

# White Paper, “A Strategy for Europe on Nutrition, Overweight and Obesity related Health Issues”



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## Some background

**Council conclusions  
(2002, 2003, 2004, 2005,  
2006, May 2007 and  
foreseen for Dec 2007)**

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- Commission's Green Paper published (Dec 05)
  - WHO Ministerial agrees Obesity Charter including targets for reduction of prevalence (Nov 06)
  - European Parliament resolution (Jan 07)
  - Community Strategy adopted in the form of a White Paper (May 07)
  - Community strategy presented at EPSCO (May 07)
  - Council Conclusions adopted (Dec 07)

# Marshalling Community actions towards

- **Better informing the consumer**, such as through better labelling on food products
- **Making the healthy option available**, such as making fruits and vegetables available to schools
- **Encouraging physical activity**, such as by encouraging community initiatives or by raising awareness of Community funds to develop the physical environment to encourage walking/cycling and other forms of activity
- **Focus on priority groups and settings**, such as children and schools
- **Developing the evidence base to support policy making**, such as by carrying out research into behaviour change in relation to food and nutrition
- **Developing monitoring systems**, such as by working with the WHO to identify effective local actions

# Revised Nutrition Labelling

( COM (2008) 40 Final)

## ■ Mandatory ( in principal field of vision)

- energy
- total fat
- saturated fat
- total carbohydrates
- sugars
- salt

## Challenges to private actors ...

- Product reformulation
- Strengthen restrictions on advertising of HFSS foods to children
- Sports organisations can develop campaigns
- Healthy workplaces
- Clinical groups develop guidelines to health professions
- Civil society organisations support collection of evidence of what works

But with support from the Commission (facilitation, policies, specific studies) and...in the context of a stronger partnership framework

# Stronger partnership framework

- Maintain and develop the EU Platform

- High level Group of Member States' representatives

- Network of Experts in Nutrition and Physical Activity (as support Network)

- Strengthened local networks for action

- Strengthened collaboration with others, e.g. the WHO

# The EU Platform



EU Platform on Diet,  
Physical Activity and Health



# Membership



International Diabetes Federation  
European Region



International Obesity TaskForce



EUFIC

EUROPEAN FOOD INFORMATION COUNCIL





# Product development & reformulation

EMRA (Goody's) – Stopped automatically adding salt to the fries in their restaurants so consumers now have to ask for packets of salt



CIAA - members survey showed more than 4,000 products reformulated between 2003 & 2006. One in three of the companies who responded noted reformulation of at least 50% of their products in 2005 & 2006.

Intersnack – Supports “Fit am Ball” which since 2003 has organised sports groups for some 50,000 8 to 12 year olds in Germany & Austria.

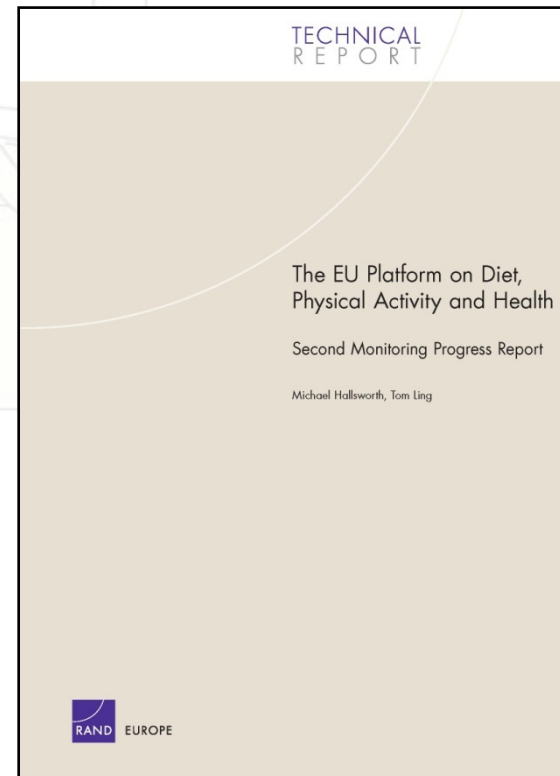
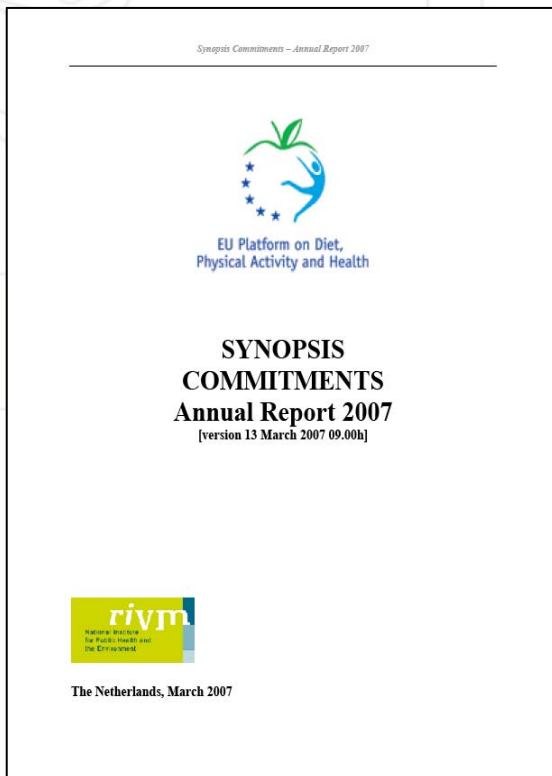


FIA UK – “Adopt a school” programme. Launched in 2004 to form links between schools and health and fitness clubs. Over 750 schools involved with 10 & 11 years olds introduced to a variety of physical activity opportunities.



# Achievements

## Annual Report      Monitoring Report



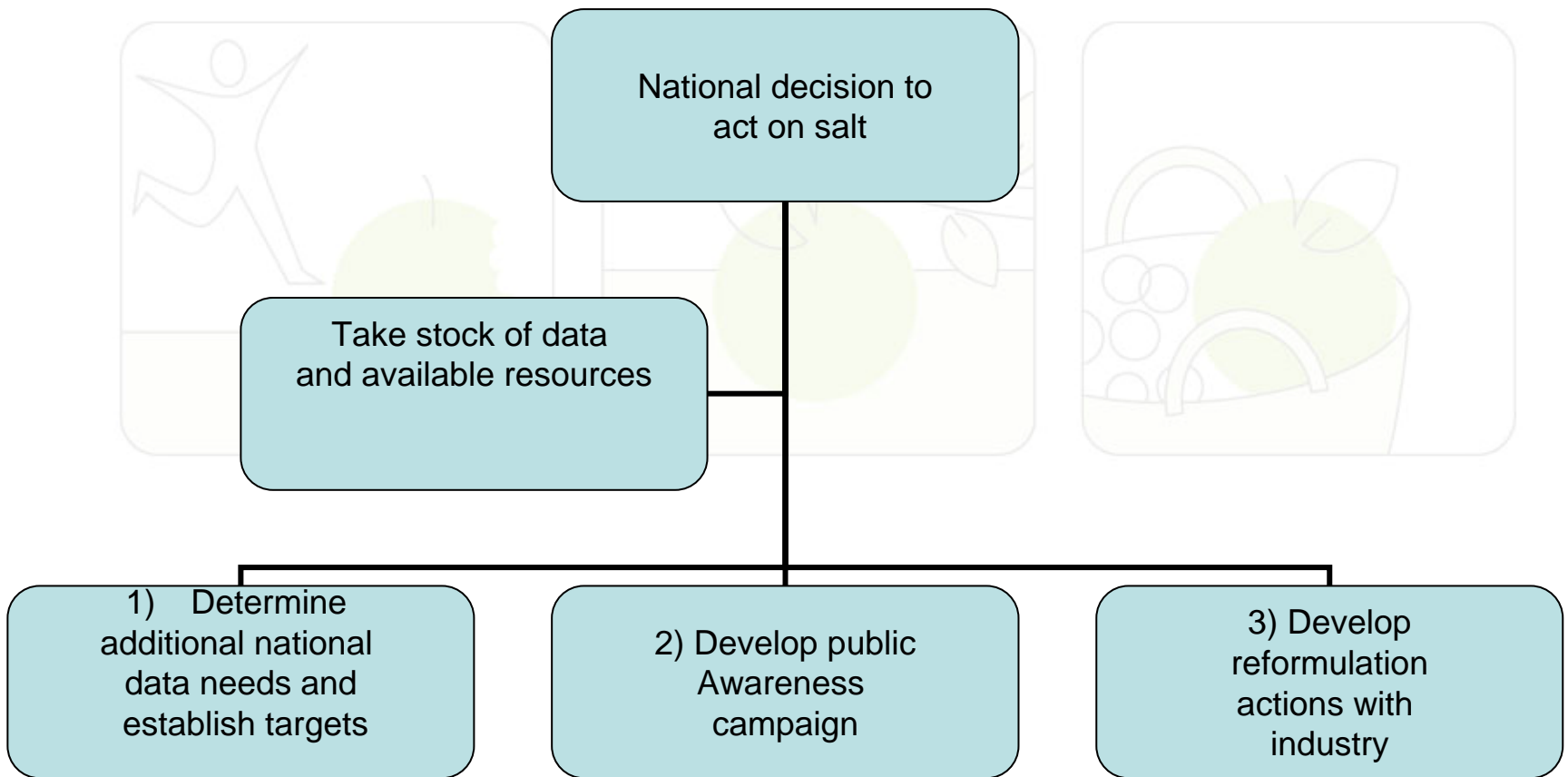
# Stronger Partnership framework: A High Level Group

- Member States representatives (EU27 + Norway and Switzerland)
- First meeting (November 2007) to establish
  - Working methods, work programme
- Develop actions on salt reduction as a first priority
- Liaison with the Platform through joint meetings
- Support of the existing Network on Nutrition and Physical Activity

# Salt reformulation

- Promising results in some Member States, e.g. the UK, France, Finland
- Take as first example to transfer swiftly across the EU27
- Engage through strengthened partnership structure
- Monitor results

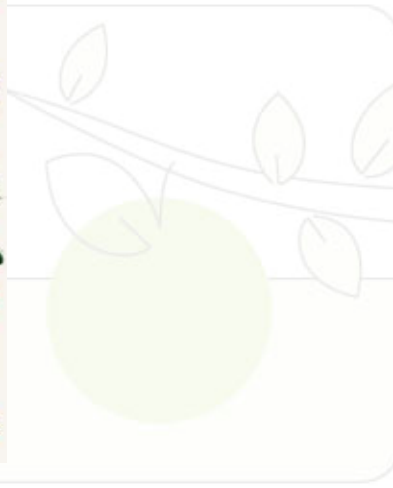
# Timing: three simultaneous and interconnected strands of action



# Strengthened local networks for action

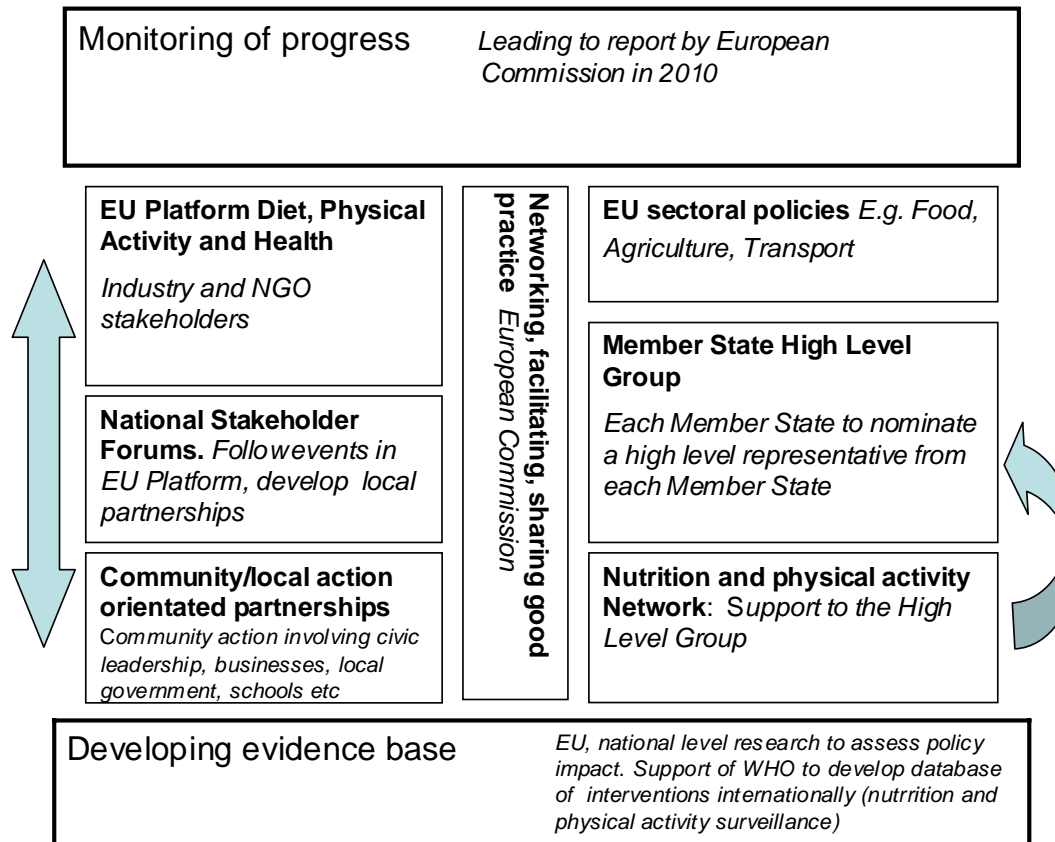
- Called for by Council, EP, Obesity Charter
- Broad stakeholder membership co-ordinated by Government
- Partnerships to develop common messages to motivate campaigns

Good model already exist, e.g.  
Food Dudes, EPODE and Tiger Kids



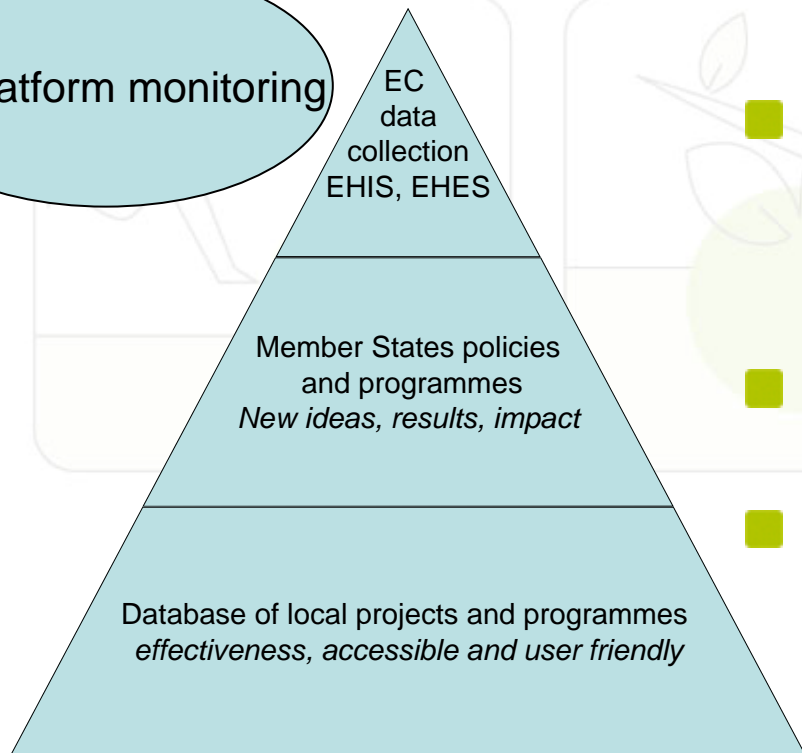


# EU Partnerships



# Monitoring and progress report in 2010

EU Platform monitoring



- Identify efforts made in each area
- Commission will need support from actors to demonstrate the progress that has been made
- An opportunity to reorient our approach
- An opportunity to keep high profile of the issue

# THANK YOU

And visit our WEB

[http://ec.europa.eu/health/ph\\_determinants/lifestyle/nutrition/nutrition\\_en.htm](http://ec.europa.eu/health/ph_determinants/lifestyle/nutrition/nutrition_en.htm)