



EU Platform on Diet,
Physical Activity and Health

2008 Annual Report

April 2008

TABLE OF CONTENTS

Executive Summary	2
Synthèse	4
Zusammenfassung.....	6
1. Foreword from the Chair	8
2. Introduction.....	9
3. Platform Member organisations.....	11
4. Main Activities for 2007.....	13
2007 Meetings.....	13
2007 Publications.....	18
5. Membership update for 2007	19
6. Achievements in 2007	20
6.1 Introduction.....	20
6.2 The food environment	23
6.3 The eating environment.....	36
6.4 Physical activity	55
6.5 Research.....	61
6.6 Mapping of Commitments.....	64
6.7 Conclusion	66
7. Monitoring	68
7.1 Introduction.....	68
7.2 Results.....	68
7.3 Comparison with 2006.....	71
7.4 Summary.....	71
8. Looking forward to 2008.....	72
Meetings	72
Publications.....	72
Membership.....	73
Annexes	74
i. Platform Founding Statement	74
ii. List of Members' Commitments	74
iii. Abbreviations	94

Executive Summary

The EU Platform for Action on Diet, Physical Activity and Health was established in March 2005 as one of the responses to the rising prevalence of obesity and associated health challenges across the EU.

This Annual Report presents the 2007 activities and achievements of the Platform, and also examines how successfully the Platform's members are monitoring the Platform's progress.

This Report was prepared for, and funded by, the Health and Consumer Protection Directorate General of the European Commission (DG SANCO). It will give an overview of Platform activities and allow Platform members and other interested stakeholders to understand the extent to which it is possible to provide a clear account of the Platform's impact. This Report provides also a look into feasibility, acceptability and sustainability of delivering agreed objectives through non-hierarchical instruments.

The Platform met in plenary 5 times in 2007, in addition to hosting one conference entitled Diet, Physical Activity and Health at the Workplace, and one workshop on Physical Activity. A summary of proceedings at each of the meetings is given in this report. The Platform approved two new membership applications during 2007, bringing the number of Platform members to 34: the Confédération Européenne Sport Santé (CESS) and the European Network for Prevention and Health Promotion and General Practice (EUROPREV). Brief details of these new members, and a full list of member organisations is set out later in the report.

This report illustrates the considerable range of activities associated with the Platform in 2007. These activities include: measures to improve the labelling of food products; schemes to reformulate food products; initiatives to modify the range of products available and their portion sizes; activities to address advertising and marketing; attempts to educate and inform European citizens about nutrition and physical activity in general and the health qualities of particular products; changing food consumption patterns at the point of purchase; implementing work-place based programmes to improve healthy lifestyles; attempts to influence policy-makers; projects to promote participation in sport and non-sport physical activities; programmes to facilitate access to sports activities; sponsoring sports teams and events; and conducting and supporting research. In terms of crude numbers, the areas of nutrition education and information, product labelling and advertising controls have been covered by the most commitments, with relatively few commitments addressing the physical activity sector. With regards to geographic coverage, most commitments took place in a single Member State or across five or more Member States.

This overview of the Platform's achievements is derived from RAND Europe's analysis of 148 monitoring forms submitted by Platform members. This report does not include all the commitments being undertaken as part of the Platform because not all Platform members submitted monitoring forms for their commitments or submitted them after the deadline of 31st January 2008. All of the Platform commitments, which numbered over 200 for 2007, can be accessed via the online Platform database.¹

In order to measure the standard of monitoring that is being undertaken by the Platform members with greater precision, in 2007 RAND Europe developed a process for assessing the quality of monitoring forms that used a scoring mechanism to quantify quality levels. Interpretation of these scores suggests that, on average, the monitoring forms just meet an "adequate" standard where:

¹ http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/database/web/dsp_search.jsp

objectives are sufficiently clear to be understood, and include some quantitative targets and timescales; reporting allows, with some effort, an understanding of what has been done; there is a focus on many important activities, whilst less attention is paid to more trivial activities; and, on balance, there is an approach to measurement that is appropriate, if not complete. Nevertheless, 46.3% of monitoring forms fall short of this “adequate level”. In addition, there were variations within the different categories used to carry out the quality assessment. For example, average quality scores were lower for the “focus” category (which concerns the suitable level of information to include in a monitoring form) than for the “measurement” category (which concerns the appropriate measurement of a commitment’s results). This suggests that Platform members may wish to address the degree of focus present in their commitments (and any future monitoring forms) as a priority. Finally, it is noticeable that scores for new commitments were lower than for those commitments which continued from 2007 to 2008; the scores for these continuing commitments increased from last year’s scoring exercise, which may suggest that a learning process is taking place with regards to monitoring as a result of Platform membership.

The range of the Platform’s activities continues to be impressive, but care must be taken with any interpretation of the findings because the monitoring and communication of these activities is sometimes incomplete or poorly articulated. As the preceding paragraphs indicate, Members of the Platform have responded to the aims of the Platform with a diverse range of activities and achievements. Many of these create the opportunity for efficiency and economy by being linked closely with the existing strengths and activities of the Platform member implementing them. As an alternative mechanism for pursuing public benefits through innovative actions, the Platform continues to raise important questions. Such innovative mechanisms present new advantages and limitations, which are likely to become better understood over time.

A current list of Platform member organisations is given in Chapter 3, Chapter 4 summarises Platform meetings and lists publications made in 2007, and Chapter 5 names new Platform members. Chapter 6 gives an overview of the 2007 achievements of individual Platform members, and Chapter 7 discusses the monitoring process, including a scoring system for data quality on the monitoring forms. Chapter 8 gives a forecasted schedule of Platform activities for 2008.

Synthèse

La Plateforme Européenne d'action en matière d'alimentation, d'activité physique et de santé a été établit en Mars 2005 comme une des réponses à la prévalence croissante de l'obésité et de ses risques associés au sein de l'Union Européenne.

Ce rapport Annuel présente les activités 2007 ainsi que les réussites de la plateforme. Par ailleurs, il évalue comment les membres de la Plateforme contrôle avec succès les avancements de la dite Plateforme.

Ce rapport a été préparé et financé par la Direction Générale Santé et Protection des Consommateurs de la Commission Européenne (DG SANCO). Son objectif est de fournir une vue d'ensemble des activités de la Plateforme et permettre aux membres de la Plateforme et autres parties prenantes intéressées par le sujet de comprendre plus clairement les impacts et l'étendue de l'influence de la Plateforme. Ce rapport a aussi pour ambition de mieux prendre en compte les instruments non-hiérarchiques utilisés pour répondre aux objectifs de la Plateforme, tant en ce qui concerne leur faisabilité, l'acceptabilité et leur pérennité.

La Plateforme s'est réunie en plénière 5 fois en 2007. Par ailleurs, elle a accueilli une conférence intitulée Alimentation, activité physique et santé au travail, tout comme un atelier sur l'activité physique. Une synthèse des procédures de chaque réunion est incluse dans ce rapport. La Plateforme a accueilli deux nouveaux membres en 2007, soit 34 membres en fin d'année : La Confédération Européenne Sport Santé (CESS) et le Réseau Européen pour la Prévention, Promotion et Pratique Générale de la Santé (EUROPREV). Une description succincte de ces nouveaux membres ainsi qu'une liste complète des organisations membres sont présentées dans ce rapport.

Le rapport cherche à illustrer le large éventail d'activités associées avec la Plateforme en 2007. Cela inclut notamment : des mesure pour améliorer l'étiquetage des produits alimentaires ; des systèmes permettant la reformulation des produits alimentaires ; des initiatives visant à modifier la gamme de produits disponibles et les tailles des portions ; activités centralisées sur la publicité et le marketing ; des tentatives pour éduquer et informer les citoyens européens sur la nutrition et l'activité physique, ou encore les qualités sanitaires de certains produits ; le changement des habitudes de consommation au moment de l'achat ; la mise en place de programmes au travail pour améliorer les styles de vie ; des tentatives pour influencer les décideurs politiques ; des projets pour promouvoir une plus grande participation dans des activités physiques tant sportives que non sportives ; des programmes pour faciliter l'accès aux activités sportives ; financer des équipes et des événements sportifs ; et finalement des activités de recherche.

En termes chiffrés, les domaines de l'éducation et information à la nutrition, l'étiquetage des produits, et contrôles publicitaires ont été largement couverts par la plupart des engagements pris par les organisations membres, alors qu'un nombre relativement moindre couvrait le secteur de l'activité physique. En ce qui concerne la couverture géographique, la plupart des engagements se concentraient sur un Etat membre, ou en couvrait 5 ou plus.

Cette vue d'ensemble provient de l'analyse RAND Europe des 148 formulaires de suivi soumis à la Plateforme par les organisations membres. Ce rapport n'inclut pas tous les engagements pris au sein de la Plateforme car tous les membres n'ont pas soumis les formulaires de suivi ou l'ont fait après la

date-limite du 31 janvier 2008. Tous les engagements (numérotés 200+) sont accessibles en ligne grâce à une base de données².

Afin de mesurer avec précision la qualité des formulaires, RAND Europe a développé une procédure d'évaluation basée sur un système de points pour quantifier les niveaux de qualité.

L'interprétation de ces points suggère qu'en moyenne les formulaires ne sont que de niveau 'suffisant' : les objectifs sont suffisamment clairs pour être compris, et comprennent des cibles quantitatives et une échelle de temps ; le reporting permet, avec efforts une compréhension de ce qui a été fait ; l'attention est portée sur les activités les plus importantes et non sur les plus triviales ; et l'approche pour mesurer les activités est appropriée, sinon complète. Néanmoins, 46.3% des formulaires n'atteint pas ce niveau. Par ailleurs, il existe des variations entre les différentes catégories utilisées pour évaluer la qualité.

Par exemple, les points de qualité moyenne de la catégorie 'concentration' (qui concerne un niveau acceptable d'information à inclure dans le formulaire de suivi) étaient en dessous de la catégorie 'mesure' (qui définit la manière appropriée de mesure si un résultat a été obtenu). Cela suggère que les membres de la Plateforme pourraient se concentrer prioritairement sur l'attention portée à la 'concentration' et précision de leurs engagements à l'avenir. Dernièrement, les points pour les nouveaux engagements pris en 2007 étaient plus bas que pour les engagements 2007-2008 - les points pour les engagements qui continuaient d'une année à l'autre augmentant par rapport à l'année précédente. Ceci suggère un processus d'apprentissage mis en place quant à la manière d'effectuer le suivi.

L'éventail des activités de la Plateforme reste impressionnant. Toutefois, il est important de rester prudent quant à l'interprétation des conclusions, car le suivi et la communication de ces activités sont parfois incomplets ou peu articulés. Comme l'indiquent les paragraphes précédents, les membres de la Plateforme ont répondu à ses objectifs par une plage d'activités et de résultats variée. Beaucoup crée des opportunités de plus grande efficacité et économie d'échelle en étant étroitement liés aux activités et forces pré-existantes des membres de la plateforme les mettant en place. En tant que mécanisme alternatif visant un bénéfice public au travers d'actions innovantes, la Plateforme continue de soulever des questions importantes. De tels mécanisme innovants présentent avantages et limites, qui seront probablement mieux compris dans le temps.

Une liste actuelle des organisations membres de la Plateforme est donnée dans le chapitre 3. Le chapitre 4 résume les réunions de la Plateforme et liste les publications parues en 2007. Le Chapitre 5 nomme les nouveaux membres. Le chapitre 6 donne une vue d'ensemble des résultats obtenus par les membres de la Plateforme en 2007 et le chapitre 7 se concentre sur le processus de suivi, notamment sur le système d'évaluation par points de la qualité des formulaires de suivi. Le chapitre 8 conclut avec le programme prévu des activités 2008.

2

Zusammenfassung

Die EU-Plattform für Ernährung, körperliche Bewegung und Gesundheit wurde im März 2005 ins Leben gerufen als Reaktion auf die zunehmende Verbreitung von Fettleibigkeit und die damit verbundenen Gesundheitsprobleme in der gesamten EU.

Dieser Jahresbericht stellt die Aktivitäten und Erfolge der Plattform im Jahr 2007 dar und untersucht darüber hinaus, wie erfolgreich die Mitglieder die Fortschritte der Plattform beobachten.

Dieser Bericht wurde im Namen der Generaldirektion Gesundheit und Verbraucherschutz der Europäischen Kommission (DG SANCO) vorbereitet und von ihr finanziert. Zunächst bietet er einen Überblick über die Aktivitäten der Plattform, so dass die Plattformmitglieder und weitere interessierte Stakeholder nachvollziehen können, inwiefern es möglich ist, eine klare Darstellung der Wirkung der Plattform zur Verfügung zu stellen. Des Weiteren bietet dieser Bericht einen Einblick in die Durchführbarkeit, Akzeptanz und Nachhaltigkeit beim Erreichen vereinbarter Ziele mittels nicht-hierarchischer Instrumente.

2007 fanden fünf Plenarsitzungen der Plattform statt, hinzu kamen die Konferenz „Diet, Physical Activity and Health at the Workplace“ (*Diät, körperliche Bewegung und Gesundheit am Arbeitsplatz*) und ein Workshop zum Thema körperliche Bewegung. Eine Zusammenfassung auf Englisch ist in diesem Bericht zu finden. Im Laufe des Jahres 2007 wurden von der Plattform zwei weitere Mitgliedschaften gebilligt: Mit der Confédération Européenne Sport Santé (CESS) und dem European Network for Prevention and Health Promotion and General Practice (EUROPREV) beläuft sich die Mitgliederzahl auf nunmehr 34. Eine kurze Zusammenfassung der Tätigkeiten der neuen Mitglieder und eine Liste aller Mitgliedsorganisationen sind ebenso Bestandteil dieses Berichts.

Dieser Bericht unterstreicht die deutliche Bandbreite an Maßnahmen, an denen die Plattform 2007 beteiligt war und zu denen u. a. zählen: die bessere Kennzeichnung von Nahrungsmittelprodukten, Neuentwürfe zur Zusammensetzung von Nahrungsmittelprodukten, Initiativen zur Modifizierung der verfügbaren Produktauswahl und deren Portionsgröße, Werbung- und Marketingmaßnahmen, Versuche, die europäischen Bürger über Ernährungsweisen und körperliche Bewegung im Allgemeinen und die Qualität bestimmter Produkte aufzuklären und zu informieren, Versuche, Ernährungsgewohnheiten schon beim Produkteinkauf zu verändern, die Durchführung von Initiativen am Arbeitsplatz zur Verbesserung gesunder Lebensstile, Versuche, politische Entscheidungsträgerinnen und -träger positiv zu beeinflussen, Projekte zur Förderung der Teilnahme an Sport und anderweitiger körperlicher Bewegung, Programme zur Ermöglichung des Zugangs zu sportbezogenen Aktivitäten, die Förderung von Sportmannschaften und -veranstaltungen sowie die Durchführung und Unterstützung von Forschung. Statistisch gesehen gab es die meisten Verpflichtungen in den Bereichen Nahrungsaufklärung und -information, Kennzeichnung von Produkten und Werbungskontrolle, im Bereich körperliche Bewegung dagegen nur relativ wenige. In Bezug auf den geographischen Erfassungsbereich kam es zu den meisten Verpflichtungen in einem bzw. in fünf oder mehr Mitgliedstaaten.

Diese Übersicht der Plattformerfolge basiert auf einer Analyse von RAND Europe, in der 148 Monitoringformulare von den Plattformmitgliedern ausgefüllt und eingereicht wurden. Dieser Bericht schließt nicht alle Verpflichtungen ein, die Teil der Plattform waren, weil nicht alle Plattformmitglieder für ihre Verpflichtungen ein Formular abgaben bzw. die Formulare erst nach

dem 31. Januar abgegeben wurden. Alle Verpflichtungen der Plattform – mehr als 200 im Jahr 2007 – können in der Online-Datenbank der Plattform eingesehen werden.³

Um das Monitoringniveau der Plattformmitglieder genauer zu erfassen, entwickelte RAND Europe 2007 einen Prozess, der die Qualität der Monitoringformulare anhand eines Punkteverfahrens beurteilt, das Qualitätslevel quantifiziert. Die Auswertung dieses Verfahrens zeigt, dass die Monitoringformulare im Durchschnitt nur „adäquat“ sind: Die Ziele sind eindeutig genug, um verstanden zu werden, und beinhalten einige quantitative Vorgaben und Zeitpläne; die Berichte lassen – mit etwas Aufwand – Rückschlüsse darauf zu, was gemacht wurde; der Schwerpunkt liegt auf vielen wichtigen Aktivitäten, während eher unbedeutenden Aktivitäten weniger Aufmerksamkeit geschenkt wird; insgesamt ist der Messansatz adäquat, wenn auch nicht ausgereift. Nichtsdestotrotz wurden 46,3% der Formulare als „nicht adäquat“ eingestuft. Darüber hinaus gab es Abweichungen innerhalb der verschiedenen Kategorien der Qualitätsauswertung. Die durchschnittliche Punktevergabe für den Bereich „Fokus“ (der sich auf ein angemessenes Niveau an Informationen bezieht, die in einem Monitoringformular angegeben werden sollen) war niedriger als die für den Bereich „Messung“ (der die passende Ergebnismessung der einzelnen Verpflichtungen betrifft). Dies deutet darauf hin, dass Plattformmitglieder die Schwerpunktsetzungen, wie sie sich in ihren Verpflichtungen zeigen (und in zukünftigen Monitoringformularen), Vorrang einräumen möchten. Schließlich fällt auf, dass die Punktevergabe für neue Verpflichtungen niedriger ausfiel als die für Verpflichtungen, die noch in 2008 bestehen; deren Punktevergabe nahm im Vergleich zum Punktbewertungsverfahren des vorangegangenen Jahres zu. Hier ist zu vermuten, dass derzeit ein Lernprozess in Bezug auf das Monitoring infolge der Plattformmitgliedschaft stattfindet.

Die Bandbreite an Aktivitäten der Plattform bleibt weiterhin beeindruckend. Nichtsdestotrotz ist bei der Auswertung der Ergebnisse Vorsicht geboten, denn das Monitoring und das Kommunizieren dieser Aktivitäten sind manchmal unvollständig oder nur schwer verständlich. Wie aus dem Vorangegangenen erkenntlich gehen Plattformmitglieder auf die Ziele der Plattform mit einer vielfältigen Bandbreite an Aktivitäten und Erfolgen ein. Viele davon ermöglichen Effizienz und Wirtschaftlichkeit durch ihre Engmaschigkeit mit bereits existierenden Stärken und Aktivitäten desjenigen Plattformmitglieds, das die Verpflichtung durchführt. In ihrer Rolle als alternativem Mechanismus zur Verfolgung öffentlicher Vorteile durch innovative Aktionen macht die Plattform auf wichtige Themen aufmerksam. Solche innovative Mechanismen stellen neue Vorteile und Beschränkungen dar, die erst mit der Zeit besser verstanden werden können.

Eine aktuelle Liste der Mitgliedsorganisationen der Plattform befindet sich in Kapitel 3. Kapitel 4 fasst die Plattformsitzungen zusammen und listet die 2007 erschienenen Veröffentlichungen auf, und Kapitel 5 nennt die neuen Plattformmitglieder. Kapitel 6 gibt einen Überblick über die Erfolge der einzelnen Plattformmitglieder im Jahr 2007, und Kapitel 7 geht auf den Monitoringprozess und das Punkteverfahren für Datenqualität bei den Monitoringformularen ein. Kapitel 8 stellt den voraussichtlichen Zeitplan für die Aktivitäten der Plattform im Jahr 2008 dar.

³ http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/database/web/dsp_search.jsp

1. Foreword from the Chair

March 15 2008 marked the third anniversary of the establishment of the EU Platform for Action on Diet, Physical Activity and Health. Since its inception, the Platform has raised the profile of nutrition across the European policy environment and it has been the catalyst for actions to improve diet and nutrition at European, national, regional and local levels. The unique approach allows each stakeholder to make commitments that are coherent with their capacity and remit for action. The aim of the Platform is that the sum is greater than the parts: the impact of so many actors taking action builds a real momentum that could halt or even reverse the growth of overweight and obesity in Europe.

The multi-stakeholder, voluntary approach represented by the Platform is an experiment by the Commission in partnering with business and civil society to produce results in a more rapid and flexible way as a complement to the traditional tools of public policy, such as regulation. In the context of the move towards “better regulation”, it is hoped that the Platform could provide a model to be potentially adapted for initiatives in other sectors.

Since it was founded, the membership of the Platform has broadened and deepened as new sectors and actors have joined their efforts to the commitments made by the Platform Members towards improved nutrition for Europeans. Considerable investment has been made in building sustainable mechanisms to allow Platform Members to commit to actions, monitor and report on their results. The process of the Platform has delivered key learning for DG SANCO which has adapted and evolved the concept of multi-stakeholder platforms for the new EU Alcohol and Health Forum.

The White Paper on a Strategy for Europe on Nutrition, Overweight and Obesity related Health Issues adopted by the Commission on 30 May 2007 cites the European Platform for Action on Diet, Physical Activity and Health as a key policy tool in the fight against obesity.

The Paper underlines that to achieve results actions have to be taken across the board and on all levels of decision-making, from local to Community level. It encourages the use of similar action oriented partnerships across the EU involving the private actors, Member States, the European Commission and the WHO.

This is a clear endorsement of the Platform approach, and indicates that as it enters its fourth year the Platform has proven itself as a sustainable and effective ongoing initiative, moving out of the experimental stage into consolidation. I am encouraged by a number of EU Member States that have chosen to carry forward similar initiatives at national, regional or local level.

The trend in obesity has not yet begun to reverse, but the Platform has laid valuable groundwork by providing a broad-based forum for discussion and by highlighting the responsibilities of various different actors in society in relation to this problem. As the Platform was primarily created as a stimulus for action, not just debate, in 2008 there will be a greater emphasis on increasing, defining, monitoring and evaluating Platform Member commitments, in parallel with honing and refining methodologies for this purpose.

Another key theme in 2008 will be the energy-out side of the equation, which is often overlooked. The challenge is that whilst there are many organisations who work on promoting physical activity at grass-roots level, very few are engaged in EU-wide activities. The Platform will devote more attention to the area of physical activity – both via commitments from existing Members and by seeking new Member organisations from this sector.

Robert Madelin
Director-General
DG SANCO

2. Introduction

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 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 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.

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 – for full text, see Annex i).

The Platform serves to deepen a mutual understanding of the challenge of obesity, to integrate responses to this challenge 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 where good practice from one country 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/web/dsp_search.jsp

Achievements pre-2007

Since 2005 the Platform has more than doubled in size, from its initial group of 15 founding members. By March 2007, more than 200 commitments had been tabled by Platform members. These commitments represented more than 600 initiatives implemented at local, regional and national levels.

It is difficult to gauge how many of the individual commitments would have come into being in the absence of the Platform. However, with its constant and multi-faceted call to action, the Platform has greatly raised the visibility of issues surrounding obesity, and ensured awareness of the need for an integrated approach involving both public and private stakeholders.

The Platform is also significant due to the pioneering and innovative nature of this type of mobilisation and its progress is being watched with interest by governments both within and outside the EU.

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

3. Platform Member organisations.

1	Agricultural Organizations and Cooperatives (COPA-COGECA)
2	Association of Commercial Television (ACT)
3	Confederation Européenne Sport et Santé European Confederation Sport and Health (CESS)
4	Confederation of National Associations of Hotels, Restaurants, Cafes and Similar Establishments in the European Union and the European Economic Area (HOTREC)
5	Confederation of the Food and Drink Industries of the EU (CIAA)
6	Eurocommerce
7	Eurocoop
8	Eurohealthnet
9	European Association for the Study of Obesity (EASO)
10	European Association of Communications Agencies (EACA)
11	European Broadcasting Union (EBU)
12	European Consumer Organisation (BEUC)
13	European Federation of Contracting Catering Organizations (FERCO)
14	European Federation of the Associations of Dieticians (EFAD)
15	European Food Information Council (EUFIC)
16	European Group of Television Advertising (EGTA)
17	European Heart Network (EHN)
18	European Health and Fitness Association (EHFA)
19	European Modern Restaurants Association (EMRA)
20	European Non-Governmental Sports Organisation (ENGSO)
21	European Public Health Alliance (EPHA)
22	European Society of Paediatric Gastroenterology and Nutrition (ESPGAN)
23	European Vending Association (EVA)
24	European Network for prevention and Health Promotion EUROPREV
25	Fruit Vegetable and Horticultural European Regions (AREFHL)
26	Federation of the European Play Industry (FEPI)
27	Family Associations Confédération des organisations familiales de la Communauté européenne (COFACE)
28	Freshfel Europe
29	International Baby Food Action Network (IBFAN)

30	International Diabetes Federation (IDF)
31	International Obesity Task Force (IOTF)
32	International Sport and Culture Association (ISCA)
33	Standing Committee of European Doctors (CPME)
34	World Federation of Advertisers (WFA)

Additionally, WHO, EU Presidencies, some Member States, EFSA, European Committee of Regions as well as the European Parliament are represented at the Platform as observers.

Further information on each organisation is available at:

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/Platform/docs/Platform_Members.pdf

4. Main Activities for 2007

2007 Meetings

Plenary Meeting: 5 February 2007

Discussions were held on the monitoring process and preparations for the Monitoring Progress Report and the Synopsis Commitments Report. Difficulty in providing an overview and analysis of the commitments was reported because of limited and/or inconsistent data.

Presentations were made, and Members debated the issues surrounding advertising self-regulation, following the set up of an EU Round Table on this subject. Mr Madelin listed four key determinants of value in the Best Practice Model for self-regulation: effectiveness; independence; coverage; and funding. One clear conclusion was that self-regulation is not sufficient alone and must be placed within a supporting legal framework, especially in relation to restrictions on advertising to children.

The Spanish Food Safety Agency presented the Spanish Strategy for Nutrition, Physical Activity and the Prevention of Obesity (NAOS), which was launched in 2005 after a broad consultative process. Aiming to improve diet and promote participation in physical activity, with a special emphasis on children, NAOS includes recommendations for action in four fields: family and community; schools; private sector, and the health system.

Plenary Meeting: 19 April 2007

The 2007 Annual Platform Report and the Second Monitoring Progress Report giving an overview of the Platform's commitments and achievements against these, were presented.

The increase in commitments from 70 in January 2006 to more than 200 in March 2007 was highlighted. The monitoring report focused on achievements for the 126 commitments launched up to the end of 2006. It was noted that whilst there had been an improvement in producing monitoring data, within the Platform there are significant variations in the quality of the reports and that some Platform Members are having trouble with monitoring their commitments. DG SANCO confirmed that they were considering ways of minimising the administrative burden of reporting on Members, whilst still collecting enough information to communicate the output of the Platform.

Platform Members attended a round-table session on the challenges to increase fruit and vegetable consumption at the EGEA international Conference on "The role of fruit and vegetables in the fight against obesity", which had been jointly organised with APRIFEL (Agence Fruits et Legumes Frais). The Conference noted 3 main areas of priority for action: availability of fruit and vegetables in school, information and advertising on the health benefits of fruit and vegetables, and social inequalities in fruit and vegetable consumption.

Conference on Diet, Physical Activity and Health at the Workplace: 3 July 2007

The Conference was attended by more than 200 participants comprising Platform Members and Member States representatives, together with employer and employee organisations, WHO-EURO, EU Presidency, EU Parliamentarians, and press.

The conference's stated aims were:

- 1) to provide evidence for workplace interventions to reduce overweight and obesity;
- 2) to clarify what the European Network for Workplace Health Promotion (ENWHP) could do in terms of disseminating and sharing best practice on such workplace interventions;
- 3) to present and discuss examples of such interventions as initiated by EU Platform Members.

Agreement was reached on 3 main conclusions:

- 1) that much more research is needed on the effectiveness and cost-benefit of nutritional and physical activity interventions in the workplace;
- 2) that the Platform Member organisations should continue their workplace initiatives against obesity, and
- 3) that sharing and propagating best practice is essential, a process in which the European Network for Workplace Health Promotion (ENWHP) can be highly instrumental.

Plenary Meeting: 4 July 2007

Mr Kazatsay, Deputy Director General, DG TREN, discussed the European Transport Policy, with particular emphasis on how transport issues can interrelate with health strategies, indicating that the upcoming Green Paper on transport and health would provide further potential opportunities to link with Platform activities.

To follow the release in May 2007 of the Commission's White Paper A Strategy for Europe on Nutrition, Overweight and Obesity Related Health Issues, it was considered appropriate to gather the ideas and opinions of Platform Members on the Platform's current and future functioning. The Commission had therefore circulated a paper entitled "The EU Platform on Diet, Physical Activity and Health – Beyond 2007" to Platform Members in advance of the 4 July plenary meeting and asked for additional written comments on 9 key issues (Membership, Platform Meetings, Information Management, Platform Reports, Monitoring, The Achievements of the Platform, Relevance, Communication, Going Local and National Initiatives).

At the plenary meeting, Mrs Ceri Thompson, DG SANCO, presented more detail on the White Paper, outlining the Commission's strategy for marshalling activities in the following areas:

- 1) better informing the consumer;
- 2) making the healthy option available
- 3) encouraging physical activity;
- 4) focus on priority groups and settings (such as children and schools)
- 5) developing the evidence base to support policy making, and
- 6) developing monitoring systems

It was explained that a High Level Group of Member States representatives would be founded to provide closer links with the Platform.

The World Health Organisation (WHO) gave a presentation introducing their 2nd Action Plan on Food and Nutrition Policy, which aims to tackle a range of health challenges in addition to obesity, and sets out priorities in six areas of action:

- 1) supporting a healthy start;
- 2) ensuring safe, healthy and sustainable food supply;
- 3) providing comprehensive information and education to consumers;
- 4) integrated actions to address related determinants;
- 5) strengthening nutrition and food safety in the health sector, and
- 6) monitoring and evaluation.

The French Ministry of Agriculture and Fishing presented PNNS (Programme National Nutrition Santé), a policy concerning the nutritional quality of the food supply, aimed at improving the general health of the population. This is the second of such programmes, and has appeared to successfully utilise a (firmly monitored) voluntary approach on the part of producers.

Plenary Meeting: 20 September 2007

The Platform discussed in detail the 16 written responses received by the Commission from the consultation exercise “The EU Platform on Diet, Physical Activity and Health – Beyond 2007”.

Membership

New Membership is decided in Plenary by Platform Members after discussion of each application. Platform Members are satisfied with the current Membership application process.

The Commission will look at ways to provide assistance to new Members during the first year to understand and fulfil their requirements and obligations.

With regard to Members who do not meet the minimum standards for Membership as laid out in the Charter (in particular monitoring and reporting obligations), the majority of respondents believe that they should be excluded, after an appropriate warning period. This will be revisited once the database of commitments has been updated for this year.

Platform Meetings

In general Members are in favour of fewer plenary meetings, but want more time spent discussing commitments and on more general informative issues (including presentations by non-Platform Members). The compromise is to limit to four plenary sessions, and to focus these on specific themes. A pre-published one year work programme will assist with Members’ preparation. A proposed schedule of meetings for 2008 is set out in Section 8 of this document (“Looking forward to 2008”).

Information Management

In the interests of simplification and clarity, DG SANCO have introduced a combined commitment and monitoring form, and a revised commitment database. Additionally, Platform Members will now receive assistance and feedback from RAND Europe to help with submitting clearly defined commitments.

Platform reports

A decision was made to merge the two existing annual reports (on commitments and on monitoring), to be made available after the first quarter of 2008. The focus of the report will remain the individual achievements of Platform Members rather than progress towards the overall aims of the Platform.

Monitoring

The Monitoring Working Group remains “on hold”. Some discussion was held on the possibility of obtaining monitoring guidance from an independent body, however, it is expected that the improvements created by the revised input form and database, and cross-referenced scores from RAND Europe, will remove the need for this.

The achievements of the Platform

There was no consensus amongst respondents on whether the Platform should develop its own operational objectives. No new action is expected in this area.

Relevance

Platform Members have expressed concern over the relevance of some individual commitments. However, this is also seen as a subjective issue and one that could be solved by better descriptions of commitments. The general improvements to the listing and monitoring process should assist with this, and sufficient time will be scheduled in 2008 for the discussion of commitments.

Communication

Changes to the CIRCA website were generally well received. DG SANCO will continue to look for ways in which to improve and simplify communication and access to documents, which could include the possibility of a dedicated Platform website.

Going local and national initiatives

The Directory of national contacts was welcomed by Members, but it was felt that more needed to be done to raise the profile of the Platform’s activities and to stimulate the creation of new networks at the national and local level. DG SANCO will facilitate closer ties with the HLG and the NPA.

OFCOM (Office of Communications), the independent regulator of media communications in the UK, explained a package of measures they have introduced to restrict the scheduling of television advertising of food and drink products to children – specifically food and drink products that are assessed as HFSS (high fat, salt and sugar) as defined by the Food Standards Agency (FSA). Additionally, revised content rules will apply to all food and drink advertising to children regardless of when it is scheduled, including a ban on the use of licensed characters and celebrities. These restrictions will be enforced in relation to programmes that are likely to be watched by children aged 4 – 15. This caused some debate amongst Platform Members as to the age-range of children who should be protected from advert targeting. Several Members who currently offer self-imposed restrictions on advertising to children as part of their Platform commitments, only do so until the age of 12. There is scope for future discussion on this topic.

CIAA (Confederation of Food and Drink Industries of the European Union) introduced their recommendation for food labelling as one of their Platform commitments. The key benefit of the system is the consistency of the nutrition information that will be provided to consumers on the basis of a common framework across Europe, to enable them to make better informed dietary choices. Covering both front-of-pack and back-of-pack labelling elements, the recommendation comprises a uniform list of nutrients, nutrition information per serving, and the introduction of Guideline Daily Amounts (GDAs). Some discussion was held on comparing the GDA-system with the traffic light method, with CIAA favouring GDAs because of the potential to indicate nutritional information per serving.

Workshop on Physical Activity: 14 November

The Platform organised a workshop on Physical Activity on 14 November with 40 Platform Members. Participants were given an overview of the physical activity sector (types of activities, target groups). The contribution of "organised" sports and other interventions to levels of physical activity was discussed. Ongoing initiatives in various Member states were presented. The workshop concluded by producing a summary of conclusions, listed below, which were presented for the Platform plenary the following day.

- 1) a reconfirmation of the need to enhance research, monitoring and evaluation, and identify best practice (perhaps through vehicles such as the ICAPS programme);
- 2) the need to act rather than wait for conclusive evidence;
- 3) synergy/sharing of tools available to Platform Members;
- 4) developing a web portal to link to a wider range of programmes;
- 5) enlargement of the scope of the Platform involving wider range of Platform partners (e.g. – insurance companies; games industry; environmental planners/designers);
- 6) an interest for integrated partner-based campaigns with linked messages e.g. UEFA adverts;
- 7) the suggested creation of a working group on physical activity to undertake a feasibility study and suggest a possible action plan;
- 8) an interest for Potential Platform-like group in context of the White Paper on Sport.

Plenary Meeting: 15 November 2007

RAND reported on the progress made on updating the information management system. Platform Members were reminded of the need for well-written commitments for effective evaluation, and to bear in mind the following when submitting commitments: clarity, specificity, focus, timescale and measurable objectives.

The results of the workshop on Physical Activity were presented to the Plenary. It was noted that sport, healthy lifestyle and physical activity are already integrated in several of the Member commitments, and that perhaps did not need to be separated out under the banner of physical activity. Mr Madelin commented that any commitments on physical activity should be made in the light of the Commission's White Paper on Sport and the Green Paper on Urban Mobility.

The White Paper on Sport was presented by Mr. Pierre Mairesse, Director, DG EAC. The purpose is to enhance the visibility of sport in EU policy-making, to increase awareness of the specific needs of the sport sector, and to make an active and practical contribution to the benefits of sport. The action plan requires cooperation between the various Directorate-Generals.

Some Members expressed their concern that sport initiatives at schools are sometimes funded by industry. They consider that advertisements of the same companies on foods high in fat, sugar and energy are clearly in conflict with such an initiative.

The Green Paper on Urban Mobility was presented by Mrs. Isabelle Kardacz, Deputy Head of Unit, DG TREN. DG TREN has worked together with several stakeholders, also with various DGs to tackle problems of congestion, road safety and pollution. An important part of the strategy is stimulating walking and cycling in cities.

Following the two presentations the Platform Members engaged in a discussion as to how best to include those aspects into Platform work.

2007 Publications

The **2007 Annual Platform Report** containing the synopsis of Member commitments was released in April 2007. The report is publicly available on the EUROPA site at http://ec.europa.eu/health/ph_determinants/life_style/nutrition/Platform/docs/synopsis_commitments2007_en.pdf

The **Second Monitoring Progress Report** was also released in April 2007 based on an analysis of 121 monitoring forms submitted by Platform Members. The report is publicly available on the EUROPA site at http://ec.europa.eu/health/ph_determinants/life_style/nutrition/Platform/docs/eu_Platform_2mon-framework_en.pdf.

In order to facilitate networking and support for Platform-type initiatives at Member States level, Platform Members have identified in each Member State, a person willing to act as the first point of contact for other organisations within the country. The Platform has published this information in a **National Contact Points Directory** which is publicly available on the EUROPA site at http://ec.europa.eu/health/ph_determinants/life_style/nutrition/Platform/docs/contacts2007_en.pdf.

5. Membership update for 2007

Two new Platform Members were approved during 2007: the Confédération Européenne Sport Santé (CESS) and the European Network for Prevention and Health Promotion and General Practice (EUROPREV).

CESS is an umbrella organisation of non governmental and non-profit organisations whose objective is to promote sport as part of a healthy lifestyle. It comprises 32 Members from 14 Member States, in addition to Members in Croatia, Serbia and Israel.

CESS has links with ISCA and ENGSO, organisations which are already Members of the Platform. However, the focus of action for CESS is mainly complementary rather than duplicative to the activities of those organisations, and the Platform recognises the benefit of a new Member in the under-represented area of physical activity.

The 2007 commitment CESS tabled with their Membership application is a one year project in Barcelona aimed at influencing the eating and physical activity habits of 11-12 year olds via local schools.

EUROPREV is a network of family physicians and other health professionals working in preventative medicine and health promotion. Currently 15 EU Member States and 6 non EU countries are represented.

Europrev's mandate includes producing recommendations related to health promotion and prevention based on scientific evidence and disseminating these to general practice and family medicine associations in Europe.

Primary care professionals come into direct contact with the population, and as such can have a strong influence on their individual choices. General practitioners can also be a useful partner to locally established programmes in the area of nutrition, diet and physical activity. Europrev thus has the potential to enhance the activities of other Members of the Platform.

Past Europrev activities have included the publication of guides on counselling healthy activities in primary care. The Platform commitment for Europrev is to translate their latest publication: "Counselling Physical Activity in Daily Practice" into all the different European languages for distribution to primary healthcare providers throughout Europe.

6. Achievements in 2007

6.1 Introduction

This chapter details the initiatives undertaken by members of the Platform in 2007, and the results these initiatives produced. This chapter presents only the activities that were recorded in the 148 monitoring forms submitted by Platform. It does not, therefore, provide a full account of the activities of the Platform's members. Anyone who wishes to discover the full range of Platform activities can use the Platform online searchable database, which contains details of every Platform commitment.⁴

The next section explains how the text for this chapter was produced.

6.1.1. Methodology

Firstly, RAND Europe drew on the knowledge and experience it gained during the process of producing the Second Monitoring Progress Report for the Platform in 2007. The main difference in the 2008 process was that the European Commission introduced a new system for gathering information on commitments, which was based on a single form (rather than the previous system of a basic commitment form and a monitoring report). The single form comprised of a section containing the basic details about a commitment, followed by sections to be completed each year to report on annual achievements. The single form was introduced to simplify the Platform's reporting procedures, allowing the information on a commitment to be updated easily as it evolves.

In February 2008, the European Commission sent the RAND Europe team the electronic files of the 148 monitoring forms that it had received from Platform members by 31st January 2008. The RAND Europe team engaged a single analyst to read all of the monitoring forms and produce cogent, accurate summaries of the content of each form. This task required the analyst to apply a consistent level of judgement regarding the elements that should be included or excluded from this Monitoring Progress Report. Information was excluded if one or more of the following conditions were fulfilled:

- 1) The monitoring form's specificity, clarity, focus or means of measurement was so poor that it was not possible to communicate the information in a meaningful way.
- 2) The information was not relevant to the commitment and its actions.
- 3) The information was not judged to be significant enough to merit inclusion.
- 4) The information did not concern actions taking place in 2007.

This means that this chapter is based on the principle that information should be included unless there are good reasons for its exclusion. It should be noted that the inclusion of statements based on Members' information in this chapter does not mean that the RAND Europe team has independently verified such statements.

6.1.2. The objectivity and reliability of this chapter

The RAND Europe team endeavoured to treat each monitoring form in a wholly objective manner. Our intention was simply to communicate clearly the information a form contains,

⁴ http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/database/web/dsp_search.jsp

and therefore this chapter is very descriptive. We did not make any judgements about the relevance of a particular commitment to the Platform’s aims. We did, however, refer to five criteria when making decisions about the order in which to present commitments and the extent of the information presented about each commitment:

- The impact of the action area on obesity (according to a scan of the available research)
- The scale of commitment
- The potential scale of commitment (i.e. its potential for future development)
- The quality of the monitoring
- The commitment’s achievements, according to available evaluations

RAND Europe compiled this chapter on the basis that all the information necessary to represent the progress of a commitment accurately was contained in the monitoring forms. Therefore, the only evidence we have used to create this chapter was provided by the monitoring forms we received or responses to our queries to the authors of certain forms.

Given that we treated each form objectively, and used no other sources of information, this chapter’s accounts of the Platform’s commitments reflect how well Platform members reported on these commitments. For example, if a monitoring form offered much relevant, specific information in a cogent manner, then this chapter may treat it in more detail than a form that offers little appropriate data in a confusing format. In addition, some of the descriptions of achievements are followed by short comments from RAND Europe on the limitations of the monitoring data in question – for example, if it was not clear how many people participated in a particular event or survey.

6.1.3. Categories and definitions

In order to give an informative overview of the Platform’s commitments, this section has been organised into three main categories and nineteen subcategories. The three main categories – the food environment, the eating environment and physical activity – were developed from the available research, particularly the obesity schema developed by the UK Foresight programme.⁵ The following table gives an overview of the categories and their definitions.

Category	Sub-category	Definition
The food environment	Product labelling	<i>Modifying food product labels and/or labelling policies (both label design and label information content).</i>
	Product reformulation	<i>Food producers altering the nutritional composition of food products – usually to modify levels of fat, sugar or salt.</i>
	Product range modification	<i>Food producers altering the range of food products they produce in order to contribute to the Platform’s aims, whether by eliminating less healthy options or by introducing new, healthier options.</i>
	Portion size	<i>Altering the amount of a food product understood to be, or provided as, a “portion”.</i>
	Advertising controls	<i>Proposing and/or implementing limits or codes of practice for advertising, often focused on curbing the advertising of high fat, sugar or salt foods to</i>

⁵ Government Office for Science (2007) Foresight: Tackling Obesity: Future Choices: Project Report.

		<i>certain populations.</i>
The eating environment	Nutrition education	<i>Attempts to educate about nutritional values or healthy diets that require active participation or response from the target population, often involving person-to-person interactions.</i>
	Nutrition or healthy lifestyles information (off-label)	<i>Producing and/or distributing information about nutritional values or healthy lifestyles using mechanisms other than labelling.</i>
	Promoting health qualities of own products	<i>Highlighting the healthy aspects of food products or promoting food products that are claimed to have health benefits, when the promoter is also the producer of the particular products (or represents the product's producers in some way).</i>
	Point of purchase	<i>Changing food purchasing patterns through mechanisms implemented at the point of purchase. These may include: altering the product range available at point of purchase and the pricing of items in that range.</i>
	Workplace-based initiatives	<i>Initiatives that are aimed at encouraging or mandating various aspects of a healthy diet and lifestyle, often through a holistic programme of activities, and which are based in workplaces.</i>
	Attempting to influence policy-makers	<i>Attempts to advance the aims of the Platform through directly engaging and influencing policy-makers.</i>
Physical activity	Non-sport participation	<i>Providing specific opportunities for non-sport physical activity.</i>
	Sport participation	<i>Providing specific opportunities for sport-based physical activity.</i>
	Facilitating access	<i>Initiatives that help to create conditions that enable people to take part in physical activity (usually sport-based) – for example, providing relevant equipment or subsidising sport fees; does not include physical activity information provision.</i>
	Physical activity information	<i>Producing and/or distributing information about physical activity.</i>
	Sponsorship	<i>The specific act of providing money to a team, organisation or event (usually in exchange for publicity) where the provider's involvement is solely financial.</i>
	Research	Conducting research
Supporting research		<i>Initiatives that support the undertaking of research into issues related to the aims of the Platform. For example: creating networks for the exchange of research findings and techniques; funding professional development in relevant research areas; providing funding for research.</i>

6.1.4. Summary and Broader Context

Each section detailing a different area of Platform activity is followed by a short summary. This consists of a concise overview of the research that has taken place regarding the area of activity in question, followed by a short summary of some of the main actions the Platform has undertaken in this area in 2007 and a few comments on how the monitoring of these

actions might be improved. In some cases, there has either been very little research on a particular area or very little Platform activity around that area, and therefore the conclusion section has been omitted.

The research overviews, which are presented in italicised text, have been included solely as an attempt to set the Platform's activities in a wider context. For reasons of space and practicality, the research summaries are not intended to be a comprehensive overview of the state of research and therefore they do not encompass every strand of research opinion. They do, however, make use of systematic reviews of topics wherever available and do not aim to privilege a particular perspective on a topic. Furthermore, neither the research summaries nor the comments on the monitoring of activities reflect the views of the European Commission.

6.2 The food environment

6.2.1 *Product labelling*

Modifying food product labels and/or labelling policies (both label design and label information content).

The **CIAA**'s voluntary Nutrition Labelling Scheme aims to provide nutrition information in a consistent manner for food and drink products marketed in the EU. The scheme includes front-of-pack and back-of-pack labelling, and is based on a uniform list of nutrients, nutrition information per serving and the introduction of Guideline Daily Amounts (GDAs). The initial seven companies (**Coca-Cola**, **Groupe Danone**, **Kellogg**, **Kraft Foods**, **Nestlé**, **PepsiCo** and **Unilever**) that committed to implement the scheme in full has now risen to 11 with the recent addition of **Mars**, the **Campbell Soup Company**, **Cadbury Schweppes** and **Orangina** (740). The following paragraphs detail the actions carried out by individual **CIAA** members in support of the Nutrition Labelling Scheme.

As part of the **CIAA** action, **Unilever** has committed to providing GDAs for five nutrients on the back-of-pack and the GDA for energy front-of-pack. At the end of 2007, 35% of Unilever's food portfolio carried GDA labelling, with full implementation planned for 2009 (836). Unilever had also introduced a front-of-pack logo called "Choices / Eat Smart Drink Smart", which indicates products that meet certain health criteria, to 14 European countries by the end of 2007 (836). **Groupe Danone** is implementing the GDA labelling in all European countries where it is present; by the end of 2007, approximately 35% of eligible packs (which exclude very small packs, packs with more than three languages and packs with more than three varieties) displayed this information (781).

Kraft has developed guidelines and other internal initiatives to implement GDA labelling: it estimates that 18% of its product volume in 19 countries had front-of-pack labelling at the close of 2007, including 70% of its product volume in the UK (1003). **Mars** has implemented GDA labelling on 36% of its food sales, representing 9% of Stock Keeping Units, in five countries; for its ice cream business, 15% of sales, representing 20% of Stock Keeping Units in one country; and for its snack food business, 8% of sales, representing 2% of Stock Keeping Units over 18 brands in 20 European countries (1015). By the end of December 2007, 76% of **PepsiCo**'s beverage products in 22 countries were GDA-labelled, and 76% of its snacks products in 18 countries. PepsiCo was part of the joint stakeholder initiative which saw 17,000 food safety inspectors in Poland trained on the subject of GDAs (619). The **METRO Group** has committed to introduce the GDA scheme on all its own brand products and has commenced roll-out of the scheme in Germany (735).

CIAA has conducted a monitoring survey to assess the implementation of the nutrition labelling scheme, although full results are not yet available. Preliminary results indicate that 54% of the 2,025 European companies surveyed say that their company has recently introduced or is planning to introduce nutritional labelling on their products that gives guideline daily amount information for things like energy (calories), fat, carbohydrates, protein or other nutrients. In addition, 70% of respondents who say they will introduce GDA labelling expect to have it on 50% or more of their packaging, 65% of those who will have “Big Eight” Nutrients expect to have it on 50% or more of their packaging, and 72% of those who will have Front of Pack labelling expect to have it on 50% or more of their packaging. It is unclear whether these are firm commitments and what measure of packaging is being used (740).

The Union of European Beverages Associations (**UNESDA**) has become the first industry to adopt the **CIAA**'s scheme as an entire sector (which had a European market of 123,212 million litres in 2005). Roll-out of the scheme across its members commenced in 2007 and UNESDA claims that initial indications from company monitoring suggest that GDA labelling is widespread across the sector; these are, of course, initial indications. UNESDA has set the target of completing the roll-out by 2008 and will engage independent consultants to monitor compliance (582, 1027).

In 2007 UNESDA reported on the monitoring of its other labelling commitments (in addition to the **CIAA** GDA action). For UNESDA's commitment to provide nutrition information in a format noticeable to consumers, even when not legally required, an analysis of 3,555 products across seven European markets showed that the “Big Four” elements (calories, protein, carbohydrate and fat) were present on 85% of the products monitored. For UNESDA's commitment to provide on-pack calorie information per 100 millilitres or per serving size on all products, 3,048 of the 3,555 products analysed provided calorie information on their labels, an 85.7% compliance rate (582).

The European Modern Restaurants Association (**EMRA**) has overseen the continued roll-out of GDA product labelling amongst its members. **McDonald's** restaurants issued 10 billion pieces of packaging carrying GDA information in 2007, reaching ten million consumers a day in Europe. EMRA reports that other members (**YUM! Brands**, **Burger King**, **Eat Out Group**) have introduced easily accessible nutritional information in restaurants through brochures, tray liners and posters, although figures were not provided and it is not clear if this information includes GDA guidelines (536).

2007 was the second year that the pan-European logo to promote the consumption of fresh fruit and vegetables, created by **Freshfel Europe** (the forum for the European fresh fruits and vegetables food chain), was available. The logo aims to provide clarity to consumers who may be confused by the current variety of European logos promoting fruit and vegetable consumption. Apart from use in displays in certain retail outlets in France, the monitoring does not specify the additional uses of the logo in 2007. Freshfel indicates that the logo's existence has been broadly disseminated to a targeted audience of traders and other potential users, although it is not clear how this was accomplished. Freshfel points out that it does not have the capacity to promote the logo itself (use of the logo remaining entirely in the hands of industry), a fact which may have slowed adoption of the logo so far (527).

The European Snack Association (**ESA**) has committed to further increase voluntary nutrition labelling on savoury snack packs across Europe, although it did not state any targets for 2007; the ESA is awaiting the results of a survey on progress (604). Also in the snack sector, in 2007 the Danish manufacturer **KiMs** (a member of **CIAA**) moved from including the “Big Four” nutrients on its labels to the “Big Eight”, and aims to achieve GDA labelling by the end of 2008 (618).

EuroCommerce encourages its members to implement nutrition labelling on own brand products where there is none, and to increase the level of nutrition information on these products where it already exists. Each EuroCommerce member company reports on its state of action to EuroCommerce every six months by giving percentages corresponding to the different types of nutrition information found on own-brand products. Results on progress were presented to the Platform in July 2007, although no further information was provided in the official monitoring form (794).

CIAA member **Cadbury Schweppes** has continued to implement the “Be Treatwise” labelling campaign in the UK, which consists of a front-of-pack logo that directs consumers to back-of-pack GDAs for individual nutrients (including calories, fat, salt and sugars) that are contained in each item. By 2007, more than 240 product lines (including major brands) carried elements of “Be Treatwise”, which equates to approximately one billion sales units. The logo also appears in Cadbury Schweppes’ television, press and poster advertising for its designated key brands (654). **Mars UK** has implemented the “Be Treatwise” message on over 60 Stock Keeping Units in the UK, supported by complementary websites (1010).

Market research on the “Be Treatwise” initiative’s impact indicates that one third of respondents would use the Treatwise / GDA information to compare and contrast different confectionery items before purchase, although one third would not; in addition, the research indicated that such labelling is less likely to be used by consumers for chocolates and sweets than for other products. Compared to earlier market research, there was a 15% increase in respondents who understood the calorie component of the GDA labelling (28% to 43%) and the proportion of respondents who use the GDA labelling to make choices when buying confectionery in the presence of children (23% to 30%). It is not clear, however, how many people were questioned and whether there was continuity of respondents between the two rounds of research (654).

Carrefour (a member of EuroCommerce) has committed to increase the number of its own-brand products that bear its own nutritional labelling system. By July 2007, 95% of its own-brand products in France bore such labelling, 6.7% in Italy and 14% in Spain (737). Starting in September 2007, **EROSKI** (**Eurocoop** member for Spain) has introduced a new traffic light labelling system for its 2,000 own-brand products. The system includes simplified nutrition information on the front-of-pack for five nutrients, including GDA levels, as well as full back-of-pack nutrient information. So far, 50 EROSKI products have been labelled and are sold in EROSKI’s 1,600 stores throughout Spain (1030).

Volvic reports that it has achieved its target of achieving 100% product coverage for its new sugar scale for the packaging of its flavoured beverages in 2007. The sugar scale was supported by an “advertorial” campaign, targeted at women and parents, which had a reach of approximately 3.5 million people (780).

The UK Food Standards Agency’s (**FSA**) voluntary, front-of-pack “signposting” nutrition-labelling scheme is intended for use by retailers and manufacturers to give “at a glance”

information on the fat, saturated fat, sugar and salt content of foods. One of the FSA's aims for 2007 was to promote uptake of the scheme amongst industry and manufacturers. Subsequent to FSA meetings with industry and manufacturers, the scheme is being used by eight retailers, whose combined sales make up more than 40% of the UK retail market, as well as 16 manufacturers and four service providers. By the end of 2007 nearly 10,000 own label retailer products and 100 manufacturer product lines carried traffic light colour-coded signpost labelling. In addition, the Agency has gained the support of 23 professional bodies, major UK health charities and consumer organisations for the scheme. These organisations have carried out their own work to raise awareness amongst consumers and health professionals of traffic light signpost labelling. The FSA also aimed to increase consumer awareness and understanding of the labelling scheme through a campaign that used television advertising, posters, and magazine and newspaper articles. In particular, the FSA printed 250,000 booklets for consumers.

Preliminary sales data from companies who have applied traffic light front of pack labelling suggest that consumers are using it to make healthier choices of foods within categories, but are not avoiding categories where products include some red traffic lights. For example, the UK supermarket **Sainsbury's** compared sales of products within food categories over 12-week periods before and after traffic light labels were introduced and found that overall there was a 15% increase in sales of healthier products and a 12% decrease in sales of less healthy products. Sales data over 12 months from another UK retailer, **Waitrose**, show a significant increase in sales for "healthy" choices (more green "traffic lights") and a decrease in sales for less healthy (more red) choices in sandwiches and ready meals since the introduction of traffic light labels. It should be noted, of course, that consumption patterns may have been affected by many causes other than the introduction of the labelling scheme (159).

Product Labelling Summary and Broader Context

Evidence on the relation between the use of product labels and changes in purchase patterns or diet is rather inconclusive.⁶ Preliminary results from surveys in the United States of America seem to suggest that increased nutritional knowledge and label use are associated with healthier diets.⁷ Further research is needed, however, to establish a causal connection between label use and behaviour change, since there are many potential confounding factors.

In terms of label comprehension, it appears that consumers can retrieve simple information and make simple calculations and comparisons between products using numerical information, but their ability to interpret the nutrition label accurately reduces as the complexity of the task increases.⁸ An overview of European studies indicated that consumers had difficulty in understanding the role that different nutrients mentioned on labels played in their diet. They also had difficulty in interpreting serving size information, converting information from grams per 100 grams to grams per serving and understanding percentage energy figures.

⁶ Grunert, K., Wills, J. (2007) "A review of European research on consumer response to nutrition information on food labels" *Journal of Public Health*, Volume 15, pp. 385-399

⁷ Drichoutis, A., Lazaridis, P. and Nayga, R. (2006) "Consumers' Use of Nutritional Labels: A Review of Research Studies and Issues", *Academy of Marketing Science Review*, Volume 2006, No. 9, pp.1-22; Hawkes (2004) *Nutrition labels and health claims: the global regulatory environment* Geneva: World Health Organisation

⁸ Grunert and Wills (2007); Cowburn, G., Stockley, L. (2005) "Consumer understanding and use of nutrition labelling: A systematic review", *Public Health Nutrition* 8:1, 21-28.

The degree to which labels inform the purchasing decisions of European consumers is still unclear, partly because there is a limited amount of high-quality research on the topic. Self-reported levels of label reading by consumers are high, but more objective measures suggest that consumers may simply look at nutrition information panels and not process the information further.⁹

Several label characteristics have been found to be conducive to use and comprehension. Regarding the position of labels on packaging, studies have indicated that people use front-of-pack labels more than back-of-pack labels;¹⁰ however, there exists some evidence that, in combination with front-of-pack information, back-of-pack information can increase the credibility of products.¹¹

The format in which labels provide information is also important. Consumers, who are often pressed for time, prefer simple labels which quickly and clearly convey the health status of a particular product. The only caveat to be made is that labels should not be too simple, as they could lose credibility. Simplified information such as health logos and “traffic lights” could require extra information in order to be used.

In terms of front-of-pack labelling, the use of colour-coding to create traffic lights seems to be well liked by consumers, as colour coding can combine simplicity with a sufficient amount of information.¹² However, GDA labels can convey more information in an understandable manner, avoiding the problem of oversimplification. A third hybrid form, the colour-coding of GDA information, appears to be the most liked. This marries the simplicity of colour coding with the information content of GDAs.¹³

The main Platform labelling initiatives for 2007 have been around introducing front-of-pack GDA labelling for food and drink products. In particular, the CIAA Nutrition Labelling Scheme has involved some of the largest manufacturers and industry associations in Europe. In addition, the UK Food Standards Agency (FSA) has introduced a nutrition labelling scheme in the UK based on the traffic light scheme. Given the large scale of these commitments, monitoring is extremely important yet challenging. Given the size and complexity of the task, and the variety of actors involved, it is perhaps sensible and practical that these schemes are voluntary.

As with reformulation, it is very useful to receive both absolute and relative figures, as when the FSA states both the number of products carrying the label scheme and the share of the retail market these products cover. The introduction of labelling schemes such as these also offer the opportunity for high-quality research to assess their impacts on consumer purchasing behaviour, and some evidence has already been generated from the UK.

⁹ *Ibid.*

¹⁰ Feunekes, G., Gortemaker, I., Willems, A., Lion, R., van den Kommer, M., (2008) “Front-of-pack nutrition labelling: Testing effectiveness of different nutrition labelling formats front-of-pack in four European countries”, *Appetite*, Volume 50, pp. 57–70

¹¹ Wansink B. (2003) "How do front and back labels influence beliefs about health claims?" *Journal of Consumer Affairs*, Volume 37:2, pp. 305–16.

¹² Grunert & Wills (2007); Food Standards Agency (2005) *Qualitative Signpost Labelling Refinement Research*, Conducted by Synovate, London

¹³ Grunert, K., Wills, J. (2007) “A review of European research on consumer response to nutrition information on food labels” *Journal of Public Health*, Volume 15, pp. 385-399

6.1.5. Product reformulation

Food producers altering the nutritional composition of food products – usually to modify levels of fat, sugar or salt.

The **Unilever** Nutrition Enhancement Programme evaluated the nutritional composition of all Unilever's products (retail and food service) in 2007, which represented 12,921 European products. The programme has been running since 2004, and by the end of 2007 Unilever had removed a further 2,750 tonnes of saturated fat, 170 tonnes of salt and 5,000 tonnes of sugar from its products, in addition to the previous years' achievements. Although the reformulation programme has included the reformulation and relaunch of major brands, the monitoring does not indicate what proportion of Unilever's overall fat, salt and sugar usage these figures represent. Most of the work for this project is carried out by Unilever's Nutrition and Health Centre, which currently employs approximately 150 people. Notably, a peer-reviewed scientific paper on Unilever's Nutrition Enhancement Programme methodology has been published in the *European Journal of Clinical Nutrition* (834).

In 2007, **PepsiCo** has continued to reformulate its products and make reformulated products more widely available. Approximately 60% of its European markets now include reformulated products in their product range, up from 30% in 2006. In particular, PepsiCo has reduced the saturated fats and sodium content in snack products in its major markets: for example, in the Northern Europe and UK markets, the great majority of the company's snacks portfolio is produced in Sunseed oil, which contains 70% less saturated fat. It would aid understanding of these achievements if absolute figures on the reduction of fat and salt were provided (619).

Eight major retailers in the UK have come together through the **British Retail Consortium** to eliminate all hydrogenated vegetable oils from their product lines in 2007. The eight retailers (**ASDA**, **The Co-operative**, **Boots**, **Iceland**, **Marks & Spencer**, **Sainsbury's**, **Tesco** and **Waitrose**) together account for 75% of food sales in the UK, and reformulated 6,853 food units in total (799).

The European Snack Association (**ESA**) has committed to offer an increased number of products reduced in fat, saturated fat and/or salt across Europe in 2007, although it has not set any specific targets (604).

Members of the European Modern Restaurants Association (**EMRA**) have undertaken activities to reformulate the food they offer. In January 2007, EMRA member **Goody's** restaurants fully implemented a scheme to stop adding salt to its potato products in all its 181 restaurants in Greece. Rather, consumers are given the opportunity to add salt to potato products, if they wish, by using one-gram salt pouches. As a result, salt consumption in Goody's restaurants has been reduced by at least 40 tonnes per year and its standard size French fries contain 1.8% of the GDA for sodium, down from 18.1%. In October 2007, **Quick Restaurants** introduced a similar programme in their 400 restaurants in France, Belgium and Luxembourg, reducing salt by 16 tonnes. Quick have also added 10 new recipes with balanced nutritional criteria, reducing fat in their sauces by 47% for 41% of burgers sold in France and Belgium, representing 16,328 tonnes. EMRA member **YUM! brand's** Kentucky Fried Chicken and Burger King restaurants have also stopped systematically adding salt to fries in the UK, resulting in 570 tonnes less salt being consumed. The **Eat Out Group** has reduced the salt content in its Pans & Company and Bocatta brands by a total of three tonnes per year by reducing the salt content in its bread by 5%, affecting 375 restaurants in Spain, Portugal and Italy (535). For many of these salt

reduction commitments, it was not clear what proportion of the total salt used in the restaurants the various reductions represented – providing this information would aid understanding of the impact of commitments.

The **Casino Group**, a member of EuroCommerce operating in France, undertook extensive reformulation of its products in 2007: in terms of sugar, 50 products have been reformulated, resulting in a reduction of 140 tons of sugar; for salt, 45 products have been reformulated, equalling 23 tons of salt; and 37 products have had their fat content reformulated, resulting in a decline of 173 tons. This was partly organised through a nutrition forum with Groupe Casino's suppliers (725).

EROSKI (the EuroCoop member for Spain) has set a target to reformulate 144 of its own brand products by 2009 to improve their nutritional profile and eliminate the use of hydrogenated vegetable oils; if the targeted products cannot be made healthier, EROSKI will remove them from its range. EROSKI did not state the extent to which the products would become "healthier". In 2007, EROSKI reformulated 26 of the 144 products to remove hydrogenated fat, although these products did not go on sale during 2007 because their packaging was being modified for the new EROSKI labelling system (1031).

The UK Food Standards Agency (**FSA**) is working with the UK's government and stakeholders to reduce the average adult population intake of salt to 6.0 grams per day (from the current 9.5 grams per day) by 2010. With this aim in mind, in 2007 the FSA consulted on and published a self-reporting framework for the food industry to use to report on progress towards meeting the FSA's salt target. By the end of 2008, 23 responses to the self-reporting framework had been received from organisations across all sectors of the food industry. 2007 also saw the publication of the FSA's urinary analysis survey, which showed that the average daily salt intake for the UK population had fallen by 0.5g to 9.0g (158).

As part of this salt reduction commitment, in 2007 the FSA worked with the **British Meat Processors Association** to publish guidance that increases awareness amongst small and medium-sized businesses of the public health initiative on salt reduction and promotes action on reformulation activity to reduce salt content in products. In particular, the guidance provides practical advice on how salt reduction may be achieved in the manufacturing of meat products. The guidance was published online in June 2007 and has attracted 9,203 hits (777).

CIAA member **Mars** has committed to reduce the salt levels of its rice, cooking sauces and soup products across all European markets in accordance with the targets for 2010 set by the UK Food Standards Agency. In 2007, this involved research and development focusing on recipe changes and subsequent taste effects for 90 products (1016).

Product Reformulation Conclusions

Reformulation of food products involves altering their nutritional composition. In the context of the Platform's work, it is likely that the main focus of reformulation activities is to make foods healthier, most often by modifying levels of sodium, sugar or fat.

A high intake of sodium can result in increased blood pressure and an increased risk of coronary heart disease and stroke.¹⁴ Within Western countries, processed foods currently account for approximately 65-80% of total sodium intake.¹⁵ Reducing the sodium content of processed foods could therefore potentially contribute to increased health, and indeed most of the Platform Members' reformulation activities focus on processed foods. Figures provided to the Platform suggest that Members have removed at least 822 tonnes of salt from food products since 2004. This is complemented by some evidence that the average daily salt intake for the UK fell slightly in 2007.

The possible relation between sugar and obesity has mainly been investigated in relation to sweetened beverages. Increased consumption of soft drinks and sweetened beverages has been associated with increased body weight and obesity.¹⁶ It appears that most of the activities in the beverage industry have been focused on modifying the product range in order to provide an increased proportion of low calorie drinks, rather than modifying sugar levels in certain brands. The effects of replacing sugar with artificial sweeteners in order to lose weight are unclear, however. Several short term studies indicate a reduced energy intake after sugar replacement, yet long term studies are scarce and inconclusive about the effects of sugar reformulation.¹⁷ Nevertheless, figures suggest that Platform Members have removed 5,140 tonnes of sugar from their products since 2004, the great majority from Unilever products.

The World Health Organisation has stated that there exists "convincing evidence" that a high intake of energy-dense foods is linked to an increased risk of obesity.¹⁸ Energy-dense foods are closely related to foods with a high fat and low water content.¹⁹ Reformulation aimed at the reduction of fat and energy density could therefore be significant actions in addressing obesity.²⁰ In terms of the relative impacts of sugar and fat reduction, the weight of evidence appears to be that reducing sugar levels would not be expected to have such a dramatic effect on weight gain as decreasing fat intake.²¹ The available information indicates that Platform Members have reduced fat in products by 19,251 tonnes since 2004. In addition, several Platform commitments reformulate products to reduce or remove the presence of hydrogenated fats, which have been associated with increased risk of developing cardiovascular disease.²²

¹⁴ Khaw KT, Bingham S, Welch A, et al. (2004) "Blood pressure and urinary sodium in men and women: the Norfolk Cohort of the European Prospective Investigation into Cancer (EPIC-Norfolk)" *American Journal of Clinical Nutrition*, Volume 80:1, pp. 397-403

¹⁵ Chisholm, A., Mann, J. (2006) "Reducing salt intake: action beyond the label", *New Zealand Medical Journal*, Volume 119, No 1232

¹⁶ Malik, V., Schulze, M., Hu, F. (2006) "Intake of sugar-sweetened beverages and weight gain: a systematic review", *American Journal of Clinical Nutrition*, Volume 84, pp. 274-88; Benton (2005) "Can artificial sweeteners help control body weight and prevent obesity?", *Nutrition Research Reviews*, Volume 18, pp. 63-76

¹⁷ Vermunt, S., Pasma, W., Schaafsma, G., Kardinaal, A. (2003) "Effects of sugar intake on body weight: a review", *Obesity Reviews*, Volume 4, pp. 91-99

¹⁸ World Health Organisation (2003) *Diet, Nutrition and the Prevention of Chronic Diseases. WHO Technical Report no. 916 Report of Joint WHO/FAO Expert Consultation* Geneva: WHO

¹⁹ Drewnowski (1998) "Energy density, palatability and satiety: implications for weight control", *Nutrition Reviews*, Volume 55, pp. 31-43

²⁰ Benton (2005) "Can artificial sweeteners help control body weight and prevent obesity?", *Nutrition Research Reviews*, Volume 18, pp. 63-76

²¹ *Ibid.*

²² Lichtenstein, A. (2003) "Influence of hydrogenated fat and butter on CVD risk factors", *Atherosclerosis* 171:1, 97-107.

A final point is that reducing the energy density of foods using reformulation does not seem to affect satiety, as long as people perceive the amount and volume of food to be similar.²³ This suggests that there is a wide scope for products to be made less energy dense without affecting consumers' perceived satiety.

When monitoring the Platform's achievements in this area, it is naturally very important for quantitative data on reformulation actions to be provided. Ideally, these figures should state reductions both in relative and absolute levels, if possible – in other words, stating that a product's salt level has been reduced by 15%, which represents a reduction of 15,000 tonnes a year (which, in turn, is 5% of the producer's total salt usage). In addition, if specific figures for each year could be provided this would make it easier to gain an overview of the scale of Platform Members' achievements in the preceding year. However, obtaining these data can present a considerable logistical and information challenge for food producers.

6.1.6. Product range modification

Food producers altering the range of food products they produce in order to contribute to the Platform's aims, whether by eliminating less healthy options or by introducing new, healthier options.

EMRA members have committed to ensuring that options for consumers who are seeking to achieve a balanced diet are always available in their members' restaurants, and that these options are highlighted. No targets, however, have been set for implementation. **The Eat Out Group** has introduced salad as an alternative to french fries in all its Pans & Company sandwich outlets (175 in Spain) (537).

The Union of European Beverages Associations (**UNESDA**) has committed to increasing 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. In 2007, UNESDA presented monitoring data by evaluators which indicated that 40% of the low- or no-calorie products on the market in 2005 had been introduced since 2000, although the trend in the overall size of this market was not indicated. The monitoring also suggests that the average number of calories per 100 millilitres of drink had declined slightly from 36 to 34 between 2000 and 2005. although it is not clear if this result is statistically significant (583). At a company level, No Sugar carbonated soft drinks make up 22% of **PepsiCo's** sales, compared to the industry average of 14%, and it only markets No Sugar carbonated soft drinks in Western Europe (619).

Finally, **KiMs** (a **CIAA** member based in Denmark) has introduced a new low fat range of products that contains a maximum of 5% of fat, with another range scheduled for introduction in 2008 (618).

Product Range Modification Summary and Broader Context

There has been little research on the effects of product range modification, since research tends to focus on the point where consumers make choices (the point of purchase), rather than on changes at the producer level. When research does focus on products, it tends to concern issues such as labelling, reformulation, and so on.

²³ Bell, E., Rolls, B. (2001) "Energy density of foods affects energy intake in normal-weight women", *American Journal of Clinical Nutrition*, 73:1010-1018.

In terms of the Platform's 2007 commitments, the main areas of activity were found in the restaurant and beverage sectors, which appeared to increase the availability of healthy food options and low calorie drinks, respectively.

Appropriate monitoring is particularly important for product range modification initiatives, since introducing healthier options only has an effect on consumers' health if these options are selected. It is therefore important to be able to provide figures on the uptake of options (with reference to a baseline state) as well as on their availability. Currently, these types of figures are not provided in Members' monitoring.

6.1.7. Portion size

Altering the amount of a food product understood to be, or provided as, a "portion".

UNESDA has committed to increase the choice and availability of individual packaging sizes and pursue, where appropriate, cup downsizing to help reduce individual over-consumption. The indicator selected to measure this commitment has been the increase in the number of individual packaging sizes on the market. In 2007, monitoring by evaluators was presented that indicates that the number of types of pack (stock keeping units) in the European market has increased by 20% from 2001 to 2006, suggesting that there is a greater choice of packaging sizes. There is no indication of the size of these new pack types (583).

Portion Size Summary and Broader Context

The size of food portions, be it in terms of package size or restaurant servings, has steadily increased over the last decades.²⁴ It has further been observed that large package sizes can increase the consumption of food products.²⁵ Several studies have underlined the human tendency to consume more when package and portion sizes are large, particularly with regards to food.²⁶ Furthermore, the volume of food consumed serves as a better indicator of satiety than energy intake.²⁷ Thus, portion and package size appears to be an important factor influencing the amount of food consumed.

Several options are available to limit the portions provided and to introduce artificial stopping points that could limit total consumption. Firstly, portion sizes can simply be reduced in order to prevent overeating. This strategy may, however, meet with objections from both consumers and producers. Thus, alternatives have been proposed, such as the introduction of smaller sized products along the existing range, as well as limiting their energy density.²⁸ Secondly, introducing artificial stopping points within existing products has been shown to limit the total amount consumed. Stopping points can be created by

²⁴ Young, L., Nestlé, M. (2002) "The Contribution of Expanding Portion Sizes to the US Obesity Epidemic", *American Journal of Public Health*, Volume 92:2, pp. 246-249; Matthiessen, J., Fagt, S., Biloft-Jensen, A., Beck, A-M., Ovesen, L. (2003) "Size makes a difference", *Public Health Nutrition*, Volume 6:1, pp. 65-72

²⁵ Wansink, B. (1996) "Can Package Size Accelerate Usage Volume", *Journal of Marketing*, Volume 60:3, pp. 1-14; Wansink, B. (2004) "Environmental Factors That Increase the Food Intake and Consumption Volume of Unknowing Consumers", *Annual Review of Nutrition*, Volume 24, pp.455-479

²⁶ Rolls, B. (2003) "The Supersizing of America: Portion Size and the Obesity Epidemic", *Nutrition and Behavior*, Volume 38:2, pp. 42-53

²⁷ Rolls, B., Morris, E., Roe, L. (2002) "Portion Size of Food Affects Energy Intake in Normal-weight and Overweight Men and Women", *American Journal of Clinical Nutrition*, Volume 76, pp. 1207-1213

²⁸ Rolls (2003); Wansink, B., Huckabee, M. (2005) "De-Marketing Obesity", *California Management Review*, Volume 47:4, pp. 1-13

*subdividing large packages into smaller sub-packages, or by introducing internal sleeves. Clearly indicating individual servings can further serve as a stopping point.*²⁹

Looking at 2007 Platform achievements, it appears there are relatively few actions aimed at modifying the portion sizes of existing products. In terms of monitoring, a particular challenge is quantifying any changes to portion sizes in terms that are meaningful and comparable across product categories. It may be easier to represent changes to portion size if the overall size of the product is reduced, rather than when the product contains multiple portions.

6.1.8. Advertising controls

Proposing and/or implementing limits or codes of practice for advertising, often focused on curbing the advertising of HFSS foods to certain populations.

The Union of European Beverages Associations (**UNESDA**) has committed to take action on its members' advertising and commercial communications, and 2007 saw the release of results on its progress. The first part of the commitment is a commitment to refrain from advertising in printed media, on websites or during broadcast programmes (TV and radio) where more than 50% of the audience is under 12 years old. This commitment was monitored across eight markets in the fourth quarter of 2006 (Belgium, France, Germany, Italy, Netherlands, Spain, Sweden and the UK) by a two-week survey that examined advertising on television, printed media and internet sites. The survey was conducted by a third party evaluator. Of the 2,409 soft drinks advertisements on television in the two-week period, 975 were produced by the UNESDA signatory companies; 487 of the total advertisements appeared to be potentially non-compliant (it is not stated how many of these were from signatory companies and it is not stated how the advertisements were judged to be potentially non-compliant). For potentially non-compliant advertising spots, audience demographics obtained from Mediametrie/Eurodata showed that only two spots (0.21% of the signatories' advertising spots) appeared next to programmes with a child audience above 50%. For print media, only two advertising insertions of a total of 710 were judged by the monitoring team to have a readership where under-12s constituted more than half of readers. Online, of 14,901 soft drinks advertising insertions, 8,416 were from the signatory companies and all were judged by the monitoring team to be compliant. It thus appears there is high compliance with the UNESDA commitment amongst signatories, although it is not clear what criteria were used to make some of the judgements of the monitoring teams (581).

The World Federation of Advertisers (**WFA**) and the European Advertising Standards Alliance (**EASA**) have continued their work to establish effective advertising codes of conduct, supported by functional Self-Regulatory Organisations (SROs), throughout Europe. The expansion of the EU to 27 members meant that SROs did not exist in seven Member States. For 2007, the WFA and EASA set the target of establishing advertising codes and infrastructure for SROs in three of these seven Member States. This required a campaign to distribute information and raise awareness, and a training programme that included a twinning programme to pair a fledgling SRO with an established SRO partner, in order to provide support, experience and best practice: Poland and Lithuania are twinned with the UK, while Estonia is twinned with Ireland. As a result, advertising codes and fully operational SROs have been put in place in Lithuania, Poland and Romania, thus meeting the target for 2007 (538).

²⁹ Wansink & Huckabee (2005); Wansink (2004)

There have been several initiatives to improve the performance of the existing and newly-established SROs. For example, the EASA has ensured that decisions of SROs are published, as according to its “Best Practice Guide on the Publication of Advertising SRO Decisions”, in 19 fully operational SROs across Europe (540). Similarly, EASA has also ensured that SROs in 18 Member States offered copy advice facilities, which help advertisers meet the standards they are set, up from 17 in 2006. There are still markets without this copy service because the SRO there has recently become operational or because the industry has placed priority on developing another service, for example monitoring (539).

Given the concerns surrounding food advertising, EASA considered stakeholder involvement in code drafting and on adjudication panels to be of particular importance – not least to engender wider stakeholder acceptance of the food and beverage advertising codes of conduct. With this in mind, EASA established a set of principles for consultation of stakeholders. During 2007, three more SROs introduced broad code consultation when reviewing their codes (Cyprus, Poland and Slovakia). This means that 11 Member States conduct broad code consultation (41% of the EU-27). Because of differences in the wording of targets and definitions, it is not clear how this level compares with 2006. Also during 2007, SROs in four Member States introduced non-industry, independent members to their Jury / Complaints Committee (Austria, Finland, Lithuania and Poland), which means 14 Member States have an independent element on their Complaints Committees. In 2006, 15 Member States had included a means for stakeholder involvement in complaint adjudications as part of the national self-regulatory process. This may suggest that the level of stakeholder involvement has declined in 2007. However, it appears that these stakeholders were not required to be “independent” in 2006 (whereas they were in 2007) thus making the commitment substantively different (541).

As part of this scheme to gain acceptance and awareness of SROs, WFA and EASA have been supporting and encouraging SROs to carry out awareness-raising initiatives. Part of this commitment has been the creation of a Best Practice Recommendation on SRO Communications and Awareness, which aims to: make consumers aware of the SRO and how to make a complaint; help the advertising industry to understand the requirement of the Code and to comply with it; help policy makers and civil society to understand self-regulation and how the SRO operates; and make all stakeholders aware of SRO decisions on complaints. As a result, three new campaigns to raise consumer and industry awareness of self-regulation and the national SRO were run in Lithuania, Hungary and Spain and nine other (unspecified) Member States conducted significant awareness raising activities. When added to the ongoing awareness-raising campaigns in eight other Member States, it appears that WFA and EASA met their target for awareness campaigns to have run in 20 Member States by the end of 2007 (542).

During 2007, the **WFA** and **EASA** committed to urging SROs to complete implementation of the ICC’s Framework for Responsible Food and Non-Alcoholic Beverage Communications, and set a target for its adoption in 20 (74%) of Member States. To do so, WFA and EASA developed a User’s Guide to facilitate a coherent interpretation of the framework across Member States, and conducted workshops on the framework during “Self Regulatory Roadshows” that involved business and parliamentary delegations and ministerial representatives. During 2007, SROs in seven Member States revised their codes of conduct to include the provisions of the ICC Framework (or introduced new codes that include these provisions): Belgium, the Czech Republic, Greece, Hungary, Lithuania,

Poland, Romania and Slovenia. This appears to be significantly below the target set for 2007 (543, 544).

EASA has committed to conducting a monitoring exercise across eight Member States that measures the national compliance rates of television, press and internet advertisements for food and beverages with the ICC Framework for Responsible Food and Beverage Communications and national self-regulatory code provisions on food and beverage advertising. However, it is not clear when this study will be completed or the resources it has been allocated (540).

In 2007, three members of **CIAA** altered their position on marketing directed at children. By April 2007, **Unilever** had amended its Global Principles for Food and Beverage Marketing to restrict all paid marketing communication primarily directed at children younger than six years of age, and to only market products that have a positive nutritional profile (qualifying for the “Choices / Eat-Smart Drink-Smart” programme) to children aged six to eleven years old. Unilever’s monitoring did not specify what it means to “primarily direct” marketing at children younger than six years of age. An audit of Unilever’s marketing indicated that the proportion of the \$1.9 billion spent on marketing and advertising in Europe that went on children under six years of age was 0%, and to those aged six to eleven years was 0.5%. It would be useful to be able to compare these figures with those from before this commitment commenced, so the extent of the changes made could be assessed (833).

Mars has also revised its global Marketing Code and communicated these revisions internally, ready for implementation in early 2008. The Code’s aim is to ensure that Mars will stop all advertising activities targeted at children below 12 years of age. In practice this means that Mars will not sponsor or otherwise link its marketing communications to films or media programmes where the intended audience is primarily under the age of 12; for television, this means programmes where more than 25% of the audience is under the age of 12 (1018). **KiMs** (a member of **CIAA** based in Denmark) states that it does not target advertising towards children and does not advertise in programme airtime aimed at children, although it provides limited details on this action (618).

In terms of advertising controls introduced by national associations, **FEVIA** (the national food and drink industry federation in Belgium) and the Union of Belgian Advertisers (**UBA**) have compiled a Belgian self-regulatory advertising code, based on the **CIAA**’s international code. The Belgian code is monitored by the Jury for Ethical Practice in Advertising (**JEP**) and the **UBA**, and is evaluated by a working group of the **Belgian Ministry of Public Health**. In 2007, 74.5% of the analysed adverts (including copy advice before publication) were in accordance with the code; in 25.5% of the cases a recommendation was issued by the **JEP**. In all cases, the advertisers adapted the advertising accordingly to the recommendation (265). Finally, the **Danish Chamber of Commerce** has developed a voluntary codex in partnership with the Danish food industry that prohibits marketing of unhealthy foods in media directed towards children. The codex was published in January 2008, although no details on this codex were provided in the monitoring form (727).

Advertising Controls Summary and Broader Context

Most research regarding advertising focuses on the issue of advertising to children and largely relates to television advertising. Many countries have already adopted regulation

which limits or prohibits advertising aimed at young children.³⁰ The main question raised by research into advertising controls is when self-regulation is sufficient and when the need arises for national governments to act. Often cited benefits of self regulation are the low-costs involved and the flexibility and speed with which regulation can be introduced.³¹ However, it is also argued that self-regulation is not sufficient and state regulation will be necessary in those areas which are of concern to public health, yet which are not in industry's best interest.³² In this respect, one strand of opinion has indicated that the EU may have a potentially important role regarding the introduction of regulation, owing to its wide geographical scope and international reach.³³

With respect to individual countries, the case of Sweden is often used by advocates as well as opponents of self-regulation, as Sweden introduced a complete ban on advertising to children. Advocates of self regulation note that even statutory regulation this stringent is not watertight, whereas advocates note the significant decrease in advertising aimed at children.³⁴ Furthermore, attention is increasingly being drawn to advertising outside television via new media. Some see product placing in movies and video games (as well as other online advertising) as becoming increasingly important, but this issue has not been widely addressed in research literature.³⁵

Given this context, it is perhaps unsurprising that a major part of the Platform activities in advertising relate to self-regulation. The **WFA** and **EASA** have continued their work to establish effective advertising codes and Self-Regulatory Organisations in Member States by developing training programmes, publication mechanisms, stakeholder involvement, awareness-raising initiatives and supporting adoption of the ICC Framework. These European-wide activities have been complemented by self-regulatory actions in Belgium and Denmark.

6.3 The eating environment

6.1.9. Nutrition education

Attempts to educate about nutritional values or healthy diets that require active participation or response from the target population, often involving person-to-person interactions.

The Shape Up project is taking place throughout a network of cities and schools throughout Europe and is being co-ordinated by **P.A.U. Education** (based in Spain) and the **Danish University of Education**. The second year of the programme, running between September 2007 and June 2008, involves schools in 22 cities. As of Summer 2007, 1,642 students were registered on the Shape Up website portal, as well as 107 teachers. Shape Up aims to bring together the principles of health education, prevention and promotion in an integrated

³⁰ Caraher M., Landon J., Dalmeny K. (2006) "Television advertising and children: lessons from policy development", *Public Health Nutrition*, Volume 9:5, pp.596–605

³¹ Hawkes C. (2005) "Self-regulation of food advertising: what it can, could and cannot do to discourage unhealthy eating habits among children", *Nutrition Bulletin*, Volume 30, pp.374–382

³² Hawkes C. (2005) "Self-regulation of food advertising: what it can, could and cannot do to discourage unhealthy eating habits among children", *Nutrition Bulletin*, Volume 30, pp.374–382

³³ Garde A. (2008) "Food Advertising and Obesity Prevention: What Role for the European Union?", *Journal of Consumer Policy*, Volume 31, pp. 25-44

³⁴ Caraher M., Landon J., Dalmeny K. (2006) "Television advertising and children: lessons from policy development", *Public Health Nutrition*, Volume 9:5, pp.596–605/ Schmitt 2007

³⁵ Hawkes C. (2004) *Marketing Food to Children: the Global Regulatory Environment*, Geneva: WHO; Linn S., Novosat C. (2008) "Calories for Sale: Food Marketing to Children in the Twenty-First Century", *The ANNALS of the American Academy of Political and Social Science*, Volume 615, pp. 133-155

programme, based on sound research. Shape Up has a budget of €3 million and is supported by the European Commission's Public Health Programme. So far, **Kraft** has committed to contribute €600,000 to Shape Up over the three years, provides nutritional science expertise, and supports the project at a local level through employee involvement (1002). The programme aims to involve schools and local communities in constructive dialogue and action planning concerning health education and promotion. Schools are encouraged to initiate health promotion activities at the local level, in collaboration with local stakeholders. In each participating city, a Shape Up promoting group coordinates the local activities taking place within the framework of Shape Up. Along with city councils, Shape Up co-funds the recruitment of two dedicated staff members in each city. These staff members are responsible for training local community partners and monitoring the project at a city level over its three-year duration.

The Shape Up programme aims to enhance children's competencies in initiating and carrying out health promotion activities. Shape Up uses an "IVAC" methodology (developed by the Danish University of Education) that aims to help teachers and adults enable young people to deal with health matters in competent, democratic and efficient ways. The Shape Up programme will evaluate its outcomes, including changes at the school, family and community level, through active involvement of all the participating actors (children, parents, teachers and other community members), who will make measurements of Body Mass Index and other simple health status indicators (1002, 591).

The **EPODE** programme has been running in France since 2004 and now involves 127 French cities (over one million people). Based on EPODE's experience in France, in 2007 the programme was launched in Belgium under the name of **VIASANO** and in Spain with the name **THAO Salud Infantil**. VIASANO is a four year project and involves approximately 123,000 people in two pilot cities; it is financed by the **Unilever Health Institute**, **la Fondation Internationale Carrefour**, and **Ferrero**. THAO Salud Infantil involves approximately 154,000 people (including 10,000 schoolchildren) in five pilot cities; it is financed by **Nestlé** and **la Fondation Internationale Carrefour** (1025).

EPODE aims to curb the progression of childhood obesity by implementing a sustainable culture of educating children and families on their lifestyles, and providing them with the means to adopt a less obesogenic lifestyle. EPODE proposes a prevention plan that is founded on the community acting together, which requires motivation and buy-in from local actors such as teachers, health professionals, sports instructors and shopkeepers. The implementation of EPODE is founded on the sustainable involvement of local stakeholders; the political support of elected officials; the involvement of scientists; partnerships with the private sector; and the expertise of a social marketing agency.

These goals need to be supported by multi-disciplinary networks, and 2007 saw the development of governing principles and committees for the EPODE European Network (**EEN**). The EEN, supported by Ferrero, aims to extend the projects to other European countries and to provide a more formal structure for sharing best practices and ideas on assessment methodologies. Two articles regarding the EPODE programme and the EEN were published in the *British Medical Journal* in December 2007 (591, 1001, 1013, 658). The EEN is supported by the **Public Health Programme of the European Commission**. As of 2007, both **Ferrero** and **Mars** are supporting the EEN and have committed to contribute €525,000 each to the project between July 2007 and December 2010, as well as participating in meetings of the EPODE partners (1013). Nestlé has had a sustained

involvement with EPODE: Nestlé France contributes €250,000 annually to EPODE and has committed CHF 3.5 million to the EEN between July 2007 and December 2010 (658).

The Irish “Food Dudes” programme (managed by **Bord Bia**, the Irish Food Agency), which targets school children to increase their consumption of fruit and vegetables, entered its second full year in 2007. The programme aims to achieve this goal by giving children free fruit and vegetables at school for 16 days, showing them peer modelling videos and rewarding children who taste and eat what is given to them. The aim is that the participants thereby develop a liking for the fruit and vegetables. After the 16 day "intervention" period there is a follow-up with materials for use in the home, the aim of which is to broaden the project's impact. Bord Bia indicates that follow-up research one year and more after the intervention has shown a sustained, significant improvement in consumption levels. It is claimed that the programme is most effective at bringing about diet change amongst children who live in deprived areas and have a poor diet.

The programme was planned to run from September 2005 to June 2008, and aimed to involve 30,000 pupils in 150 schools during that period (representing 5% of all primary schools in Ireland). For the 2006/7 year, the target was to involve 50 schools and 7,756 children; in the event, the programme involved 52 schools and 11,817 participants. As in 2006, the programme was evaluated by the **Geary Institute for the Strategy of Social Change and University College, Dublin**, on the basis of questionnaires circulated to parents and teachers in participating schools. Over the two years, 75 schools were evaluated, generating responses from 494 teachers and 8,559 parents. The main findings for 2007 (which are very similar to those for 2006) were: 93% of teachers reported that parents were putting more fruit into their children’s lunchboxes after the programme, and 99% believed that the health of children in Ireland would benefit from the introduction of the programme in all primary schools. Furthermore, 94% percent of parents stated that children were eating more fruit and vegetables at home because of the programme and 88% reported eating more fruit and vegetables themselves as a result of the programme.

As a consequence of the programme’s success, the **Irish Government** decided in 2007 to fund the roll-out of the Food Dudes Programme to all primary schools in Ireland over a 5-6 year period. This commenced in April 2007 with 72 schools participating, followed by a further 231 schools in October and November 2007. This national roll-out has superseded the EU-funded programme and consequently Year 3 of the programme has been cancelled. The organisers of the programme state that the EU’s support of the programme was instrumental in ensuring that the national roll-out received financial backing from the Irish Government (528).

“Media Smart” is an industry-funded, not-for-profit media literacy programme that is targeted at primary-school children (aged 6 to 11 years). It aims to teach children to think critically about advertising through in-school teaching materials and television “infomercials”. The programme analyses real-life examples of advertising in interactive lessons, including advertising for food and drink products that is aimed at children. In 2007, Media Smart was launched in Hungary and Poland, adding to existing operations in Belgium, Germany, the Netherlands, Finland, Sweden and the UK. This has raised the number of European primary schools that have requested Media Smart materials to 25,544, which represents 37% of schools in markets in which the programme operates (up from 27% in 2006). Media Smart reached the highest proportion of total primary schools in countries such as Finland, the Netherlands and Germany (100%, 49% and 45%, respectively) and the lowest proportion in Belgium and Sweden (4.5% and 1% of schools, respectively). Media

Smart materials are available free of charge on request and are being promoted to 74,600 European primary schools across the eight Member States. The teaching materials are reviewed by “expert groups” of academics, government officials and teachers. The effectiveness of Media Smart was evaluated by the **Institute of Education** in London, but the results of this evaluation were not included in the monitoring report (427, 545).

The **Food Standards Agency** has published its Food Competences Framework, which sets out the essential food skills and knowledge that young people need in order to make healthier lifestyle choices. This Framework aims to create a flexible approach to enable teachers to develop activities to help young people acquire these skills and knowledge. The publication of the framework was preceded by a three-month UK public consultation on the draft framework and an accompanying regulatory impact assessment. The FSA now plans to embed the food competences in practice (759). As part of supporting these food competences, the FSA supports 92 out-of-school-hours “What’s Cooking?” clubs in the North East of England. These clubs provide young people with practical opportunities to cook, handle and learn about food and thereby develop the skills and knowledge to make healthier diet choices. An independent evaluation of the scheme will be published in Spring 2008 and the lessons from this will be applied to the forthcoming expansion of “What’s Cooking?” to the East Midlands region of the UK (760).

Autumn 2007 saw the launch of a framework document for school governors developed by the **FSA** and the **National Governors Association**. The aims of this framework document are: to take Governors, step by step, through actions they can take to develop a food policy; to inform Governors about the minimum standards for school food and their responsibilities towards the standards; to help Governors explore individual policy areas such as breakfast clubs; and to ensure that Governors have up-to-date information about the main organisations involved in school policies and activities. The framework has been published and distributed throughout England, and a research company has been commissioned to conduct an independent evaluation of the framework document and its usefulness to Governors (761).

By 2007, **Nestlé Hungary**’s nutrition education programme “Nutrikid” involved 130,000 children in 2,200 elementary schools (61% of such schools in Hungary). The programme is aimed at 10-12 year olds and aims to transfer nutrition information (free of all advertising) in easily digestible formats: workbooks, teachers’ handbooks, videotapes of an education cartoon, and an accompanying website. Figures for 2007 alone were not provided, but 130,000 children’s workbooks and 6000 teachers’ books have been produced since the programme’s launch in 2003 (442). Nestlé contributes 39% of the budget of Nutrikid Switzerland, which in 2007 sold 250 kits aimed at 10-12 year olds and 350 of the newly-developed kits aimed at 5-7 year olds; 50% of these kits went to private families, 30% to schools and 20% to nutrition specialists (448).

Kraft Foods has increased the scale of its “Health4Schools” programme, which runs in selected schools in Gloucestershire, UK, and aims to educate children on growing and learning about food, developing cooking skills, the importance of eating breakfast, and encouraging active play. As of September 2007, the number of participating schools rose to 100, each of which is provided with a cash award of £3,500. A survey of 24 participating schools indicates that 89% of schools reported that pupils’ awareness of healthy living had improved, 88% of schools claimed to have increased cookery activities for pupils, and 78% of schools indicated that they had increased the range of active play equipment available to pupils (457).

2007 saw the second phase of **Mars UK**'s "Body Smart" programme, a project that aims to encourage healthy eating and physical activity amongst the pupils of two schools in the Slough area of the UK. Initiatives include a breakfast activity club, after-school physical activity classes for parents and pupils, cookery lessons and a fruit scheme, although quantitative data for these activities were not provided. Notably, the scheme made measurements of participants' Body Mass Index (BMI) before, during and after the activities; early indications from a comparison of this monitoring data against the baseline indicate that there have been improvements in the BMI of participants (1008).

The education programme "Breakfast with Cereals!" was initiated by **Nestlé Romania** and the **Romanian Society for Paediatrics**. The programme aims to educate fourth grade children regarding the nutritional benefits of breakfast cereals and the importance of a daily breakfast for healthy development and better performance in school. The programme involves an educational stage, based on information booklets for children, educational games and resources for teachers, and a contest stage, where children compete to create a poster promoting breakfast cereals to their friends. In 2007, the programme involved 31,948 pupils and 1,493 pupils across 520 schools in 31 Romanian cities (445).

Nestlé continued to support the educational programme "Apetece-me" in Portuguese schools during 2007 through responding to schools' requests for programme materials, although no new activities were implemented. The programme consists of a set of tools aimed to guide teachers in constructing projects to promote healthy lifestyles, developed in co-operation with the **Portuguese Ministry of Education** and validated by the **Portuguese Society of Nutrition and Food Science**. The programme had a target of increasing the number of children and teachers participating in 2007, but there is no evidence if this has been achieved (438). **Nestlé Spain** has developed a programme to educate students, teachers and parents in basic nutrition and physical activity. The programme will provide books for students and teachers and will include a competition to design a poster on the importance of a healthy diet. Nestlé Spain claims that the programme will be launched to 10,000 Spanish students in 250 schools during the 2007-8 school year, although it is not clear if this had been accomplished at the time of reporting (1023).

A final educational programmes taking place in schools is **Danone**'s "Bon Appétit la Santé", an educational game aimed at promoting a healthy diet among children aged 5 to 6 years old, which has a wide uptake amongst Belgian schools. 2007 saw updates for the game supplied to teachers (774).

Moving away from initiatives focused on children, the **Nestlé Nutrition Studio** provides consumers in Germany with personalised advice and information services for a healthy and balanced nutrition and lifestyle. The studio includes: a mobile point of purchase unit, staffed by nutritionists, that tours retail locations to give consumers individual consultations on diet and lifestyle; and a telephone hotline to give consumers advice from dieticians. No figures for these activities were provided for 2007 (1020).

The Belgian National Food and Drink Industry (**FEVIA**) maintains the FEVIA fund, which aims to encourage and financially support educational projects that promote nutrition, physical activity and a healthy way of living. Projects are funded through open competition, which attracted 140 applications in 2007 (up from 49 in 2006), of which 14 were successful. The fund is managed by the **King Baudouin Foundation** and allocates a prize fund of €50,000 (269).

Nutrition Education Summary and Broader Context

An overview of the research indicates that educational interventions have, along with point of purchase interventions, the largest impact in schools and workplaces. Several studies have shown increased fruit and vegetable consumption following education interventions, particularly those involving face-to-face contact; however, reducing salt and increasing fibre intake has been more difficult.³⁶

Tailored interventions and interventions using multimedia and the Internet to complement traditional educational practices have been the most successful in increasing fruit and vegetable consumption in schools. For both workplaces and schools it has further been found that participatory and interactive educational methods, such as multimedia approaches, tend to yield larger positive effects than passive interventions, such as printed materials.³⁷

At a more general level, imperative to the success of nutrition education appears to be the involvement and commitment of “key individuals”. In both school-based interventions and in family settings, the commitment and enthusiasm of a “key individual”, such as a principal or parent, can increase the success of a program.³⁸

Finally, given increased population ageing, more and more studies are focussing on the effects of nutrition education on older adults, to better inform them of nutrition information and help them to make healthy choices. Like nutrition education interventions in schools and workplaces, the success of interventions for older adults has been linked to interactive and participatory approaches, in which participants and health professionals are in close contact.³⁹

Many of the 2007 Platform activities in this area aimed to provide nutrition education to children, as does most statutory education. Some of these activities were multi-national programmes such as Shape Up and EPODE, which have grown from the seed of small-scale projects that had apparent initial success in reducing obesity in participants. The apparent success of the Food Dudes programme has led to it making this transition from a small-scale to national project. Other projects attempt to change attitudes and behaviours in a particular region or a section of the national child population. Given the varying size and aims of these programmes it is difficult to provide an overview, but it is noticeable that most are funded by members of the food industry who have significant resources available.

³⁶ Buttriss, J., Stanner, S., McKeivith, B., Nugent, A., Kelly, C., Phillips, F., Theobald, H. E. (2004) "Successful ways to modify food choice: lessons from the literature", *Nutrition Bulletin*, Volume 29:4, pp. 333–343; Pomerleau, J., et al (2005) "Interventions designed to increase adult fruit and vegetable intake can be effective: A systematic review of the literature", *Journal of Nutrition*, 135(10): 2486-2495.

³⁷ Buttriss, J., Stanner, S., McKeivith, B., Nugent, A., Kelly, C., Phillips, F., Theobald, H. E. (2004) "Successful ways to modify food choice: lessons from the literature", *Nutrition Bulletin*, Volume 29:4, pp. 333–343; Patterson RE, Kristal AR, Glanz K et al. (1997) "Components of the working well trial intervention associated with adoption of healthful diets" *American Journal of Preventive Medicine*, Volume 13, pp. 271–276.

³⁸ Sahay TB, Ashbury FD, Roberts M, Rootman I. (2006) "Effective components for nutrition interventions: a review and application of the literature" *Health Promotion Practice*, Volume 7:4, pp. 1-10; Buttriss, J., Stanner, S., McKeivith, B., Nugent, A., Kelly, C., Phillips, F., Theobald, H. E. (2004) "Successful ways to modify food choice: lessons from the literature", *Nutrition Bulletin*, Volume 29:4, pp. 333–343

³⁹ Sahyoun NR, Pratt CA, Anderson A (2004) "Evaluation of nutrition education interventions for older adults: a proposed framework" *Journal of the American Dietetic Association*, Volume 104:1, pp. 58-69

When monitoring such commitments, it is helpful to state the specific actions that the programme accomplished, rather than its general aims or principles. Naturally, it is useful to monitor the number of people involved in the programme and what “involvement” consists of. Some of the Platform’s programmes have made provision for building in monitoring and assessment and networks for disseminating best practices. Some of these programmes have subsequently produced robust data on participation levels and outcomes. Often this is because the programme has collected baseline data on the health status of participants in order to compare them with post-project data. Naturally, there are difficulties in evaluating the effect of education on subsequent consumption behaviour, so many studies have relied on surveys of participant opinions before and after the conclusion of the project. In some cases, the monitoring forms referred to monitoring or evaluation information that had been produced but had not been included in the form; it would give a much fuller picture of the Platform’s achievements if this information were included. Finally, given that many of the educational activities in schools are undertaken by members of the food industry, it would be useful to receive information on the presence, if any, of commercial branding in these activities; some Platform members do provide this information and it will be very valuable for any assessment of the activities’ effects.

6.1.10. Nutrition or healthy lifestyles information (off-label)

Producing and/or distributing information about nutritional values or healthy lifestyles using mechanisms other than labelling.

In 2006, sixteen organisations in the Platform stated their intention to work together to develop a healthy lifestyles public information and advertising campaign, supported by the **CIAA**. The campaign’s stated aims are to raise the awareness of individuals (particularly children) about steps that can be taken to improve their diet and to increase levels of physical activity in order to achieve or maintain a healthy weight and lifestyle. To support this campaign, the **CIAA** presented research on how target groups understand and react to different healthy lifestyle messages to the Platform in 2007. The only other stated achievements in 2007 are meetings with national authorities in four Member States to explore their willingness to participate in the future campaign (610, 546).

EuroCommerce member **Accor Services** organises a programme whereby restaurant owners and their employees sign up to receive nutritional information that educates them about balanced menus and encourages them to provide such menus. The programme running in six (unspecified) European countries and 1,900 restaurants have signed the commitment charter. The main work of the programme is conceiving, adapting and designing the information tools (such as brochures, guidelines, posters and websites); the contents of the documents are prepared by national experts and are checked by the international expert panel of nutritionists. The programme will be monitored through random checks of affiliated restaurants every six months, and through employee surveys. The programme has generated media interest in France (157 press articles) and has also produced 40,000 recipe books for people in need, in partnership with the French Red Cross (1028).

FERCO members have agreed three main approaches to providing nutritional information to consumers: develop adequate nutritional information for the food they offer; agree with their client organisations on the content of the information to be provided to consumers and the best way of doing so; establish with their suppliers how best to make adequate information on products and ingredients available and set traceability requirements. **FERCO** also acts to foster co-operation between its members and public authorities to raise awareness amongst consumers on the need to adopt a balanced diet and modify their behaviour. As well as participating in national public initiatives, contract catering companies

are developing their own information campaigns in line with public initiatives. An overview of some of the members' activities in 2007 follows.

Sodexo Italy launched a campaign “Marrying pleasure with health” on consuming varied and balanced meals, checking BMI and waistline measurements and physical activity. The campaign was targeted at adults in workplaces and university students. In total, 1,800 posters and more than five million paper tray mats were distributed across 350 restaurants. **Serunion Spain** has created nine nutritional displays that are included on the back of the monthly menus distributed to children in 1,300 Spanish schools. **ARESP Portugal** distributed 50,000 leaflets advocating a balanced diet and exercise in company canteens, as well as 1,000 “Food Wheel” posters; ARESP also targeted 90,000 pupils aged 6 to 10 years old through posters, games, brochures and a travelling theatre. **Eurest Spain** has organised educational workshops for 1,200 school canteen assistants across 300 schools, to the benefit of approximately 45,000 children. Finally, **Serist Italy** organised a campaign promoting a fruit and fibre-based breakfast at primary schools; 20,000 brochures were distributed and 50 conferences were organised. Other FERCO members providing information on their activities in 2007 were **Sodexo Belgium**, **Albron Nederland**, **Gruppo Onama Italy** and **ISS Facility Services Sweden** (504, 505, 506).

The **UK Food Standards Agency** launched the third phase of its public awareness campaign on salt in 2007. The aim of this campaign is to raise awareness of the high proportion of salt that is found in everyday foods, as well as encouraging consumers to check labels and choose food options lower in salt. The campaign lasted several weeks and used TV, press and outdoor advertising, as well as leaflets and a dedicated website. Monitoring for this campaign indicated the following changes in the target audience by May 2007: the proportion claiming to make a special effort to cut down on the salt in the diet rose from 40% in 2004 to 55% in 2007; the proportion who claimed to be cutting down on salt by checking food labels rose from 8% in 2004 to 17% in 2007; the proportion claiming to look at the label to find out the salt content rose from 34% in 2004 to 53% in 2007. The number of people was not provided and the target audience group was not defined (158).

The European Food Information Council (**EUFIC**) provides science-based information on food safety and quality and health and nutrition to the media, health and nutrition professionals, educators and opinion leaders, in a way that promotes consumer understanding. In 2006, EUFIC redesigned its website to offer clear, sound, science-based information on food and nutrition. From June to September 2007, EUFIC conducted a “One Year On” survey of 3,004 visitors to the website to determine whether the new site met visitor expectations. Results from the survey showed that from 28 June 2006 to 31 October 2007 there were in excess of 7.9 million visitor sessions to the new site, which represents 25% year-on-year growth or the equivalent of 86,500 new visitor sessions per month. Compared to the baseline data from 2005-6, there has been an increase in the proportion of health professionals, educators and scientists completing the survey: 63% of respondents regularly visit the site for professional use; there is also evidence that respondents visit more often and stay longer than in 2005-6.

With regards to specific EUFIC activities, in June 2007, EUFIC launched the “Latest Science” information service, which provides subscribers with a user-friendly summary of the most relevant recent research on nutrition, health and food safety; 26,000 subscribers receive this service. EUFIC has also conducted two interviews with the Chair of the EU Platform, Robert Madelin, on the occasion of the Platform's second anniversary and the launch of the EU White Paper on Nutrition, Overweight and Obesity. These interviews have

been provided online as podcasts and were downloaded a total of 5,022 times in 2007. Finally, EUFIC progressed with its commitment to translate its website material into new languages by launching the Greek EUFIC website to coincide with Commissioner Kyprianou's visit to Greece to launch the Greek Obesity Platform, as well as translating the site into Polish, Czech and Slovak (520, 524, 526).

The **CIAA** finalised a brochure on labelling in 2006 that aimed to reinforce consumers' understanding of the role of nutrients within the overall context of food intake and to empower people to make better informed choices. In 2007, national federations have been translating this brochure into their national languages and context. A stated total of 11,100 copies of the brochure have been distributed across the various countries, which has been publicised at various conferences and has received the support of national governments (595). The German Retail Association (**HDE**) has been participating in the development of voluntary nutrition information guidelines for German companies, together with the **German Ministry of Nutrition, Agriculture and Consumer Affairs** (738).

FEVIA, the Belgian National Food and Drink Industry Federation, maintains a Nutritional Policy Charter that requires signatories to possess knowledge of the nutritional and health aspects of their own projects and to provide appropriate nutritional knowledge to consumers. Other commitments of the charter include making progress to improving the nutritional content of food products and to collaborate with educational programmes to promote healthy lifestyles. By 2007, 234 companies had subscribed to the Charter, an increase of 30 on 2006 figures; these companies represent 56% of the turnover of the Belgian food industry. Data from the participating companies has been compiled to create the Second Report on the Nutritional Policy of the Belgian Food Industry, which indicates an increase in the number of companies investing in the training of their employees (263).

FEVIA also contributes 5% of the annual budget of NUBEL (€15,000), which is a mixed (private-public) non-profit initiative that gathers data on the nutritional composition of products and makes them accessible to the public. 2007 saw NUBEL introduce new communication methods, such as a food planner (a diary to keep track of food consumption), 600 licenses for which have been purchased by health professionals, schools and consumers (268).

The programme Ensemble surveillons sa corpulence aims to make health professionals aware of the importance of calculating Body Mass Index (BMI) and other indicators of obesity in children, and provides tools to enable the measurement of such indicators. During 2007, the **French Danone Institute** distributed 1,795 free BMI measurement and monitoring kits to health professionals, including dietitians (who received 30% of kits), general practitioners (20%), paediatricians (10%) and nurses (5%), while 300 refill kits were ordered. The programme also aims to raise parents' awareness of childhood corpulence through dissemination of leaflets, although figures on the distribution of leaflets were not provided for 2007 (800).

In 2007, **Nestlé** in the UK has worked with the **British Nutrition Foundation** to provide information on nutrition education for 1,284 Make Space clubs across England, which have approximately 12,000 members aged 11 to 19 years old. The intervention had two main aspects: a newsletter called "Making Health Easier", which distributed to 1,284 youth workers and includes recipe cards following survey feedback; and a Recipe Competition, which was launched in January 2007 in all the clubs and awarded prizes in September and October 2007. Survey feedback has been positive (1026). **Mars** contributed €20,000 to the

Irish Nutrition and Health Foundation (NHF) in 2007, which represents 5% of its annual budget. The NHF undertakes, supports and publishes consumer research, promotes lifestyle messages through General Practitioners, and runs a Workplace Wellbeing Programme that has been run in 35% of Irish companies (1014).

The **Metro Group** claims that its campaign on nutrition and exercise, “Gut für Dich”, has made more than 200 million contacts through advertising, promotions and a website since it was launched in March 2007. The Group also distributes a fortnightly magazine containing nutrition articles that has a 1.5 million circulation in Germany and has distributed 2.5 million “Nutrition and Health” flyers in 345 stores (735). Similarly, **Nestlé** in Spain distributes information on wellness and nutrition through its “A Comer Bien!” platform, which comprises a twice-yearly magazine (mailed to 440,000 households), a website (450,000 visits during 2007) and a monthly newsletter (sent to 237,000 users each month) (1024).

Nestlé also contributes to the activities of the **German Platform on Nutrition and Exercise** (“Plattform Bewegung und Ernährung”) through personal engagement of its management in the Platform’s steering committee, as well as paying a membership fee. In 2007, the Platform has promoted an active lifestyle by addressing children through schools and day-care institutions, overseeing television campaigns aimed at children and parents, and sharing best practices between stakeholders (656).

Groupe Casino organised a ten-day event in April 2007 where 103 dieticians were present in 153 stores to give advice to consumers on nutritional balance and the need for variety in diets. In addition, by 2007 Groupe Casino had distributed 570,000 nutritional guides to consumers since April 2006 (725). Similarly, **Coop Italia** organised events in its 300 supermarkets and 70 hypermarkets where dieticians and nutrition experts gave advice to shoppers, as well as distributing a dossier on physical activity and healthy diets, which was produced under the supervision of the **Italian National Institute for Research on Food and Nutrition** and the **Italian Society for the Study of Obesity** (594).

2007 saw the conclusion of the “Health in Europe” project, which aimed to improve information and knowledge for the development of public health through television documentaries, radio broadcasts and press and internet articles on health issues. The eight hour-long documentaries it produced were adapted and distributed to public service broadcasters in twelve countries for transmission. “Health in Europe” is also supported by an online information exchange for **European Broadcasting Union** members (www.healthineurope.tv) that contains an exchange pool of 123 pieces of television footage on health and 71 radio documentaries on the subject. The project was managed by the European Broadcasting Union, received the support of **DG SANCO** and was co-financed by the **European Commission’s Public Health Programme** (655).

As part of its “Smart Choice” programme, running in 500 Belgian schools, **Mars** supports schools in the promotion of responsible snacking through the development of materials such as vending machine stickers with healthy lifestyle tips and 1,500 Smart Choice brochures (1036). Similarly focusing on school children, **FNSEA** (the French Farmers’ Union) organises a national network of “open” farms, which are visited by school children every year. In May 2007, 581 FNSEA farmers distributed an educational poster, designed by the French national plan for nutrition and health, to 697 primary school teachers. On the basis that there are 25 children per classroom, FNSEA estimates that 17,400 children have seen

this poster, which represents 35% of the total number of children visiting “open” farms each year (793).

Mars in Germany has developed the communication platform “CleverNaschen”, which aims to provide parents with information on children’s nutrition, exercise and health. The “CleverNaschen” website was set up in 2007 and provides advice from experts in different fields (psychology, sport, paediatrics) on how to cope with difficulties associated with children and snacking. Since September 2007, 129,473 page impressions of the website have been generated (1009). Many other Members have created websites that provide information on nutrition and/or healthy lifestyles, including the **European Snack Association** (604). **Nestlé Portugal** maintain a section of their website (the “Wellbeing Area”) that provides nutritional information; owing to the addition of new content and the development of interactive tools, the number of visits increased by 550% on 2006 levels to 45,000 visits in September 2007 (1021). The Belgian National Food and Drink Industry Federation (**FEVIA**) maintains a website that aims to provide objective information on the relation between food and health, which was visited by an average of 11,365 visitors in November 2007 (266). The **UK Food Standards Agency** continues to support its “Food Vision” website, which aims to promote safe, sustainable and nutritious food to improve local community health and well-being (762). The **European Vending Association** has launched a web page dedicated to the dissemination of initiatives of vending actors on healthy lifestyles, which currently provides information on 31 initiatives by EVA members, including seven on reformulation activities (801). The EVA has also posted tips for healthy living on its intranet and created posters on this theme for internal display (803).

Nutrition Information (off-label) Summary and Broader Context

A recent review of the topic found that the average health campaign affects the intervention community by about five percentage points; nutrition campaigns for fruit and vegetable consumption, fat intake and breastfeeding have been slightly more successful on average than for other health topics.⁴⁰ The most successful campaigns paid attention to the specific behavioural goals of the intervention, the target population and the message content and evaluation.

The provision of information on nutritional values or healthy food choices at the point-of-purchase has been shown in several cases to increase the sales of the targeted and healthy products, especially when supplemented by other strategies (e.g. pricing). In restaurant settings (which include workplaces, canteens and schools), the provision of information has been more successful than in grocery stores. Overall, it is unclear if these strategies yield long-term effects, as the scope of many studies is short-term.⁴¹

Regarding the type of off-label nutrition information, current studies focus in a large part on the difference between print materials and online nutrition information. It appears that, overall, web-based interventions are more effective in improving nutritional knowledge and influencing behavioural outcomes than traditional non web-based printed materials.⁴² Most

⁴⁰ Snyder, B. (2007) “Health communication campaigns and their impact on behaviour”, *Journal of Nutrition Education and Behaviour* 39(2): S32-40.

⁴¹ Glanz, K., Hoelscher, D. (2004); Glanz, K. Yaroch, AL. (2004) “Strategies for increasing fruit and vegetable intake in grocery stores and communities: policy, pricing, and environmental change”, *Preventive Medicine*, Volume 39 (Suppl. 2), pp. 75–S80

⁴² Wantland DJ, Portillo CJ, Holzemer WL, Slaughter R, McGhee EM. (2004) “The effectiveness of Web-based vs. non-Web-based interventions: a meta-analysis of behavioral change outcomes” *Journal of Medical Internet Research*,

*of these studies focused on adults, however, and initial studies involving adolescents have, interestingly, not yet found any differences in the effectiveness of web or non-web based nutrition information.*⁴³

Naturally, the provision of nutrition information covers a great variety of actors at many different levels of society, from coordinated multi-country, multi-platform healthy lifestyles public information campaigns to the more targeted information provision of a website on a particular topic. Information was provided through traditional mass media advertising channels, websites, newsletters, brochures, posters, magazines, measurement kits, and was distributed in schools, after-school clubs, supermarkets, general practitioner surgeries and restaurants (thereby overlapping with the “point of purchase” category).

As the research indicates, there are difficulties in attributing changes in knowledge and behaviour to information provision activities, particularly over the long-term. There are, however, some Platform actors that have attempted to assess the short-term impact of their campaigns through survey exercises, which is very helpful for monitoring purposes.

As noted above, it has also been shown that successful campaigns have some common features. Therefore, it is important to ensure that monitoring provides information that reflects the specific behavioural goals of the intervention and the specific characteristics of the target population, for example. In this regard, the CIAA’s research into how target groups understand and react to different healthy lifestyle messages is a helpful complementary exercise.

6.1.11. Promoting health qualities of own products

Highlighting the healthy aspects of food products or promoting food products that are claimed to have health benefits, when the promoter is also the producer of the particular products (or represents the product’s producers in some way).

Danone’s “Danone et vous” is a programme that aims to provide nutritional and health information and advice for the French public, based on the advice of nutritionists and surveys of the programme’s effects. The “Danone et vous” print programme is received by 3.7 million French households, and includes a tri-annual magazine and an annual guide; in addition, the “Danone et vous” website receives 700,000 hits a month, up from 400,000 in 2006 (782).

Nestlé’s Nutrition Studio for consumers in Germany includes an online platform, where consumers can request personalised nutrition monitoring and advice, as well as accessing information. The online platform received an average of 350,000 visits between January and November 2007, making it the third most popular nutrition website in Germany (1020). In 2007, **Nestlé Portugal** distributed 20,000 twelve-page brochures and product samples inside trains leaving Lisbon between 5pm and 8pm over four days. (1022).

CIAA member **CEEREAL** (The European Cereal Breakfast Association) organised a 2007 Breakfast week to promote the importance of breakfast to regulators, EU officials and the media, and to demonstrate the progress the cereal industry is making in terms of

Volume 6:4, e40; Patterson RE, Kristal AR, Glanz K et al. (1997) “Components of the working well trial intervention associated with adoption of healthful diets” *American Journal of Preventive Medicine*, Volume 13, pp. 271–276

⁴³ Marks JT, Campbell MK, Ward DS, Ribisl KM, Wildemuth BM, Symons MJ. (2006) "A comparison of Web and print media for physical activity promotion among adolescent girls.", *Journal of Adolescent Health* Volume 39:1, pp. 96-104

reformulation. The two-day event was held at the European Parliament and the Residence Palace and the extent of materials given away indicate that approximately 800 people visited the event (778).

6.1.12. Point of purchase

Changing food purchasing patterns through mechanisms implemented at the point of purchase. These may include: altering the product range available at point of purchase and the pricing of items in that range.

UNESDA has committed to ensure that there are no vending machines in primary schools (unless requested by the school directly). This commitment was monitored by sending questionnaires to 38,816 schools across four markets (Belgium, Germany, Spain and Czech Republic), and the indicators suggest a 93.9% compliance rate. UNESDA has also committed that in secondary schools a full variety of beverages is offered (such as water, juice, low and no calorie drinks) in unbranded vending machines. Questionnaires sent to 24,352 secondary schools in the same four markets indicate that 66.9% had a full range of beverages in vending machines, and 69% reported that these machines were unbranded (581).

The European Vending Association (**EVA**) has been monitoring the adoption of, and adherence to, its Best Practice Guidance document “Vending in Schools: A Matter of Choice” by its 18 National Associations in Europe. This guidance document includes the following requirements: members of the EVA will always provide schools with the opportunity to choose an unbranded vending machine; members will offer a wide range of products from which schools can choose, including products low in calories, sugar and fat, and they will not offer multi-packs or king-size products; and members will not actively seek to place vending machines in elementary or primary schools, unless asked to by the school or relevant education authorities.

Ten of the 18 National Associations reported back to the EVA (this response rate is affected by the fact that some of these Associations are based in countries that regulate vending machines in schools and thus did not respond). Reports from the associations show that the compliance rate for the commitments amounts to a weighted average of 80%. This is slightly lower than the 2006 figure of 84%; EVA attributes this outcome to the change in response rates. There were some discrepancies across areas: the EVA achieved a weighted average compliance rate of 88% in the area of “offering a broader product range”. The EVA estimates that 80% to 100% of operators that work with schools are covered, although it should be emphasised that this is not a certified figure (518).

The **European Snack Association** has produced guidelines on responsible practices for commercial communications, and sales in schools and vending, which it reports have been adopted by 80% of the sector in 2007, although absolute numbers were not provided (604). Similarly, in 2007 **Mars** developed a new Advertising Code, to be implemented in early 2008, which will ensure that the company does not place vending machines in primary schools (1018).

Members of the European Federation of Contracting Catering Organisations (**FERCO**) have committed to a set of national guidelines on nutrition that are applicable to the contracting catering sector. The guidelines include: increasing clients’ awareness of the need to offer varied food to consumers; promoting the use of less fat, sugar and salt and smaller servings; and proposing increased provision of fruit and vegetables to consumers. This framework has

been implemented in varying ways according to country. For example, the Spanish Contract Catering Federation (**FEADRS**) has developed a Nutrition Protocol for school menus that fixes minimum requirements for catering companies. Each month, **Sodexo Spain** issues specific nutritional recommendations for schools across 298 locations, reaching 144,000 users. Serunion Spain uses an online database that stores information on different food types to support the creation of dishes and the size of servings for different consumers. For monthly school menus, all dishes are classified according to the type of nutrient they provide and its maximum and minimum frequency in a balanced diet. **Veneca Nederland**, **Albron Nederland**, **Sodexo Belgium**, **Eurest Sweden**, **ISS Facility Services Sweden** and **Fazer Amica Sweden** have all been involved with implementing national nutritional guidelines.

In terms of actions that are not consumer-facing, **FERCO** and its trade union equivalent (the **European Federation of Food, Agriculture and Tourism Trade Unions**) signed a common statement in October 2007 that emphasizes the contribution that the contract catering sector could bring to the fight against obesity and stresses the need for training of employees with regards to nutritional principles and increasing consumer awareness of the importance of a well-balanced diet and physical exercise. This voluntary and non-binding agreement covers 600,000 employees. At a company level, **FERCO** member **Albron Nederland** organised two conferences for its 140 food suppliers to stimulate them to invest in product innovations to improve health benefits and to explain Albron Nederland's goals for healthy food provision. **Sodexo Belgium** held a training course for 500 chefs to introduce alternative cooking methods and new recipes. Similarly, in November and December 2007 **FEADRS** organised 22 cooking workshops for 715 chefs operating in school canteens. Despite these efforts, in some cases **FERCO** members were hindered because client organisations are not interested in the nutritional quality of the menus (504, 505, 506, 507).

FRESHFEL (the EU Association for the Promotion of Fresh Fruit and Vegetables) organised a workshop with **FERCO** in 2007 that aimed to share experiences on the supply chain of fresh fruits and vegetables from producers to caterers. Both organisations agreed that developing the right products could increase consumption of fresh fruit and vegetables, although there are major challenges in terms of waste management, storage capacity, packaging and pricing (819). At the end of the grocery supply chain, the **Danish Chamber of Commerce** has encouraged its 20,000 member companies to adopt a 13-point plan that uses grocery stores' position as points of purchase to help consumers make healthier choices. Amongst other things, the plan commits stores to expand the selection of healthy foods such as fruit, vegetables, fish and energy-reduced alternatives, assisting in campaigns giving advice on healthy diets, and providing healthy recipes (727).

Point of Purchase Summary and Broader Context

An overview of the research on the topic suggests that there are several actions which can be taken at the point of purchase to can promote a healthy diet. Environmental interventions to promote a healthy diet and influence eating patterns have been most successful in relatively confined spaces, such as schools, universities and the workplace.⁴⁴ Specific point

⁴⁴ Seymour JD, Yaroch AL, Serdula M, Blanck HM, Khan LK (2004) "Impact of nutrition environmental interventions on point-of-purchase behavior in adults: a review." *Preventive Medicine*, Volume 39, pp.S108-S136; Story. M., Kaphingst. KM., Robinson-O'Brien. R., Glanz. K. (2008) "Creating Healthy Food and Eating Environments: Policy and Environmental Approaches", *Annual Review of Public Health*, Volume 29:6, pp. 6.1-6.20

of purchase interventions in schools show that healthier diets can be stimulated by offering healthier options.⁴⁵ However, if opportunities exist to acquire unhealthy foods via a different means, compensation might occur, thus eliminating the effect of interventions.⁴⁶

Pricing strategies are interventions commonly associated with positive results. Reducing the price of targeted health products, either via coupons or directly, has been effective to increase purchases in grocery stores, restaurants, canteens and at work sites. This is also the case for vending machines with price-reduced health products.⁴⁷ Other interventions at the point of purchase have yielded less clear or mixed results, such as increasing availability and access to healthy foods. Some interventions in supermarkets found no significant increase in fruit and vegetable consumption following increased availability.⁴⁸

The two main Platform activity areas with regards to point of purchase concerned vending machines in schools and contract catering. **UNESDA**, **EVA** and the **ESA** have provided evidence of reduced activity or modified practices with regards to vending machines in schools across a range of European countries. The ways in which practices were modified were providing unbranded vending machines, offering a greater variety of products (including healthier options) and adopting responsible commercial communications. **FERCO** has been the main actor in the field of contract catering, issuing guidelines for its national members, which have been implemented in various ways. There is also evidence that contract catering companies have taken actions to improve the production of healthy foods throughout their supply chains.

Monitoring in this area has made very useful attempts to quantify the extent of the actions, often through surveys. Again the importance of providing both absolute and relative numbers to put results into context must be stressed. Where the action is a voluntary agreement or statement, it is helpful to detail the specific actions arising that may have an impact on the health of European consumers.

6.1.13. Workplace-based initiatives

Initiatives that are aimed at encouraging or mandating various aspects of a healthy diet and lifestyle, often through a holistic programme of activities, and which are based in workplaces.

Since 2005, **Danone** has run an ‘Active Health Programme’ to help employees gain more awareness about what impacts on their health, how they can manage this and what positive interventions they need to put in place to make changes. There are two strands to the project. Firstly, there is a core programme, consisting of regular activities such as access to healthy foods, workshops and Occupational Health support; secondly, specific campaigns take place throughout the year: in 2007, these focused on maintaining resolutions at New Year and taking advantage of summer activities in July. Attendance at workshops has been measured at over 60% of employees, measured levels of employee engagement have increased and

⁴⁵ French S, Story M, Fulkerson J, Hannan, P (2004) "An Environmental Intervention to Promote Lower-Fat Food Choices in Secondary Schools: Outcomes of the TACOS Study" *American Journal of Public Health*, Volume 94:9, pp. 1507-1512

⁴⁶ Cullen K, Watson K, Zakeri I, Ralston K (2006) "Exploring changes in middle-school student lunch consumption after local school food service policy modifications", *Public Health Nutrition*, Volume 9:6, pp. 814–820

⁴⁷ Glanz & Hoelscher (2004) "Increasing fruit and vegetable intake by changing environments, policy and pricing: restaurant-based research, strategies and recommendations", *Preventive Medicine*, Volume 39 (Suppl. 2), pp.88-93; Buttriss, J., Stanner, S., McKeivith, B., Nugent, A., Kelly, C., Phillips, F., Theobald, H. E. (2004) "Successful ways to modify food choice: lessons from the literature", *Nutrition Bulletin*, Volume 29:4, pp. 333–343

⁴⁸ Steenhuis I, Van Assema P, Van Breukelen G, Glanz K, Kok G, De Vries H (2004) "The impact of educational and environmental interventions in Dutch worksite cafeterias", *Health Promotion International*, Volume 19:3, pp. 335-343

Danone is present on the UK Business in the Community's Leadership and Practitioners team on Workplace Health (**ADAM**).

Kraft has developed workplace health and wellness programmes that focus on providing employees with information about healthy lifestyles, and providing access to preventative services. In 2007, "Health & Wellness" days were organised in eight countries, while ongoing information and initiatives about health and wellness, which encourage people to develop healthy habits, took place across the EU region. For example, Kraft in Hungary, Lithuania, Latvia, Estonia, the Czech Republic, Slovakia and Poland organised an "Apple day", when employees received a welcome letter in the morning with information about the benefits of fruit consumption and apples were distributed in canteens, offices and at the reception. It appears that sales of fruit in these offices' canteens increased subsequent to the Apple Day initiative. Kraft's operations in Italy provides nutritional information about the meals served in its canteens and displays the energy content of each dish and information about selecting a healthy lunch. A dietician is invited to explain the information and, if requested, to give recommendations for a personalised diet (456).

In 2007, **Kraft** has also developed a Nutrition Training Programme for employees that aims to increase employees' basic understanding of nutrients and diets and the role they play in health and disease prevention. The first nutrition training session will be held in 2008 (456). Kraft's employee wellness programme also aims to create opportunities for physical activity. Activities that Kraft claims to provide include lunchtime walking or running, on-site exercise classes, and it also claims to offer facilities such as on-site showers and bicycle sheds to encourage people to be active at work. Kraft also states that it offers subsidised membership or free trials at fitness clubs (456).

Nestlé runs the programme "Wellness for Me" for its employees in Switzerland, which aims to motivate employees to adopt a healthy diet and to give them practical tools to achieve this goal. The programme puts on one event every second month (in 2007 there were five such events, focusing on reducing costs for healthy meals in the canteen, exercise bikes and low fat ice cream), provides free membership to 30 sports and leisure clubs and provides free fruit and water and pedometers to employees (449).

Mars Central Europe has developed a Wellness programme to be piloted in Poland. The programme has a defined structure, made up of a series of steps that cover a health risk assessment questionnaire, basic biometric data awareness, analysis of weekly diet and activity patterns, and the formation of groups of Mars associates who wish to take action in a particular aspect of their lives. As a result, **Mars Polska** provides all its associates with access to medical specialists to act on the information from the health risk assessment (completed by 225 Mars associates), as well as a free gym and swimming pool to those who participate in the Wellness programme. 1,100 Mars associates took part in a Health Week that included lectures on diet, physical exercise sessions, advice on smoking cessation, free healthy snacks made available, changes in the canteen, on-site sports activities. The decision to roll out the Wellness programme in Poland was taken after a health needs assessment survey of 670 Mars Polska associates, which provided baseline data against which to measure future progress. Mars aims to expand the programme throughout its Central Europe offices (1006).

Mars Hungary has developed a "Healthy Workplace" programme that it suggests can be modelled by any member of the Platform. The programme has four components. The first is the creation of voluntary "Fitness Ambassadors", who coordinate activities within the

company and promote physical activities within the company, trained by a professional fitness instructor. Twelve associates volunteered to be Fitness Ambassadors in 2007. The second component is a monthly hour-long session organised for associates on different nutrition topics, such as the importance of breakfast in healthy nutrition and education on BMI. Six of these sessions were held in 2007 for 900 associates. Thirdly, there is a Regional Outdoor Programme, which promotes and creates opportunities for physical activity in as many local events as possible. Mars achieves this through sponsorship and organising new events, in conjunction with the Ministry of Local Government (13 events in 2007). Mars also established permanent opportunities for sporting participation by its associates (football, squash, tennis), and reports that 4,000 of these opportunities were created in 2007. The final component is a “Green Team”, where associates can act on their ideas to help the local community. During 2007 this included activities such as gardening in the local school and painting local facilities. The total cost of the programme in 2007 was approximately €36,000 (1007).

In 2007, most of the activities for **PepsiCo**’s “Health and Wellness” programme took place in the company’s Benelux operations, where the local “Taste for Tomorrow” initiative ran a series of workshops to educate local staff about healthy lifestyles. GDA labelling was rolled out on all food provided in local canteens, and fresh fruit is available on-site for all employees (619).

In 2007 **Freshfel** developed a “Fresh Produce Charter” on fruit and vegetables in the workplace, which has been sent to nearly 100 Freshfel member companies and 20 National Associations. This charter commits the signatory company to provide fruit and vegetables for its employees in meetings and reception areas. Exact figures on the number of signatories are not provided, but they include companies such as **Fyffes**, the **Bama group**, **Dole** and **Chiquita** (775). Similarly, the Standing Committee of European Doctors (**CPME**) provides a 4.5kg fruit basket each week in its office at a weekly cost of €25 (1041).

Workplace Initiatives Summary and Broader Context

Several studies have shown positive results in increasing the consumption of fruits and vegetables and promoting a healthy lifestyle in the workplace. Information strategies, which consist of the provision of nutrition information at the point of purchase in worksites, have shown overall positive results in decreasing the overall energy intake of employees.⁴⁹ Furthermore, targeting particular healthy products and increasing their availability has been shown to be successful, when combined with a pricing strategy.⁵⁰ Finally, simply increasing the amount of fruits and vegetables present in ready-made meals in cafeterias in the workplace yields positive results on employees’ overall intake.⁵¹

⁴⁹ Seymour JD, Yaroch AL, Serdula M, Blanck HM, Khan LK (2004) "Impact of nutrition environmental interventions on point-of-purchase behavior in adults: a review." *Preventive Medicine*, Volume 39, pp.S108-S136

⁵⁰ Glanz & Hoelscher (2004) “Increasing fruit and vegetable intake by changing environments, policy and pricing: restaurant-based research, strategies and recommendations”, *Preventive Medicine*, Volume 39 (Suppl. 2), pp.88-93; Jefferey, RW., French, SA., Raether, C. (1994) “An environmental intervention to increase fruit salad purchases in cafeteria”, *Preventive Medicine*, Volume 23, pp 788-792; Buttriss, J., Stanner, S., McKeivith, B., Nugent, A., Kelly, C., Phillips, F., Theobald, H. E. (2004) "Successful ways to modify food choice: lessons from the literature", *Nutrition Bulletin*, Volume 29:4, pp. 333–343

⁵¹ Lassen A. et al (2003) “Successful strategies to increase the consumption of fruits and vegetables: results from the Danish ‘6 a day’ Work-site Canteen Model Study”, *Public Health Nutrition*, Volume 7, No. 2, pp. 263-270

The Platform commitments in this area include workplace initiatives by major companies who have the ability to reach thousands of workers across various European countries. Interestingly, many of these initiatives appear to have been set up as ongoing programmes, rather than isolated events, which could lead to the promotion of healthier lifestyles being ingrained in corporate activities in the long-term. The initiatives cover the structured provision of information on both nutrition and physical activity; increased provision of healthier food options in workplace canteens and in the general work environment (such as fruit baskets); organizing specific sport and physical activity initiatives; and facilitating access to physical activity through subsidies relating to sports venues.

The two main issues for monitoring such commitments are the number of employees participating in the initiatives and the initiatives' effects on the health of these employees. In general, the companies have been able to provide figures on the number of employees participating in these schemes, although this varies according to actor. A few companies appear to have laid the foundations for monitoring the effect of these initiatives on their employees by, for example, gathering baseline data.

6.1.14. Attempting to influence policy-makers

Attempts to advance the aims of the Platform through directly engaging and influencing policy-makers.

The European Association for the Study of Obesity (**EASO**) aims to inform European health policy towards obesity prevention and management. In April 2007, it convened the European Congress on Obesity, which involved 2,700 participants and gave media briefings highlighting the rising prevalence of overweight and obesity. EASO also formed three new task forces to deal with childhood obesity, prevention and management (533).

The International Obesity Task Force (**IOTF**) undertook a range of activities aimed at improving the understanding of obesity and its prevention in 2007. These actions included: media advocacy through briefings for journalists focused on the European Congress on Obesity; collaborating with **WHO Europe** on the development of the Second Food and Nutrition Action Plan; co-ordination with the WHO and Member States to strengthen support for key objectives of the European Charter on Counteracting Obesity; and publishing revised estimates for overweight and obesity in adults and children in Europe (531). The IOTF has also commenced the development of a dynamic modelling tool to evaluate potential health gain and assess the lifestyle-mediated health impact of policies, called DYNAMO-HIA (814). Finally, the IOTF has supported the development of the European Childhood Obesity Prevention Alliance (811).

One of the **IOTF**'s main activities in 2007 was the Health-Promotion Through Obesity Prevention Across Europe: An Integrated Analysis To Support European Health Policy (HOPE) project. The aim of HOPE is to create a European scientific network of European research efforts on the determinants and interventions of nutrition, physical activity, and overweight and obesity prevention. This "network of networks" intends to pull together all expertise and projects that are currently ongoing or being developed in this area within the European Union. This compilation of knowledge within the network will be translated into policy recommendations for obesity prevention. In terms of actions for 2007, the IOTF has developed ten work packages to move towards the establishment of HOPE, covering all its intended functions. Amongst other actions, these packages involved contacting leaders of all ongoing research efforts at the European level on obesity prevention, nutrition and physical activity, and health inequalities. Contact was established with 3,000 obesity-related

organisations affiliated to the IASO and EASO in the European region, several hundred of whom subsequently visited the HOPE website. In addition, approximately 400 individuals from the scientific and policy community have contacted the HOPE team and asked to be kept informed of ongoing developments (809).

One of the main actions of the International Baby Food Action Network (**IBFAN**) in 2007 has been the campaign to influence the implementation of the EC directive 2006/141/CE into national laws. The campaign involved up to three internet postings per month, as well as website alerts to IBFAN groups, partner NGOs and MEPs, and meetings with the **UK Food Standards Agency** and the legal unit of the **EC's Directorate-General for Health and Consumer Protection**. IBFAN also claims to have reached 1,000 health professionals and lay organisations regarding its work in the European region. In terms of outcomes, IBFAN indicates there is some evidence of changes in national policies, statements from policy officials and draft proposals for legislation implementing the Directive. Statistics for the UK indicate a rise in breastfeeding initiation rates but no significant rise in duration; research published in 2007 shows that the baby drinks market in the UK has decreased, and IBFAN suggests this may be owing to the actions of NGOs such as itself (615).

FERCO produced a press release and 500 copies of a brochure illustrating the contribution that contracting catering can make to the fight against obesity in Europe. These materials were produced for an audience of 160 decision-makers and public health authorities at an event organised by the EU Platform on Diet, Physical Activity and Health in July 2007 (820).

The Standing Committee of European Doctors (**CPME**) has continued its efforts to advocate the prevention of cardiovascular disease in Europe. To do so, CPME has met with members of the European Commission's Directorate-General for Health and Consumer Protection (**DG SANCO**) and has prepared for an event during the European Health Forum Gastein 2008 (653).

Influencing Policy makers: Summary and Broader Context

Since policy makers have the ability to initiate and shape government actions that can deploy significant resources to tackle obesity, it is understandable that some organisations should attempt to influence or inform their decisions. The variety and complexity of modern governmental processes means that organisations with sufficient information, contacts or resources have multiple opportunities to exert influence.⁵² However, this variety and complexity⁵³ also mean that the process by which influence is exerted is complex and presents many obstacles to organisations wishing to "make their case", which means that attempts to do so often have limited success.⁵⁴

Most of the Platform Members reporting on actions in this area are non-governmental organisations concerned with obesity or related issues. Understandably, these Members reported mainly on public awareness-raising activities, rather than more informal contacts with policy-makers. Given the complexities of attempting to influence policy-makers, it can

⁵² Coen, D. (1998) "The European Business Interest and the Nation State: Large Firm Lobbying in the European Union and Member States", *European Journal of Public Policy* 18:75-100.

⁵³ European Parliament Directorate-General for Research (2003) *Lobbying in the European Union: Current Rules and Practices*. Working Paper AFC0 104 EN 04-2003.

⁵⁴ Hull, R. (1993) 'Lobbying Brussels: A View from Within', in Mazey, S. and Jeremy Richardson (eds) *Lobbying in the European Community*, pp. 82-92. Oxford: Oxford University Press. .

be difficult to attribute particular actions to resulting policy decisions. Therefore, accurate monitoring in this area may often concentrate on outputs, such as the number of press conferences held or materials distributed, rather than on outcomes, such as influencing legislative changes.

6.4 Physical activity

6.1.15. Non-sport participation

Providing specific opportunities for non-sport physical activity.

The programme “Faut que ça bouge”, supported by **Danone**, uses a pedagogical kit to help French school teachers to organise games that involve physical activity. The programme was promoted in two teachers’ magazines, and 330 kits have been ordered online since October 2007 (463).

6.1.16. Sport participation

Providing specific opportunities for non-sport physical activity.

2007 saw 2.6 million children from 110,000 schools across 40 countries participating in the FIFA-endorsed **Danone** Nations Cup in 2007. 40 teams qualified for the final stages in France, and 32,000 spectators attended the final in Lyons (462).

The Fitness Industry Association (**FIA**) expanded its “GO” (“Girls Only”) scheme, which offers sport and exercise opportunities for girls aged 15 to 16 years old. This is accomplished by partnering schools with local health clubs and fitness centres, so that a fitness instructor can offer tailored group activity sessions and support. In 2007, 152 schools participated (compared to 94 in 2006), with 4,560 children taking part (compared to 2,820 in 2006). An evaluation of the programme was undertaken by **Loughborough University**. This indicated that 70% of surveyed participants judged the programme to be “good” at giving them the chance to learn new skills (20% “very good”, 10% “not good”), 76% thought it was “good” at helping them to find out more about other opportunities for them and their friends to be active (15% “very good”, 9% “not good”) and 64% said it encouraged them to learn more about a healthy lifestyle (30% “not good”, 6% “very good”). From the perspective of the participating fitness clubs, the “GO” programme was described as quite easy (72%) or very easy (14%) to implement, with the remaining club finding it very difficult. From the teachers’ point of view, the most successful outcomes of GO were “providing an enjoyable experience” and “providing an opportunity to participate in high quality facilities”: 88% of teachers rated GO as either successful or very successful on these outcomes. “Improving girls’ skills” and “educating girls about the importance of healthy lifestyles” were rated as successful or very successful by 87% and 78% of teachers respectively. Finally, 67% of teachers rated GO as successful or very successful in “encouraging pupils to be more physically active” and in “improving the motivation of school staff to deliver high quality PE and school sport” (798).

Ferrero (a member of **CIAA**) has supported a variety of physical activity events in different EU Member States. These include Italy’s National Youth Games, which involved approximately 1.7 million children in 2007, and the Italian National Student Games, which involved approximately 600,000 students aged 16-18 years old. Ferrero has been involved in providing opportunities for volleyball and basketball, sailing and athletics in Spain, which involved 500, 10,000 and 16,232 children respectively. 2007 saw children competing in the Kinder Delice Cup, which involved 14,000 primary schools and 1.5 million children in

Poland competing for sports equipment. Ferrero has also supported a volleyball project in Portugal with 70,000 participants, an athletics championship in the Czech Republic (involving 420 schools and 4,000 children) (431).

Nestlé UK's Kids Club Tennis scheme concluded in 2007. The initiative has provided out of school hours clubs to give the opportunity to play tennis to children aged 4 to 12 years old who otherwise would not be able to do so. An estimated 35,000 children participated over the seven years of the £300,000 scheme, which was run in conjunction with the Lawn Tennis Association and the Kids' Club Network. In addition, 2,000 clubs signed up to the "Tennis Fests", which bring together out of hours clubs to participate in activities from the Kids Club Tennis Scheme; Nestlé reports that 40,000 children played in this scheme every week. Recently, Nestlé reports that it has moved towards a strategy of supporting projects that aim to make a real social difference in the area of nutrition and health. A subsequent review of the tennis clubs initiative found that positive social benefit impacts were not readily measurable from these activities because, although they encouraged a healthy, active lifestyle, they were not reaching the appropriate levels in society. As a result, Nestlé has discontinued its support for the clubs and is considering new initiatives (450).

In 2007, **Nestlé Austria** organised nine running events for children, including one in each federal state of Austria and a final competition for the best performers. In total, 23,800 children from 618 schools participated. The aim of the events was to raise the awareness of children, teachers and parents regarding the importance of physical activity (437). **Mars Poland** funds and co-ordinates the "Biegi Bielice Young Europeans' Run", which in 2007 allowed more than 3,000 schoolchildren from approximately 200 Polish schools to attend a day of athletics events, making it the largest such event for schoolchildren in Poland. The event also focuses on the promotion of sport and physical activity (1012).

Physical activity participation (sport and non-sport) Summary and Broader Context

The benefits of physical activity are widely documented. The World Health Organisation, for example, notes that physical activity is of benefit at all weights because it reduces the likelihood of cardiovascular diseases, hypertension, and type two diabetes; it beneficially influences fat and carbohydrate metabolism; and it can increase muscle mass.⁵⁵

Providing opportunities for physical activity is possible at both an individual and a population level. Most interventions documented in academic literature and tested in random trials focus on the individual level, which means that little to no evidence is available regarding population-level interventions.⁵⁶ Individual interventions aim to change individual behaviour, either by stimulating physical activity or by discouraging sedentary behaviour. Evidence for population level interventions, such as the introduction of bicycle lanes, is more difficult to generate because controlled trials are virtually impossible.

The relation between physical activity, weight and obesity is often described as complex. Nevertheless, studies seem to indicate physical activity is more effective as a strategy for

⁵⁵ WHO (2007) The Challenge of Obesity in the WHO European Region and the strategies for response, p.15.

⁵⁶ Wareham N., Sluijs E., Ekelund U. (2005) "Physical Activity and Obesity Prevention: a Review of the Current Evidence", *Proceedings of the Nutrition Society*, Volume 64, pp. 229-247

Hillsdon M., Foster C., Cavill N., Crombie H., Naidoo B. (2005) *The effectiveness of public health interventions for increasing physical activity among adults: a review of reviews, Evidence briefing*, London: Health Development Agency

weight maintenance and the prevention of weight gain than for strongly reducing weight.⁵⁷ Thus, physical activity programmes might yield more results in maintaining healthy body weights, rather than reducing weight in the long run.⁵⁸

Several factors have been identified as influencing the success of physical activity interventions and programmes for children and adolescents. Multi-component interventions, which combine educational and environmental⁵⁹ interventions, yield more positive results in terms of participation and weight loss, especially among adolescents.⁶⁰ For adolescents, the involvement of the family has been shown to be conducive to success, a finding which also comes to the fore in nutrition education.

The Platform commitments in the area of sport participation focus mainly on events for children organised by actors from the food industry in mainstream sports such as football, tennis and athletics. In total, it appears that over 2.5 million children have participated in sports events organised by Platform Members in 2007. The monitoring of these achievements has focused on providing quantitative information on the numbers of participants in the interventions, which is useful.

The benefits of non-sport physical activity, also called non-exercise or leisure time physical activity, have also received support. Increased activity in actions such as walking, cycling and climbing stairs has been linked to healthier lives.⁶¹ Furthermore, indications exist that constant levels of moderate physical activity will result in higher levels of energy burned than bursts of high-intensity physical activity.⁶²

Fewer Platform commitments in 2007 focused on non-sport participation than sport participation. This may be because non-sport participation lacks the profile and infrastructure associated with sports. Nevertheless, as indicated above, there is evidence that increased physical activity in everyday life may have beneficial health effects. In monitoring any such initiatives it would be very helpful if subsequent changes in behaviour for participants could be assessed, although this presents challenges.

6.1.17. Facilitating access

Initiatives that help to create conditions that enable people to take part in physical activity (usually sport-based) – for example, providing relevant equipment or subsidising sport fees; does not include physical activity information provision.

Many of the commitments by the Fitness Industry Association (**FIA**) related to building links between fitness clubs and groups such as employees or teenagers. For example, in

⁵⁷ Bensimhon DR, Kraus WE, Donahue MP. (2006) "Obesity and physical activity: a review" *American Heart Journal*, Volume 151:3, pp.598-603;

⁵⁸ Tremblay A, Therrien F (2006) "Physical activity and body functionality: implications for obesity prevention and treatment" *Canadian Journal Physiology and Pharmacology*, Volume 84:2, pp.149-56

⁵⁹ Environmental interventions in this review were those where children participated in actual physical activities (such as playground games), yet did not receive any education.

⁶⁰ Sluijs EMF van, McMinn AM, Griffin SJ. (2007) "Effectiveness of interventions to promote physical activity in children and adolescents: systematic review of controlled trials" *BMJ*, Volume 335:7622, pp.703-7

⁶¹ van Baak M. A., van Mil E., Astrup A., Finer N., Van Gaal L. F., Hilsted J., Kopelman P. G., Rössner S., James W. P., Saris, W. H. M. (2003) "Leisure-time activity is an important determinant of long-term weight maintenance after weight loss in the Sibutramine Trial on Obesity Reduction and Maintenance (STORM trial)" *American Journal of Clinical Nutrition*, Volume 78, pp. 209-214; Matthews CE, Jurj AL, Shu XO, Li HL, Yang G, Li Q, Gao YT, Zheng W (2007) "Influence of exercise, walking, cycling, and overall nonexercise physical activity on mortality in Chinese women" *American Journal of Epidemiology*, Volume 165:12, pp.1343-50

⁶² Westerterp K. (2001) "Pattern and Intensity of physical Activity", *Nature*, Volume 410:6828, pp. 539

2007 the FIA made some progress with its “Active at Work” campaign, which aims to increase physical activity opportunities for employees through expert physical activity coaching and temporary membership of clubs within active areas. In 2007, the main focus was on planning and establishing partnerships between workplaces and fitness clubs in Scotland and London. Eight partnerships of a targeted 12 were established in Scotland, which are anticipated to reach 240 people, and eight partnerships of a targeted 10 were established in London, also anticipated to reach 240 people. The FIA has stated that the programme, when fully operational, will be monitored rigorously, including baseline measurements (796).

In addition, the FIA’s UK “Adopt a School” programme aims to forge community-based links between primary schools and leisure centres or private health and fitness clubs, in order to introduce children aged 10 and 11 years to a variety of opportunities for physical activity. Each participating club provides the services of a highly qualified instructor, along with the use of their facilities, for an average of one hour a week. In 2007, 295 individual programmes took place, which equates to the involvement of 8,850 children. These figures are close to the FIA’s 2007 targets of initiating 300 programmes and involving 9,000 children. As for the “GO” programme, an evaluation has been carried out by the Institute of Youth Sport, School of Sport Exercise Science, **Loughborough University**, UK. This report states that teachers had a positive view of the outcomes of the programme, with 83% of respondents claiming that the programme had been successful in encouraging pupils to engage in new physical activities beyond their involvement in the programme. Results also indicate that more pupils are reporting meeting the recommended one hour of activity per day at the end of the programme than at the beginning (797).

Nestlé Romania runs a “Sport and entertainment club” competition, whereby children create their own clubs for physical activity. Each club creates its own name, values, logo and slogan, as well as establishing its members. The clubs that win the competition are rewarded by Nestlé with diplomas and the sports equipment necessary for them to continue the activities of the club. As of December 2007, there were 34 sport and entertainment school clubs, with 2,234 child members (1019). The **Mars** “Smart Choice” programme, running in 500 Belgian schools, allows schools to earn Smart Choice sports points, which they can exchange for sports equipment (1036). Finally, the **Ferrero** “1...2...3... Volley” project has provided 7,000 Italian schools with free “Volley Kits” (including volleyball nets and approximately 30,000 volleyballs) since 2003, although specific figures for 2007 were not provided (431).

The **European Non-Governmental Sports Organisation** has continued to support its German quality-assurance label called “Sport Pro Gesundheit” (Sport for Health) for sport clubs who want to be identified as providing quality physical activity courses. There are 23 sports confederations participating at federal level, with 45 members of staff involved in the scheme (a further 73 confederations are supporting the work at a regional level). Overall, 7,500 trainers from German sports clubs participate in “Sport Pro Gesundheit” across approximately 15,000 courses. The scheme is now accepted by most health insurance companies, who partially or totally reimburse course costs. In 2007, the main actions were improving the scheme’s existing quality management and translating the quality management manual into English (638).

The Federation of the European Play Industry (**FEPI**) has been working towards creating a Capital of Play Award in order to increase physical activity amongst children, by stimulating competition between European municipalities to increase outdoor space available and the

quality and creativity of the playgrounds (741). Following a successful feasibility study in 2006, in 2007 FEPI has segmented the project into different European regions where it will be implemented incrementally to various deadlines. The pioneer region in 2007 was the Nordic region, and following meetings in Norway, Finland and Sweden it was agreed that a parallel Capital of Play award scheme will be implemented in each country simultaneously as a first stage (741).

Nestlé has provided 50,000 Danish Kroner in 2007 (as part of a four-year, 300,000 DKR commitment) to support four “Julemaerkehomes” in Denmark. These homes allow 700 obese children a year to stay for 10 weeks at a time without charge and take part in constructive activities that aim to encourage them to lead healthier, more active lives (657).

Nestlé Ireland provides funding, professional support and expertise to the Irish School’s Athletics Association and Parks Tennis Ireland, for the development of athletics and tennis programmes among young people in Ireland. In 2007, Nestlé indicates that 35,000 children from 850 secondary schools participated in the athletics events and 25,000 in the tennis events, with two new Parks Tennis camps opened (443).

Facilitating Access Summary and Broader Context

Facilitating access and opportunities for physical activity mainly relates to increasing access to sports. Sports have been related to healthy lifestyles and weight management. Hence, increasing public participation in sports has been important to many governments aiming to improve public health.⁶³ Studies have, however, shown that merely providing access by increasing the number of venues for sports participation is not sufficient. Although minor increases in participation have been noted, increasing availability in itself does not seem to promote sports participation.⁶⁴ Thus, additional strategies may be required to increase sports participation.

It appears that the need to reach many different groups of the population is important to the provision of sports activities. Some studies have shown that people in lower socio-economic groups miss out on sports and participate in physical activities to a lesser extent.⁶⁵ Thus the facilitation of access could pay special attention to those groups with traditionally low sports and physical activity participation.

Although there is some overlap with the area of sport participation, facilitating access concentrates mainly on removing logistical or financial barriers to sport participation, or creating opportunities for participation that last beyond the particular programme. Unsurprisingly, this means that the Platform activities in this area are diverse, from forging links between fitness clubs and sectors of the community to a quality standard for physical activity courses. Although many of the activities focus on children, there is more diversity in the target audiences than for the sport participation category, including some groups that traditionally have low participation in sports participation. If the intervention aims to address certain groups, it would be useful if these groups were explicitly stated.

Another issue for monitoring concerns the persistence of effects arising from attempts to facilitate access to sports. If the intervention aims to create a self-sustaining change in

⁶³ Fox K., Hillsdon M. (2007) “Physical activity and obesity”, *Obesity Reviews*, Volume 8, Supplement 1, pp. 115-121

⁶⁴ *ibid.* Foresight (2007) *Tackling Obesities: Future Choices – Project Report*, London: Government Office for Science

⁶⁵ Fox K., Hillsdon M. (2007).

behaviour, then ideally monitoring should be introduced to measure the success of this aim. This would require a lasting engagement with the intervention's target audience as research subjects, but would also give compelling evidence of the initiative's successes.

6.1.18. Physical activity information

Producing and/or distributing information about physical activity.

November 2007 saw the official launch of the PATHE project and its first working group meetings. The broad aims of PATHE are: to build the capacity of European "Sport for All" (SFA) organisations to undertake physical activity promotion campaigns; and to disseminate best knowledge and best practices on the promotion of physical activity in Europe. The project has a budget of €432,355 and is supported by the **European Commission** through its Public Health Programme (754).

The **FERCO** member **Serist Italy** organised an information and campaign on sport and nutrition for schools in the North of Italy, in partnership with a soccer team. The target groups were primary school pupils, their parents and teachers, and involved 6,000 people. The event distributed 5,000 brochures, offered nutrition courses with experts and held events and conferences in the football stadium (506).

The Balisto "Active Kids Guide", supported by **Mars**, informs parents about places that offer exercise and physical activity opportunities for their children in nine German regions. The guide was made available to purchase in bookshops and 75,000 of the 90,000 copies had been sold by 2007 (1017).

Nestlé Romania has provided support for teachers to educate children about the importance of physical activity by producing a booklet "Sports and Entertainment Clubs", endorsed by the **Romanian Ministry of Education**. Between October 2007 and December 2007, 139 teachers and 2,234 children were involved in this initiative (1019).

6.1.19. Sponsorship

The specific act of providing money to a team, organisation or event (usually in exchange for publicity) where the provider's involvement is solely financial.

Ferrero (a member of **CIAA**) sponsors sports teams in different EU Member States, including volleyball and basketball in Italy and basketball in France (431). **Nestlé Sweden** sponsored the running event "Springtime", which took place in Helsingborg and involved 5,000 participants (447). The **CIAA** member **KiMs** sponsors the children's schools of the Danish Handball Federation, which involved 6,500 children at 110 schools in 2007 (618).

Sponsorship Summary and Broader Context

Sponsorship here is understood as simply providing money to a team, organisation or event, rather than taking part in their organisation. The effects of sponsorship can be similar to those of facilitating access where sponsorship allows increased sports participation. If the sponsorship concerns supporting professional sports organisations, it may have similar effects to providing physical activity information (as well as providing exposure for the sponsor).

Sporting settings may offer an attractive means for promoting healthy lifestyles, given their potential to reach elusive target groups. Policy development in the sport setting remains, however, an understudied area of health promotion.⁶⁶ A recent study assessed the results of sponsorship of sporting associations by a health agency in Australia.⁶⁷ The agency decided health messages for particular sports and events, focusing on smoke-free facilities, the provision of healthy food alternatives and responsible alcohol provision. The study found that policy development for health promotion can be achieved through sponsoring sports clubs when this sponsorship is well supported by health agencies and the appropriateness of the specific behaviours to be encouraged for a given sport is considered.⁶⁸

Most of the Platform's sponsorship activities in 2007 were undertaken by members from the food industry and were mostly directed at sponsoring professional sports teams and sporting events that involve children. The monitoring of these activities has focused on the number of people participating in the events, which is useful.

6.5 Research

6.1.20. Conducting research

Conducting research to advance understanding of issues related to the aims of the Platform.

The **CIAA** has undertaken a survey to quantify industry's efforts in reformulation, product choice and labelling since 2004 in 11 food categories across five Member State markets: Spain, France, UK, Italy and the Netherlands. The aim of this study is to encourage the CIAA's members to use scientific expertise to produce enjoyable and nutritious foods that make it easier for consumers to follow a suitable diet, and to increase the range of available portion sizes and food energy levels. Descriptions from the CIAA suggest that this study is methodologically rigorous, and will be submitted for independent review. Expenditure on this study amounted to €140,000 excluding tax and expenses; the full report is scheduled for publication in March 2008 (826).

The **UK Food Standards Agency's** National Diet and Nutrition Survey will report information on food consumption, nutrient intakes, nutritional status and physical measurements in a representative sample of the UK population. The Survey will provide an evidence base for diet and nutrition policy-making, allow detailed food chemical exposure assessments to support food safety work, and monitor progress towards diet and nutrition policy objectives. The £1.8 million budget for 2007 went towards carrying out a comparison study, developing a dietary data collection method, ethical approval, and recruiting local processing laboratories. The survey will produce headline data in 2009 (765).

In 2007, **EUFIC** has disseminated its research on consumers' understanding of on-pack nutrition communications, conducted in 2006. A paper based on the research was published in the peer-reviewed *Journal of Public Health* in October 2007 (and is cited in this report), while EUFIC presented the findings to the United States' Food and Drugs Administration, Australian governmental representatives and stakeholders, and more than 1,400 conference delegates at 30 separate meetings (521).

⁶⁶ Jackson, N.W., et al (2005) Policy interventions implemented through sporting organisations for promoting healthy behaviour change. *Cochrane Database of Systematic Reviews*, CD004809.

⁶⁷ Dobbinson, S., Hayman, J., Livingston, P. (2006) "Prevalence of health promotion policies in sports clubs in Victoria, Australia", *Health Promotion International* 21(2): 121-129.

⁶⁸ Ibid.

Since 2004, **AREFLH** (Fruit, Vegetable and Horticultural European Regions) has been evaluating the communication and education practices of 13 European fruit and vegetable producing regions, in order to identify and disseminate best practices. In 2007, AREFLH disseminated a practical guide to regional promotional strategies (with a focus on healthy diets) and practical actions, based on 15 pilot cases in France, Spain and Italy. This guide was launched at the international European Geography Association Congress and has been distributed to 100 stakeholders via USB keys, to 350 members and partners of AREFLH through bulletins, and to professional reviews by means of a press conference. The initiative has led to inter-country exchange of experiences and practices, and the definition of common strategies at regional and local level between educational authorities, municipalities and agricultural organisations (724).

2007 saw the second edition of **Freshfel** Europe's "Consumption Monitor", which aims to give an overview of the consumption of fresh fruit and vegetables across the EU Member States. In 2007 Freshfel has improved the presentation of data and the scope and methodology of its collection. The monitor is based on an analysis of Eurostat and Faostat data on production and trade to identify trends in the supply and per capita consumption of fresh fruit and vegetables at EU level and Member State level for the period 2000 to 2006. As in 2006, Freshfel distributed a press release that announced the report's release to more than 1,000 contacts, distributed 300 hard copies of the report and disseminated additional copies to Member State authorities, as well as presenting the results at meetings and conferences (529).

Ferrero has conducted research into the reaction of Italian mothers to the presence of GDA labelling on sweet bakery products. This research suggested that interest in the additional nutritional information was high, and that consumers felt reassured and more aware of their purchasing and consumption behaviour, although there were weaknesses in the appearance and visibility of such labelling. It is not clear how many people participated in this research or the proportion of participants that gave particular answers (827).

In 2007, the **EuroCoop** member **Coop Italia** publicly presented the research it commissioned from the **University of Rome** into food advertising broadcasted during the hours of 16:00 and 19:00 in 11 European countries. Further information about the research findings was not available (594).

6.1.21. Supporting research

Initiatives that support the undertaking of research into issues related to the aims of the Platform. For example: creating networks for the exchange of research findings and techniques; funding professional development in relevant research areas; providing funding for research.

After nine months of national, regional and online consultation, in September 2007 the **European Technology Platform** published its Strategic Research Agenda for its "Food for Life" activities, which aim to produce innovative food products and processes to improve the well-being of European consumers. This initiative is supported by a **European Commission Specific Support Action** to the value of €533,540 (614).

The **European Federation for the Association of Dieticians** has continued to establish and expand a European Thematic Network for Dietetics for dietetic practitioners and educators and nutritional scientists, in order to disseminate knowledge and best practices. In 2007, the Network involved 112 partner organisations, including: 28 Dietetic Associations in 23 countries, representing over 26,000 dieticians and approximately 5000 student dieticians;

200 Higher Education Institutions; quality assurance agencies and other agencies involved in dietetic and nutrition promotion. In 2006, the Network had 90 partners. Draft competency statements and performance indicators for the Network were prepared in 2007 and practicing dietitians throughout Europe will be consulted on their adoption in April 2008. The network is supported by a website that attracted more than unique 10,000 visits from 71 countries between May and November 2007 (282).

In November 2007, **EUFIC** held a two-day "Food in Action" scientific conference titled "Challenging Obesity through Motivation and Behavioural change". Starting with how food choice develops in a young age, through consumers' attitudes and behaviour towards food label information, the conference investigated the influence of the environment and the importance that psychological aspects play in the onset of obesity in an early age. The role of physical activity in energy balance was tackled, together with ongoing initiatives and programmes aiming at finding solutions. A total of 21 speakers presented their research findings, 142 participants attended from 21 different countries, and 5,623 visitors accessed the "Food in Action" microsite in the two months following the conference (1033).

Similarly, **Freshfel** worked with **Aprifel** (its French association) to support the organisation of the 2007 International Conference to disseminate the latest scientific research on the role of fruit and vegetables in the fight against obesity. The conference was held in collaboration with the European Commission and aimed to attract 150 participants, although final attendance figures were not provided (776).

The European Association for the Study of Obesity (**EASO**), in conjunction with the **International Obesity Task Force**, supported the roll-out of an online educational training course for the management of obesity and prevention of related chronic diseases called SCOPE (Specialist Certification of Obesity Professional Education). This training course was developed over three years, with contributions from more than 20 individual European experts and an expert review committee. Currently, there are 292 medical registrants for the scheme and so far 11 registrants have successfully completed the online course (533, 810).

Freshfel Europe has continued to produce its bi-monthly newsletter "Fresh Times", which aims to raise awareness of initiatives to stimulate the consumption of fresh fruit and vegetables, leading towards the sharing of best practices that can raise the effectiveness of such campaigns. "Fresh Times" is distributed through a mailing list of more than 1,000 contacts, and six issues were produced in 2007. As in 2006, Freshfel recently surveyed readers of "Fresh Times" on their attitudes towards the newsletter. The results indicate that 91% of respondents agree or strongly agree that "Fresh Times" was a good tool for exchanging information and good practices, with 9% disagreeing (in 2006, 100% agreed or strongly agreed); 55% agreed, 27% strongly agreed and 18% disagreed with the view that "Fresh Times" encourages the realisation of more promotional activities (compared to 60%, 36% and 4% respectively in 2006); and 60% agreed, 30% strongly agreed, and 10% disagreed that "Fresh Times" helps to raise the effectiveness of campaigns, which is very similar to the 2006 results. However, it is not clear how many people responded to this survey (530).

Nestlé Spain produces "Dialogues of Nestlé Nutrition", a twice-yearly publication that was distributed to 7,000 nutrition and health professionals and key opinion leaders (for example, universities and nutrition societies) in 2007. The content of the publication is selected from current affairs and scientific sources, and aims to increase dialogue within the target constituencies (446).

In order to stimulate scientific research on physical activity, **Mars** awards 20 Young Investigator Awards (with a total value of €21,300) to young researchers on sports science during the annual congress of the European College of Sport Science. There were 139 entrants for the Awards, which were judged by an Independent Scientific Committee of 13 European experts (1011).

The **Diabetes Prevention Forum** is a group of European experts, bringing together doctors, nurses and members of associations representing people with diabetes. The main action undertaken in 2007 was continuing the work of the Forum whilst re-branding it from its previous incarnation as the “Gluko-Forum”. More than 450 people registered for further information on the Forum at four conferences in 2007 (640).

Research Summary and Broader Context

Research contributes to the Platform’s aims by advancing medical knowledge on the health conditions affecting Europe, which can lead to techniques to alleviate disease and premature death. Research also informs the evidence base to help policy-makers and officials make effective decisions to improve the health of Europe. Research can also help to identify and disseminate best practices in many different areas connected to diet, physical activity and health, thus informing the actions of relevant stakeholders.

In 2007, the research undertaken by (or funded by) Platform members included an epidemiological study of the health status of a population, consumer behaviour, food consumption patterns, communication practices and product reformulation. There is evidence that some of these projects have had impacts in their relative fields, whether through peer-reviewed publications, conference presentation or other dissemination mechanisms. In addition, there are indications that the ongoing research projects will produce valuable findings when they come to fruition.

When monitoring research activities, it is useful if funding figures can be provided to communicate the scale of the project, along with a clear timescale for outputs and details of any such outputs, particularly if they have reached decision-makers or passed peer review.

6.6 Mapping of Commitments

The RAND Europe team created a geographical scale of the level at which commitments are active, which was then combined with the policy area in which commitments are active (e.g. labelling or reformulation), in order to provide a clear overview of Platform commitments.

The geographical scale consists of 7 levels, where the numbers 1 to 7 correspond to a different geographical coverage as listed in table 3.1. Level 7 is separate in the sense that commitments at this level are not directly bound to any specific countries and operate at a trans-European level covering all of the Member States..

Level	Geographical Coverage
1	Local
2	One Member State
3	Two Member States
4	Three Member States
5	Four Member States
6	Five or more Member States
7	Trans-European

Table 1: Levels of geographical coverage

To generate the map of commitments it is not only necessary to score them according to their geographical coverage; commitments also need to be categorised according to the actual action undertaken. As a significant part of the commitments undertake actions which fit various categories, the decision was made to split actions and count them in all the categories in which they undertake substantive action. Thus certain commitments are represented in the map more than once in order to provide a clear overview of the areas in which Platform members are active. Figure 1 provides an overview of the number of commitments undertaken in the various areas.

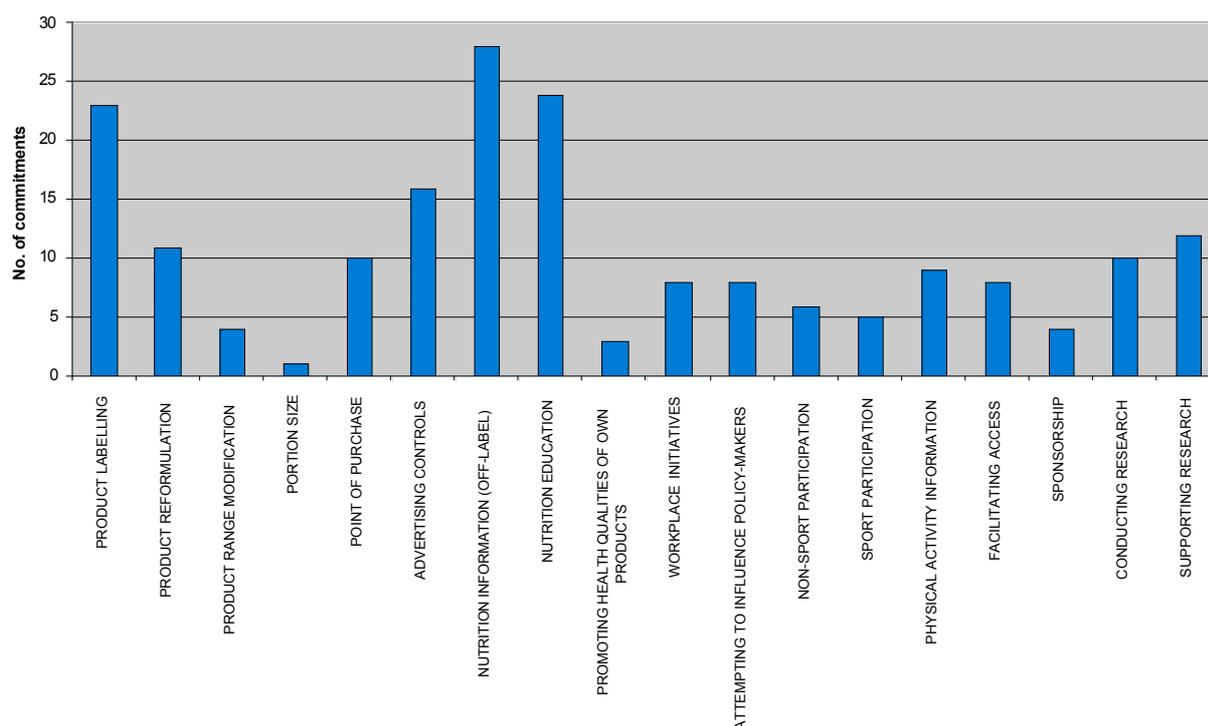


Figure 1: Number of commitments per area

In addition, RAND wished to create a visual overview of the type and location of Platform activities. The following map has been illustrates levels of activity across the action categories and level of geographic coverage through colour coding. Darker cells indicate higher levels of activity, while lighter cells indicate lower levels of activity. The geographical levels of 3, 4 and 5 have been merged because only two commitments fell in levels 3 and 4, and no commitments in level 5.

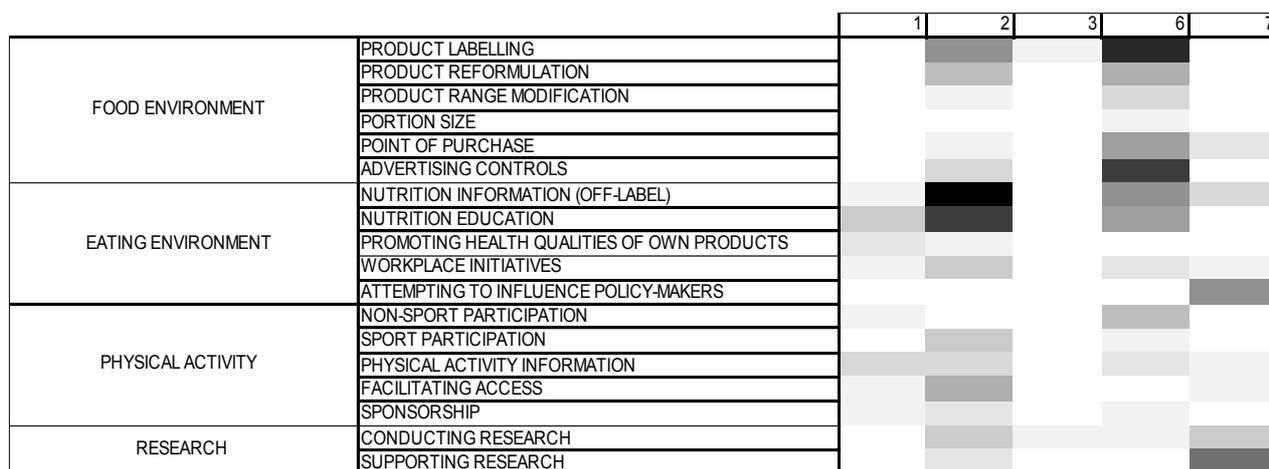


Figure 2: Map of commitments

The map clearly indicates a high density of activities taking place at both the national and multi-country international level that is, being executed either in one Member State or in five or more Member States. Furthermore, trans-European commitments tend to focus on highly specific activities such as research and influencing policy-making. Looking at the type of activities, it becomes clear a large share of commitments focus on the food and eating environment, and far fewer commitments are occupied with physical activity. Within the food environment most commitments appear to be active in labelling and the control of advertising, while nutrition information and education are most prominent among commitments in the eating environment.

On a more general level it seems that commitments within the food environment tend to be undertaken at an international level, possibly reflecting the international scope of the members in this area, which are to a large extent food producing companies. In contrast, a plurality of commitments in the eating environment appear to take place at the national level, which could again reflect the members undertaking these commitments, but also the type of activities that are being undertaken. For example, education and information, the most prominent categories in the eating environment, are typically actions conducted on a national scale in one language. Finally, research and commitments aimed to influence policy makers are almost exclusively undertaken at the trans-European level.

6.7 Conclusion

The nineteen sections above illustrate the considerable range of activities associated with the Platform in 2007. These activities include: measures to improve the labelling of food products; schemes to reformulate food products; initiatives to modify the range of products available and their portion sizes; activities to address advertising and marketing; attempts to educate and inform European citizens about nutrition and physical activity in general and the health qualities of particular products; changing food consumption patterns at the point of purchase; implementing work-place based programmes to improve healthy lifestyles; attempts to influence policy-makers; projects to promote participation in sport and non-sport physical activities; programmes to facilitate access to sports activities; sponsoring sports teams and events; and conducting and supporting research. In terms of crude numbers, the areas of nutrition education and information, product labelling and advertising controls have been covered by the most commitments, with relatively few commitments addressing the physical activity sector. With regards to geographic coverage, most commitments took place in a single Member State or across five or more Member States.

The range of these activities continues to be impressive, but care must be taken with any interpretation of the findings because the monitoring and communication of these activities is sometimes incomplete or poorly articulated. As the preceding paragraph indicates, Members of the Platform have responded to the aims of the Platform with a diverse range of activities and achievements. Many of these create the opportunity for efficiency and economy by being linked closely with the existing strengths and activities of the Platform member implementing them. As an alternative mechanism for pursuing public benefits through innovative actions, the Platform continues to raise important questions. Such innovative mechanisms present new advantages and limitations, which are likely to become better understood over time.

7. Monitoring

7.1 Introduction

In order to measure more precisely the standard of monitoring that is being undertaken by the Platform members, in 2007 RAND Europe created a process to assess quantitatively the quality of the monitoring forms. This involved scoring the Platform's monitoring reports according to a one to five scale for four categories: specificity, clarity, focus and measurement. For a full explanation of the process and definitions for the criteria, please see the Platform's Second Monitoring Progress Report.⁶⁹

The scoring process for 2007 is largely similar to that for 2006, in order to secure consistency and allow for temporal comparisons. However, several differences do exist in this year's scoring exercise compared to last year, which could influence the scoring of commitments. The first difference stems from the introduction of the new monitoring form, which contains more information about commitments due to the space allocated to descriptions and small summaries. Thus, the scoring exercise will reflect the quality of a different form this year and cover more information about commitments than previous year. Secondly, the category "measurement" this year has an extended focus. Similarly to the previous scoring exercise, the weight in "measurement" lies on the documentation and quantification of results; however, in addition to results, attention has also been paid to the quantification of inputs this year. Scores in the measurement category therefore will also reflect a wider range of information this year.

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 judging the quality of a monitoring form retains an element of subjectivity. The results of this quality assessment exercise should be approached with these caveats 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.

7.2 Results

The overall average (mean) quality score for the 148 monitoring forms was 3.00 out of a possible 5.0. This is slightly higher than the 2.88 overall average of the previous year. However, comparisons should be made with care, an issue to be addressed later. To aid the interpretation of this result, we offer a broad guide to what an average monitoring form score signifies.

Score	Meaning
5	Excellent
4	Good
3	Adequate
2	Poor
1	Very poor

Table 2: Suggested definitions of average monitoring form quality scores

We wish to point out that these terms are extremely crude and do not provide a full accurate measurement index. They are provided purely as a rough "rule-of-thumb" guide. On the basis of

⁶⁹ RAND Europe (2007) *The EU Platform on Diet, Physical Activity and Health: Second Monitoring Progress Report*.

this (possibly spurious) scale, the average quality score of the monitoring forms that were assessed was just below the “Adequate” level.

The distribution of the quality scores is shown in Table 4.

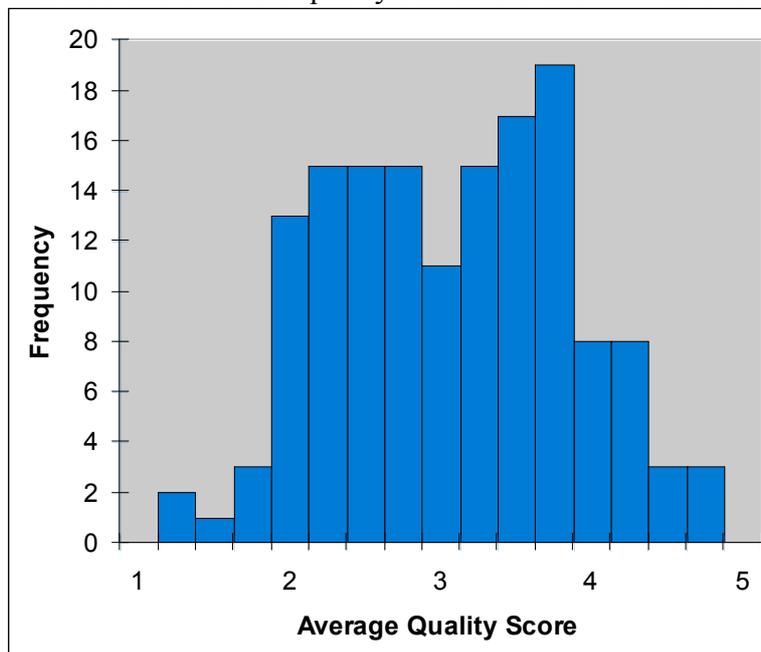


Figure 2: Distribution of average monitoring form quality scores

Quality score	Percentage of total results	Quality score	Percentage of total results
1 < 2	10.1%	< 2	10.1%
2 < 3	36.5%	< 3	46.6%
3 < 4	41.2 %	< 4	87.8%
4 < 5	12.2%	≤ 5	100%

Table 4: Distribution and cumulative frequency distribution of average monitoring form quality scores (n = 148)

The two left-hand columns show that, for example, 10.1% of the reports scored less than 2, while 36.5% of the monitoring forms received a score that was equal to or greater than 2, but less than 3. It is noticeable that fewer than 13% of the forms gained a score of 4 (“Good”) or above on average. An interesting fact provided by the right-hand two columns is that 53.4% of the forms received an average score higher than 3 (“Adequate”).

As noted above, the mean quality score for the monitoring forms was 3.00. However, to provide an overall average disguises variations between the various assessment categories, as demonstrated in Table 5 and Figure 4.

Assessment category	Mean score	Standard deviation ⁷⁰
Overall average	3.00	0.79
Specificity	2.93	1.04
Clarity	3.14	0.90
Focus	2.83	0.91
Measurement	3.12	0.96

Table 5: Mean scores of monitoring form quality scores, by assessment category

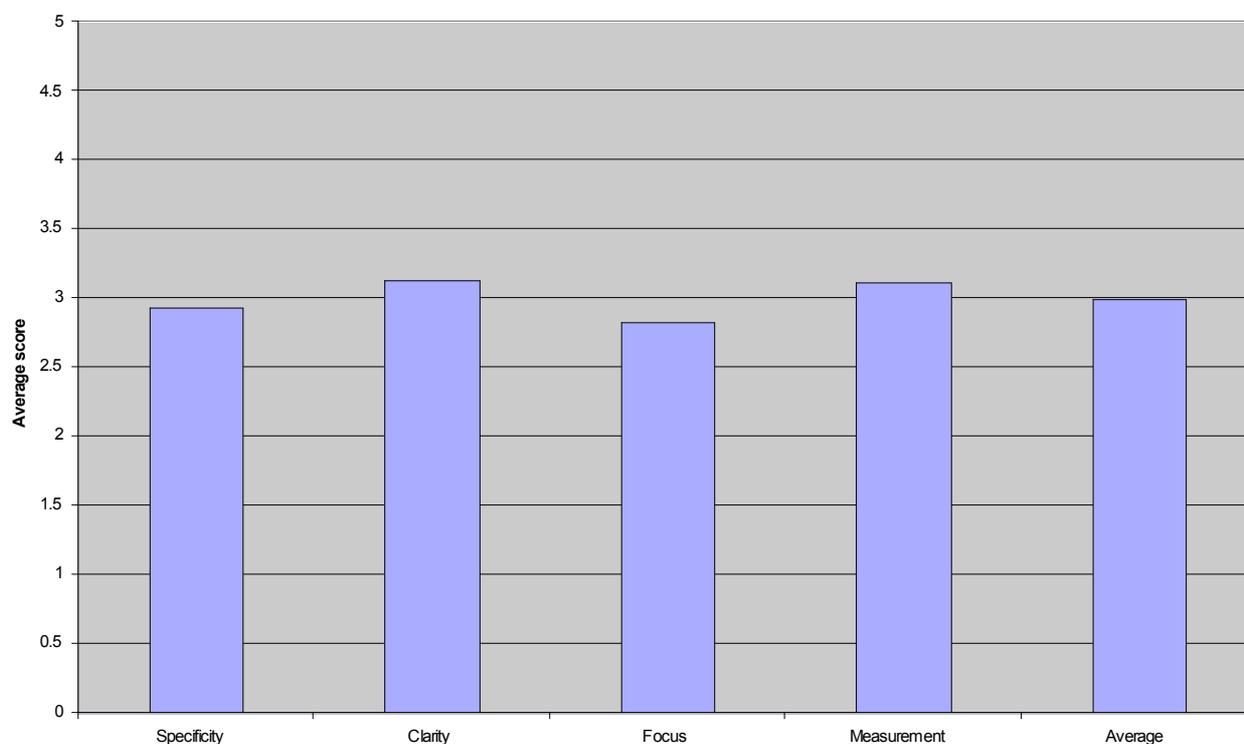


Figure 4: Average monitoring form quality scores by assessment category

Disaggregating the scores by assessment category provides a more comprehensive overview of the quality of the commitments. It appears that the forms performed far less well on the “focus” criterion and appeared to score best on clarity and measurement. One possible explanation of this result is that some Platform members are not entirely sure of the required or appropriate level of detail that should be included in the monitoring forms. The experience of the RAND Europe team in assessing the commitments accords with this explanation, as we often had to read a form repeatedly to identify the relevant information. At other times monitoring forms omit vital information which would have aided our understanding greatly. On the other hand, the forms recorded noticeably higher scores for the “measurement” and “clarity” criteria. This underlines the team’s view that many of the members place greatest importance on reporting results, which are often clearly stated and supported by data. In contrast, the other elements of completing the form (formulating objectives, communicating clearly, selecting appropriate information) appeared to present greater challenges.

⁷⁰ Standard deviation concerns the spread of a particular set of results. This is a factor that may be disguised by the mean average. For example, a set of results scoring 1, 1, 5 and 5 would clearly suggest different conclusions about the state of monitoring from a set that scores 3, 3, 3, and 3 – but both sets produce the same mean average (3). In basic terms, standard deviation is the “average” amount by which all the scores deviate from the mean score.

7.3 Comparison with 2006

Comparisons with the scoring of the previous monitoring report are not straightforward. Simply comparing the means of both scoring exercises generates an interesting, yet incomplete picture. In first instance comparisons are complicated by the fact that the current scoring averages are based on 148 commitments as opposed to 121 commitments in the previous year. Furthermore, over the last year several commitments have ended, while others have started. In total 70 commitments have continued in the last year and have been included in both the previous as well as the current scoring exercise. Hence, the current scoring is also based on 78 new commitments, while 50 commitments have finished. The separation into continuing and new commitments is helpful as it allows comparisons to be made more accurately.

A comparison between this year's scoring of continuing commitments and that of the previous year is shown in table 6 and indicates that overall scoring improved for all categories. Figures for the new commitments further underline the general findings that commitments tend to score higher on measurement and clarity than on specificity and focus. The improvements in these categories for the continuing commitments might be seen as an indication of learning taking place during Platform membership.

Selection	Specificity	Clarity	Focus	Measurement	Average
Continuing commitments – 2006 scores	3.05	3.13	2.97	3.35	3.12
Continuing commitments – 2007 scores	3.35	3.34	3.14	3.42	3.31
New commitments	2.56	2.97	2.57	2.84	2.70
Finished commitments	2.51	2.47	2.44	2.61	2.51

Table 6: Mean scores of monitoring form quality scores for different selections

7.4 Summary

RAND Europe developed a process for assessing the quality of monitoring forms that used a scoring mechanism to quantify quality levels. The process has been applied twice now for 148 monitoring forms this year and 121 monitoring forms in the previous report. The results indicate that the average (mean) quality score of the current monitoring forms is 3.00. Overall this score suggests that the monitoring forms just meet an “Adequate” level where: objectives are sufficiently clear to be understood, and include some quantitative targets and timescales; reporting allows, with some effort, an understanding of what has been done; there is a focus on many important activities whilst less attention is paid to more trivial activities; and, on balance, there is an approach to measurement that is appropriate if not complete.

In general, the overall monitoring quality seems to have slightly improved since last year. These averages do, however, conceal many variations between different categories, as well as between different selections of commitments (for example, new and continuing commitments). Interpretations of the scoring exercise should therefore be made with care and with reference to the appropriate category, as well as to the selection of commitments concerned. It is clear that there are significant variations in the quality of reports and that some Platform members continue to struggle with the monitoring of their commitments. It is hoped that this report will build on the improvements already seen and act as a catalyst to further improvements in Platform Members' monitoring.

8. Looking forward to 2008

Meetings

2008 Platform Plenary meetings are scheduled for 23 April, 2 July, 17 September and 19 November. In order to facilitate dialogue with national authorities, the High Level Group on Nutrition and Physical Activity (HLG), and the EU Nutrition and Physical Activity Network (NPA) have been invited to join the meetings on 2 July and 17 September respectively. DG SANCO will also suggest to the HLG to nominate an observer at all of the Platform plenary meetings. A separate workshop on monitoring will be held in July.

As suggested by the Members at the 20 September 2007 meeting, the 2008 plenary meetings will follow a more focused structure, with morning sessions dedicated to the functioning and processes of the Platform (monitoring, reporting, Membership, communication) and afternoon sessions given to a thematic exchange of experiences by Members, as well as to briefings on related EU and international policy developments and relevant scientific information.

The 2008 schedule of meetings (which may be subject to revision) is set out below.

Date	Morning Session	Afternoon Session
23 April	<ul style="list-style-type: none">• Discussion on draft of 2007 Annual Report	<ul style="list-style-type: none">• Reformulation – including composition of foods, availability of healthier food options, portion sizes• Labelling – including on-pack nutrition information and claims
2 July	<ul style="list-style-type: none">• Exchange with the HLG	<ul style="list-style-type: none">• Lifestyles / Education - focus on nutrition related aspects
17 Sept	<ul style="list-style-type: none">• Exchange with the NPA	<ul style="list-style-type: none">• Lifestyles / Education - focus on physical activity related aspects
19 Nov	<ul style="list-style-type: none">• Progress, problems and prospects on Commitments / Relevance	<ul style="list-style-type: none">• Marketing and advertising

Publications

The Platform decided to merge the two existing report formats (Synopsis and Monitoring) in favour of the production of this single 2008 Annual Report outlining the achievements of the Platform Members during 2007.

Going forward, all Platform documents will be placed on the publicly available EUROPA site. In response to a call for a more user-friendly resource, DG SANCO will investigate the possibility of instituting a standalone web-site for the Platform, with links to the relevant EUROPA pages.

Membership

The Commission will produce a proposal for providing support and counselling for new Members.

In regard to the steps the Platform should take with Members who have difficulties in meeting the minimum standards for Membership, the Platform has asked the Commission to come to the plenary with a proposal for criteria and mechanism for exclusion on the basis of the 2007 annual review of deliveries.

It was agreed that the Platform would pursue proactive recruiting in areas not yet covered by the current Membership, for example, School and Parents organisations, Sport and Physical Activity, Transport.

Annexes

i. Platform Founding Statement

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/Platform/docs/Platform_charter.pdf (6 pages)

ii. List of Members' Commitments

COMMITMENTS TO THE PLATFORM ON DIET, PHYSICAL ACTIVITY AND HEALTH (updated on 21/04/2008)

Agricultural organizations and cooperatives (COPA-COGECA) (1)

Action Number	Actor name	Where and when	Action title	Brief description of the action
793	Fédération nationale des syndicats d'exploitants agricoles	2007--2008 in 1 Countries (FR)	Farms and nutrition	French farmers, in the framework of an existing national network, will distribute to primary school children visiting their farms educational and science-based tools about nutrition. These tools will also be approved by the French health ministry.

A.R.E.F.L.H (Fruit Vegetable and Horticultural European Regions) (1)

Action Number	Actor name	Where and when	Action title	Brief description of the action
724	A.R.E.F.L.H (Assemblée des Régions Européennes Fruitières, Légumières et Horticoles)	2006--2007 in 3 Countries (ES,FR,IT)	Coordination and promotion of regional education programmes	AREFLH support, coordinate and promote regional education programmes on diet involving regional authorities, agricultural producers and schools. The aim is to provide the regions with feedback and give them the means to communicate more effectively.

Confederation of the Food and Drink Industries of the EU (CIAA) (77)

Action Number	Actor name	Where and when	Action title	Brief description of the action
654	Cadbury Schweppes	2006--2020 in 2 Countries (GB,IR)	Be Treatwise and Guideline Daily Amounts Nutrition Labelling Scheme	"Be Treatwise" will reinforce consumers' understanding of the role of treats in our lifestyles within the overall context of food intake and energy expenditure - by visibly displaying Guideline Daily Amounts (GDAs).

778	CEEREAL European Breakfast Cereal Association	2005--2010 in 2 Countries (BE,PT)	1. Organisation of a Breakfast Week - European Parliament, Brussels	Promote healthier nutritional habits. Increase understanding of importance of breakfast. Enhance the importance of including cereals as part of a healthy and balanced diet; inform on the diversity of available products suitable for all lifestyles.
591	CIAA	2006--2008 in 27 Countries	Support the development of EPODE and SHAPE UP programmes at national level	CIAA will institutionally support the development of both "EPODE" and "Shape UP" programmes at national level via collaboration among national food and drink industry associations, individual companies and other relevant stakeholders.
593	CIAA	2006--2008 in 25 Countries	Healthy Lifestyles Weeks at National Level	CIAA is discussing the idea of creating national "Food Weeks" in different Member States to promote healthy eating and healthy lifestyles together with relevant players.
595	CIAA	2006--2008 in 26 Countries	Common framework for an informative/educational brochure on nutrition information	Develop a common framework, suitable for further adaptation at national level, for an informative/educational brochure/package aimed at informing consumers on how to interpret/understand nutritional information and nutritional claims.
610	CIAA	2006--2008 in 6 Countries	Healthy lifestyles public information advertising campaign	CIAA will collaborate with relevant stakeholders to promote a "Healthy Lifestyles Public Information and Advertising Campaign" suitable for national adaptation and adoption.
611	CIAA	2004--2008 in 28 Countries	CIAA principles for food and beverage advertising and product marketing communication	CIAA will encourage to its members implementation of both its Principles for Food and Beverage Advertising and Product Marketing Communications while ensuring coordination with WFA.
614	CIAA	2006--2008 in 27 Countries	Strategic Research Agenda and Implementation Plan □ European Technology Platform □ Food for Life □	CIAA contributes to the ETP activities to identify research needs in the agro- food sector to deliver new products, processes and tools that improve health and well-being, build consumer trust and derive from sustainable production.
740	CIAA	2006--2008 in 27 Countries	CIAA Recommendation for a Common Nutrition Labelling Scheme	The CIAA recommendation, which includes front-of-pack and back-of- pack nutrition labelling, is based on a uniform list of nutrients, nutrition information per serving and the introduction of Guideline Daily Amounts (GDAs).
826	CIAA	2004--2008 in 5 Countries	Survey on product reformulation, innovation and labelling	A representative market research to survey the efforts/improvements that the food and beverage industry is making in areas such as reformulation, innovation and labelling since January 2004 until now.

774	Danone Belgium	2004--2010 in 1 Countries (BE)	BON APPETIT LA SANTE	Educational game played in the schools for children 5-6 years to promote a healthy and balanced diet (generic non promotional information). This program is set up with the Belgian Association of pediatricians.
780	DANONE Eaux France	2006--2008 in 1 Countries (FR)	Design of a sugar scale on Volvic flavoured beverages labels	A "Sugar scale" (positioning of beverages on a coloured cursor running from plain water to sugary beverages) on Volvic flavoured beverages labels to help consumers better evaluate the amount of sugar they contain and choose their beverage accordingly
1000	DANONE UK	2005--2010 in 1 Countries (GB)	Danone Active Health Programme for employees	It is designed as a holistic approach to Employees Health so it includes support in the workplace and general support around worklife including support the staff with balanced and healthy lifestyle options.
604	European Snacks Association (ESA)	2006--2006 in 16 Countries	Savoury snacks industry commitments in the areas of consumer information, product development and commercial communication	ESA and its members commit to increase consumer information on-pack, to further develop products reduced in fats/salt as well as to comply with ESA self-regulatory guidelines on commercial communication, sales in schools and vending.
807	FERRERO	2004--2020 in 25 Countries	PRODUCT FORMULATION AND PORTION SIZES	<ul style="list-style-type: none"> - Tailoring portion sizes, namely those for Kinder chocolate, to children consumption; - Reducing the levels of trans fatty acids, sugar and salt; - Eliminating all hydrogenated fats contained in Ferrero products by 2006.
827	FERRERO	2004--2007 in 1 Countries (IT)	Nutritional information	For 2006, Ferrero intends to provide GDAs (guidelines on daily amounts) referring to the energy content per portion on its Kinder products' multipacks (or at least where this is allowed by the size of the packaging).
1001	Ferrero Group	2006--2020 in 3 Countries (BE,ES,FR)	EPODE (Ensemble Prévenons l'Obésité Des Enfants) / EEN (European Epoque Network))	The EEN programme aims at helping to prevent childhood obesity and at promoting healthy lifestyles by conveying a broader vision of the benefits of a balanced diet and of regular physical activity.
431	FERRERO GROUP	2004--2020 in 11 Countries	Promotion of physical activity	Ferrero promotes physical activity and sport by sponsoring ski, cycling, volleyball, beach volley, basket, sailing, athletics and football teams as well as children sport activities in different countries such as Italy, Spain, Portugal, France.
263	FEVIA (national food & drink industry federation <input type="checkbox"/> Belgium)	2005--2020 in 1 Countries (BE)	Nutritional policy Charter	With this Charter, the participating food & drink companies active on the Belgian market undertake to make a specific effort in implementing a proactive nutritional policy at company level.

265	FEVIA (national food & drink industry federation □ Belgium)	2005--2020 in 1 Countries (BE)	The self-regulatory code for advertising	The self-regulatory code for advertising to regulate food product marketing practice has been compiled in 2005 by FEVIA and the Union of Belgian Advertisers (UBA). The Code applies to all advertisings for food and drink in Belgium.
266	FEVIA (national food & drink industry federation □ Belgium)	2005--2020 in 1 Countries (BE)	website "alimentationinfo.org / voedingsinfo.org"	In 2001, FEVIA developed a website www.alimentationinfo.org / www.voedingsinfo.org , in order to provide objective information to the consumer on food safety and on the relation between food and health.
268	FEVIA national food & drink industry federation - Belgium	2004--2020 in 1 Countries (BE)	NUBEL	FEVIA is a foundig partner of NUBEL (NUtrition BELgium), the compiler and supervisor of a scientific database of nutritional composition of food products. As a founding partner, FEVIA is member of the Board and financially supports its activities.
269	FEVIA national food & drink industry federation - Belgium	2005--2008 in 1 Countries (BE)	FEVIA Fund (partnership with the King Baudouin Foundation)	This is a fund for eductional projects promoting nutrition, physical activity and a healthy way of living aimed at children between 6 and 18 years old, in their community at local level (school, sport association, youth association...).
462	Groupe DANONE	2004--2020 in 14 Countries	DANONE NATIONS CUP	The Danone Nations Cup is a football world cup for children 10 to 12. This competition gives each year > 2,5 million children from 32 countries (40 in 2007) the opportunity to take part in an international football tournament recognised by the FIFA.
781	Groupe DANONE	2006--2009 in 24 Countries	Harmonized nutritional labelling	Implementation of a harmonized and more complete nutritional labelling (based on the CIAA scheme) on Front of Pack and Back of Pack + implementation of complementary DANONE educational programs off-pack
782	Groupe DANONE	2006--2008 in 1 Countries (FR)	Danone et Vous, a relationship program based on health and nutrition	Danone et vous is a relationship program (online and offline) that aims at providing nutritional and health information and advices for the general public, through 1 guide and 3 magazines per year and a website.
463	Groupe DANONE and Institut Danone France	2005--2010 in 1 Countries (FR)	Faut que ça Bouge ! (Let's get Moving!)	A program dedicated to children and teens, that aims at promoting good nutritional & physical activity habits, thanks to a web site (www.fautquecabouge.com), a mobile sports course (Nutripark), a call center and a pedagogical kit for schools.
800	Institut Danone France	2004--2008 in 1 Countries (FR)	Ensemble surveillons sa corpulence (Watching their body mass together)	This program is an awereness campaign targeting health professionals & parents to aid in early detection of childhood obesity thanks to regular monitoring of children's body mass index, to identify those at risk of becoming obese as early as

				possible
618	KiMs A/S	2006--2008 in 2 Countries (DK,GB)	KiMs' commitments in the areas of consumer information, product development, physical exercise and advertising to children	Move to "Big 8" and GDA nutrition labelling - provide further low fat snack alternatives - sponsor the children handball school of the Danish Handball Federation and "børneboxen" in kindergardens - refrain from broadcast advertising to children
456	Kraft Foods	2006--2008 in 27 Countries	To provide employees with information and choices that support a balanced, active and healthy lifestyle in the workplace .	As part of Kraft's commitment to the well-being of our employees, we have established health and wellness programmes in EU countries where we have operations. These programmes include information, activities, healthy food choices and services.
1002	Kraft Foods	2006--2008 in 22 Countries	Shape Up	Shape Up is an initiative to promote a healthy diet and active play to school children and communities. It will develop, test and evaluate a new approach to influence determinants of healthy and balanced growing up.
1003	Kraft Foods	2007--2009 in 29 Countries	Provision of nutrition information to the consumer.	Introduction of Guideline Daily Amount labelling. Kraft will label energy per portion on the front of pack and the percentage this represents of the GDA for energy. Back of pack Kraft will label key nutrients per portion and the percentage GDA.
457	KRAFT FOODS	2004--2008 in 1 Countries (GB)	Health4Schools	An initiative to promote healthy diet and active play to school children and communities. The programme aims to have a tangible and measurable impact on children's knowledge, understanding, attitude and behaviour concerning diet and active play.
1008	Mars Inc.	2005--2008 in 1 Countries (GB)	Bodysmart	Bodysmart: a multi-agency project to encourage healthy eating and physical activity amongst young people and their families.
1017	Mars Inc.	2006--2008 in 1 Countries (DE)	Action Kids - Tips and places to keep children moving	The ACTION KIDS guide is published for nine separate regions in Germany. There are tips on where to find those great places to get children 'moving' and also plenty of ideas on 'how to get children to exercise'.
1010	Mars Inc.	2006-- in 1 Countries (GB)	Be Treatwise	Be Treatwise is an education and labelling programme to help consumers make informed choices regarding confectionery consumption.

1009	Mars Inc.	2007--2009 in 1 Countries (DE)	CleverNaschen	As a responsible confectionery manufacturer, nutrition, exercise and health are three very important aspects for Mars. With the communication platform CleverNaschen we want to actively support parents in making wise decisions for their children.
1015	Mars Inc.	2007--2009 in 29 Countries	Nutrition Labelling Initiative: Indication of Guideline Daily Amounts (GDAs)	To enable consumers to make informed choices, Mars will provide objective nutritional information on all product labels, consisting of the energy contribution of different macronutrients in relation to their respective guideline daily amounts (GDAs).
1007	Mars Inc.	2007--2010 in 1 Countries (HU)	"Healthy Workplace" at Mars Hungary	Mars Hungary as a responsible employer runs the "Healthy Workplace" project in order to provide opportunities for associates and their families to increase their awareness and practice the key elements of a healthy and balanced life.
1016	Mars Inc.	2007--2010 in 29 Countries	Reduction of salt levels in rice and sauce products	The project aims at a reduction of the salt levels in the portfolio of rice, cooking sauces and soups without affecting the taste superiority of our products against competition. Different strategies are deployed to reach this objective.
1011	Mars Inc.	2007--2010 in 30 Countries	Supporting research and communication on physical activity	With the aim of stimulating scientific research on physical activity, Mars grants every year 20 Young Investigator Awards to young researchers on sport science during the congress of the European College of Sport Science, of which Mars is a sponsor.
1013	Mars Inc.	2007--2010 in 30 Countries	Supporting the Epode European Network	Mars will support the activities of the Epode European Network, which aims to contribute to an effective and sustainable prevention of child obesity and associated diseases related to lifestyle.
1014	Mars Inc.	2007--2011 in 1 Countries (IR)	Funding sponsors for the Nutrition & Health Foundation (NHF) - Ireland	Mars Inc. supports the activities of the Nutrition and Health Foundation, which is a multistakeholder initiative that researches, educates & communicates about Healthy Lifestyle (healthy nutrition & physical activity).
1012	Mars Inc.	2007--2012 in 1 Countries (PL)	'Bielice Run' - Young Europeans Run	Since 2004, Mars Poland sponsors a full day sports event promoting physical activity. The XV edition of 'Biegi Bielice' Young Europeans Run took place in 2007.
1006	Mars Inc.	2007--2013 in 12 Countries	Mars Central Europe Wellness Programme	The Mars Central European Wellness Programme was developed for Mars associates and their families. It aims to promote and facilitate changes in lifestyles with a focus on 3 main areas: self awareness, nutrition &

				balanced diet and physical activity.
1018	Mars Inc.	2008--2020 in 30 Countries	Mars Marketing Commitments (MMC)	The Mars Marketing Commitments are part of the Mars Health&Nutrition Strategy, which aims to contribute to creating a healthier environment. The core theme of the new MMC is that Mars will not direct marketing communications to children under 12.
1036	Mars Inc.	2007--2008 in 1 Countries (BE)	Smart Choice Programme for Vending in Education	Smart Choice is a programme to promote responsible snacking in vending in schools, focussing on balanced diets and active and healthy lifestyles.
1019	Nestlé Romania	2006--2008 in 1 Countries (RO)	Sports and Entertainment School Clubs	Education campaign aimed to educate children about the importance of physical activity. It encourages children to practice physical activities. The program take place in schools and involves 4th grade children, teachers and students.
437	Nestlé S.A. (Austria)	2004--2010 in 1 Countries (AT)	project □Nestlé Austria Schulläufe□	The project "Nestlé Austria Schulläufe" was launched in 2000 to promote physical activity in young people, in this case, running. Nestlé aims at also raising the awareness of the importance of balanced diet through a school-breakfast-party.
657	Nestlé S.A. (Denmark) / CIAA	2004--2007 in 1 Countries (DK)	"Julemarekesagen"	Community programme. □Julemaerkesagen□ runs 4 homes for children in difficult situations. More than 700 obese children get the opportunity to stay at a Julemaerkehjem where they are encouraged to play, do sports and establish healthy eating habits.
656	Nestlé S.A. (Germany) / CIAA	2004--2010 in 1 Countries (DE)	German Platform Nutrition and Exercise Activity (Plattform Bewegung und Ernährung, PEB)	This programme was founded in 2004 as a concerted action by the German Government, the Food Industry, the Health Care System and others. It was initiated to combine all activities to address the health threats of overweight and obese children.
442	Nestlé S.A. (Hungary)	2004--2010 in 1 Countries (HU)	Nutrikid, basic school nutrition education	Nestlé launched the Nutrikid program in 2003 as a joint activity with the Hungarian Dietetic Association. It is an advertising-free nutrition education programme for elementary school children, for which Nestlé bears all costs.
658	Nestlé S.A. (incl France) / CIAA	2004--2010 in 2 Countries (FR,Other)	EPODE; Community Nutrition Education Programme for Prevention of Childhood Obesity	Community Nutrition Education Programme for Prevention of Childhood Obesity; EPODE and the European EPODE Network, EEN, to enrich the EPODE Prevention

				Programme
443	Nestlé S.A. (Ireland)	2004--2010 in 1 Countries (IR)	Partnership with the Irish Schools' Athletics Association and Parks Tennis Ireland	Nestlé Ireland provides funding and professional support and expertise to the Irish School's Athletics Association and Parks Tennis Ireland, for the development of athletics and tennis programmes among young people in Ireland.
1020	Nestlé S.A. (Nestlé Deutschland AG)	2005-- in 1 Countries (DE)	Nestlé Nutrition Studio: Consumer education for healthy and balanced nutrition	The Nestlé Nutrition Studio provides consumers in Germany with personalised advice and information services for a healthy and balanced nutrition and lifestyle. It comprises of an online platform, telephone hotline and point of purchase consultation.
438	Nestlé S.A. (Portugal)	2004--2009 in 1 Countries (PT)	Apetece-me Educational Programme	Educational program on Nutrition and Healthy Lifestyles, aimed to teachers and students of 1st and 2nd levels □ 6 to 12 years old.
1022	Nestlé S.A. (Portugal)	2006--2011 in 1 Countries (PT)	Nutrition Communication on a Train	Distribution of a brochure on Nutrition and Healthy Lifestyles and Nestlé products to the passengers of Lisboa's train lines during four days.
1021	Nestlé S.A. (Portugal)	2006--2011 in 1 Countries (PT)	Wellness Communication Program - Web	To create a new web page □ a Wellbeing Area - under Nestlé.pt with information on Nutrition and Healthy Lifestyles, aimed at consumers in general.
447	Nestlé S.A. (Sweden)	2004-2010 in 1 Countires (SE)	Support of Physical activities (2 programmes)	Promotion of physical activity for children, by supporting local schools and councils in the fields of education, culture and sports. This includes sponsoring two running events for children and adults.
445	Nestlé S.A. (Romania)	2004--2008 in 1 Countries (RO)	Breakfast with cereals!	Education campaign for children and teachers aimed to inform and educate on the importance of a daily breakfast and the benefits of breakfast cereals. The program take place in schools and involves 4th grade children, teachers and nutritionists.
446	Nestlé S.A. (Spain)	2004--2010 in 1 Countries (ES)	Health Professionals Magazine	"Nestlé Nutrition Dialogue " is a publication edited by Nestlé Spain S.A., and targeted to Nutrition, and Health professionals. This publication encourages dialogue with the main nutrition professionals in Spain.
1024	Nestlé S.A. (Spain)	2007-- in 1 Countries (ES)	¡A comer bien! (To eat well)	Distribution of magazines, newsletters and a redesigned website, focused now on wellness and nutrition.
1025	Nestlé S.A. (Spain)	2007-- in 1 Countries (ES)	Healthy Lifestyle programme " Thao Programme " based on EPODE	Educational programme targeting schools with information on preventing child obesity by modifying childrens' habits and behaviours.
1023	Nestlé S.A. (Spain)	2007-- in 1	Nutrition Education Programme in Schools	Educate children in basic nutrition, stressing the importance of enjoying

		Countries (ES)		good food.
448	Nestlé S.A. (Switzerland)	2004--2010 in 1 Countries (CH)	Nutrition Education "Nutrikid"	Nutrition education program to help children to develop healthy eating and exercise habits Teaching materials for parents, educators and teachers
449	Nestlé S.A. (Switzerland)	2004--2010 in 1 Countries (CH)	Wellness for me	In-house nutrition, physical activity and stress management education for Nestlé employees: A Workplace Wellness programme at Nestlé HQ
450	Nestlé S.A. (UK)	2004--2007 in 1 Countries (GB)	Nestlé Team Tennis/Healthy Eating for Tennis/Lawn Tennis Association	Sponsorship of schools' tennis and support sponsorship with nutritional guidance for tennis players: □Nestlé Healthy Eating for Tennis□ - guidelines for young people on eating and drinking before, during and after tennis. Project now concluded.
1026	Nestlé UK	2007-- in 1 Countries (GB)	Nestlé Make Space □ Making Healthier Easier	Programme which promotes healthy lifestyles (nutrition and exercise) and teaches basic cooking skills to young people, through childrens' attendance at school clubs, and publications, including a newsletter and recipe cards.
619	PepsiCo Europe & UK	2006--2010 in 29 Countries	Product development, consumer information, marketing/advertising and the promotion of healthy lifestyles	- Accelerate roll-out of more healthier snacks, beverages and breakfast cereals - Provide additional nutritional information on all products - Implement new advertising & marketing guidelines - Promote healthy lifestyles among employees
581	UNESDA □ Union of European Beverages Associations	2006--2020 in 28 Countries	Advertising and Commercial Communications, including school vending	The following UNESDA 2006 commitments relate to beverages advertising in printed media, websites and broadcast programmes aimed at children. These commitments include commitments relating to vending in schools.
582	UNESDA □ Union of European Beverages Associations	2006--2020 in 28 Countries	Consumer information	The following UNESDA 2006 commitments relate to the provision of information to the consumer (essentially labelling) for non-alcoholic beverages.
583	UNESDA □ Union of European Beverages Associations	2006--2020 in 28 Countries	Products, Choice & Portion Size	The following UNESDA 2006 commitments relate to the provision of a choice of beverages and to portion sizes.
1027	UNESDA □ Union of European Beverages Associations	2007--2020 in 28 Countries	Guideline Daily Amount Labelling	Introduction of a sector wide GDA labelling scheme and complete roll out of GDA labelling by 2008.

833	UNILEVER	2006--2008 in 29 Countries	Responsible marketing and advertising	Unilever continues implementing its marketing & advertising principles including the voluntary restriction not to target children below 6 and to focus for children between 6-11 years only on products which qualify for the Choices programme.
834	UNILEVER	2006--2008 in 29 Countries	Product reformulation and innovations	Through its 'Nutrition Enhancement Programme', we continue our efforts to scrutinise each and every products in our food portfolio worldwide for levels of trans-fat, saturated fats, salt and sugar. Our stance is to continue, focussing on innovation.
836	UNILEVER	2006--2008 in 26 Countries	Food Information to consumer	Unilever has a global policy on nutrition labelling which requires the provision of full nutrition labelling including 5 GDAs back-of-pack (5 'big' nutrients), 1 GDA energy front-of-pack and our Choices logo when products meet the criteria.
837	UNILEVER	2006--2009 in 15 Countries	Healthy Choice the Easy Choice	We see as part of our responsibility to support people to make the healthy choice when buying their food, action which has been identified as key by the EU Platform.

EuroCommerce (9)				
Action Number	Actor name	Where and when	Action title	Brief description of the action
1028	ACCOR Services	2006--2020 in 7 Countries	Promotion of a balanced nutrition programme on the working place	Accor Services wishes to develop its ability to positively influence both the food offers of restaurants and the lifestyles and habits of European consumers, as it constitutes a unique and rare channel of communication to employees and restaurants.
733	BRC	2004--2010 in 1 Countries (GB)	Healthy Diets and Lifestyles	UK retailers are playing a major role in the current debate revolving around health and nutrition. They are working closely with the government to promote consistent messages about healthy diets and increased physical activity.
799	British Retail Consortium (BRC)	2007--2008 in 1 Countries (GB)	Removing Trans Fats!	Product development is key in tackling overweight-related diseases. The BRC is committed to achieving further progress in this area by monitoring its members' progress in removing industrially added trans-fats from their own-brand food lines.
737	Carrefour	2005--2010 in 8 Countries	Healthy diets and lifestyles	The objective of Carrefour is to provide access of consumers to diverse and varied foodstuffs. To promote healthy diets and contribute to fight against obesity, the Group has launched several actions targeted to both employees and consumers.

725	Casino	2005--2010 in 1 Countries (FR)	Healthy diets and lifestyles	The Casino Group is carrying out several initiatives to improve diet, along with consumer information, and backing up physical activity.
727	Danish Chamber of Commerce	2005--2010 in 1 Countries (DK)	Healthy diets and lifestyles	The Danish Chamber of Commerce together with its 20.000 member companies and 100 branch organisations contributes in many ways to a healthy lifestyle. This includes among many things the retailers voluntary 13-point plan for fighting obesity.
794	EuroCommerce	2007--2010 in 22 Countries	EuroCommerce recommendation on nutrition labelling	Based on EuroCommerce's recommendation, 12 retail companies across Europe are committed to increase the amount of information on the label about the nutritional composition of their own brand products.
738	HDE	2004--2010 in 1 Countries (DE)	German retailers initiatives in the field of nutrition and healthy lifestyles	German retailers - especially HDE members - are undertaking a wide range of different initiatives in the field of nutrition and healthy lifestyle.
735	METRO Group	2005--2010 in 20 Countries	Healthy diets and lifestyles	METRO Group is carrying out several initiatives aligned with consumer information to tackle the problem of obesity. A two-sided approach of healthy diet AND physical activity is important. Target groups are youths, adolescents and employees as well.

EuroCoop (10)				
Action Number	Actor name	Where and when	Action title	Brief description of the action
594	Coop Italia	2006--2006 in 1 Countries (IT)	Spreading the seeds of healthy diets among consumers	Since the '70s Coop is sincerely committed to the well-being and the health of Italian consumers by providing information on nutrition in its outlets, on its products and at school. Product composition is another field on which Coop is working.
1031	EROSKI (Euro Coop Spanish member)	2007--2009 in 1 Countries (ES)	CONTIGO- LESS HEALTHY FATS, OUT!	EROSKI is committed to improve the dietary composition of its own brand food products and remove the trans fats that are artificially present in them.
1030	EROSKI (Euro Coop Spanish member)	2007--2009 in 1 Countries (ES)	"Contigo"- Nutritional colour code labelling	Eroski, the Spanish consumer cooperative, has launched a pioneering nutrition labelling scheme based on clear and comprehensive nutrition information on the back and front of labels of its own brand products.

European Association for the Study of Obesity (EASO) (1)

Action Number	Actor name	Where and when	Action title	Brief description of the action
533	European Association for the Study of Obesity	2005--2008 in 30 Countries	Research, informing policy and advocacy	The European Association for the Study of Obesity (EASO) will inform European health policy, and improve awareness and understanding of obesity prevention and management.

European Broadcasting Union (EBU) (1)

Action Number	Actor name	Where and when	Action title	Brief description of the action
655	European Broadcasting Union	2005--2007 in 9 Countries	Health in Europe	Health in Europe is a major multimedia initiative comprising TV and radio programmes, flash animations and extensive online content on Health and Medicine giving an unprecedented European perspective on health issues comparing issues and practices.

European Federation of Contracting Catering Organizations (FERCO) (6)

Action Number	Actor name	Where and when	Action title	Brief description of the action
504	FERCO	2006--2010 in 30 Countries	Better information of the end consumers	FERCO encourages its members and Contract Catering companies to work with their clients and suppliers to improve the availability of understandable and relevant information for the end consumers.
505	FERCO	2006--2010 in 30 Countries	FERCO General Nutrition Recommendations	FERCO encourages its members and Contract Catering companies to adopt and implement general nutrition recommendations based on 7 principles
506	FERCO	2006--2010 in 25 Countries	Partnership with National Public Authorities and Promotion of Educational Campaigns	FERCO encourages its members to participate in national public authorities' initiatives and to develop their own educational campaigns in partnership with relevant stakeholders.
507	FERCO	2006--2010 in 28 Countries	FERCO partnership with its European Social Partner, EFFAT	In the framework of its EU Social Dialogue, FERCO will strive to gain EFFAT's support to promote healthier lifestyles and will encourage its members and C.C. companies to develop sustainable training programmes in this area for employees.
819	FERCO	2007--2010 in 1 Countries (Other)	Partnership with EU Stakeholders in the Food Chain	FERCO and its members will organise in collaboration with other EU Federations workshops aiming at strengthening the partnership between Contract Catering Operators and other stakeholders in the fight

				against obesity.
820	FERCO	2007--2007 in 1 Countries (Other)	Healthy Eating at the workplace: European Event	FERCO and its members will organise in 2007 a specific initiative referring to "Healthy Eating " aimed at promoting the fight against obesity at the work place

European Federation of the Associations of Dietitians (EFAD) (2)

Action Number	Actor name	Where and when	Action title	Brief description of the action
282	European Federation of the Associations of Dietitians (EFAD)	2004--2009 in 28 Countries	Dietitians Improving Education and Training Standards (DIETS)	Dietitians are in a key position to influence and enable the promotion of a healthy diet and fitness. This action will monitor best practice and develop educational strategies to increase the effectiveness of European dietitians.

European Food Information Council (EUFIC) (5)

Action Number	Actor name	Where and when	Action title	Brief description of the action
520	European Food Information Council (EUFIC)	2006--2008 in 25 Countries	Enhancing web-based communications	Building on content from the websites www.eufic.org , www.foodexperts.net , www.coolfoodplanet.org and www.foodstudents.net , EUFIC intends to build a consistent strategy for web-based communications, in order to maximise coherence, outreach and impact.
521	European Food Information Council (EUFIC)	2006--2008 in 25 Countries	Consumer research on nutrition information and labelling	EUFIC will expand its research programme on nutrition information and labelling, building a knowledge base of existing research and findings and conducting further research on the basis of an assessment of the knowledge gaps in existing research.
524	European Food Information Council (EUFIC)	2006--2008 in 6 Countries	Increasing the outreach of EUFIC's information on healthy lifestyles	Working with partners in the Member States, EUFIC intends to translate its educational materials on healthy diets and lifestyles into additional languages, and to provide these materials on the web as well as in printed copy where possible.
526	European Food Information Council (EUFIC)	2006--2008 in 24 Countries	Using EUFIC communication vehicles to raise awareness of the EU Platform	Using EUFIC's communication tools to help raise awareness of and spread information about the work of the EU Platform for Action on Diet, Physical Activity and Health.

1033	European Food Information Council (EUFIC)	2007--2007 in 1 Countries (BE)	Obesity conference examining motivation & behavioural change	Organised under the auspices of the EU Platform, the 2007 Food in Action conference on 29-30 November investigates how the obesity epidemic can be challenged through motivational and behavioural change.
------	-------------------------------------------	--------------------------------	--------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

European Modern Restaurants Association (EMRA) (3)				
Action Number	Actor name	Where and when	Action title	Brief description of the action
535	EMRA	2006--2008 in 30 Countries	Product Composition	EMRA members will reasonably endeavour to bring salt, fat or sugar levels in line with the recommendations of the appropriate regulatory bodies.
536	EMRA	2006--2008 in 30 Countries	Consumer Information	EMRA members pledge to inform their customers about how product options and product composition compare to Guideline Daily Amounts, or other nutrition driven references, through the use of various communications and consumer information materials
537	EMRA	2006--2008 in 30 Countries	Choice	EMRA members pledge to continuously make options available for those seeking balanced diets and ensure that these options are properly highlighted in our restaurants. Given the special nature of the Food Service sector flexibility is needed.

European non-governmental Sports rganisation (ENGSO) (1)				
Action Number	Actor name	Where and when	Action title	Brief description of the action
638	European Non-Governmental Sports Organisation (ENGSO)	2004--2020 in 1 Countries (DE)	SPORT PRO GESUNDHEIT, a Quality seal for programs which promote health enhancing physical activity	SPORT PRO GESUNDHEIT is a label for courses of health enhancing physical activity in Sports Clubs, released and awarded by the German Sports Confederation in cooperation with the German Medical Association. The Quality seal stands for a high-quality,

European Vending Association (EVA) (4)				
Action Number	Actor name	Where and when	Action title	Brief description of the action
518	European Vending Association	2006--2007 in 18 Countries	Best Practice Guidance - Vending in schools : a matter of choice	The EVA adopted the Best Practice Guidance on Vending in schools, the objective of which is to explain to vending operators how they should adapt their offering to schools.

801	European Vending Association	2007--2007 in 18 Countries	Communication on healthy initiatives.	The EVA will devote one web page to the dissemination of the initiatives taken by the vending players on healthy lifestyles.
803	European Vending Association	2007--2007 in 18 Countries	Health at workplace.	The EVA will promote healthy lifestyle internally.

FEPI (Federation of the European Play Industry) (1)

Action Number	Actor name	Where and when	Action title	Brief description of the action
741	FEPI (Federation of the European Play Industry)	2007--2009 in 13 Countries	FEPI Award "Capital of Play"	This action aims at sensitizing local authorities to the importance of a playgrounds' offer answering to the needs of their local children's population, by communicating about local authorities that develop the best playground policies.

Freshfel (6)

Action Number	Actor name	Where and when	Action title	Brief description of the action
528	Bord Bia	2006--2008 in 1 Countries (IR)	Food Dude Healthy Eating Programme	Introduce a programme to over 30.000 primary school children consisting of videos and rewards to positively change children's longterm behaviour in the consumption of fruit and vegetables which are provided free of charge over a 16 day period.
529	Freshfel Europe	2006--2009 in 1 Countries (Other)	Freshfel Europe "Fresh Fruit and Vegetables Consumption Monitor"	Freshfel sets in one document available information on fruit and vegetable consumption across Europe per year. The document includes a general section on the EU's total gross supply of fresh fruit and vegetables and specific sections by country.
530	Freshfel Europe	2006--2008 in 1 Countries (Other)	"Fresh Times" Newsletter with Information on Fruit & Vegetables Promotion	Creation of a newsletter (named "Fresh Times" and published bi-monthly) to raise awareness and exchange information on best practices to stimulate promotion and communication activities to increase the consumption of fresh fruits and vegetables.
527	Freshfel Europe	2006--2009 in 1 Countries (Other)	"Enjoy Fresh" a Pan-European Logo for the promotion of fruits and vegetables consumption	A pan-European logo to encourage consumers to increase consumption of fruit and vegetables, to help the industry better communicate its health benefits and to help consumers identify the meaning of it across borders.

775	Freshfel Europe	2007--2009 in 1 Countries (Other)	Freshfel "Fresh Produce Charter" on fruit & vegetables at the workplace	With this charter Freshfel invites its members and others to make fresh fruit and vegetables available at all the reception areas and meeting rooms of their companies for employees and visitors to enjoy.
776	Freshfel Europe	2007--2007 in 1 Countries (Other)	EGEA International Conference "The role of fruit & vegetables in the fight against obesity"	Cooperation with Aprifel (France) in the organisation of the International Conference EGEA 2007 to explain and disseminate the latest scientific research on the role of fruit & vegetables in the fight against obesity.

International Baby Food Action Network (IBFAN) (1)

Action Number	Actor name	Where and when	Action title	Brief description of the action
615	IBFAN	2006--2007 in 25 Countries	Continued protection, promotion and support of breastfeeding and appropriate CF	Ensure parents access to objective, complete information about infant and young child feeding, free from commercial influence. Share docs about transposition of EU directive 2006/141 /CE in national laws Inform in Luxemburg/UK obesity prevention

International Diabetes Foundation (IDF) (1)

Action Number	Actor name	Where and when	Action title	Brief description of the action
640	International Diabetes Federation □ European Region (Gluco-forum)	2004--2010 in 25 Countries	IDF Europe - Diabetes Prevention Forum	The Diabetes Prevention Forum is working to raise awareness of health care professionals and people at risk of developing type 2 diabetes. Through early identification of those at risk, the conditions can either be prevented or the onset delayed.

International Obesity Task Force (IOTF) (5)

Action Number	Actor name	Where and when	Action title	Brief description of the action
531	IASO International Obesity Task Force	2004--2020 in 30 Countries	Research, informing policy and advocacy	IOTF as part of International Association for the Study of Obesity (IASO) will work in cooperation with European Association for the Study of Obesity (EASO), other NGOs and scientific networks, to inform health policy.
809	International Obesity TaskForce of the International Association for the Study of	2007--2009 in 29 Countries	Research, informing policy and advocacy	Health-Promotion Through Obesity Prevention Across Europe: An Integrated Analysis To Support European Health Policy (HOPE) The HOPE project aims to assemble scientific knowledge in Europe on overweight, obesity and their

	Obesity			determinants.
810	International Obesity TaskForce of the International Association for the Study of Obesity	2007--2018 in 30 Countries	Improving medical and health professional skills to counteract obesity	The IOTF will introduce an online training course for clinicians to improve their knowledge and skills in weight management, diet and activity and the prevention of related chronic diseases developed in conjunction with EASO.
811	International Obesity TaskForce of the International Association for the Study of Obesity	2007--2008 in 27 Countries	Research, informing policy and advocacy	The IOTF will support the development of the European Childhood Obesity Prevention Alliance to extend NGO collaboration on advocacy and action involving more than 12 European NGOs through an active network and website.
814	International Obesity TaskForce of the International Association for the Study of Obesity	2007--2010 in 30 Countries	Research, informing policy and advocacy	Development of a dynamic modelling tool to evaluate potential health gain and assess the life style-mediated health impact of policies (DYNAMO-HIA).

International Sport and Culture Association (ISCA) (1)

Action Number	Actor name	Where and when	Action title	Brief description of the action
754	International Sport and Culture Association (ISCA)	2007--2009 in 15 Countries	P.A.T.H.E. Physical Activity Towards a Healthier Europe	PATHE is a European project that will match best practice of existing 'health promotion through mass-sport' projects & campaigns with countries wishing to implement first-time projects. Actions include consultancy, training seminars, and workshops.

Member States (8)

Action Number	Actor name	Where and when	Action title	Brief description of the action
760	Food Standards Agency	2006--2007 in 1 Countries (GB)	Out of school hours cooking clubs - roll out in the North East England	The Agency is rolling out its out of school hours cookery clubs., piloted in 2004, in secondary schools across NE England. Aim is to explore local mechanisms for helping young people work towards the defined food competences.

761	Food Standards Agency	2006--2007 in 1 Countries (GB)	2nd edition - Food Policy in Schools: framework document for Governing Bodies	The Agency has commissioned the National Governors Association (NGA) to develop a 2nd edition of 'Food Policy in Schools: A Strategic Policy Framework for Governing Bodies'. Its aim is to help School Governors develop their school's food policy.
762	Food Standards Agency	2006--2020 in 1 Countries (GB)	Food Vision website (www.foodvision.gov.uk)	The aim of the Food Vision website is to help local groups develop food projects that will improve community health and well being. It offers case studies and toolkits to encourage and spread good practice.
765	Food Standards Agency	2006--2013 in 1 Countries (GB)	UK National Diet and Nutrition Survey	The survey collects robust quantitative data on food consumption, physical measurements, nutrient intake and status in the general population to support evidence based policy making, monitor progress toward diet goals and allow exposure assessment.
759	Food Standards Agency	2006--2007 in 1 Countries (GB)	Food Competences for Young People aged 5 to 16 years	To establish a consensus view on the minimum food skills and knowledge that young people should know, understand and be able to apply by the ages of 7, 11, 14 and 16 years.
158	UK Food Standards Agency	2005--2010 in 1 Countries (GB)	Reformulation of processed and prepared foods to reduce salt contents	The FSA is encouraging and supporting the reformulation of processed and prepared foods to reduce their salt contents through the development of salt targets for key products and the publication of individual organisations' salt-reduction plans.
159	UK Food Standards Agency	2006--2010 in 1 Countries (GB)	Development of a Front-of-Pack 'Signposting' Labelling Scheme	The FSA is developing a voluntary front of pack signposting scheme for use by retailers and manufacturers to give 'at a glance' information on the fat, saturated fat, salt and sugar content of foods - to help consumers make healthier food choices.
777	UK Food Standards Agency	2006--2007 in 1 Countries (GB)	Guidance for small and medium sized businesses on salt reduction	Development of guidance for small and medium-sized food businesses, to increase awareness of Government work with industry to reduce salt in processed meat products, and provide practical advice on achieving reductions without reducing food safety.

Standing Committee of European Doctors (CPME) (6)

Action Number	Actor name	Where and when	Action title	Brief description of the action
---------------	------------	----------------	--------------	---------------------------------

653	CPME	2006--2008 in 24 Countries	Prevention in Europe (prevention of CVD) Improving EU public health	The purpose of this conference is to place Prevention firmly on the EU agenda A statement with recommendations Motto:Prevention is key a "simple" suggestion - A prevention programme in every MS by a given date
1041	CPME (Standing Committee of European Doctors)	2007--2008 in 1 Countries (BE)	Fruits basket in offices	The employer provides a fruit basket at the office every week. This way, employees as well as members have direct access to healthy food. It can help employees switching to a healthier lifestyle.

The European Health and Fitness Association (EHFA) (3)

Action Number	Actor name	Where and when	Action title	Brief description of the action
796	Fitness Industry Association (EHFA)	2005--2010 in 1 Countries (GB)	Active at Work - Healthy Workforce Programme	The Active at Work programme markets physical activity in the workplace and encourages people to make it part of their working day while also promoting the continuation of a physically active, healthy lifestyle outside the workplace.
798	Fitness Industry Association (EHFA)	2006--2010 in 1 Countries (GB)	Go (Teenage Girls - Healthy Schools Programme)	Go links health clubs with secondary schools to deliver health and fitness sessions to teenage girls (15/16 years old). Fitness professionals also educate pupils on the importance of leading a healthy lifestyle.
797	Fitness Industry Association (FIA)	2005--2010 in 1 Countries (GB)	Adopt a School (Healthy Schools Programme)	Adopt a School links health clubs with primary schools to deliver high quality physical activity programmes for children (10/11 year olds) . Fitness professionals also educate pupils on the importance of leading a healthy lifestyle.

World Federation of Advertisers (WFA) (10)

Action Number	Actor name	Where and when	Action title	Brief description of the action
427	FERRERO	2005--2020 in 8 Countries	Public education and media literacy: MEDIA SMART	Media Smart is a media literacy programme for school children that brings together industry, academics, parents, teachers and governments, aimed at developing and promoting children's understanding of advertising.
538	World Federation of Advertisers	2006--2010 in 27 Countries	Strengthening advertising self-regulation across the EU27: setting up SROs and codes of conduct	Implementing the EASA Self-regulation Charter. General provisions: establishment of self-regulatory organisations (SROs) and effective, comprehensive codes of

				conduct.
539	World Federation of Advertisers	2006--2010 in 27 Countries	Strengthening advertising self-regulation across the EU27: provision of advice and training for SROs	Implementing the EASA Self-Regulation Charter: Provision of advice and training for SROs to raise standards
540	World Federation of Advertisers	2006--2010 in 27 Countries	Strengthening advertising self-regulation across the EU 27, through best practice in complaint handling, enforcement and compliance.	Implementing the EASA Self-Regulation Charter: Complaint handling, enforcement and compliance.
541	World Federation of Advertisers	2006--2010 in 27 Countries	Strengthening advertising self-regulation across the EU27 through increased consultation with non-industry stakeholders	Increase consultation with non-industry, independent lay persons in the self-regulatory code development and adjudications process.
542	World Federation of Advertisers	2006--2010 in 27 Countries	Strengthening advertising self-regulation across the EU27 by raising awareness within industry and among consumers	Implementing EASA Charter Principle no. 10: Effective awareness of the self-regulatory system by industry and consumers.
543	World Federation of Advertisers	2006--2010 in 27 Countries	Strengthening and expanding food and beverage advertising SR across the EU27	Strengthening and expanding the remit of advertising self-regulation for food and beverage advertising across the EU25, by implementing the ICC Framework for Responsible Food and Beverage Advertising into national self-regulatory code provisions.
544	World Federation of Advertisers	2006--2010 in 27 Countries	Strengthening and expanding food and beverage advertising SR across the EU27	Strengthening and expanding the remit of advertising self-regulation for food and beverage advertising across the EU27, by implementing the ICC Framework for Responsible Food and Beverage Marketing Communications.
545	World Federation of Advertisers	2006--2010 in 8 Countries	Media Smart □ media literacy programme for primary school children	Media Smart develops and provides, free of charge, educational materials for primary schools. The materials use real examples of advertising to teach core media literacy skills. They aim to teach children to think critically about advertising.
546	World Federation of Advertisers	2006--2008 in 27 Countries	Promoting healthy lifestyles through advertising	This action aims to conduct a social marketing campaign on healthy lifestyles in Europe.

iii. Abbreviations

APRIFEL	Agence Fruits et Legumes Frais
BEUC	Bureau Européen des Unions des Consommateurs (the European Consumers' Organisation)
BMA	British Medical Association
BNF	British Nutrition Foundation
CAP	Common Agricultural Policy
CESS	Confédération Européenne Sport Santé
CIAA	Confederation of the Food and Drink Industries of the European Union
CLCV	Consommation, Logement et Cadre de Vie
CPME	Comité Permanent des Médecins Européens (The Standing Committee of European Doctors)
CVD	Cardio-vascular disease
DG EAC	Education and Culture Directorate General of the European Commission
DG SANCO	Health and Consumer Protection Directorate General of the European Commission
DG TREN	Energy and Transport Directorate General of the European Commission
EASA	European Advertising Standards Alliance
EASO	European Association for the Study of Obesity
EBU	European Broadcasting Union
EFAD	European Federation of the Associations of Dietitians
EFSA	European Food Standards Agency
EGTA	European Group on Television Advertising (the Association of Television and Radio Sales Houses)
EHFA	European Health and Fitness Association
EHN	European Heart Network
EMRA	European Modern Restaurants Association
EMSA	European Medical Students Association
EPHA	European Public Health Alliance
EROSKI	The EuroCoop member for Spain
ESA	European Snack Association
ESWDA	European Sport Workforce Development Alliance
EU	European Union
EUFIC	European Food Information Council
EUROPREV	European Network for Prevention and Health Promotion and General Practice
EVA	European Vending Association
FABCON	"Fit am Ball" Conference
FDB	Fællesforeningen for Danmarks Brugsforeninger (Danish Consumers Co-operative Society)
FENACOOOP	Federação Nacional Das Cooperativas de Consumidores (Portuguese Consumers Co-operative Society)
FEVIA	Belgian National Food and Drink Industry Federation
FHA	Finnish Heart Association
FIA	Fitness Industry Association
FIAB	Spanish Food and Drink Industries Federation
FSA	Food Standards Agency
GDA	Guideline daily amount
HFSS	High Fat, Sugar and Salt
HLG	High Level Group on Nutrition and Physical Activity
IBFAN	International Baby Food Action Network
ICAPS	Intervention Centred on Adolescents' Physical activity and Sedentary behaviour
ICC	International Chamber of Commerce
IOTF	International Obesity Task Force
JEP	Jury for Ethical Practice in Advertising (Belgium)
KF Group	Kooperativa Förbundet (the EuroCoop member for Sweden)
NGO	Non-Governmental Organisation
NMA	National medical association
NPA	Physical Activity Network
NUBEL	Nutrition Belgium
OECD	Organisation for Economic Co-operation and Development
OFCOM	Office of Communications (UK media regulator)
SCOPE	Specialist Certification of Obesity Professional Education
SHF	Slovenian Heart Foundation
SOK	Suomen Osuuskauppojen Keskuskunta (EuroCoop member for Finland)
SRO	Self-regulatory organisation
UEFA	Union of European Football Associations

UEMO	European Union of General Practitioners
UK	United Kingdom
UNESDA	Union of European Beverages Associations
WFA	World Federation of Advertisers
WHO	World Health Organisation