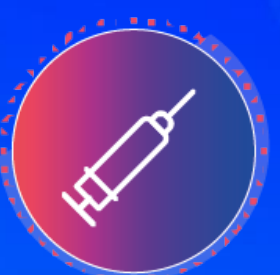


#HealthUnion
#EUCancerPlan

Annual Work Programme 2022 Webinar on Joint Actions



10 May 2022

Task Force Europe's Beating Cancer Plan (DG SANTE C)
Health Promotion, Diseases Prevention (DG SANTE C1)

CR-g-22-08.01 Direct grants to Member States' authorities: Cancer and other NCDs prevention – action on health determinants

- An ambitious Joint Action to support actions to prevent non-communicable diseases and cancer**
- A new approach to support coordinated actions in the area of health promotion and disease prevention**
- Two subactions contributing to health promotion and NCDs prevention through synergies of existing EU health policies and tools mechanism**

CR-g-22-08.01 Direct grants to Member States' authorities: Cancer and other NCDs prevention – action on health determinants - SUBTOPIC 1 (CANCER PREVENTION) (1)

Policy context

Europe's Beating Cancer Plan and cancer prevention

Objectives

Targeting key risk factors, and determinants linked to cancer – focus on those linked to other NCDs

CR-g-22-08.01 Direct grants to Member States' authorities: Cancer and other NCDs prevention – action on health determinants - SUBTOPIC 1 (CANCER PREVENTION) (2)

Actions

- Establishment of the 'EU Consortium on Cancer Prevention'
- Mapping – Need assessment – Gap analysis
- Options for actions
- Implementation
- Piloting
- Communication

CR-g-22-08.01 Direct grants to Member States' authorities: Cancer and other NCDs prevention – action on health determinants - SUBTOPIC 1 (CANCER PREVENTION) (3)

Expected Results and Impact

- Medium and long term
- Population targeted
- Structural
- Mesurable
- Sustainable
- Synergic
- Innovative



Joint Action on Health Determinants

Artur Furtado, DG SANTE C1
European Commission

Today

- *Joint Action*
- *EU NCD Initiative*

Joint Action DP-g-22-08.01

- *NCDs are 80% of disease burden; aging, COVID*
- *SDG; 2020 Strategic Foresight Report; OECD*
- *Common behavioral factors*

- *Tobacco, alcohol, diet, (in)activity*
- *Healthier Together – EU NCD Initiative*

Objective

- *Reduce (cancer and) NCD burden*
- *Address health inequalities*
- *Common action on health determinants*

Scope and activities

- *Implementation of best practices, testing innovative policies and practices, production of public health guidelines (EU NCD Initiative)*
- *Population-level, system-wide interventions (choice environment)*
- *Technical preparation and roll out, training, twinning, health communication, health literacy...*

Results

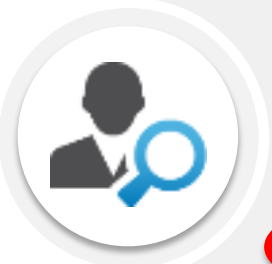
- *Disease prevention and health promotion projects to reduce NCD burden*
- *Complementary to JA CVD-Diabetes and call for proposals*
- *Implementation of the EU NCD Initiative*

EU NCD Initiative – our toolkit



Identify ambitious action

Best practices, best buys, research results, innovative ideas
(especially on prevention and promotion)



Identify legal and financial tools

Promote a full plan for the EU budget

Legal framework: initiatives; reform mechanism

(Work program 2022)



Adjust, choose, engage 22-27

Steering Group and Health Policy Platform

(Joint Actions + calls: CVD, Diabetes, Horizontal)

EU NCD Initiative draft

- *15 December – 22 June*
- *Joint approach CVD-Diabetes*
- *Possible priorities (ongoing)*

Ensure that the Joint Action covers transversal aspects

Health information

Design/review and pilot-test a plan to improve health information to increase awareness of NCDs and their risk factors among the general population, vulnerable population groups, and among professionals

Health inequalities and social determinants

Design/review and pilot-test a plan to reduce health inequalities, including by addressing social determinants.

For example, the design/review and pilot-test of a plan to include health determinants in the efforts to fight poverty and exclusion

Health and digital literacy

Design/review and pilot-test a plan to address health and digital literacy

Health in All Policies

Design/review and pilot-test a plan to achieve a Health in All Policies approach, including, for example:

- Improvements of intra-government governance and policy coherence (example: Slovenia)
- Increase of the use of health impact assessment (example: Utrecht)
- Revision of urban planning guidelines (zoning/food deserts, soft mobility, marketing permits, water fountains, green areas, noise, air quality, etc)
- Increase cooperation with health and safety at work

| Tobacco | |
|---|---|
| Tobacco-free generation | Design/review and pilot-test a plan to achieve a tobacco-free generation, including support action for end-game policies |
| Regulation and taxation | <ul style="list-style-type: none"> – Design/review and pilot-test a plan to improve compliance and enforcement of existing regulation – Ensure implementation of policies to related products, such as e-cigarettes and heated tobacco products |
| Commercial determinants | Design/review and pilot-test a plan to more effectively enforce regulation and frame tobacco/nicotine products advertising |
| Brief interventions | Design/review and pilot-test a plan to improve cessation efforts (tobacco and nicotine use), including by increasing brief interventions. |
| Use of tobacco and nicotine use by youth | Implement additional actions to limit youth access to emerging tobacco and related products |
| Healthy environment | Limit access (e.g. geographic, such as school areas, online sales, etc.) |
| Tobacco control education and research plans | Update evidence of the effects of tobacco/nicotine products on public health and individual health. |

| | |
|---|--|
| Alcohol | |
| Health-in-all-policies | Design/review and pilot-test a plan to increase the coherence of all alcohol-related policies (HiAP) |
| Regulation and taxation | <ul style="list-style-type: none"> – Design/review and pilot-test a plan to reinforce compliance with existing regulations and review their effectiveness – Improve coherence with fiscal policies – Design/review and pilot-test a plan to enforce a minimum number (per 100,000 people) of sobriety checkpoints |
| Commercial determinants | Design/review and pilot-test a plan to more effectively frame alcohol advertising, in particular in digital and social media |
| Improve knowledge and raise awareness | Design/review and pilot-test a package of scientifically accurate information for both the general population/customers and healthcare professionals. |
| Identify and treat individuals at risk | Design/review and pilot-test a plan to increase the capacity of healthcare systems to identify and treat individuals at risk of/with harmful consumption of alcohol by enhancing screening and brief interventions |

| | |
|--------------------------------------|---|
| Nutrition | |
| Health in All Policies | <ul style="list-style-type: none"> – Design/review and pilot-test a plan to increase the coherence of all nutrition-related policies (HiAP) – Design/review and pilot-test a plan to increase the implementation at a wider scale the Remap public procurement, reformulation and marketing policies |
| Regulation and taxation | <ul style="list-style-type: none"> – Promote food reformulation and develop comparable public procurement standards based on nutrition guidelines – Improve coherence with fiscal policies – Design/review and pilot-test a plan to improve menu labelling |
| Commercial determinants | <ul style="list-style-type: none"> – Develop coordinated policies to more effectively frame advertising of food high in fat, sugar or salt, in particular on the digital and social media areas – Design/review and pilot-test a plan to effectively promote that shelf placement, promotion policies, packaging of own brands, nudging, etc. in major distribution (supermarkets) contribute to healthier choice |
| School-based interventions | <ul style="list-style-type: none"> – Design/review and pilot-test a plan to increase the effectiveness of the educational measures of the EU school fruit, vegetables and milk scheme – Design/review and pilot-test a plan to improve food offered in school canteens Examples: Swedish Food Agency, Copenhagen municipality, Remap Joint Action |
| Workplace-based interventions | Design/review and pilot-test a plan to improve food offered in work-place canteens |
| Identify and treat | Design/review and pilot-test a plan to increase brief interventions |

Physical activity

Health in All Policies

Increase cooperating with health and safety at work.

Identify and treat individuals with physical inactivity issues within the healthcare system

Design/review and pilot-test a plan to increase the capacity of healthcare systems to identify and treat individuals with physical activity/inactivity issues and enhance brief interventions and prescription of physical activity.
(The EUPAP project)

School-based interventions

Design/review and pilot-test a plan to increase extra-curricular physical activity in school-settings

Workplace-based interventions

Design/review and pilot-test a plan to promote an active lifestyle in the workplace



European
Commission

Opportunity



Joint Action on Health Determinants

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