



EU action on obesity

Ten years of Okkio alla Salute: achievements and future challenges
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Wojciech Kalamarz
Head of Unit 'Health determinants and inequalities'
European Commission
Directorate-General Health and Food Safety

Policy actions

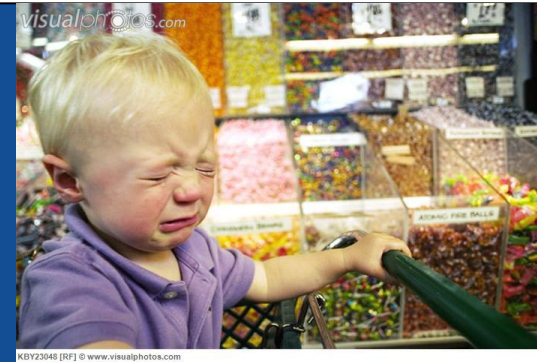
European context for action

- *Directorate C - Public Health*
- *Unit C4 deals with health determinants and inequalities*
- *Improve the health of European citizens and reduce health inequalities through actions to address health determinants.*
- *In particular to promote health and reduce health inequalities, through measures addressing factors such as: nutrition and physical activity, addictions (alcohol, drugs), socio-economic conditions and environmental factors.*

EU Strategy on Nutrition, Overweight and Obesity-related Health Issues

Priority areas

- *better informed consumers*
- *making healthier options available*
- *priority groups and settings*
- *encouraging physical activity*
- *developing the knowledge base*
- *developing monitoring systems*





EU Strategy on Nutrition, Overweight and Obesity-related Health Issues 2007

encourage action-orientated partnership

**EUROPEAN
COMMISSION**

Member States

HIGH LEVEL GROUP
on
*Nutrition and Physical
Activity*

Civil society

EU PLATFORM
for
*Action on Diet, Physical
Activity and Health*

High Level Group on Nutrition and Physical Activity

http://ec.europa.eu/health/nutrition_physical_activity/high_level_group/index_en.htm



High Level Group

*28 Member States + Iceland, Norway, Switzerland + WHO
sharing policy ideas, best practice and solutions*

Deliverables:

- **Salt:** a 2008 reformulation framework to reduce salt in food by 16% in 4 years
- **Saturated fat:** under the 2011 'EU Framework for National Initiatives of Selected Nutrients', an Annex on Saturated Fat was agreed with the objective to reducing saturated fat by 5% until 2016 and by an additional 5% by 2020.
- 2014: **Council Conclusions** on Nutrition and Physical Activity promote further action as a way of reducing the burden of chronic disease.
- 2014: **Action Plan** on Childhood Obesity
- HLG voluntary initiative; involvement of WHO in monitoring.
- 2015: **Joint Action** on Nutrition and Physical Activity to support to implementation of Action Plan (25 MS + Norway)
- **Sugar:** a 2015 Annex to reduce added sugars with 10% by 2020
- 2016: **Council Conclusions** on food product improvement

Action Plan on Childhood Obesity

Aim: to halt the rise in childhood obesity by 2020.

8 areas of voluntary action

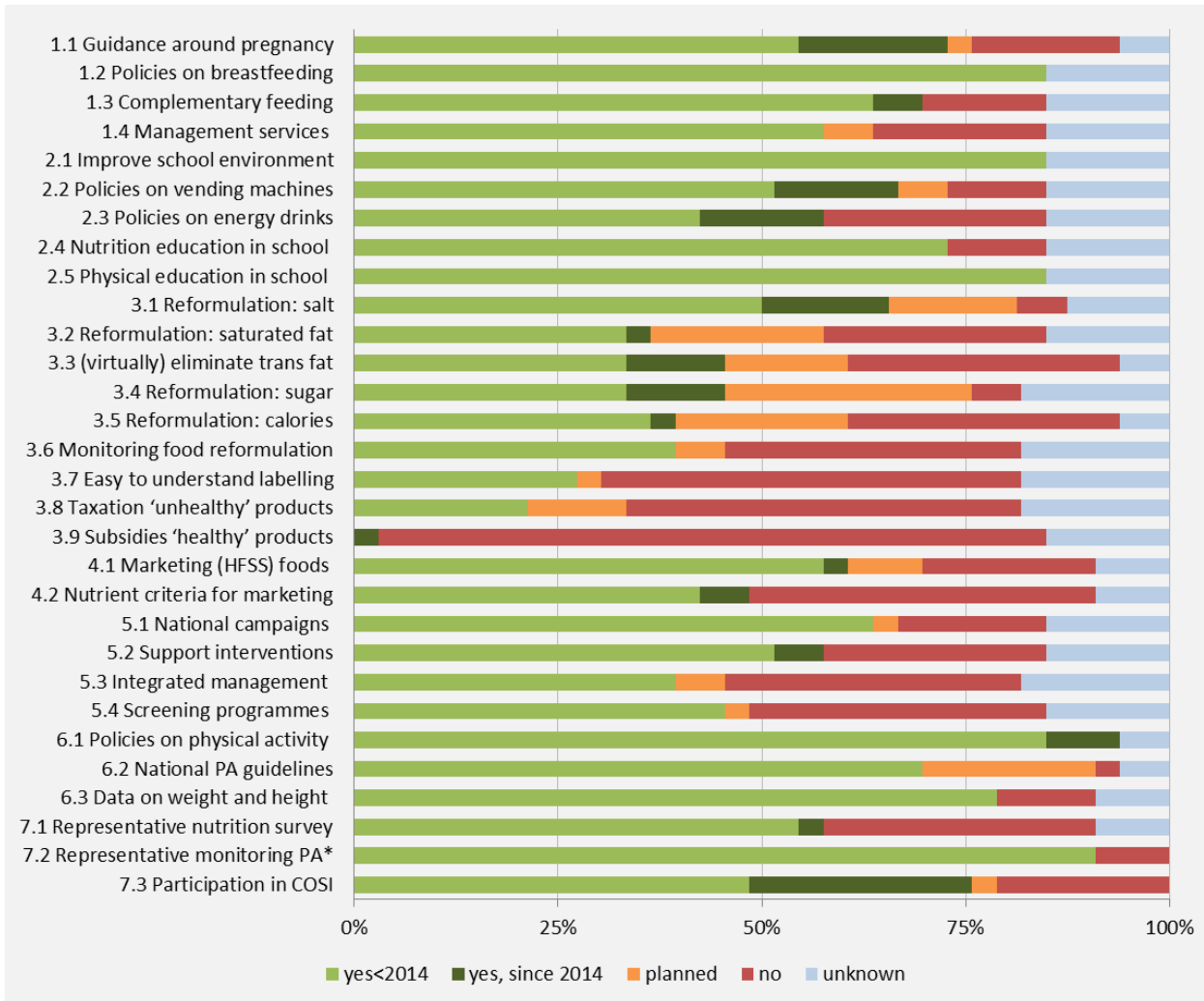
1. Support a healthy start in life
2. Promote healthier environments, especially in schools and pre-schools
3. Make the healthy option the easier option
4. Restrict marketing and advertising to children
5. Inform and empower families
6. Encourage physical activity
7. Monitor and evaluate
8. Increase research

http://ec.europa.eu/health/nutrition_physical_activity/docs/childhoodobesity_actionplan_2014_2020_en.pdf

Action Plan on Childhood Obesity – implementation

- In 2014 the High Level Group on Nutrition and Physical Activity adopted the action plan (with reserve by the Netherlands).
- The Commission supports the members of the High Level Group in the implementation of the Action Plan on Childhood Obesity.
- The Commission, the High Level Group and the WHO prepared a monitoring mechanism for the implementation of the Action Plan. A baseline of 18 indicators was agreed.
- The Commission commissioned a call for tender for the mid-term evaluation.
- The mid-term evaluation (draft report) was presented in February during the Maltese Presidency.

Action Plan on Childhood Obesity – preliminary results



Action Plan on Childhood Obesity – preliminary results

- Areas that seem to be well covered
 - Area 1: support a healthy start in life
 - Area 2: promote healthier environments
 - Area 6: encourage physical activity
- Areas that sees a lot of new activity
 - Area 3: reformulation
- Areas that see relatively less activity
 - Area 3: labelling and taxation
 - Area 4: reduce marketing
 - Area 5: inform and empower families

Joint Action on Nutrition and Physical Activity ('JANPA')

Aim: contribute to halting the rise in overweight and obesity in children and adolescents
JANPA supports the Member States in the implementation of the Action Plan on Childhood Obesity

2.5 years action, 25 Member States, € 1,5 million

Main Work Packages:

- Evidence ('Economic rationale for action on childhood obesity')
- Nutritional information monitoring and food reformulation
- Healthy environments by integrated approaches
- Early interventions

Launched: 28 September 2015 in Luxembourg.

Closing conference: 24 November 2017 in Paris.

<http://www.janpa.eu/>

Food reformulation

The High Level Group agreed on an EU Framework for National Initiatives on Selected Nutrients:

- 2008: reduce salt in food by 16% in four years.
- 2012: reduce saturated fat by 5% until 2016 and by an additional 5% by 2020.
- 2015: reduce added sugars by 10% by 2020.

Two Member State-led working groups have been set up on the monitoring framework for reformulation initiatives and on defining benchmarks per food category.

The political support is guaranteed by the current Trio of Presidencies:

- The Netherlands produced a Roadmap and Council conclusions on food products improvement;
- Slovakia identified and shared best practices;
- Malta presented the mid-term implementation of the Action Plan on Childhood Obesity and procurement guidelines on food in schools.

EU Platform for Action on Diet, Physical Activity and Health

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

EU Platform

A forum for European-level organisations: food industry, health NGOs, consumer organisations, research organisations and health professionals.

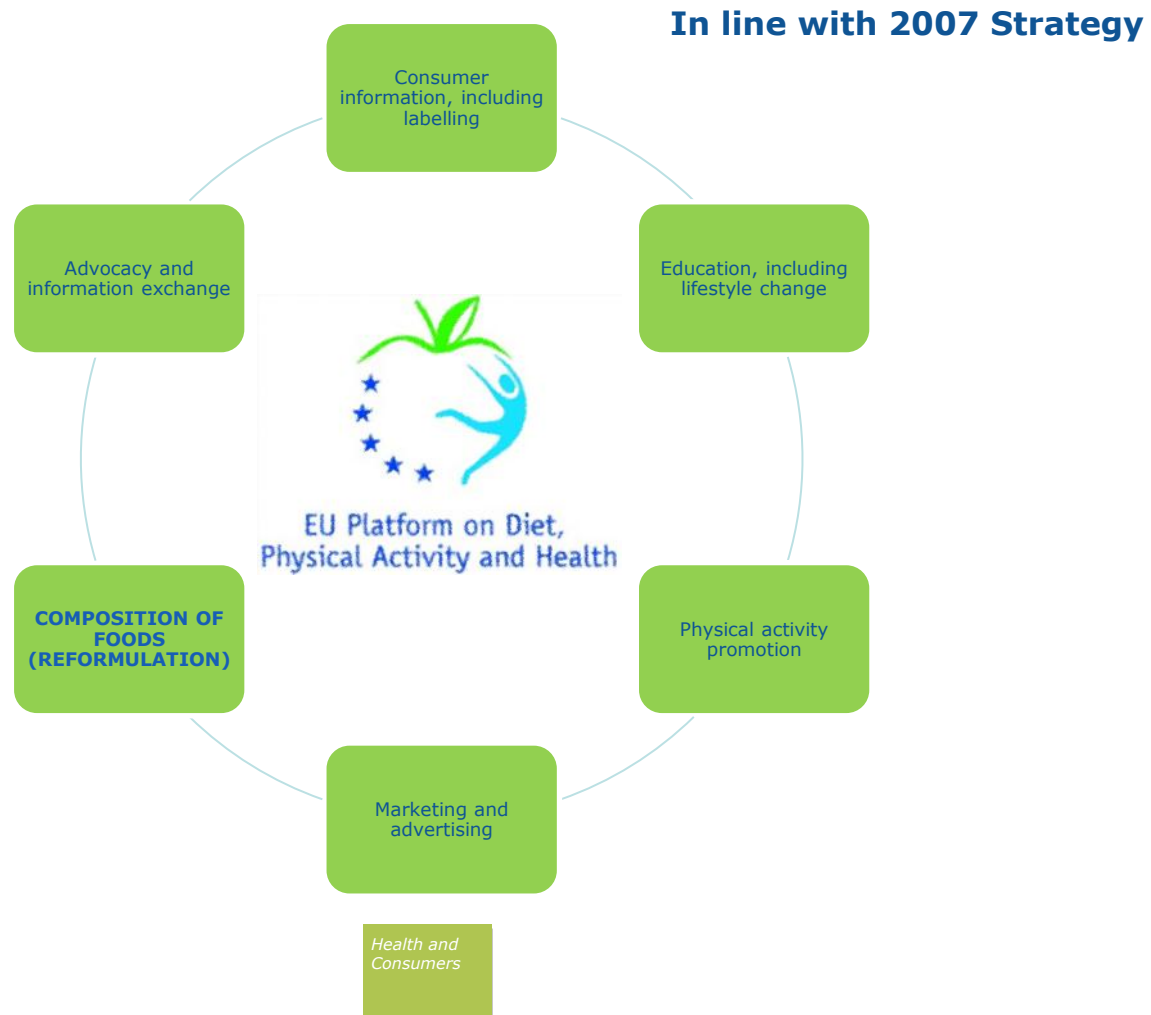
*Since 2005 - 34 members
Support to High Level Group
Voluntary approach*



Around 300 voluntary commitments in Platform database

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/database/dsp_search.cfm

EU Platform: Commitments in 6 areas



Health Programme

Health Programme

*Third Health Programme (2014-2020)
€ 450 million*

Promote health, prevent disease and foster supportive environments for healthy lifestyles

Executed by CHAFEA, the Consumers Health, Agriculture and Food Executive Agency

Since 2008 until now: 25 projects on nutrition and physical activity, JANPA

Under the Work Programme 2017 new projects will be launched:

- *Marketing of HFSS foods to children*
- *Food reformulation*
- *Public procurement of Food for Health*
- *Physical activity*
- *Lifestyle medicine*

Health in all Policies

DG EAC



DG RTD and Joint Research Centre

DG RTD: research opportunities under Horizon 2020

*JRC supports the EU Platform and the High Level Group with
updates on nutrition, obesity and physical activity*

Guidelines on school meals mapping

Joint Research Centre (JRC)

JRC Science Hub

Bringing together scientific knowledge for Europe

DG Connect

Audiovisual Media Services Directive

encourages codes of conduct limiting the marketing of foods high in fat, salt and sugars in or near children's programmes

five MS prohibit advertising, four impose partial restrictions (specific time slots or specific products) and seven prohibit sponsorship in children's programmes

Thank you!