

# Nutrition and Physical Activity Towards a healthier lifestyle



**Trans Atlantic Consumer dialogue  
Generation Excess III**  
Washington April 8, 2008

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Director General for  
Health and Consumer Protection  
European Commission

## 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

# Implementing the EU strategy

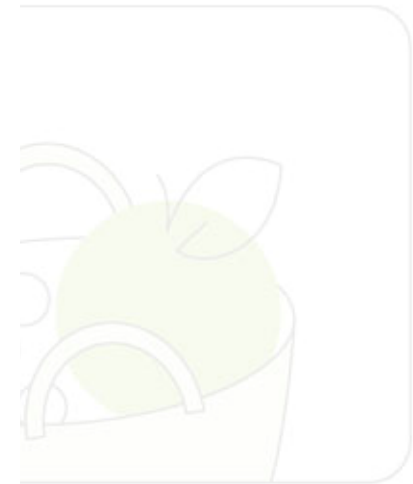
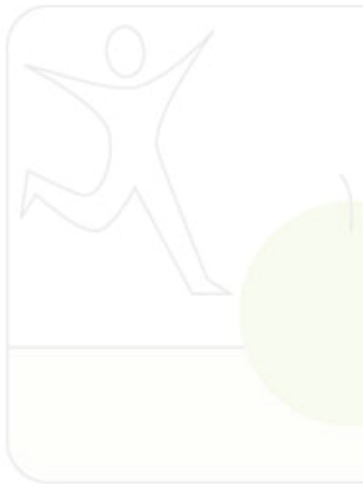


## Challenges to private actors ...

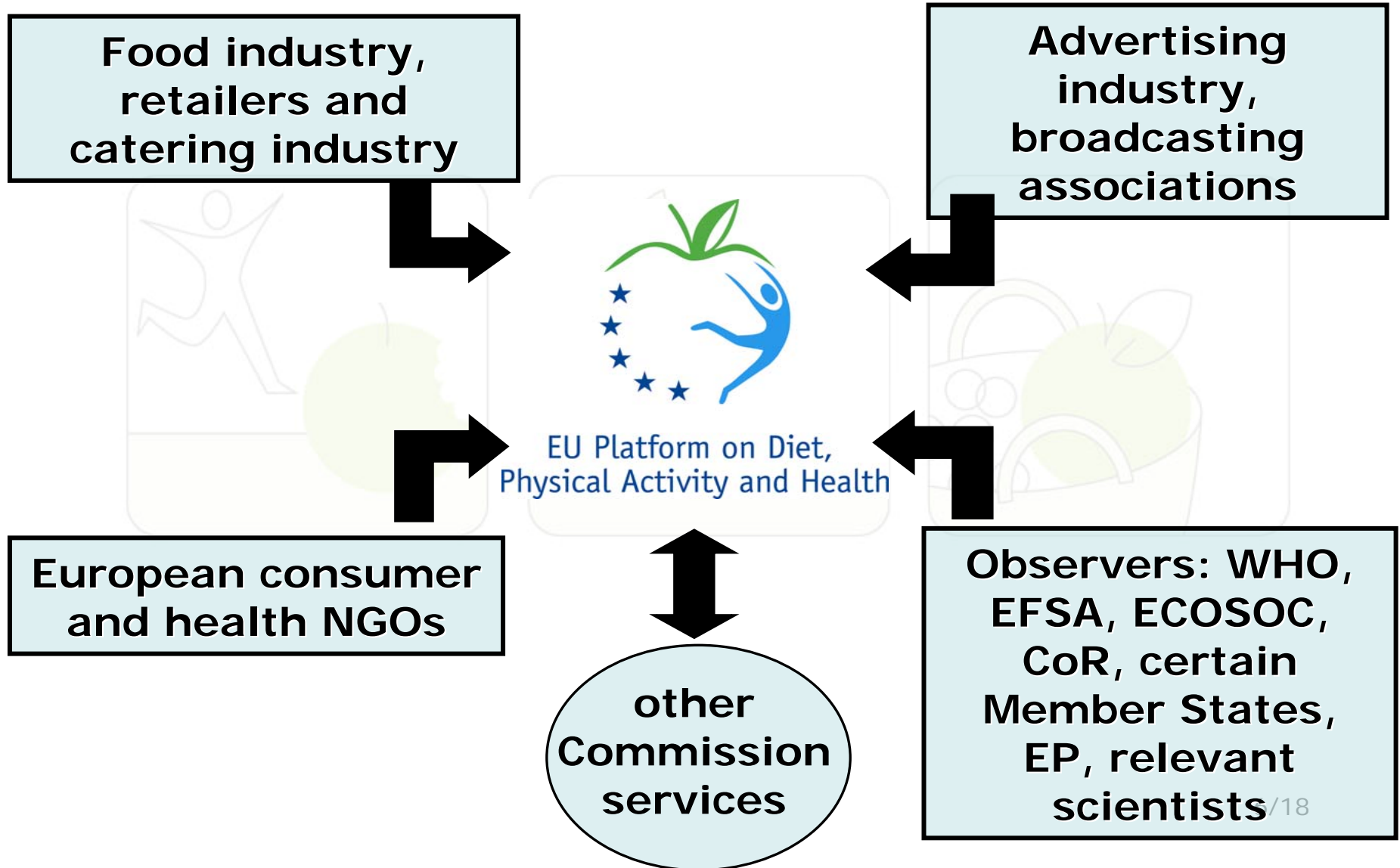
- Product reformulation
- Strengthen restrictions on advertising of HFSS foods to children
- Healthy workplaces
- Actions by clinical groups, civil society organisations etc
- Develop common messages to motivate campaigns

But with support by the Commission (facilitation, policies, specific studies), a stronger partnership framework

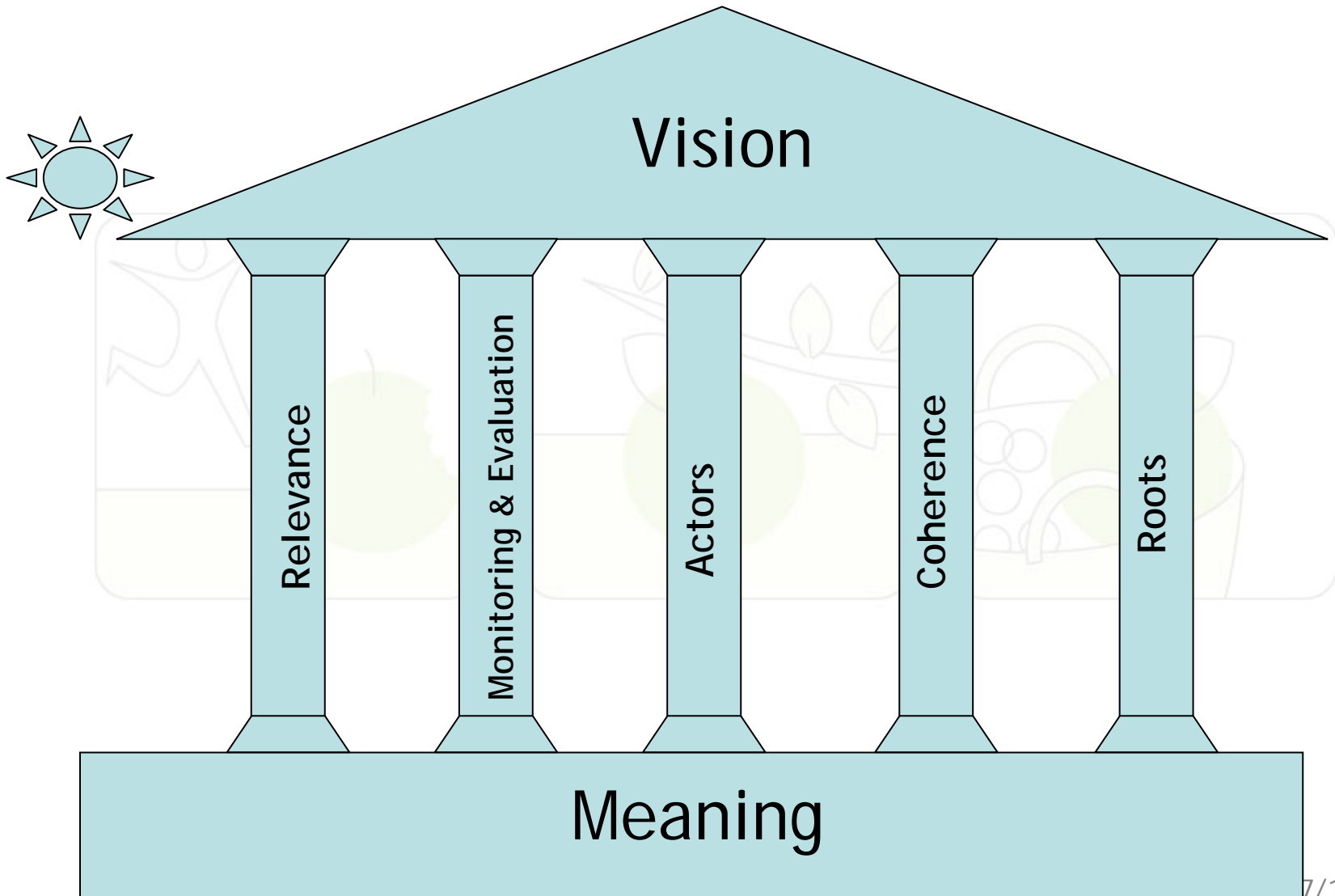
# Continuing to develop the



EU Platform on Diet,  
Physical Activity and Health



# Key elements



# Health warning!

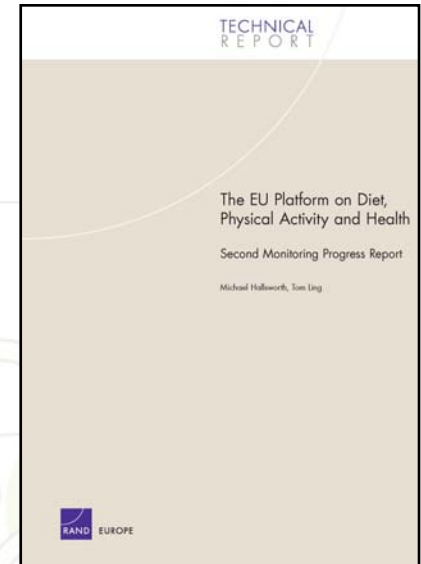
RESPONSE report (forthcoming) by INSEAD, Copenhagen Business School, Bocconi University etc.

- Companies should shift CSR from external engagement towards **internal change initiative** aimed at adopting strategies and operating routines, developing change capabilities and enhancing managerial sensitivities to the social and environmental implications of their actions.
- NGOs should invest in understanding these internal changes processes.
- The data shows that increasing scepticism towards corporations offering collaboration in external engagement rather than in deep internal change process is **justified**.

## Actions underway:

- Advertising & Marketing:  
"12 is the new 6"  
(EU Pledge, December 2007)

- Product development & reformulation



- **WFA & EASA**

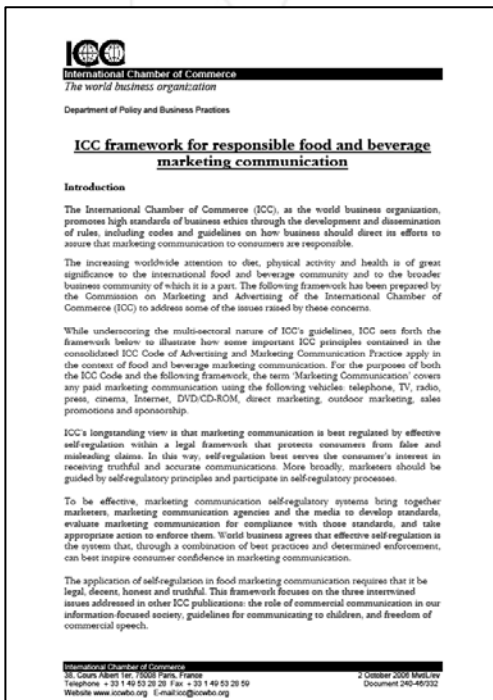
Urge SROs to implement the ICC Code for Responsible Food and Non-alcoholic Beverage Communications in 23 of 25 Member States by the end of 2006

- **UNESDA (nine major soft drink companies including Pepsi, Coca-Cola and Cadbury Schweppes)**

- no advertising to children under 12 in printed media, on websites or during broadcast programmes specifically aimed at children.

- no direct commercial activity in primary schools in the EU.

- ensure that in secondary schools a full range of beverages - including water, juices and others - in both regular and low-calorie/calorie-free versions and in a range of serving sizes - are available in unbranded vending machines.



# 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.

**YUM! Brands** reduced its salt usage by 300 tons a year



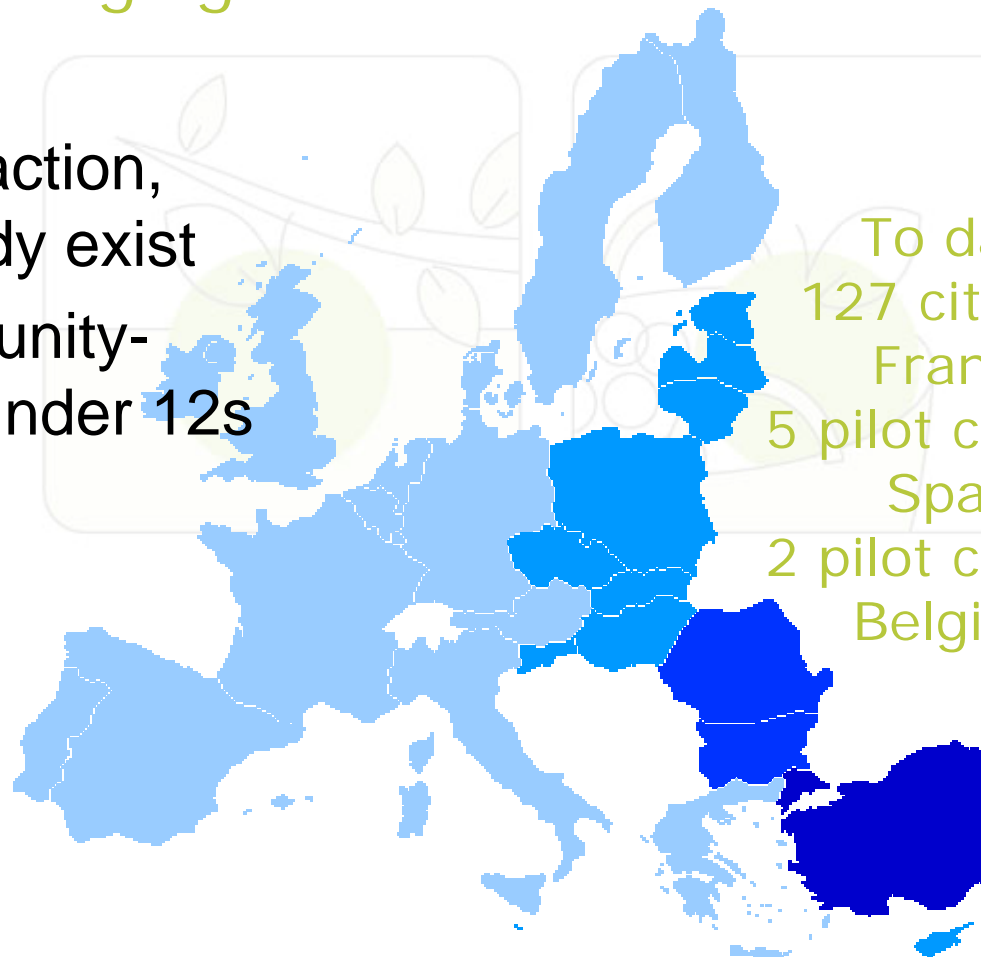
**CIAA** - members survey showed more than 4,000 products reformulated between 2003 & 2006. One in three of the companies who responded noted reformulation of at least 50% of their products in 2005 & 2006.



Focus on priority groups and settings, such as children and schools: Encouraging local actions

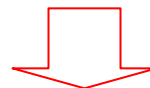
Local networks for action,  
Good models already exist  
e.g. Positive Community-  
based learning for under 12s  
(**EPODE Europe**)

To date  
127 cities in  
France  
5 pilot cities in  
Spain  
2 pilot cities in  
Belgium



## The 5 pillars of EPODE

- A strong political will (community team)
- A scientific background (experts committee)
- A professional organization scheme (social marketing) and networking expertise
- An ethical and efficient public/private partnership
- A large and sustainable mobilization of local stakeholders ensured by a dedicated local project manager



**Fostering new educational schemes and stimulating environment where families live**

## EPODE European Network (EEN) : Think & share globally, act locally

- Establish good practices for the **design, dissemination & evaluation** of community-based intervention.
- Prompt the **implementation of EPODE-like initiatives** in European countries.
- Build the **legal and ethical framework** of the public/private partnership.

## Regulatory approach, recent developments

- Audiovisual Media Services Directive (AVMSD) 2007/65/EC
- Provision of food information to consumers COM (2008) 40 final
- Regulation 1924/2006 on nutrition and health claims on food

# AIM® Charter

**"Brands for Health and Well-Being"**  
**Vevey, 6 October 2006**  
**Brussels, 31 March 2008**

- Cooperative voluntarism
- Time to market
- Strategic Corporate Commitment to "enhance Healthy Lifestyles in Europe"
  - An interest in the health and well-being of their consumers, their employees and the communities in which they operate;
  - Integrate this ambition into their commercial activities;
  - Ways in which brands – market research and product development- could contribute to people's health and well-being.

# Transatlantic exchange of good practices



EU/US Conference

BRUSSELS  
11 & 12.05.2006

**“Good practices: Action on Diet,  
Physical Activity and Health”**



- Eat up your greens.
- 2009: Evaluation of Platform achievements.
- 2010: Monitoring and progress report for the Strategy.
  - 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.