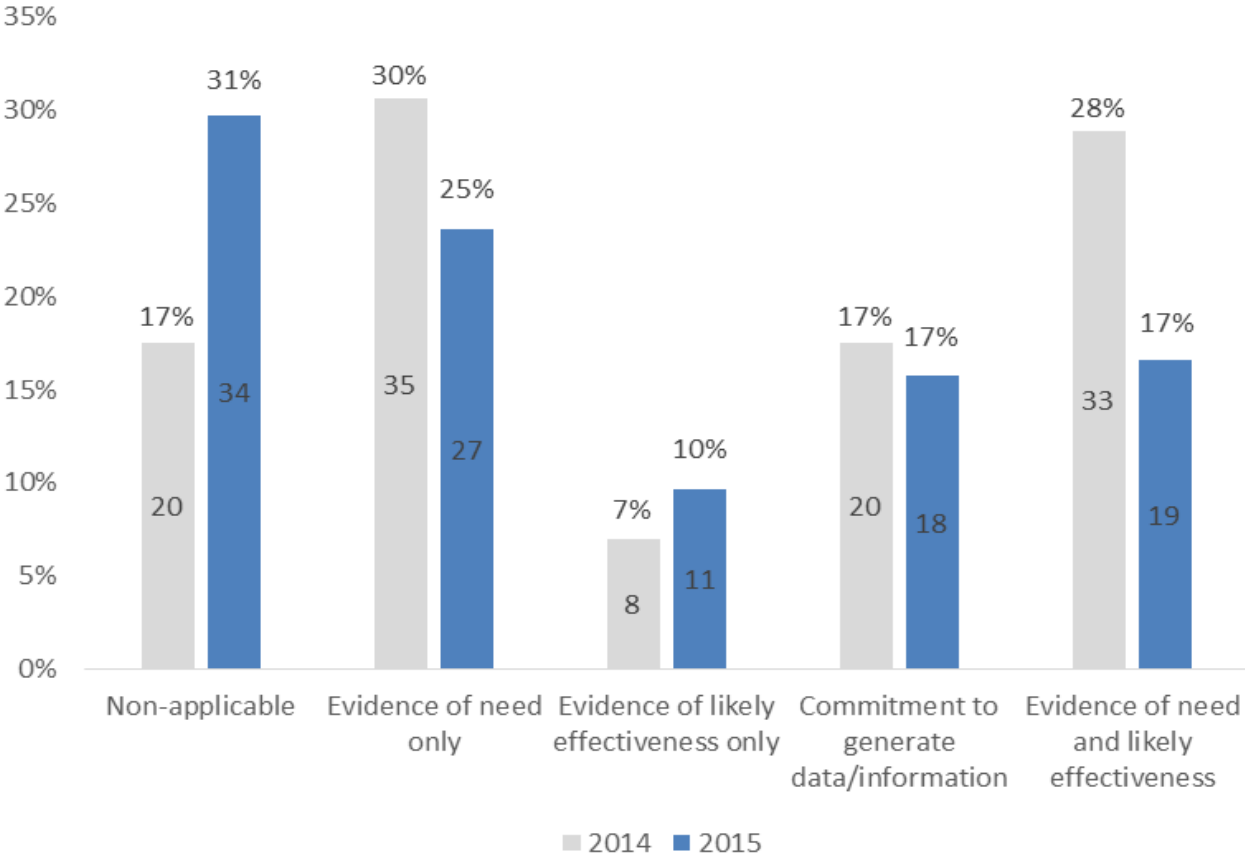
Source: Platform monitoring reports 2014, N=116; 2015, N=109

Overall, no substantial progress in the quality of design and even a decrease in a couple of areas

2014	2015	
13%	13%	Fully S.M.A.R.T. objectives
2014	2015	
43%	36%	Explicit link to relevance to the activities and aims of the Platform
2014	2015	
12%	12%	Aim to reduce health inequalities
2014	2015	
46%	34%	Evidence of need and likely effectiveness or commitment to generate evidence

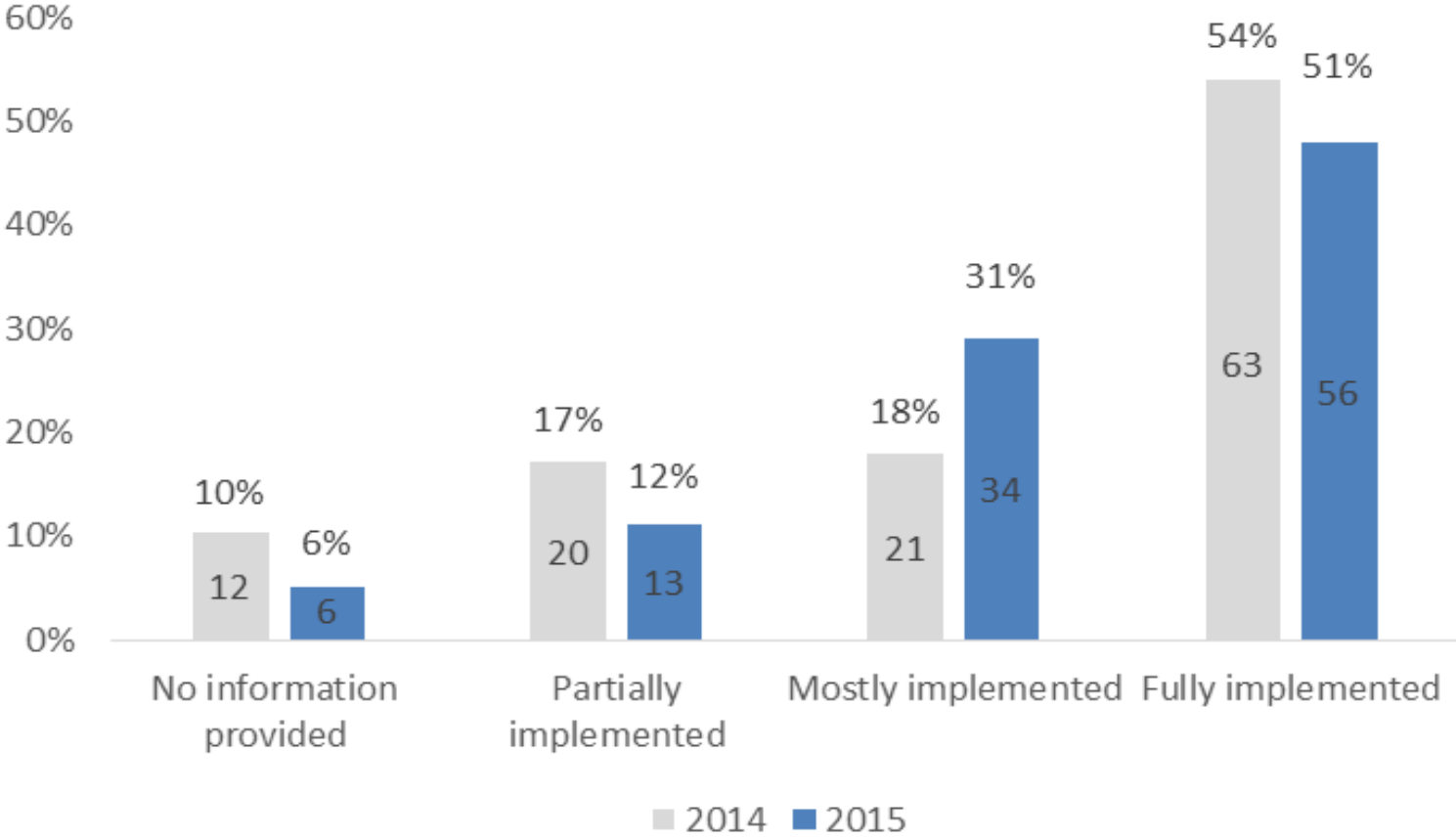*Source: Platform monitoring reports 2015, N=109*

II - Implementation and results

This section provides insight on:

- How fully implemented the actions were

- How detailed the reporting of inputs, outputs and outcomes was

- To what extent actions were additional (on the basis of degree of information provided)

- To what extent the reports highlighted the EU-added value of the actions (on the basis of degree of information provided)

- Whether additional actions were proposed

The majority of planned actions were 'fully' or 'mostly' implemented

To what extent were planned actions implemented?

	No information provided	Partially implemented	Mostly implemented	Fully implemented
2014	10% (12)	17% (20)	18% (21)	54% (63)
2015	6% (6)	12% (13)	31% (34)	51% (56)

■ 2014 ■ 2015

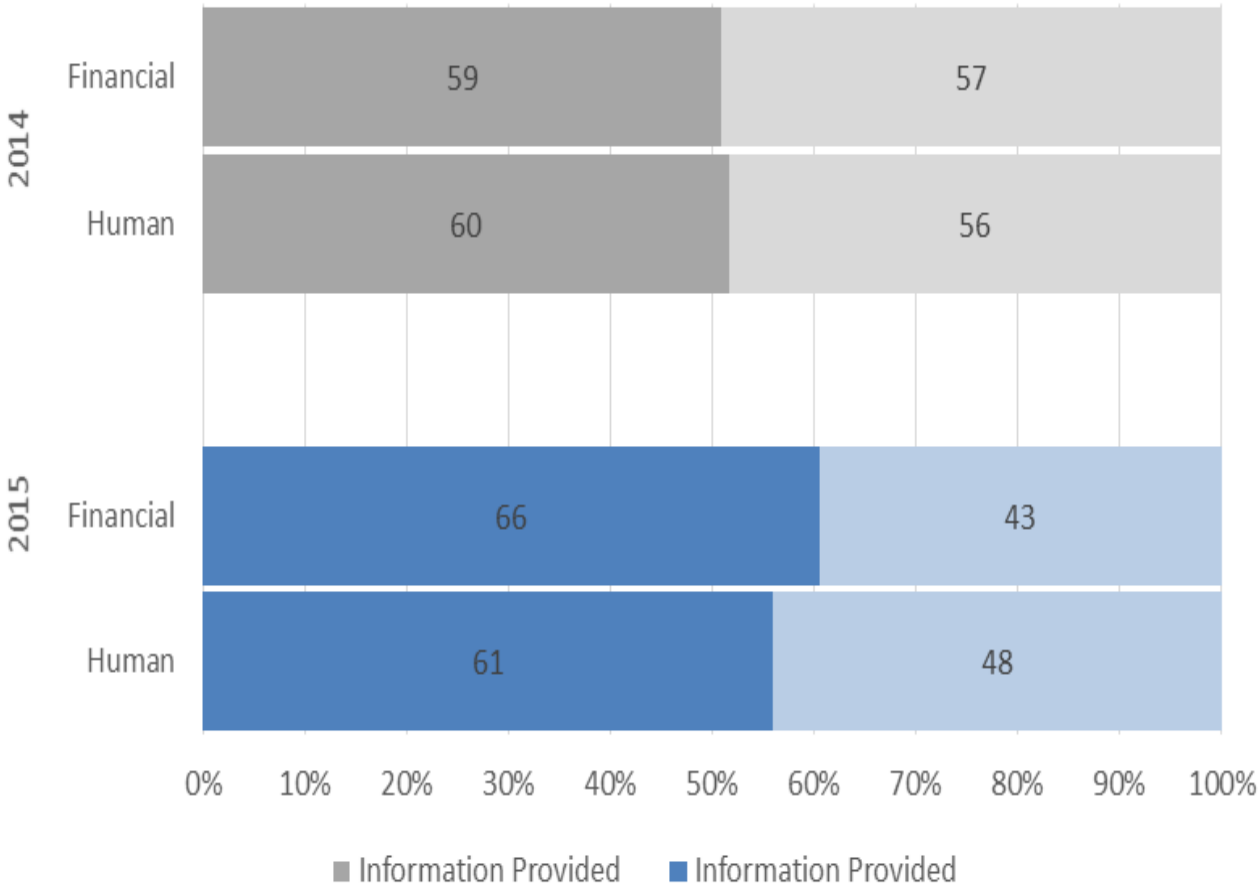*Source: Platform monitoring reports 2014, N=116; 2015, N=109*

The quality of indicators (I): Inputs

There were significant gaps in this information, making it difficult to aggregate inputs related to commitments, but the following was observed:

- **Financial resources**: information on the monetary costs of the inputs was provided in 66 out of the 109 monitored commitments (61%), totalling EUR 98,649,865.

- **Human resources:** information that allowed the calculation of the number of hours spent was provided in 63 of the commitments (58%), totalling 627,601 hours (308 FTE).

- 9 commitments reported using **volunteers** to help with their projects. The rest of commitments (92%) did not provide information on this matter.

N.B. The inputs measure 'the resources allocated to each action/activity depending of the objective of the commitment (funding, allocated resources, training, etc.) used for each activity'

There was a slight improvement in the amount of information provided on inputs

Source: Platform monitoring reports 2014, N=116; 2015, N=109

In line with this, the total (estimated) amount of inputs for Platform commitments also increased

	2014	2015
Financial input (EUR)	84,847,955	161,721,090
Human input (hours)	755,905	1,085,849

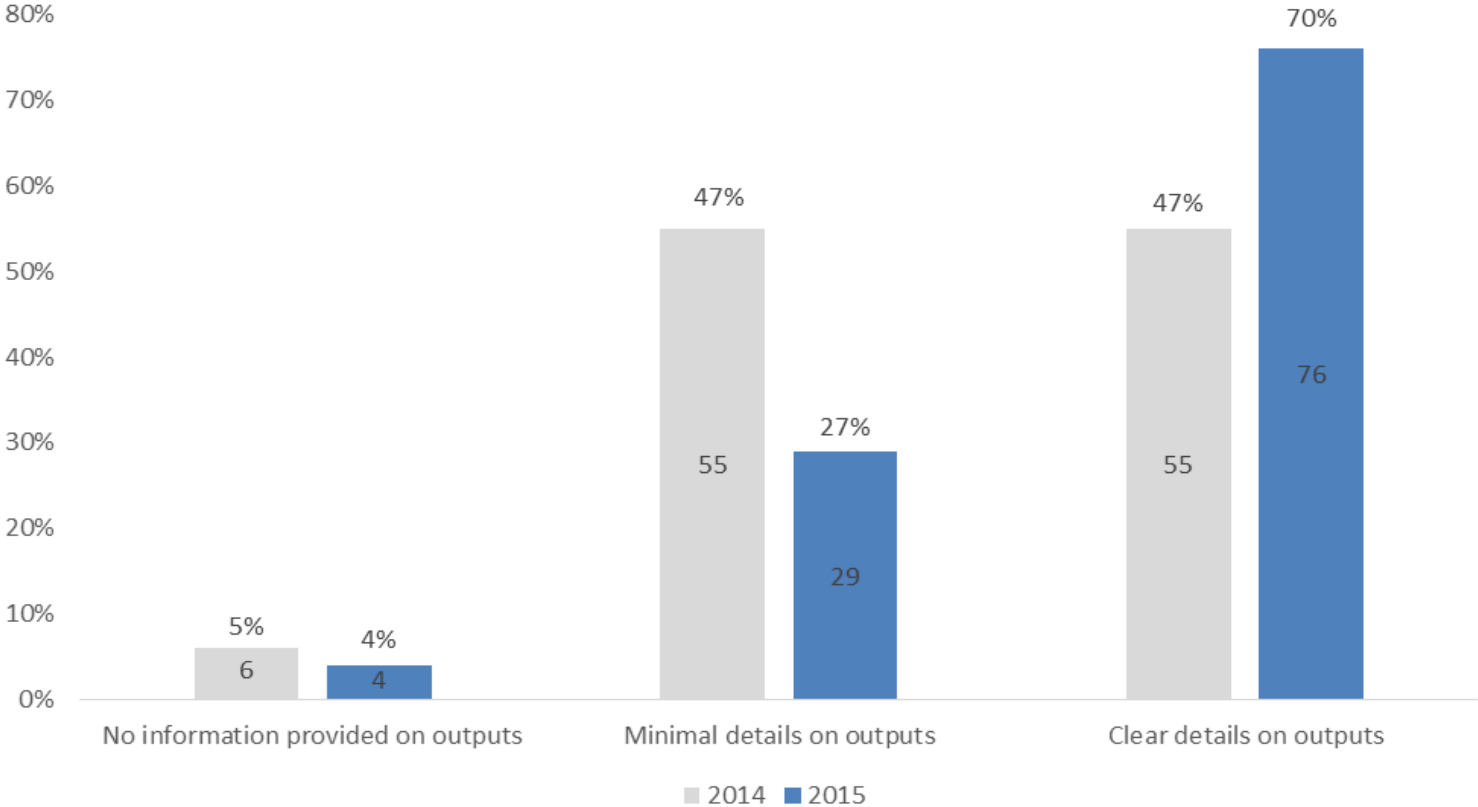*Source: Platform monitoring reports 2014, N=116; 2015, N=109*

The quality of indicators (II): Outputs

- A **significant improvement** is seen with the number of commitments providing clear details on outputs (79 out of 109, 70%);

- In the areas of **Marketing & Advertising** and **Physical Activity Promotion**, all commitments provided clear details on outputs;

- Only **4 reports** did not include any information on outputs.

N.B. The output indicator is used to measure the outputs or products that comes about as a result or a product of the process. It measures from a quantitative point of view the results created through the use of inputs (schools visited, audience targeted, sports organised, etc.)

70% of commitments provided clear details on outputs, with only 4 reports providing no information

Share of reports that provided clear details concerning outputs of the actions.

Source: Platform monitoring reports 2014, N=116; 2015, N=109

The quality of indicators (III): Outcomes

Out of the 109 commitments:

- Only 29 reports gave clear details on outcomes (e.g. behavioural change among target group, changes in composition of food and drink);

- 47 reports gave minimal details on outcomes;

- The rest of the reports (33) did not give information on the outcomes (some of them explained that it was too early for them to assess the outcome of their actions)

N.B.: The outcomes measure the quality and the quantity of the results achieved through the actions in the commitment, i.e. how successful the commitments were in relation to the original objectives.

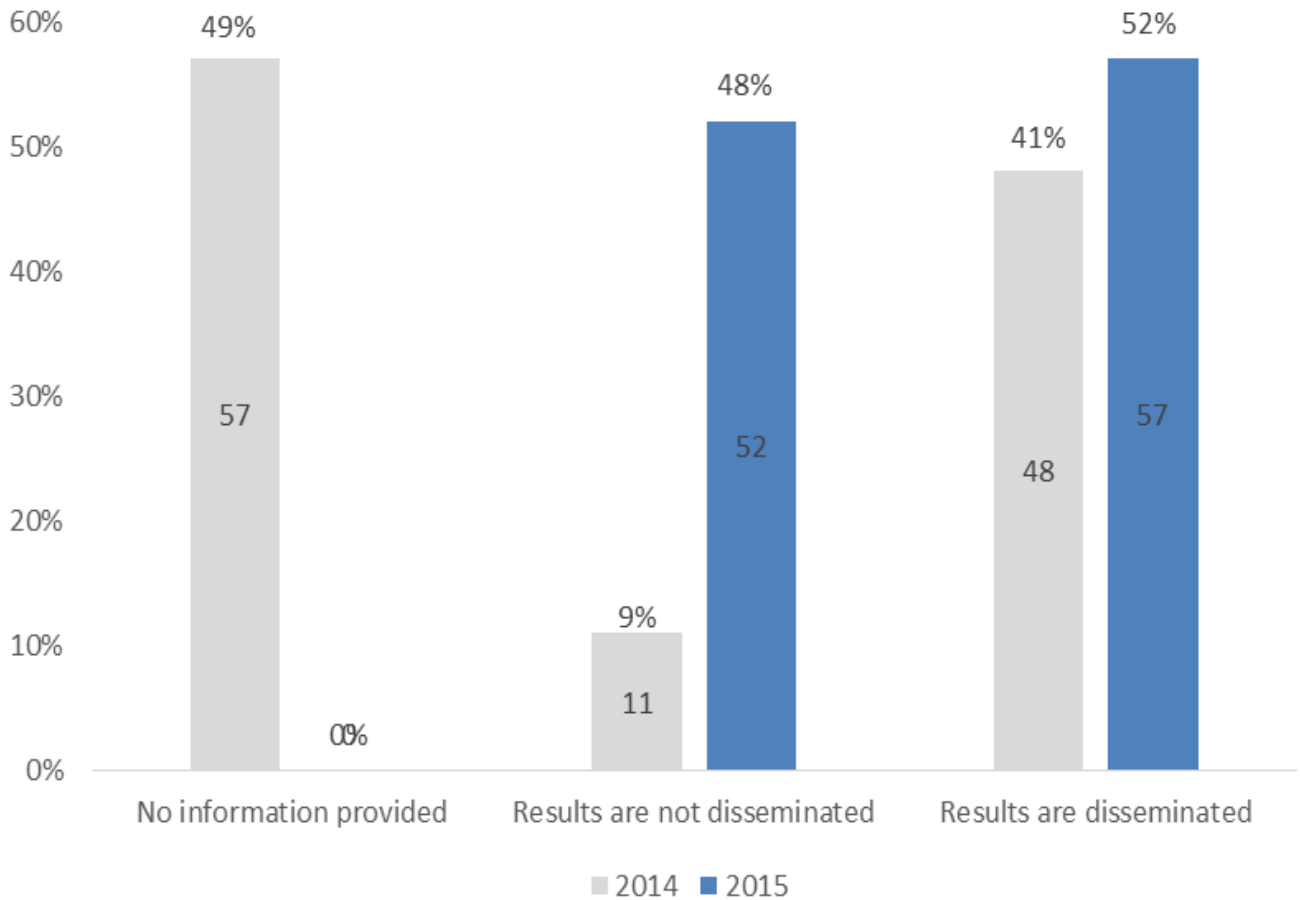# In relation to reporting of outcomes, analysis shows mixed results

Share of reports that provided information concerning outcomes.
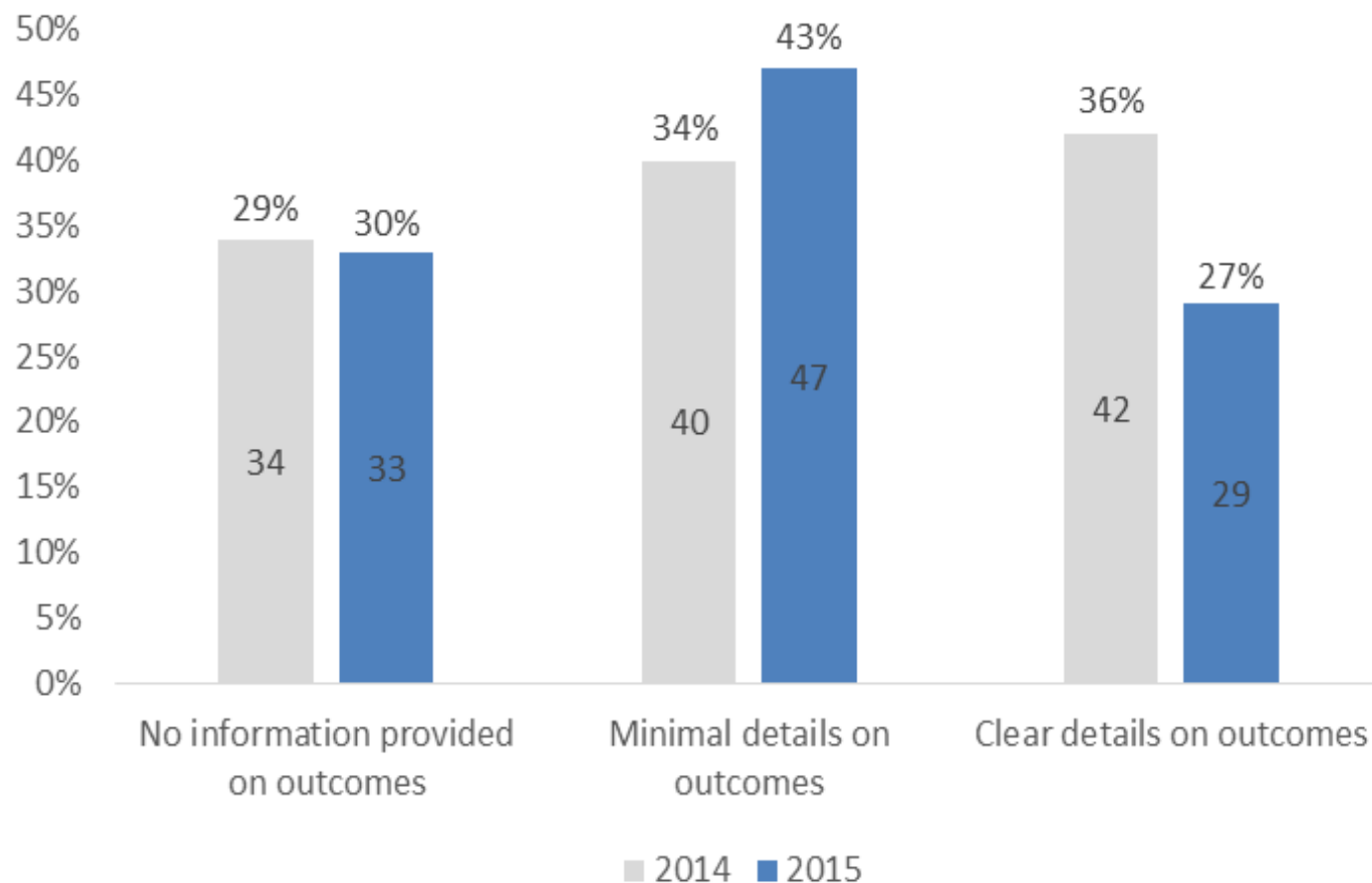
Source:Platform monitoring reports 2014, N=116; 2015, N=109

Reporting on the dissemination of commitment actions and results significantly improved
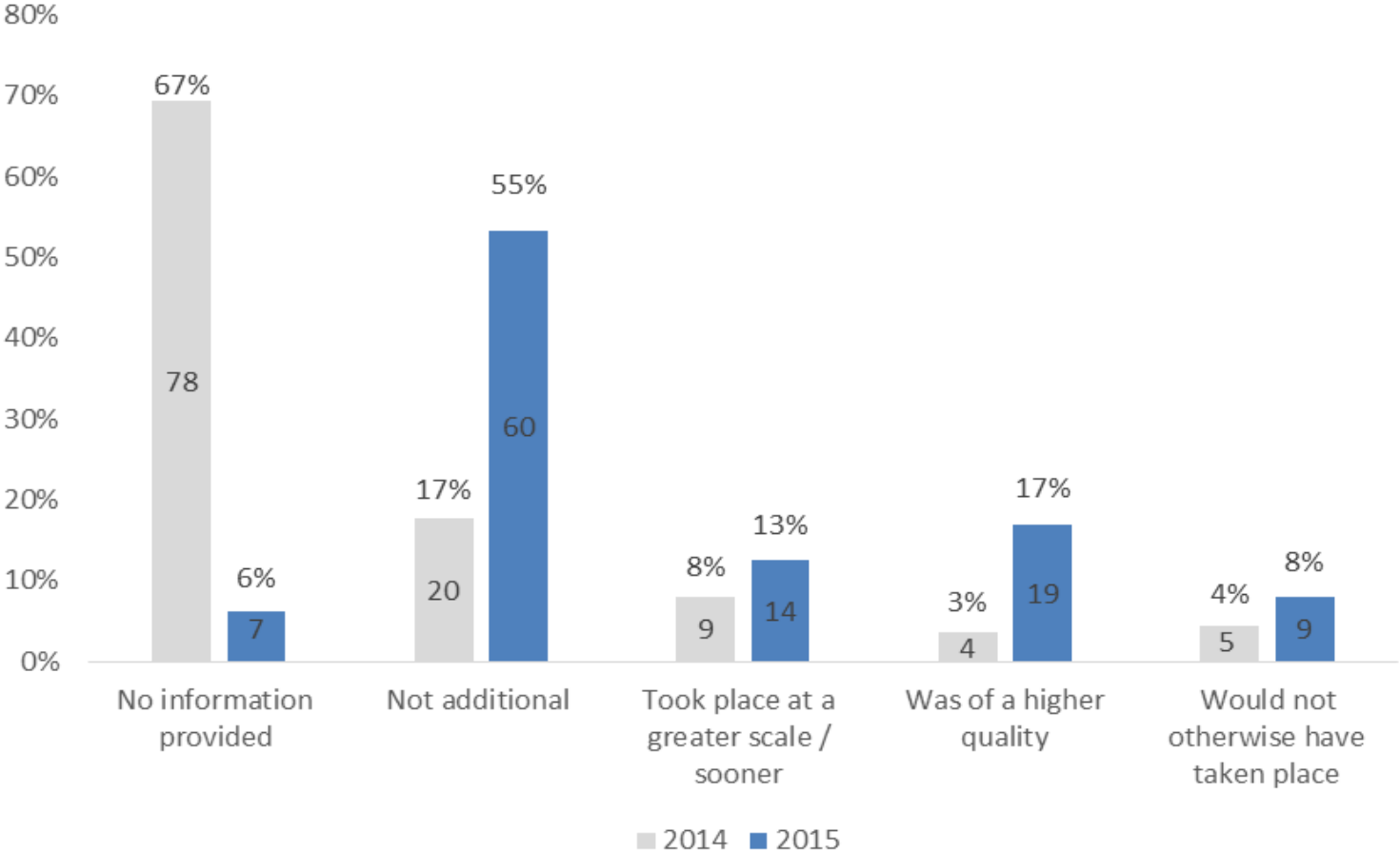
Extent to which the action was disseminated

Source: Platform monitoring reports 2014, N=116; 2015, N=109

Only 39% of commitment reports showed additionality; however, this was a significant increase from the previous year- where information was lacking

Extent to which the action was additional as a result of the Platform

Source:Platform monitoring reports 2014, N=116; 2015, N=109

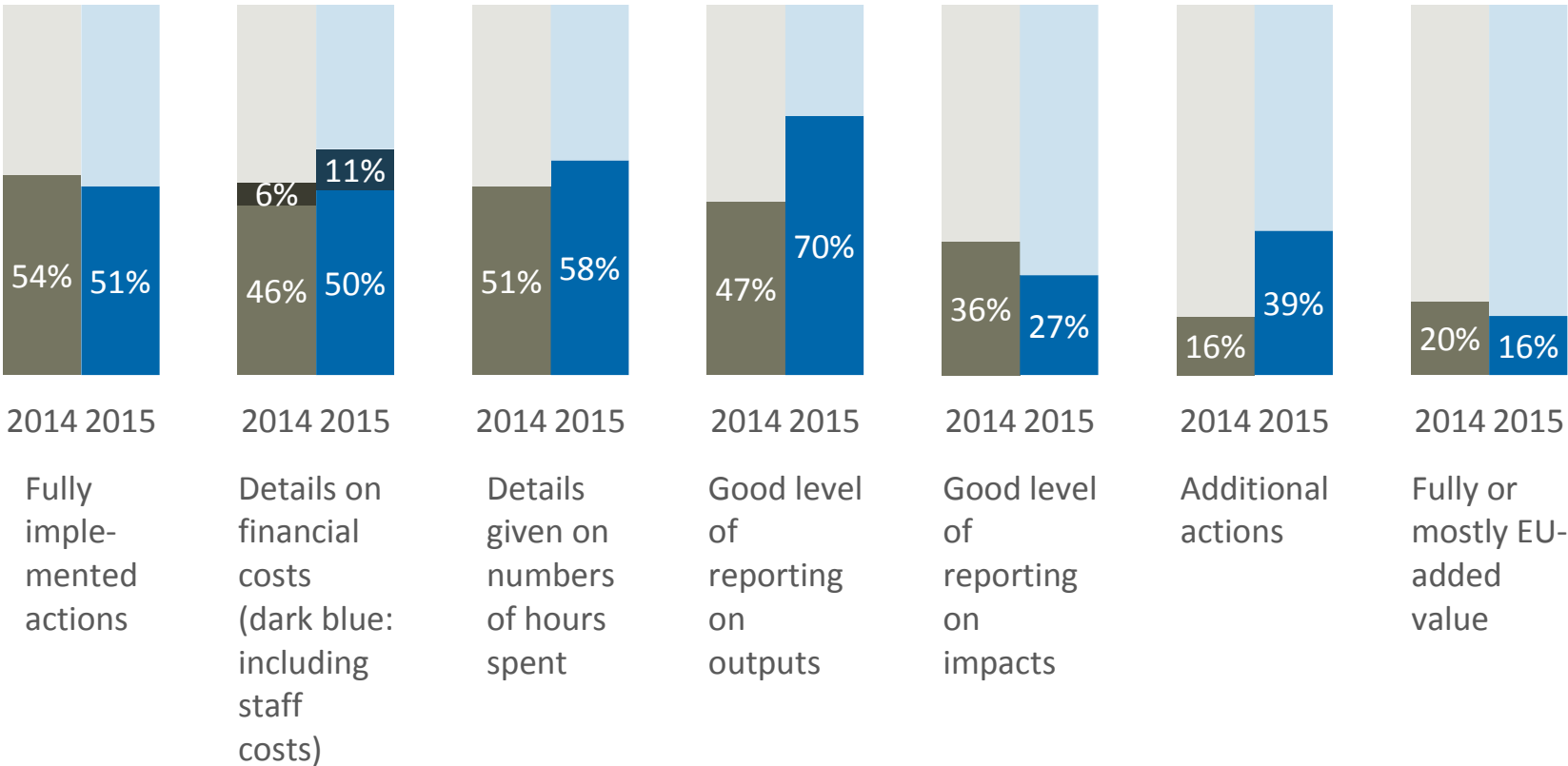# Only one-third of commitment monitoring reports showed the EU-added value of the Platform

Extent to which the commitments highlighted the EU-added value of the Platform (e.g. the promotion of the commitment results would not be as successful if the Platform did not facilitate dissemination of good practice)
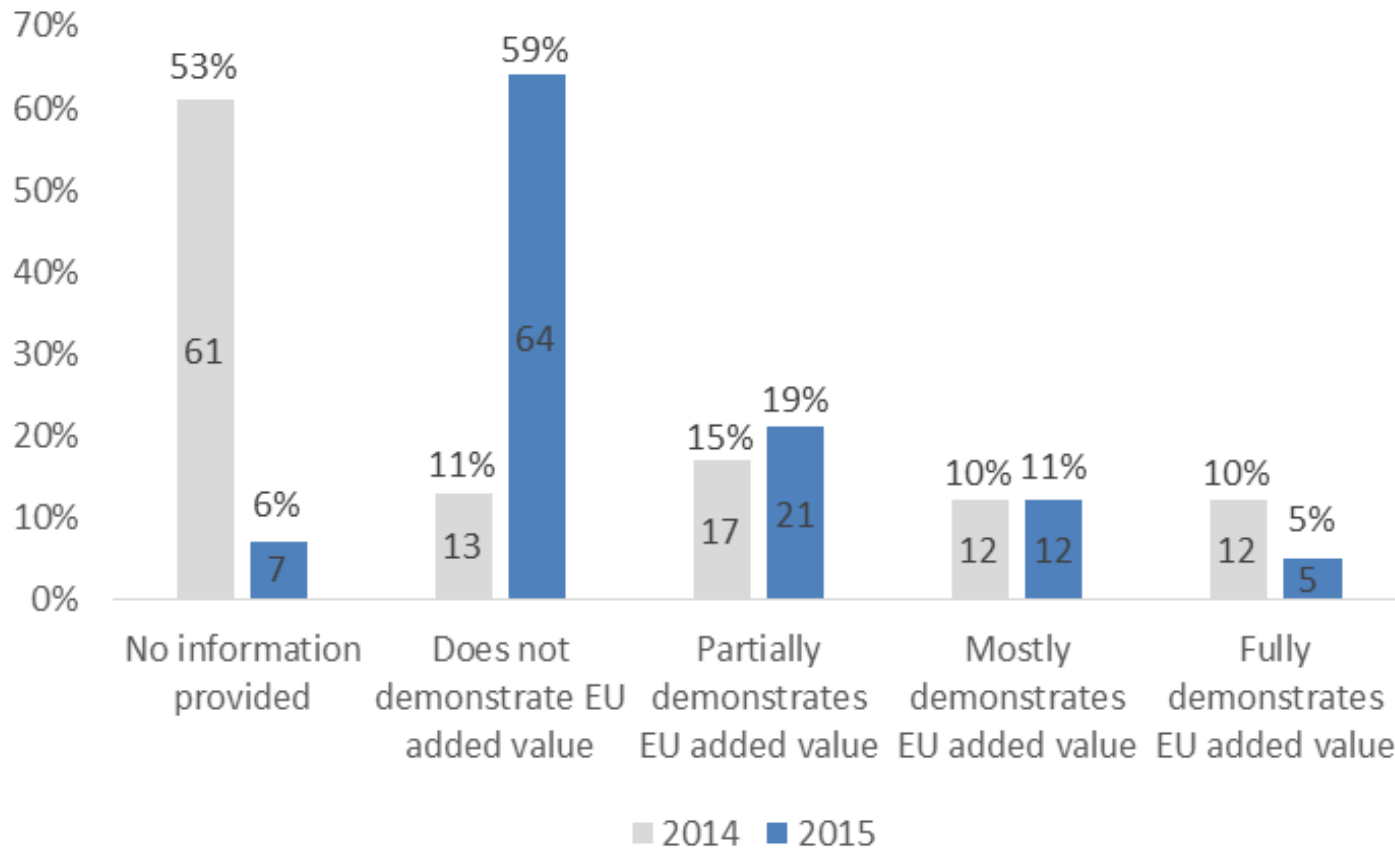
Source:Platform monitoring reports 2014, N=116; 2015, N=109

Summary of findings on implementation and results

Although reporting on <u>inputs</u> and <u>outputs</u> increased, there was a notable decrease in quality of reporting on <u>impacts</u>.

2014 2015	2014 2015	2014 2015	2014 2015	2014 2015	2014 2015	2014 2015
54% 51%	6% 11% / 46% 50%	51% 58%	47% 70%	36% 27%	16% 39%	20% 16%
Fully imple-mented actions	Details on financial costs (dark blue: including staff costs)	Details given on numbers of hours spent	Good level of reporting on outputs	Good level of reporting on impacts	Additional actions	Fully or mostly EU-added value

Source:Platform monitoring reports 2014, N=116; 2015, N=109

Recommendations for additional actions remained stable across both years, with just over 20% of commitments detailing any such actions

Extent to which the commitments made recommendations for additional actions.
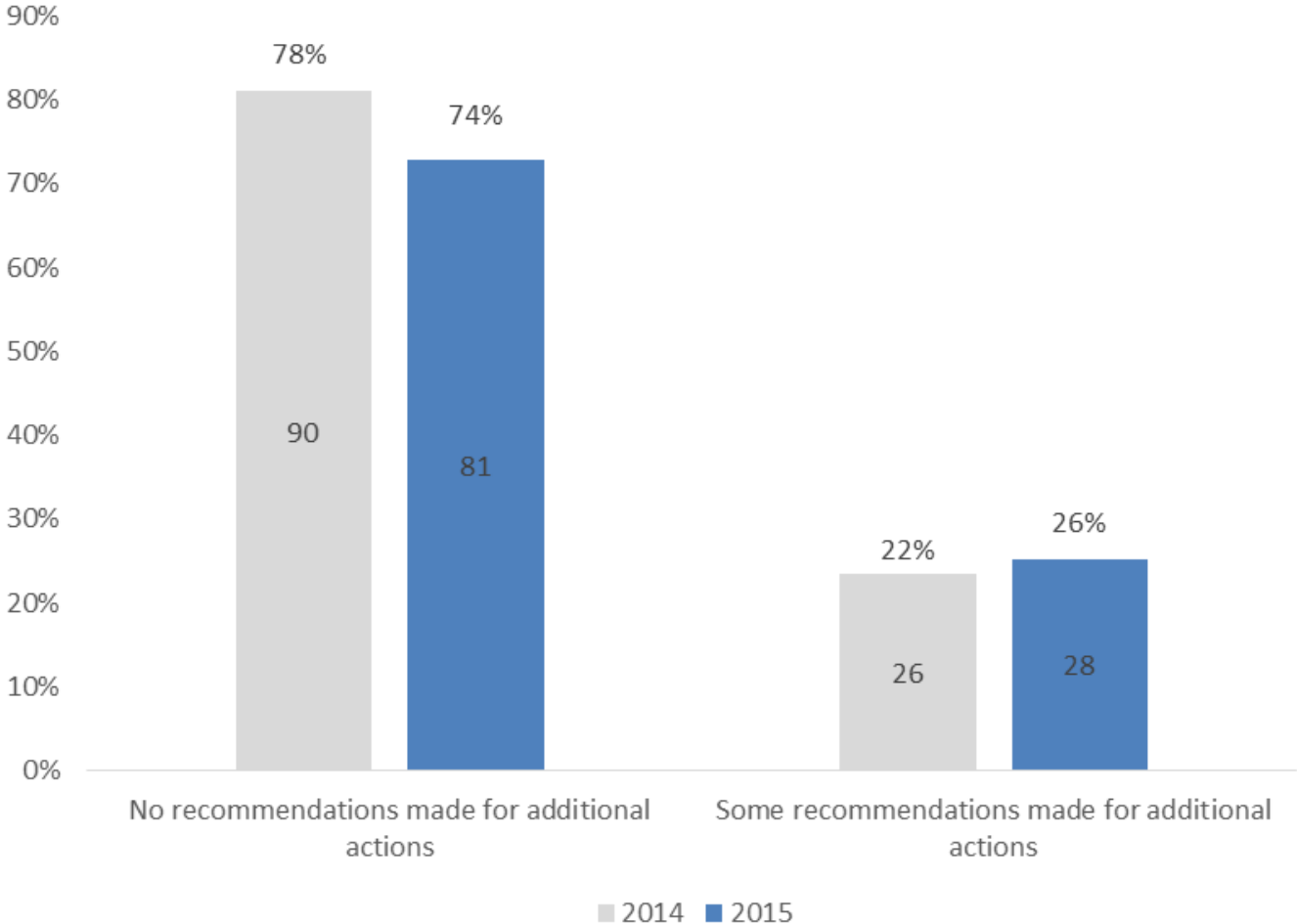
Source: Platform monitoring reports 2014, N=116; 2015, N=109

III - Overall assessment of the quality of the reports

This qualitative assessment provided each commitment with an overall ranking of:

- *Highly Satisfactory*: The design and intent of action was explicitly clear and the implementation and results were detailed in a correct way

- *Satisfactory*: The design and intent of action was clear, the implementation and results were included in the overall report - however needed improvements were identified

- *Non-Satisfactory*: The design and intent of action was not explicitly clear, and details on implementation and results were not included and/or did not report on the commitment's objective(s) for 2015

Overall quality of the commitments' reporting, based on the amount of detail concerning design, intent and implementation and results

'Highly satisfactory':
- Had fully/mostly S.M.A.R.T. objectives
- Showed clear evidencing of need and relevance
- Provided clear information on inputs, outputs and outcomes

'Satisfactory':
- Had mostly S.M.A.R.T. objectives
- Provided some reference to evidence
- Provided mixed levels of information regarding relevance and inputs/outputs

'Non-satisfactory':
- Lacked S.M.A.R.T. (especially time-bound or measurable) objectives
- Provided little or no information on inputs, outputs and outcomes

In 2015, only 23% of the commitments were highly satisfactory
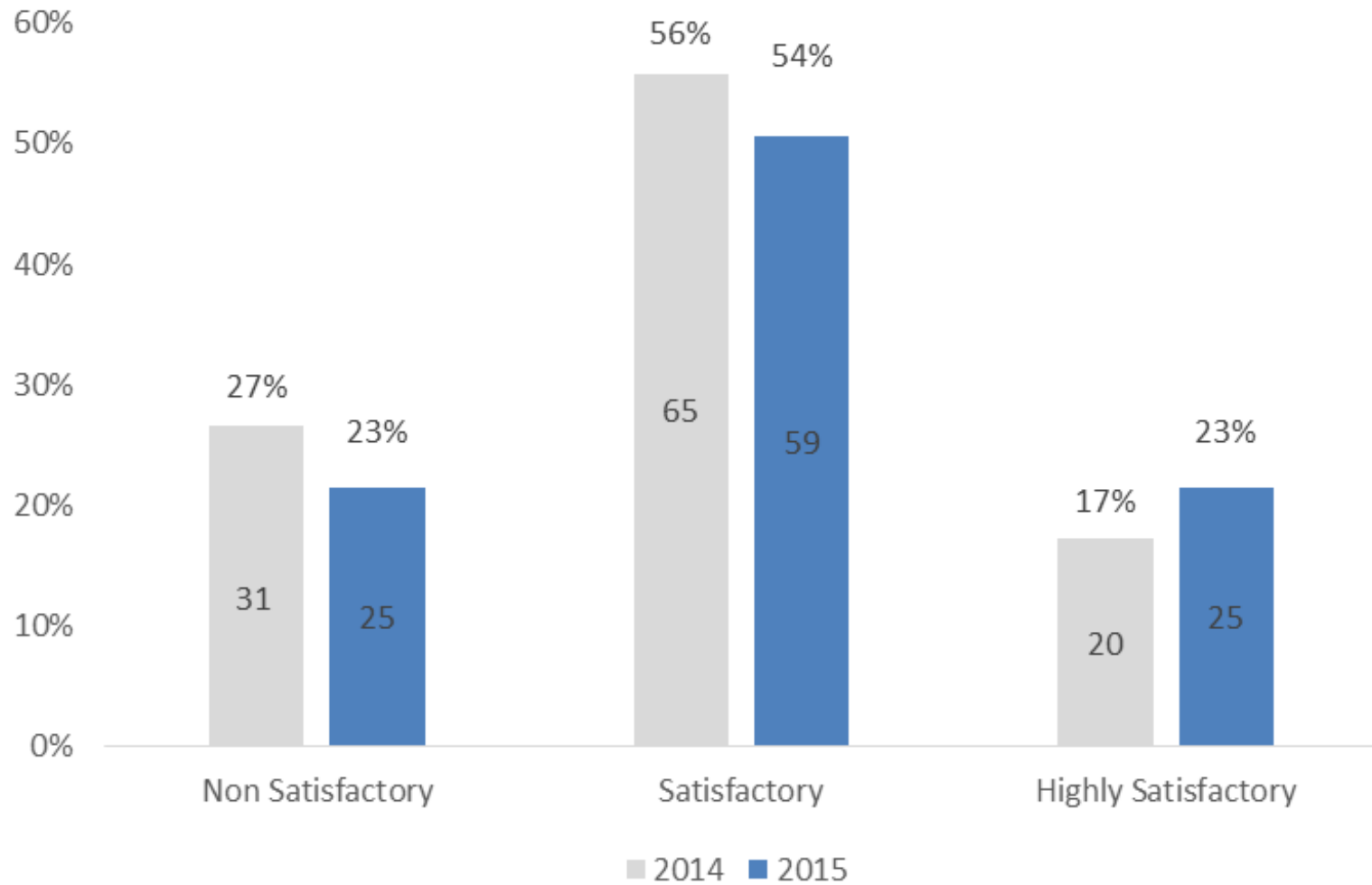
Source: Platform monitoring reports 2014, N=116; 2015, N=109

Some general conclusions can be drawn from this analysis

- Overall this year's assessment was in line with the results from last year's monitoring, as the majority of reports were satisfactory;

- There is an urgent need for improvement in setting **fully** S.M.A.R.T. objectives, increasingly cover all EU 28 Member States and providing evidence in the design, as well as focusing on Platform priorities (areas and target groups);

- Regarding the implementation and results, there is an urgent need for more detail and clarity when reporting input, impact and outcome indicators.

Conclusions and recommendations: General overview

CONCLUSION TOPIC	RECOMMENDATIONS
Activity areas	Take into stronger account the areas of: physical activity, food reformulation, advertising to children.
Target audience	Target audiences for commitments should be made as specific as possible and **focus should be on children/young people and low socioeconomic groups.**
Geographical coverage	Consider whether it is appropriate to admit actions covering just one country (especially when reflecting on the EU added value of commitments). **Focus should increasingly be on covering all 28 Member States in order to show real ambition and allow for EU wide overview/comparison.**

Conclusions and recommendations: Design and intent (I)

CONCLUSION TOPIC	RECOMMENDATIONS
Setting fully S.M.A.R.T. objectives	Commitment owners focus particularly on **providing measurable and time-bound objectives** – the main weakness of 2015 reports' objectives; Discuss how to improve the S.M.A.R.T.-ness of objectives, e.g. through: group discussions; peer-review of new commitments.
Relevance of commitments	Monitoring reports should be as detailed as possible in relation to **how the commitment aims to fulfil the direct aims and objectives of the Platform and of the EU**.
Health inequalities	There should be more focus **on addressing health inequalities/targeting disadvantaged socioeconomic groups**.

Conclusions and recommendations: Design and intent (II)

CONCLUSION TOPIC	RECOMMENDATIONS
Using evidence in the design	**Evidence** should be considered in the design of the commitments to increase the potential impact of the action; - A roundtable discussion on using evidence in the design of commitments between Platform members could be held.
Evaluation of the commitments	Evaluation should be envisaged at the design phase when stating the objectives and indicators; External evaluation would increase the transparency and the reliability of the actions.

Conclusions and recommendations: Implementation and results (I)

CONCLUSION TOPIC	RECOMMENDATIONS
Implementation of the actions	Commitment owners should **review their annual objectives**: are they achievable and measurable in relation to the member's means?
Reporting of indicators: Inputs	Inputs must be provided on the **commitment-related costs** rather than overall costs related to larger-scale activities. They should include information both on: ■ Financial resources: in total and broken down per activity; and ■ Human resources: specifying the number of hours, number of full-time and part-time employees, and number of volunteers

Conclusions and recommendations: Implementation and results (II)

CONCLUSION TOPIC	RECOMMENDATIONS
Reporting of indicators: Outputs	Re-introducing the objectives in the output section of monitoring reports, and providing under each of them the related outputs. This would improve monitoring and support commitment owners in improving the implementation of commitments.
Reporting of indicators: Outcomes/Impact	The measurement of impact indicators should be included at the design phase; Platform members could benefit from an exchange of ideas and examples on the basis of the existing Monitoring Framework – e.g. is more guidance needed on specific methods for measurement?

Conclusions and recommendations: Implementation and results (II)

CONCLUSION TOPIC	RECOMMENDATIONS
Additionality	Clearer reporting on design and implementation would help commitments **demonstrate additionality**, by providing more evidence of actions undertaken and how they exceed the commitment owner's usual remit;
EU-added value	Monitoring reports should be detailed with regards to commitments' relationship with the Platform, to help demonstrate the EU-added value of the Platform.

Conclusions and recommendations: Synergies, transferability and future membership

CONCLUSION TOPIC	RECOMMENDATIONS
Synergies, transferability and future membership	▪ Explore transferability of certain commitments which have clear objectives and high relevance/added-value to meet Platform goals; ▪ Facilitate communication and discussion between commitment holders related to the appropriate activity area; ▪ Dedicate time during the Platform meetings on a brainstorming exercise between members on topics which could be taken up in future joint commitments; ▪ Raise awareness of the Platform and its activities to external stakeholders such as Universities, Research Institutes, Trade Unions, catering companies and civil society.

Conclusions and recommendations: The Platform and its activities (I)

CONCLUSION TOPIC	RECOMMENDATIONS
Platform Plenary meetings	▪ Discuss how best to structure the Platform meetings to enable discussion, information exchange and especially follow-up action between Platform members; ▪ In view of ensuring continuity and increasing impacts, discussions and collaboration amongst Platform members outside of plenary meetings could be fostered. The newly created online Health Policy Forum could act as a tool to foster such actions; ▪ Importance of continued dialogue and exchange between the High Level Group (**policy steering**) and the Platform (**support in implementing policy objectives**) to improve the overall guidance, functioning and impact of the Platform and its commitments.

Conclusions and recommendations: The Platform and its activities (II)

CONCLUSION TOPIC	RECOMMENDATIONS
Working Group on Monitoring and Reporting	▪ The Monitoring Framework and the updated guidance adopted by the Plenary need to be taken up in new reporting cycles; ▪ The Working Group must support this process, and when possible Members of the Platform with well-designed commitments can provide guidance and exchange of knowledge; ▪ The newly set-up Advisory Group can help improve the design and monitoring of new commitments. Where possible, knowledge and improvements should be transferred to reporting of all commitments; ▪ The Working Group should refine the 'EU-added value' criterion introduced in last year's commitment monitoring exercise and improve the visibility of new evaluation criteria in the commitment monitoring report forms.

A number of follow-up steps will be taken for monitoring and evaluating the work of the Platform

- ICF will share its analysis with each commitment holder through an individual feedback form;

- ICF will then contact each commitment holder to set up a short audio meeting to discuss its findings and find ways to further improve the monitoring and reporting for 2016;

- Following the discussions with the commitment holders, ICF will report back on all outcomes to the Commission.

Thank you for your attention