



Working for citizens and with the Member States

***High Level Conference on "Nutrition and Physical
Activity from childhood to old age: challenges and
opportunities"***

John F. Ryan

Acting Director Public Health

Directorate-General for Health and Consumers

European Commission

25 February 2014

Topics

1. Defending Public Health in the EU
needs and advantages
difficulties and challenges
2. Collaboration at work
from EU 2020 and Nutrition Strategy to the Action Plan on
Childhood Obesity
3. Other EU initiatives
4. Next steps

1. Defending Public Health at EU level

Clear need and advantages of working together

VS.

Difficulties and challenges

Need and advantages

Common global challenges
lifestyle-related diseases
antibiotic resistance

Areas that require critical mass
rare diseases
pandemic threats

Where economies of scale and knowledge are important
developing eHealth
improving health systems performance
health information

Difficulties and challenges

Political and institutional framework of the European Union

Article 168 allows – and demands – a high level of human health protection in all Union policies and activities

It also clearly states that Member States are responsible for health policy and organisation of healthcare

Moving forward

A collaborative and participatory approach in most of the efforts in Public Health at EU level

Exceptions: blood, tissues, organs; tobacco; labelling
(the legislative and regulatory approach will be addressed in the next presentation)

2. Collaboration

The Commission, the Member States, industry and NGOs have been called on board to share best practices, jointly decide on the road ahead and speed up implementation of commonly-agreed plans.

This has brought us a number of success stories – the Action Plan on Childhood Obesity being one of them – as well as a number of further challenges ahead.

The road up to the Action Plan

EU 2020

2007 Strategy on Nutrition, overweight and obesity-related health issues

priority areas

2013 evaluation report

the Stakeholders Platform

the High Level Group

Action Plan on Childhood Obesity



European
Commission



Europe 2020: A European Strategy for Smart, Sustainable, and Inclusive Growth

Action on health is needed to achieve:

- **sustainable and efficient health systems**
- **Contribute to increased employment** – by reducing premature death and disability amongst working age population
- **Reduce health inequalities**



European
Commission

The Strategy for Europe on Nutrition, Overweight and Obesity-related Health issues (2007)

Nutrition and Physical Activity in all policies

High Level Group on Nutrition and Physical Activity

External Evaluation of the Strategy:

- Efficiency proved
- Need to boost the work



Monitoring system and evidence base

EC Programmes/fundings (Health programme, Research programme)

EU Platform for Action on Diet, Physical Activity and Health

Health and
Consumers



The Strategy for Europe on Nutrition, Overweight and Obesity-related Health Issues

The Strategy relies on a **voluntary, partnership based approach** using two key tools of implementation:

The **High Level Group for Nutrition and Physical Activity**:
Member States coordinated activities

The **EU Platform for Action on Diet, Physical Activity and Health**: EU Stakeholder commitments

→ efficient action on dietary and physical activity habits requires a concerted response across society.

Priority areas of the Strategy

- better informed consumers
- making the healthy option available
- encouraging physical activity
- develop the evidence base to support policy making
- develop monitoring systems



→ Children are a priority group in the Strategy

Evaluation report

Supports continuation of the Strategy, High Level Group and Stakeholder Platform

Continued coordination at the EU level by the Commission is needed

EU Platform to monitor efficacy and impact

Further focus on:

- physical activity
- lower socio-economic groups

The EU Platform for Action on Diet, Physical Activity and Health

- Since 2005 a multi-stakeholder and voluntary approach
- 33 EU Platform members:
 - Industry
 - Public Health NGOs
 - Health Professionals
 - Consumer Groups
- More than 300 commitments
- Members are responsible for the **monitoring and reporting** on their commitments

Fields of action

137 active Platform commitments in:

- Consumer information, including labelling
- Education, including lifestyle modification
- Physical activity promotion
- Marketing and advertising
- Composition of foods (reformulation)
- Advocacy and information exchange

http://ec.europa.eu/health/nutrition_physical_activity/platform/platform_db_en.htm

The EU Pledge

example of a concrete Platform commitment

No advertising of products to children under 12

No communication in primary schools

Outcome: 84% reduction in exposure to ads
(in programmes with an audience composed of over
35% of children)

Reinforced EU Pledge: company-owned brand websites
and developed common nutrition criteria aimed at
replacing the existing company-specific criteria



The High Level Group for Nutrition and Physical Activity

- Representatives from 28 EU Member States, 2 EFTA countries (Norway, Switzerland) and WHO
- Seeks European solutions to obesity-related health issues
- Encourages governments to share policy ideas and practice.



Action Plan on Childhood Obesity

Eight areas for action:

- Support a healthy start in life
- Promote healthier environments, especially in schools and pre-schools
- Make the healthy option the easier option
- Restrict marketing and advertising to children
- Inform and empower families
- Encourage physical activity
- Monitor and evaluate
- Increase research





3. Other EU initiatives

The Health Programme

Working within the Commission

Working with the European Parliament



Health Programme 2014-2020

The adopted legislative proposal for the third multi-annual Health Programme (2014-2020) offers the possibility to interested parties to submit proposals for funding.

It is expected that the new Health Programme will be adopted in Spring 2014.

Following adoption, the 2014 Annual Work Programme will be published by the Commission. Based on this the calls for proposals will be launched by the Consumers, Health and Food Executive Agency Chafea.

The new programme will have a budget of € 449.394 million over seven years (2014 to 2020).

Other Commission Actions

- Legislation with Nutritional Labelling and Health claims regulations
 - DG EAC, emphasizing the health-enhancing dimension of physical activity:
 - 26 November 2013: Council Conclusions on HEPA
 - DG AGRI with the School Fruit Scheme
 - Under the Common Agricultural Policy 2020 it is proposed to raise the budget from EUR 90 million to EUR 150 million
- DG CONNECT with the Audiovisual Media Service Directive
- DG Research with 700 Million Euro from FP7
- Joint Research Centre to help setting research priorities towards 2030 and 2050.

Pilot Projects

- The pilot projects are supported by the European Parliament and implemented by DG SANCO.
- The first project (2012-2014), aims to increase consumption of fresh fruit and vegetables in local communities where household income is below 50% of the EU 27 average covering Romania, Slovakia and Bulgaria.
- A similar pilot project was launched in 2014 covering Poland and Hungary.
- The third pilot project concerns promotion of healthy diets targeting pregnant women, children, as well as elderly people.



4. Next steps

Priority go children, greater focus on physical activity, careful consideration of lower socio-economic groups

EXPO 2015 in Milan: "*Feeding the Planet, Energy for Life*"



Working for citizens and with the Member States

***High Level Conference on "Nutrition and Physical
Activity from childhood to old age: challenges and
opportunities"***

John F. Ryan

Acting Director Public Health

Directorate-General for Health and Consumers

European Commission

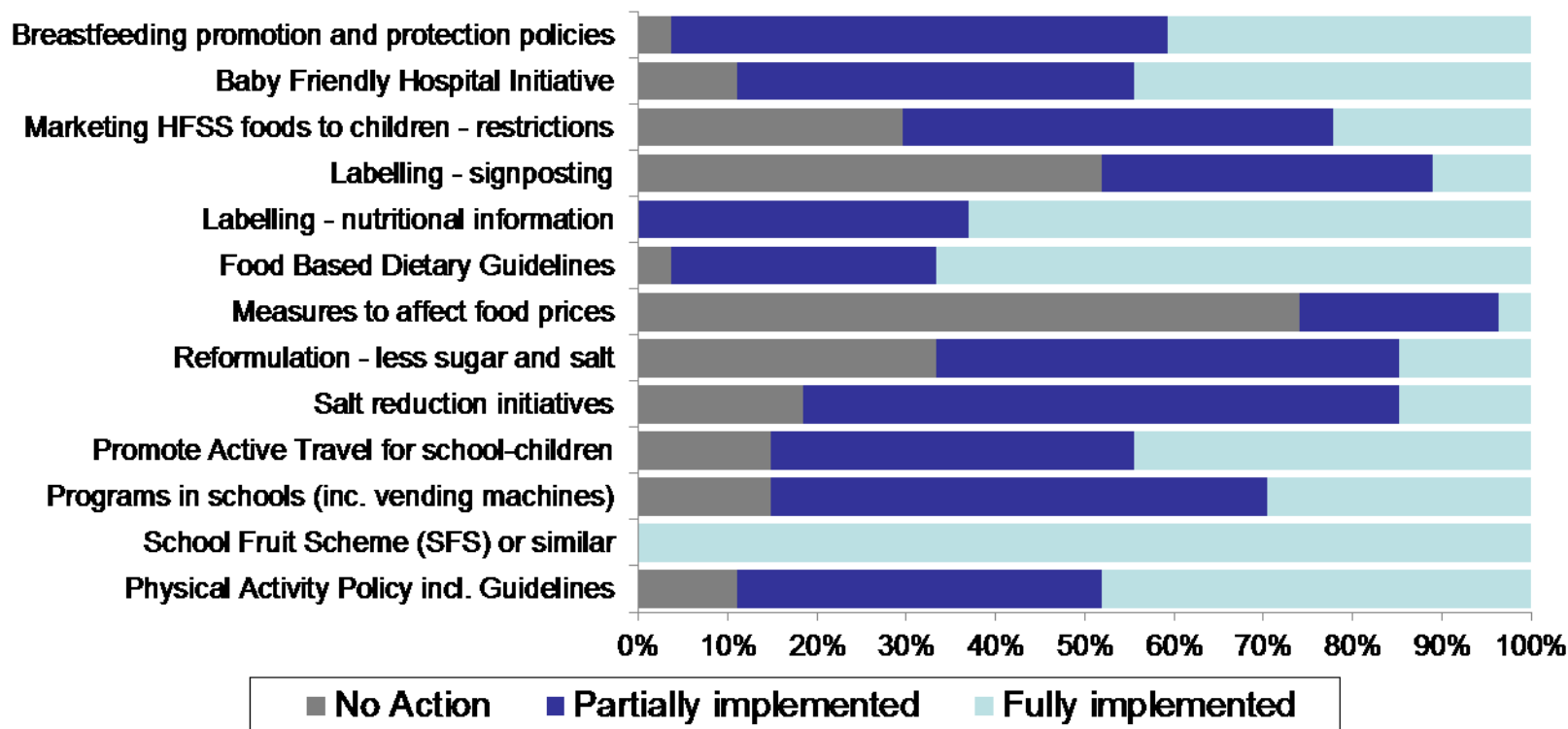
25 February 2014

Extra support slides



European
Commission

Overview Policy Actions Implementation 27 EU Member States



EU Framework for National Initiatives on Selected Nutrients

In February 2011, the Member States agreed on an EU Framework for National Initiatives on Selected Nutrients (such as energy, total fat, saturated fat, trans-fat, added sugars, portion sizes and the frequency of consumption of specific foods).



One of the first priorities was a **salt reduction** of a minimum of 16% over 4 years. Helped to increase dialogue between governments and industry.

Since June 2012, the Group is also focussing on the reduction of **saturated fat**, with a view to reducing saturated fat by 5 % in four years from 2012, and thereafter by an additional 5% by 2020.



Final remark

Encouraging healthy lifestyles cannot rely upon public policy and the health sector alone.

Stakeholders such as the European food industry, public health NGOs, health professionals and consumer groups have a significant role to play.