

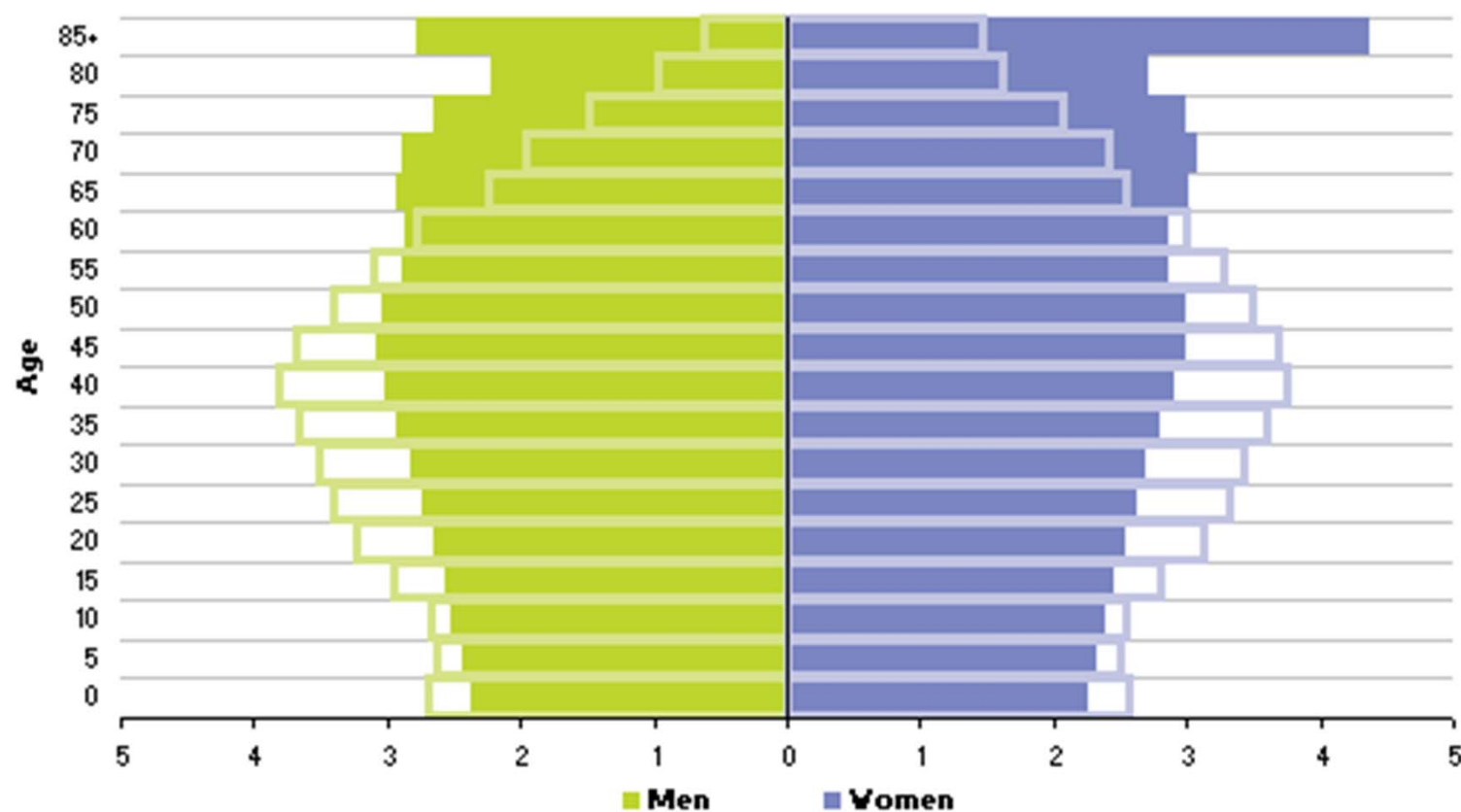


Women and Lifestyles in the EU

Isabel de la Mata
Principal Advisor for Health
European Commission

Health and
Consumers

Projected population structure in the EU in 2060



Solid colour: 2060

Bordered: 2010

(1) 2060 data are projections (EUROPOP2010 convergence scenario).



Life Expectancy @ 65, (Un)healthy years

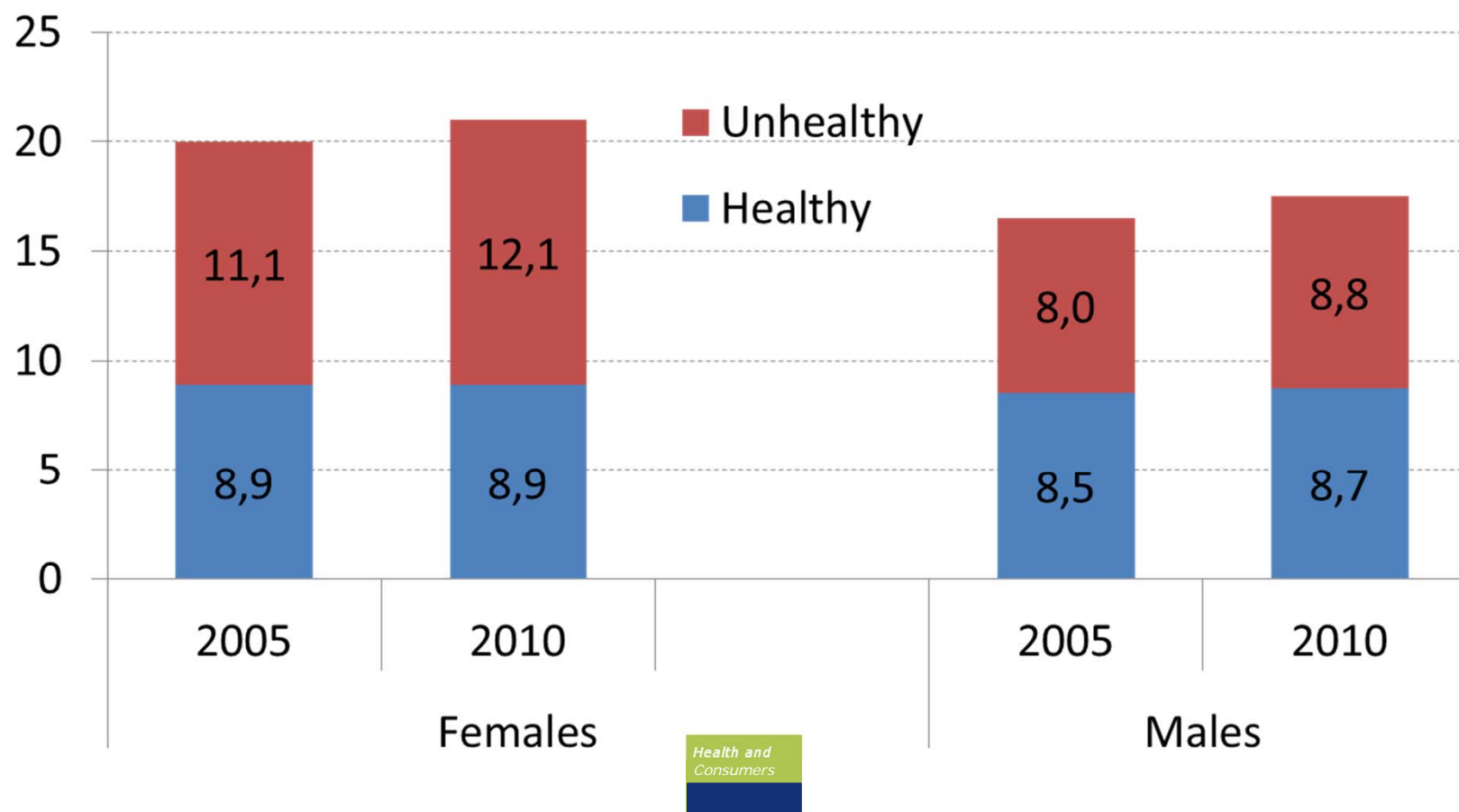
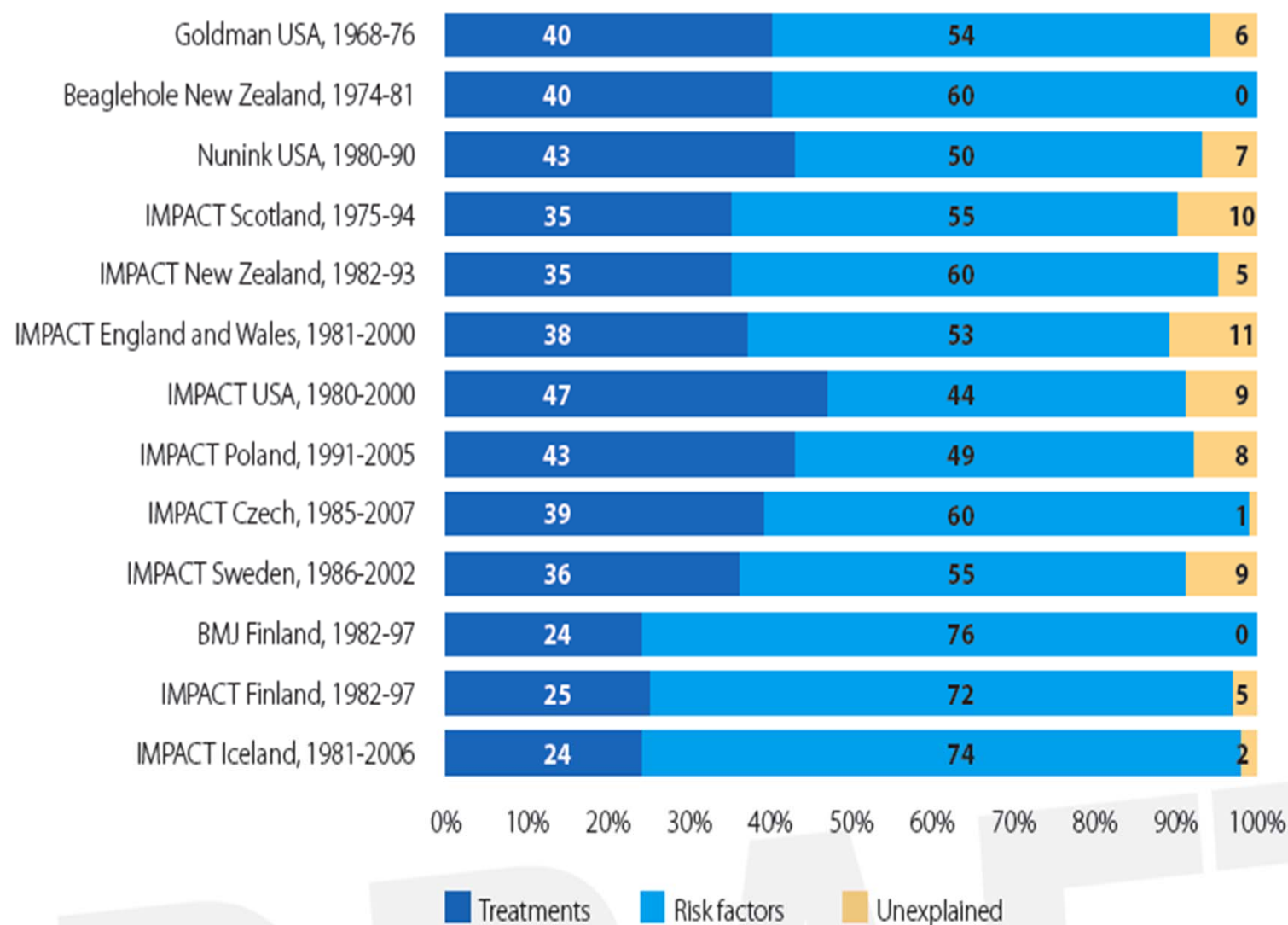


Fig. 2. Contribution of treatment and risk factor reduction to the decline in global coronary heart disease mortality

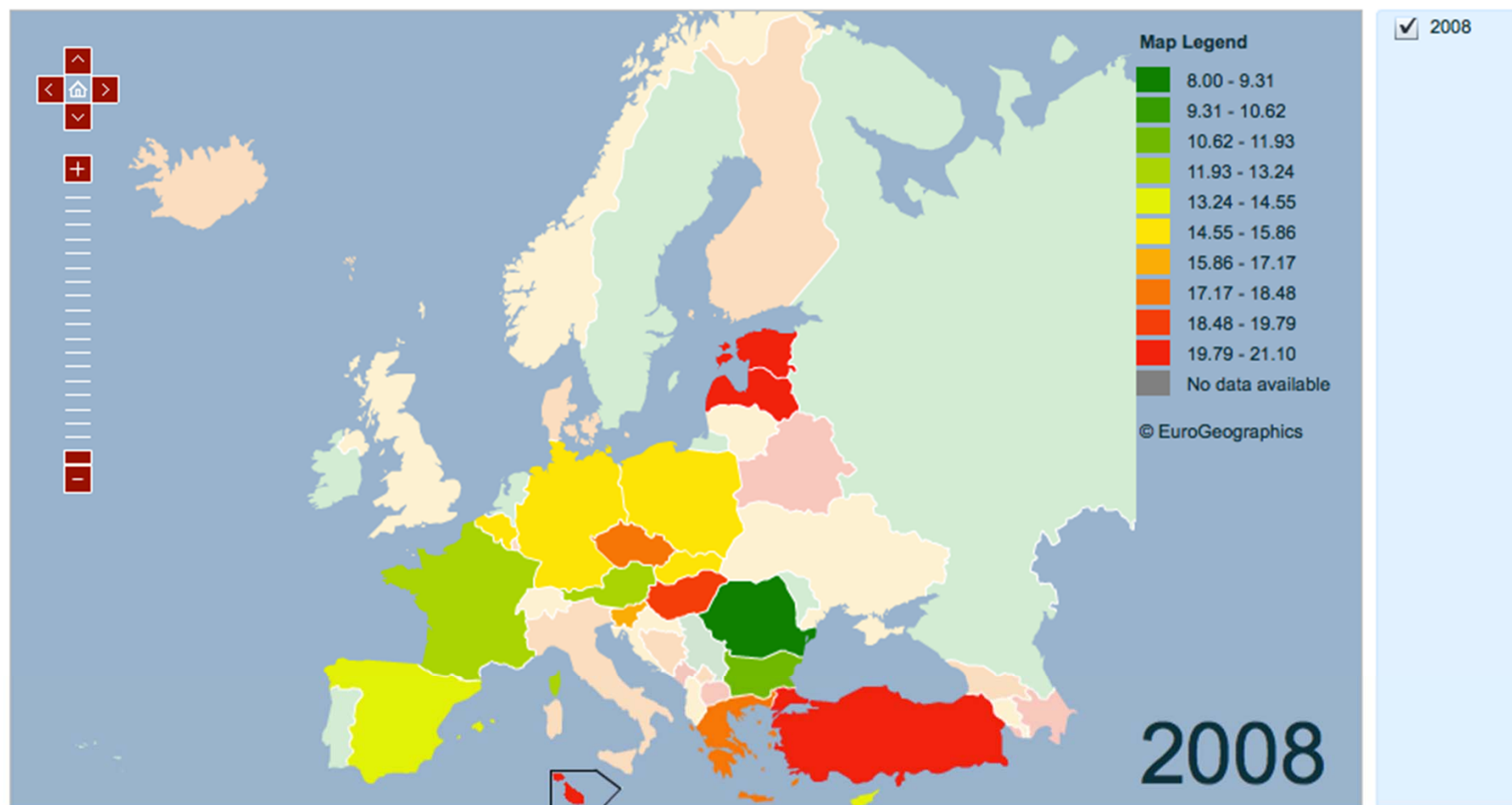


Source: Ford et al. (11).



Proportion of adult women (18+) who are obese, i.e. whose body mass index (BMI) is ≥ 30 kg/m².

Following a gentlemen's agreement, Eurostat collected data from 17 Member States and 2 other countries* who conducted the first wave of the European Health Interview... [more](#)

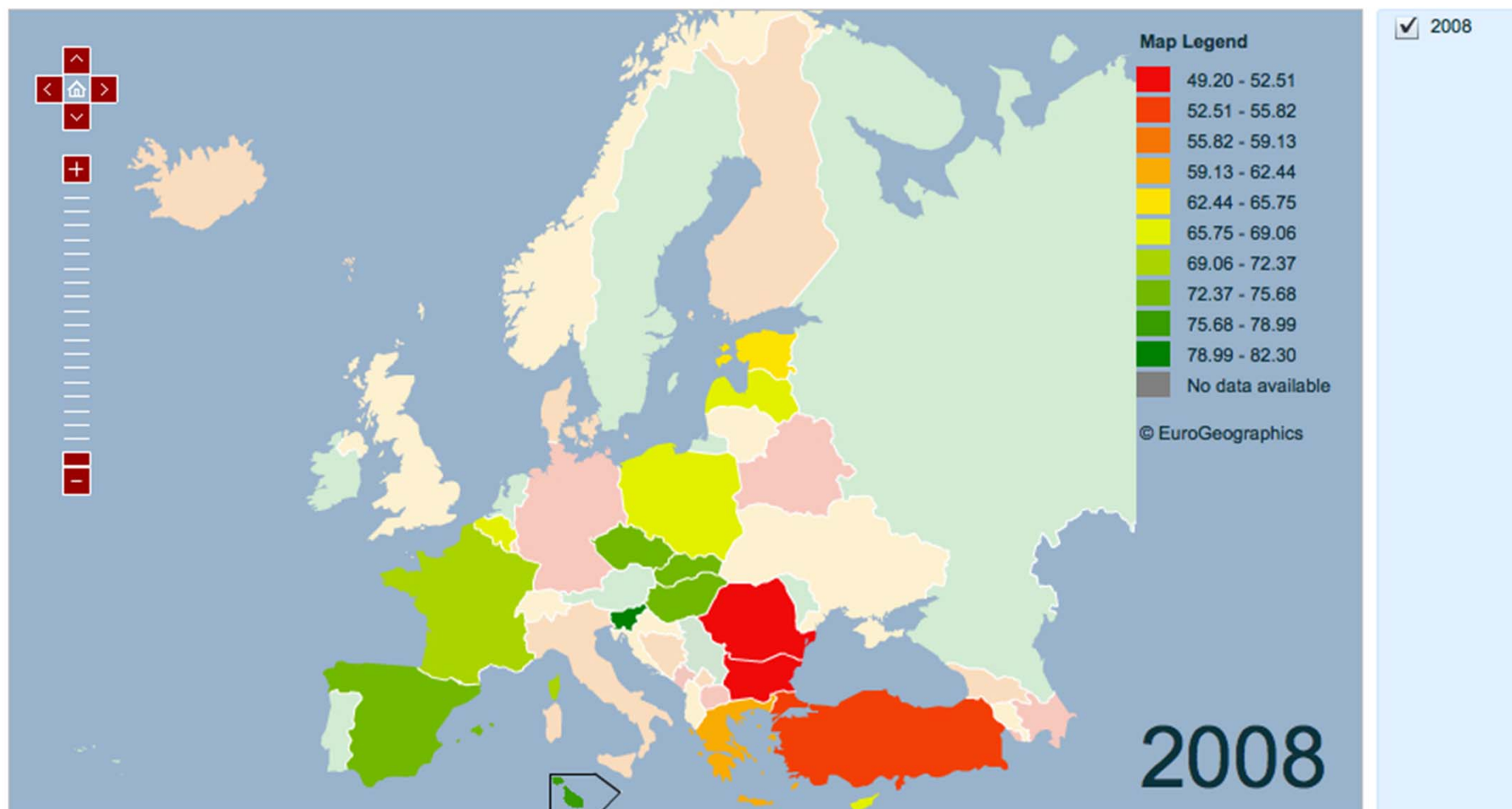




European
Commission

Proportion (%) of women aged 15+ reporting to eat fruits (excluding juice) at least once a day

Following a gentlemen's agreement, Eurostat collected data from 17 Member States and 2 other countries* who conducted the first wave of the European Health Interview... [more](#)

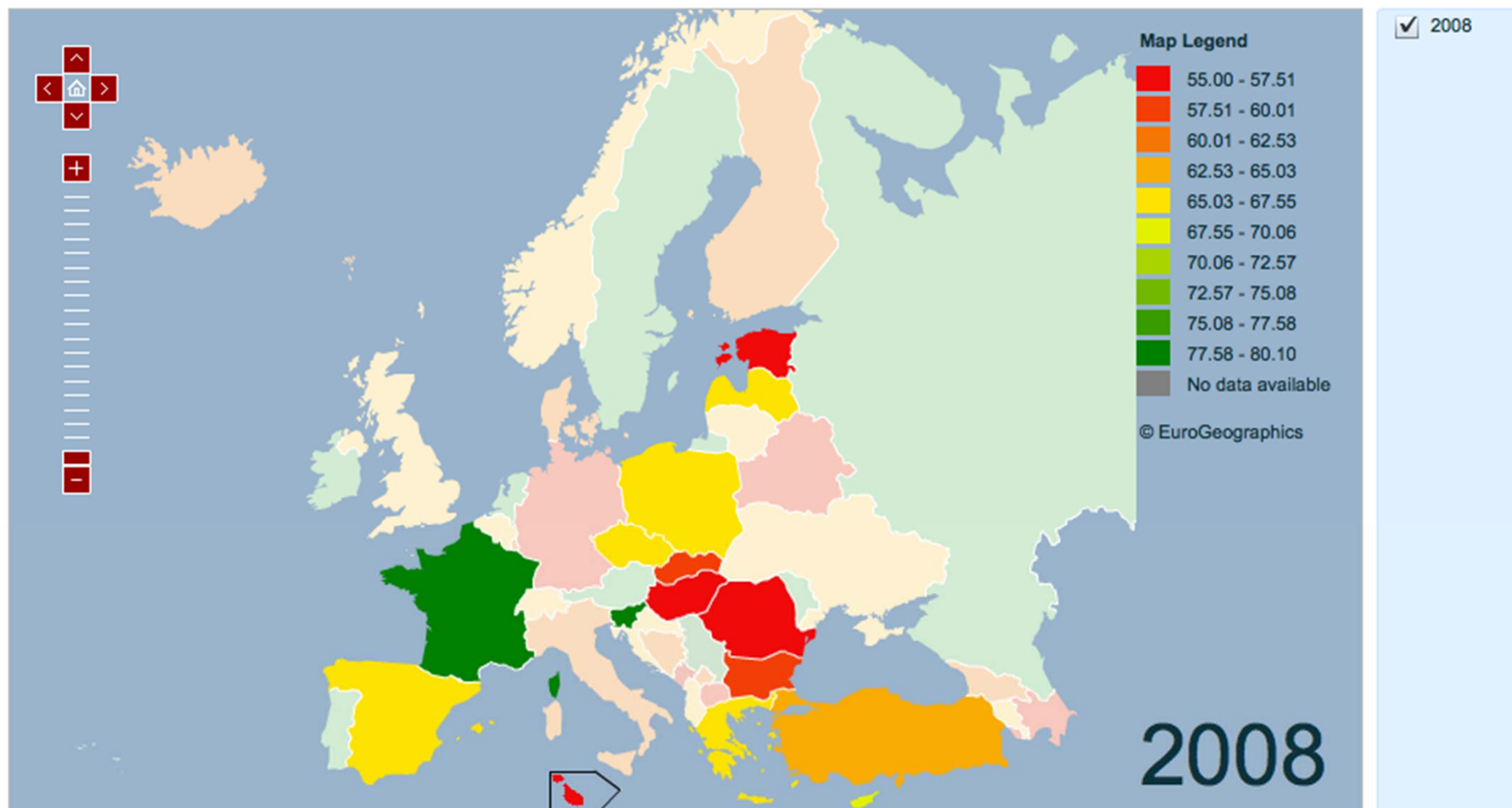




European
Commission

Proportion (%) of women aged 15+ reporting to eat vegetables (excluding potatoes and juice) at least once

Following a gentlemen's agreement, Eurostat collected data from 17 Member States and 2 other countries* who conducted the first wave of the European Health Interview... [more](#)





WHY AN

?



UN DECLARATION
16 / 09 / 2011



1

IS THIS A PROBLEM?

"Obesity, an unhealthy diet and physical inactivity have strong linkages with the four main Non-Communicable Diseases"

- ⚠ cancer
- ⚠ diabetes
- ⚠ cardiovascular
- ⚠ chronic respiratory

2



STRATEGY FOR EUROPE ON
NUTRITION, OVERWEIGHT AND
OBESITY-RELATED HEALTH ISSUES (2007)

3

EFFECTIVE
PARTNERSHIPS



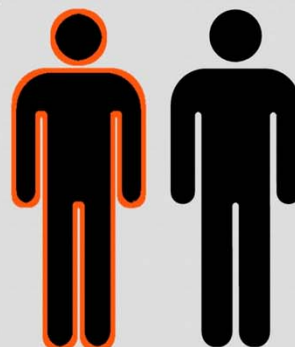
4

EU PLATFORM
FOR ACTION ON DIET
PHYSICAL ACTIVITY
AND HEALTH

- ➔ 33 European associations
- ➔ membership more than doubled since establishment in 2005

HIGH LEVEL GROUP
FOR NUTRITION AND
PHYSICAL ACTIVITY

➔ 27 EU governments + WHO



1 in 2 people

is overweight or obese*

HEALTH NGOS

CONSUMER
GROUPS



INDUSTRY

HEALTH PROFESSIONALS

MULTI-STAKEHOLDER APPROACH

6

RECENT ACHIEVEMENTS



UDIENCE

number of people reached in 2011:
14 million individuals, 80 million virtual users



VERAGE

number of commitments implemented in more
than 1 EU country: 87 out of 135 currently active

CONTINUIT

number of commitments valid beyond 2013:
66 out of 135 currently active

MONITORING

significant improvement in quality:
objectives of commitments more specific

5

VOLUNTARY ACTIONS
IN 6 AREAS (NO. OF ACTIONS IN 2011)



PHYSICAL ACTIVITY
PROMOTION (15)

ADVOCACY AND
INFORMATION EXCHANGE (22)

EDUCATION AND LIFESTYLE
MODIFICATION (42)



CONSUMER INFORMATION
INCLUDING LABELLING (13)

MARKETING
AND ADVERTISING
(16)

COMPOSITION OF
FOODS. AVAILABILITY OF
HEALTHY OPTIONS,
PORTION SIZES (15)



* in over half of OECD countries

MORE ON THE
EU PLATFORM





Proportion (%) of women aged 15+ reporting practice of daily physical activity

Following a gentlemen's agreement, Eurostat collected data from 17 Member States and 2 other countries* who conducted the first wave of... [more](#)

Chart by :

Year ▼

Select years :

☒ 2008

2008

- ☒ Minimum
- ☒ Average
- ☒ Maximum
- ☒ Bulgaria
- ☒ Czech Republic
- ☒ Greece
- ☒ Spain
- ☒ Cyprus
- ☒ Latvia
- ☒ Hungary
- ☒ Malta
- ☒ Austria
- ☒ Poland
- ☒ Slovenia
- ☒ Slovakia

☐ Select All

☒ Select None

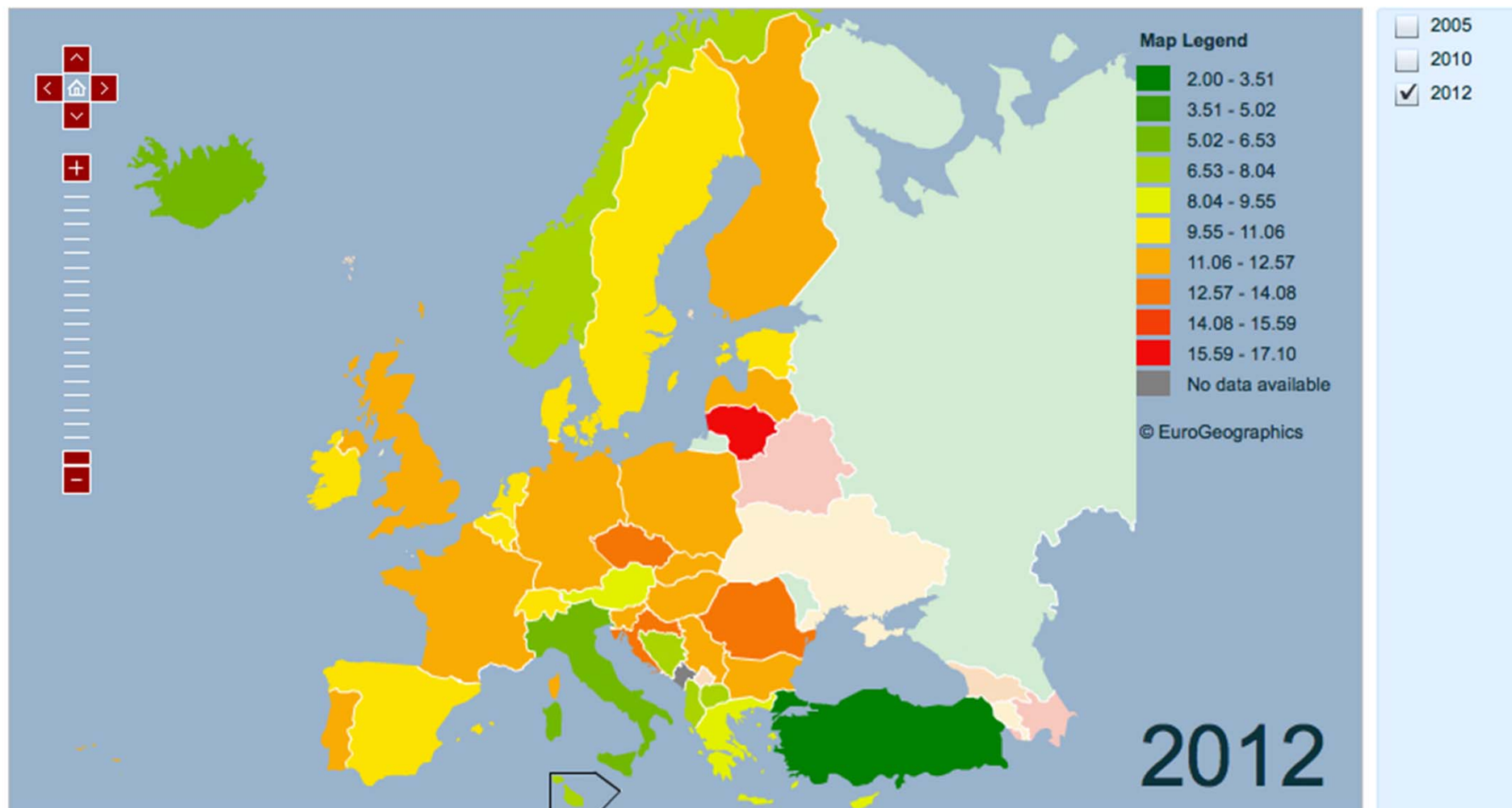
Health and
Consumers



European
Commission

Litres of pure alcohol consumed per person aged 15+ per year (recorded + unrecorded), time series of 7 years

Total (recorded + unrecorded) alcohol consumption
Total alcohol consumption is defined as the total (recorded + unrecorded) amount of alcohol consumed per a... [more](#)



Consumers