



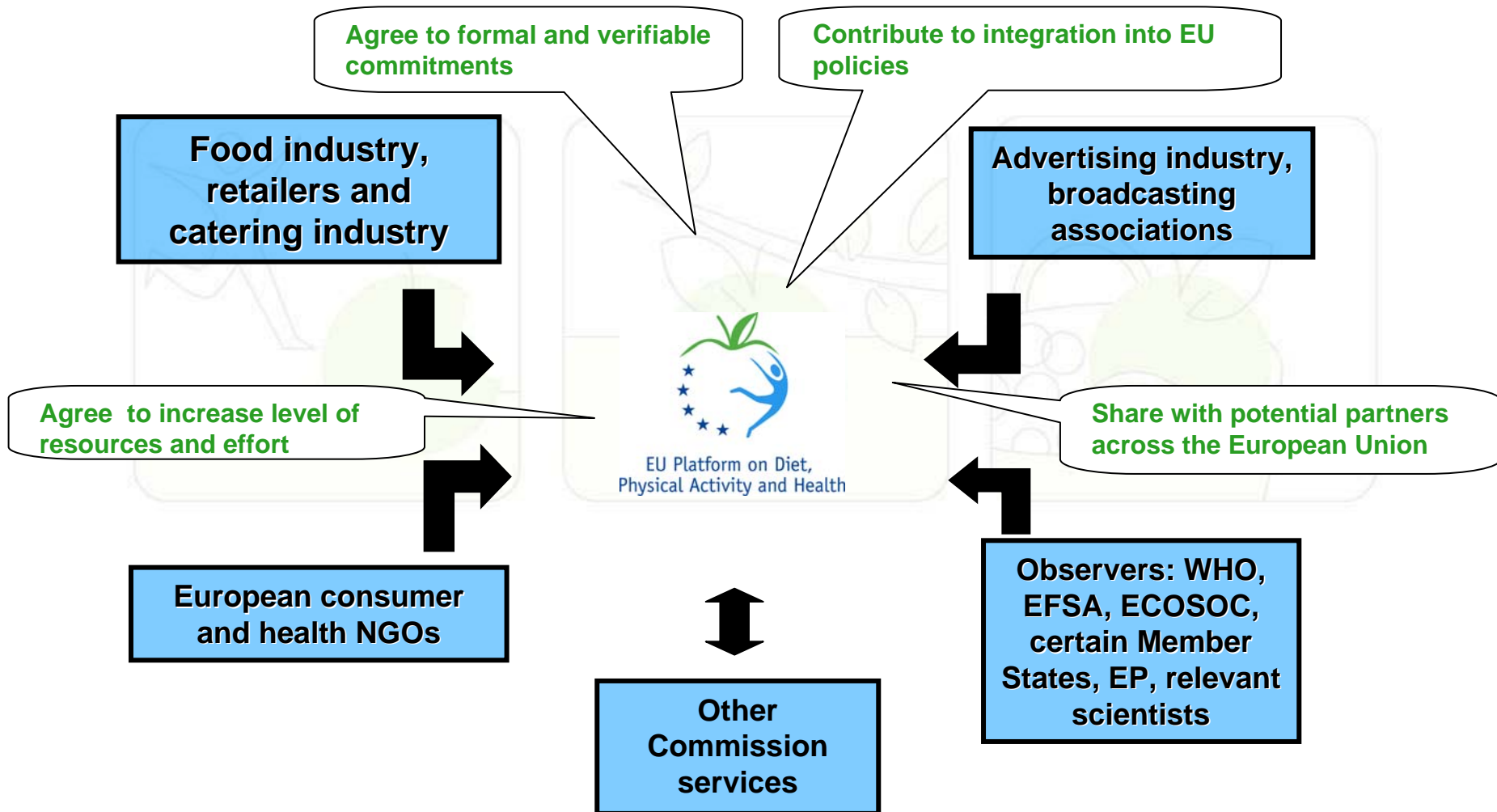
EU Platform on Diet,  
Physical Activity and Health

# Achievements – Assessment Future challenges

2nd Workshop on audiovisual  
commercial communications to children  
regarding foods high in fat, salt and  
sugar  
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# EU Platform on Diet, Physical Activity and Health



# Fields of Action

- Consumer information, including labelling
- Education
- Physical activity promotion
- **Marketing and advertising**
- Composition of foods, availability of healthy food options, portion sizes



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## ■ Case Study report: Advertising and marketing to children July 2010

[http://ec.europa.eu/health/nutrition\\_physical\\_activity/docs/evaluation\\_case1\\_en.pdf](http://ec.europa.eu/health/nutrition_physical_activity/docs/evaluation_case1_en.pdf)

- 155 active commitments to the Platform
- 22 relate to advertising/marketing to children
- 15 self-regulatory initiatives
- in depth study of 3 commitments
  - EU Pledge - Changing Food Advertising to Children
  - Mars Marketing Commitments (MMC)
  - UNESDA - Advertising and Commercial Communications, including school vending; and UNESDA - No advertising in cinemas during films aimed at children under 12 years

## Case Study report: Advertising and marketing to children: main conclusions

- the self-regulation commitments in this area are having an impact, but that their impact could be further strengthened,
  - it is suggested to set the age bar higher, for instance at 16 years, to limit advertising of HFSS foods to children and adolescents.
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- Instead of using the current 50% threshold for viewership use a watershed (e.g. 9 pm.
  - the nutritional criteria to be tighten up.

## Evaluation of Platform: Main issues

- How do we ensure the highest relevance of individual commitments?
- Do we need to improve the monitoring system for commitments?
- How can we ensure better cross-sectoral cooperation and include areas which until now may be under-represented?
- How can we disseminate information on the Platform and include more national platforms in the process?

## Renewed objectives

- **An enhanced cooperation that recognizes what has been achieved so far**
  - To link the Platform objective to those of the Strategy on Nutrition, Overweight and Obesity related health issues
  - To encourage more cross-sectoral cooperation, where this is contributing to the objectives of the Strategy
  - To reach vulnerable groups

## Focusing to ensure more impact

### ■ Consider relevance of commitments

- Sets priorities for future work with joint goals for each area of action, for instance through annual work programmes?
- Focus on operational objectives per area in the nutrition strategy, to be achieved by 2013?
- Include “scale” and “proportionality” to assess commitments?



# Learning from the monitoring system

- **Maximize usefulness of the monitoring of commitments**
  - Smooth the monitoring process so that it remains manageable with the need for larger and more ambitious commitments
  - Improve the reporting so that it serves more as a tool for building and share knowledge on good practice
  - Revitalize the Platform Monitoring Framework paper

## Consider under-represented areas

- **An higher integration of the Physical Activity dimension**
  - Stress visibility and impact of physical activity commitments
  - Seek the support of other Commission DGs, which can contribute on education and PA
  - Consider other sectors that could contribute shaping healthier environments

# Develop a balanced and transparent information strategy

## ■ Communication versus information

- Improve annual reports
- Promote the work of the Platform as a group or forum
- Determine where and where the information has to circulate

## Next steps

### ■ Establishing 2 working groups with Platform stakeholders

- Objectives for the Platform
- Improvement of the Platform's monitoring system.

## Timetable

- Working group outputs by December 2010.
- The Commissioner's vision for the Platform will be presented at the Belgium Presidency High Level Conference in December 2010
- The Platform objectives / work programme will be discussed and approved at the Platform meeting of February 15, 2011



**Thank you for your attention!**