

Nutrition Communication in Europe

5th Annual Meeting of the European Public Health Nutrition Alliance (EPHNA)

MEETING REPORT

**9-10 October 2018
Brussels, Belgium**

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ABSTRACT

The European Public Health Nutrition Alliance (EPHNA) was established in 2014. The EPHNA is a joint force of centres that are responsible for nutrition and health communication at country level. The starting point is public health nutrition.

The first years were mainly focused on expanding the network. From 2016 onwards the EPHNA focused on professionalising the organisation. By creating a vision, mission and focus for the EPHNA and going public by creating a website (www.ephna.eu) the first steps towards a professional alliance were made. EPHNA has the support of WHO Europe.

On October 9-10, 2018, seven organizations from six European countries and representatives of the WHO Regional Office for Europe (WHO EUROPE), came together at the Flemish Administration in Brussels, Belgium. During this two-day meeting, introductory presentations were given by all organisations that were present. Four Brussels based European organisations were invited for an introduction and a panel discussion on key topics including marketing to children, and front of pack labelling.

The progress of the three EPHNA working groups ('Increasing Vegetable Intake', 'Healthy Schools and School Meals' and 'Creating European Dietary Guidelines') was shared. During the meeting an EPHNA symposium for the FENS in 2019 was prepared and funding opportunities for EPHNA were discussed.

EPHNA continues to expand its network and presence, towards becoming the leading partnership on nutrition communication in Europe.

The next annual meeting will be in the week of the 14th October 2019, during the FENS in Dublin, Ireland, exact dates need to be confirmed.

Keywords

NUTRITION COMMUNICATION
NUTRITION INTERVENTIONS
NUTRITION CAMPAIGNS
BEST PRACTICE
PUBLIC HEALTH
NUTRITION GUIDELINES
CHILDHOOD OBESITY
OBESITY
HEALTH
SUSTAINABILITY
CHILDREN MARKETING
SCHOOL MEALS
BREASTFEEDING
VEGETABLE INTAKE
NUDGING
FENS

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BACKGROUND AND INTRODUCTION

Gerda Feunekes welcomes all participants to this year's annual EPHNA meeting. She thanks our Belgian hosts from NICE and the Flemish Institute of Healthy Living. Gerda Feunekes will chair the session on the 9th of October and Loes Neven will chair on the 10th of October. There is a new country participating, Ireland is present, represented by Cliodhna Foley Nolan, a special welcome to her.

Jo Jewell is present on behalf of WHO Europe and he will give a presentation on current WHO activities and key topics they have been dealing with the past year.

The EPHNA started in 2014 with only three countries and currently the EPHNA has 14 members. In the past year the group is consolidating. There is excellent networking and sharing of information going on, and several joint activities are taken up. The EPHNA has the full support of the WHO. Last year's meeting was held at the headquarters of WHO Europe in Copenhagen, Denmark. and the 2017 meeting report was released as an official WHO report.

Although it is the 5th meeting, the EPHNA is still an organisation in its infancy. The EPHNA was presented on several conferences and we are starting to establish a name for ourselves within the working field. The energy and synergies are there, but the challenge is go beyond that, towards joint output. To achieve this, basic funding to allow travel to the annual meeting, and to participate in working groups, is needed.

Introduction of the EPHNA

Gerda Feunekes re-introduced the EPHNA. The EPHNA is a joint force of centres that are responsible for nutrition and health communication at country or regional level. Our starting point is public health nutrition

All present organizations at the meeting are active in the field of nutrition communication on a country or regional level. All of them are independent centres that are funded by the government and aim to translate scientific knowledge into concrete practice in the public arena, especially for consumers.

The EPHNA currently has 14 members from 13 countries: Germany, Belgium, Austria, Switzerland, Portugal, Spain, Denmark, Bulgaria, Poland, Malta, Greece, Latvia, the Netherlands. The EPHNA has the full support of the WHO.

In April 2018, the EPHNA has applied for funding by COST, which funds networking activities. If rewarded, this funding will help a great deal in our work.

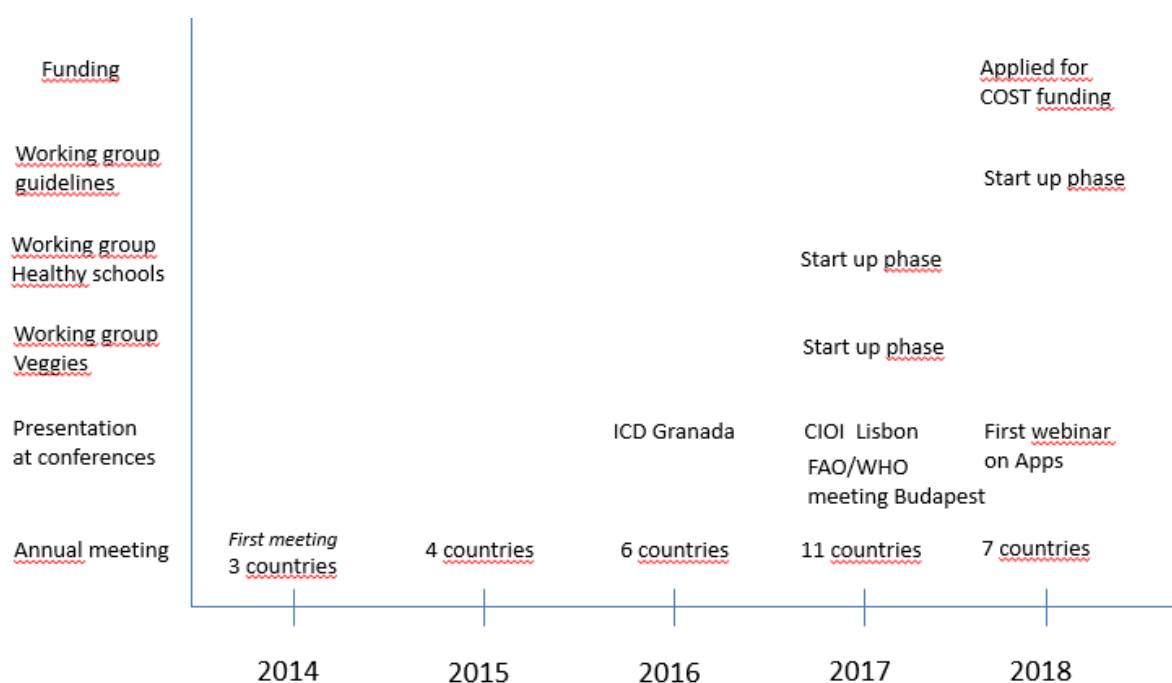
EPHNA feels that all consumers throughout Europe should have access to objective information and effective tools that help them make healthy food choices. Those objective information and tools are still absent in many countries.

What has EPHNA achieved so far?

- Created a cross-European community on nutrition communication with countries from north, west, south and east Europe
- Created a website
- Started to find synergies in healthy food guidelines
- Started working groups with focus on challenging topics
- Presented EPHNA on several relevant European conferences
- Explored European funding opportunities and applied for funding through COST

Seven organisations from six countries were present (see Annex 1). Many EPHNA members were not able to send a delegate in 2018, due to lack of finances.

Gerda Feunekes presented a timeline to show the results of EPHNA since the founding in 2014.



INTRODUCTORY SESSION

Introductions by all the organizations present

AGES - Österreichische Agentur für Gesundheit und Ernährungssicherheit (Austria) Bernadette Bürger-Schwaninger

The Austrian Agency for Health and Food Safety (AGES) is owned by the Austrian Federal Ministry of Labour, Social Affairs, Health and Consumer Protection and the Austrian Federal Ministry for Sustainability and Tourism. AGES was founded in 2002 and supports the management of the federal ministries and the two federal agencies subordinated to it in

questions relating to public health, animal health, food safety, medical and drug safety, food security and consumer protection along the food chain by providing professional and independent scientific expertise.

The highlights of the past year have been some main projects such as on: Healthy eating from the start, which focusses on healthy nutrition for children from 4-10 years old. For this specific campaign a YouTube channel was created with information on healthy nutrition for children, but also for pregnant women and for women that are breastfeeding.

Other projects of the past year were a collaboration with the EU school fruit, vegetables and milk scheme and finally AGES has developed an online tool to give consumers nutrition information on specific products, called 'Food in the Spotlight'.

For 2019 AGES will extend their Food in the Spotlight-tool, with additional food groups. They will also develop national guidelines for school meals, along that, they will create a training for teachers on how to implement healthy food in schools.

Finally, they are conducting a study on breastfeeding promotion and creating a program around that study.

Flemish Institute of Healthy Living (Belgium) Loes Neven

The Flemish Institute of Healthy Living is funded by the government of Flanders. Its focus lies on the Flemish part of Belgium and is funded by the Government of Flanders, Department of Public Health.

The Flemish Institute of Healthy Living has several focus areas. One of their focus areas are schools and children in school, through interventions. Other focus areas are the work place, sport canteens and the local community. They work closely with the municipalities to work on a local level. They have just starting a program to that focusses on preventing undernutrition within elderly.

Last year the Flemish Institute of Healthy Living introduced a new nutrition communication model, 'The Food Triangle', which has been picked up by the media very well and overall very positive with some critique mainly from industry.

After introducing the new Food Triangle, they will implement their recommendations for healthy food in schools and publish guidelines on nutrition for children for instance on how to deal with marketing on unhealthy products.

For 2019 the Flemish Institute of health Living wants to create a new tool to promote their Food Triangle. For example, they are going to create an app with healthy recipes. Finally, their recommendations for healthy schools will be implemented, with the aim to get all sugary drinks out of schools by 2021.

NICE (Belgium) Hilde de Geeter

There are two organisations in Belgium that have responsibilities in Nutrition Communication. Besides the Flemish Institute of Healthy Living, there is NICE. NICE (Nutrition Information Centre) is funded by the Ministry of Agriculture and Fisheries. Activities of both organisations are aligned.

NICE is currently working on giving their website a new look and structure, the website is its main communication tool towards their different target groups. NICE publishes also a quarterly (printed) magazine for professionals. Following the introduction Food Triangle and Active Triangle of the Flemish Institute for Healthy Living, NICE has updated all their print material in the past year.

NICE has an information book for parents and educators on healthy nutrition for young children (between 3-6 years) they will renew this book in 2019 and will add new relevant information, such as how to deal with food hypes when it comes to nutrition for children. Finally, in the past year they have renewed the intervention. Calcimus, a game for primary school children with lessons and worksheets on healthy nutrition.

Danish Veterinary and Food Administration (Denmark) Maja Overgaard Lund

The Danish Veterinary and Food Administration is part of the Ministry of Environment and Food. Their working areas are Healthy diet and communication, International Cooperation, Export Promotion and Innovation.

The Danish Veterinary and Food Administration is responsible for the creation of dietary guidelines. In 2018, 10 recommendations were created on school meals and health, setting guidelines and recommendations on food provided, food marketing and what they learn about food in schools. These recommendations resulted in a governmental strategy on food, meals and health. This is a partnership of the Ministry of environment and food, Ministry of health, Ministry of the elderly, Ministry of education and Ministry of children and social affairs. The strategy consists of seven sections (14 initiatives):

- A healthy future for children and young people
- Healthy local communities can make a difference
- Healthy and active for as long as possible
- The healthy choice should be the easy choice
- Proactive authorities will provide Danes with better knowledge
- Denmark as frontrunner
- Together we can go far

The projects and initiatives that they are starting currently are:

1. Innovation partnership (public/private)
 - a. Product development

- b. Increasing availability of healthy foods
2. Strengthened communication and proactive effort against "fake news"
 - a. Become a more active and visible player on both internal and external platforms including social media
 - b. Creating a network of relevant authorities and stakeholders
3. Forum for food, meals and health
 - a. Realisation of the strategy and coordination of projects
 - b. Knowledge bank collecting experiences and research
4. Labelling scheme for healthy day care facilities, primary and lower secondary schools and youth education institutions
 - a. Food, meal settings, curriculum, school gardens, collaboration with local players such as farms or supermarkets

Federal Centre for Nutrition (Germany) Margareta Büning-Fesel

The Federal Centre for Nutrition was founded in February of 2017 and is a separate department in the Federal Office for Agriculture and Food (BLE) in Bonn (www.ble.de). Their focus lies on both health and nutrition and on sustainability. The BZfE provides practical information and guidance for a healthy, sustainable and enjoyable diet and lifestyle, which are close to the everyday life of the target group(s). The BZfE provides easy-to-understand, food-based nutrition recommendations and guidance as a reference for a healthy food selection

In the past year they have been working on a project on nutrition education and they have updated their recommendations on diet and lifestyle before and during pregnancy. In September of this year they organised a conference on the promotion of food literacy at an early age, accompanying it throughout a lifetime

They are planning on developing an online tool for consumer communication, which will contain a question and answer platform. The BZfE is also working on developing a model for nutrition communication with food-based recommendations, which will cover aspects of health promotion and sustainability (they do this together with the German Nutrition Society), there is a discussion going on if the communication model should be a pyramid or if they should shift towards a plate model.

A competence model "Food and Move Literacy" was a basis for the development of materials for adult education (alphabetization and language teaching).

Finally, they are supporting the Federal Ministry of Food in communicating a new reduction and innovation strategy on less sugar, fat and salt in processed food.

SafeFood (Ireland) Cliodhna Foley Nolan

Ireland is divided in two jurisdictions, they have two Governments, for North and South Ireland. SafeFood is a North-South body and is funded by and covers both Government of the Republic of Ireland and the Government of Northern Ireland.

They are responsible for the promotion of food safety and healthy eating on the whole island of Ireland. SafeFood provides independent scientific advices and collaborates with other organisations to contribute to public health and wellbeing. The activities of SafeFood include:

- Promotion of food safety
- Research into food safety
- Communication of nutritional advice
- Promotion of scientific co-operation and laboratory linkages
- Provide independent scientific advice
- Deliver consumer focused review

In the past year SafeFood created multiple multimedia campaigns and initiatives which focussed on food, movement and screen time and they have looked at the impact of nutrition and health claims.

For 2019 they will focus more on marketing on unhealthy food towards children. Currently there are some regulations, but they will start addressing more difficult areas of marketing such as games, sponsorships and promotions.

Finally, they will work on a childhood obesity campaign and intervention.

Netherlands Nutrition Centre (The Netherlands) Gerda Feunekes

The Netherlands Nutrition Centre is an independent foundation. It is funded by the Ministry of Agriculture, Nature and Food Quality and the Ministry of Health, Welfare and Sport. Its core business is to provide information on, and encourage consumers to make, healthier and more sustainable food choices. The NNC focusses on two long term ambitions (for 2025)

- **People** are motivated and have the knowledge and skills to make healthy, safe and sustainable food choices.
- **The environment** is designed to make the health food choice an easy one.

Their website is the main communication channel, but apps and social media are increasingly growing in importance as a channel to share information. In the past year the NNC had their first big symposium in years called ‘the State of Nutrition’ with international speakers, such as Marion Nestle, and they are partner in a national programme against food waste: “Together against food waste’.

Finally, they have created two new apps, one for choosing healthy products that is currently covering 85% of products on the markets, and one smart cooking app, that gives you tips and ideas for healthy recipes.

The NNC will launch a campaign for men on eating less meat and they will have a new campaign on promoting the Wheel of Five, where sustainability will be more incorporated. Finally, they will broaden their school canteen project towards other settings, such as sport canteens and work places.

Presentation by WHO Europe

The WHO has published some new data from the third round of COSI (prevalence of obesity amongst 7-9-year-old children). The number of countries that has joint COSI has increased, with 38 countries participating at the moment and 200.000 children being monitored. The southern European countries are the most active on the prevalence of obesity. In Portugal they had a decrease of prevalence of 10% in the past 10 years. Looking at management on childhood obesity, they are sending questionnaires to COSI countries to examine how professionals are involved in childhood obesity management and what their role within this system is.

The Baby Friendly Hospital Initiative has been updated, with 10 steps towards successful breastfeeding. Working on protecting breastfeeding up to 6 months and making sure when other nutrition is introduced it concerns the right products, introduced in the right way. The WHO is concerned on complementary foods for children: many are marketed from four months, but have predominantly sweet flavours, vegetables are masked by fruit flavours, purees have a high free sugar and total sugar content, misleading names are used, and it is accompanied by a lot of marketing.

WHO is working expanding the current guidelines on marketing towards children on food and non-alcoholic beverages. Existing guidelines focus on children until the age of twelve and leave out adolescents, and the WHO wants to take adolescents until the age of 18, in account as well.

The WHO is evaluating soft drink levies. In the United-Kingdom they have seen that increased taxes on sugary soft drink have caused an immediately decline of sales of these products

Finally, the WHO has done an inventory of front of pack labelling systems in European countries and they came to four main types of interpretive front of pack labels:

- Endorsement logos
- Summary indicator systems
- Nutrient-specific warning labels
- Nutrient-specific interpretive labels

Of all these interpretive front-of-pack labels, the endorsement logos are used the most amongst European countries.

PANEL DISCUSSION WITH FOUR EUROPEAN ORGANISATIONS

The EPHNA invited four external organisations: EUFIC, European Heart Network, BEUC and EuroHealthNet. Gerda Feunekes welcomes the guests and briefly introduces the EPHNA. After the EPHNA introductions, they present themselves through a short presentation about their organisation.

Introductions

EUFIC Laura Fernandez

Laura Fernandez thanks the EPHNA for the invitation and is very happy to learn about the EPHNA. She gives a brief introduction. EUFIC was established in 1995, with the aim to provide all consumers enough knowledge to live healthily. They do projects on specific topics, starting from a scientific point of view, translating their messages to make them understandable for consumers.

All the work that EUFIC does they do in collaboration with other partners. Their members are mostly food and drink companies, almost 60%, this used to be 100%, but they are moving towards a new path and currently the funding from NGO's and Universities is growing. EUFIC does not lobby for specific interest and their funders need to abide by a strict code of conduct.

EuroHealthNet Dorota Sienkiewicz

EuroHealthNet is a not-for-profit partnership of organisations, agencies and statutory bodies working on public health, disease prevention, promoting health, and reducing inequalities. They don't specifically work on nutrition, but it is one of their topics.

EuroHealthNet's mission is to have a healthier and fairer Europe. They are funded by their members, which are mainly European Member states, varying from public health organisation to municipalities.

The work of EuroHealthNet is divided into three platforms:

- Policy platform: Where they monitor, and influence EU policy related to health and wellbeing. By analysing the changing policy landscape and identifying ways to ensure that health equality is ensured in all policies.
- Practice Platform: Provides an essential platform to unite, learn, and inspire. Members work together, create and share knowledge and shape cross-national initiatives.
- Research platform: Help build the evidence base and support the use of this evidence in policy and practice. Bringing together research bodies, experts, innovators and members.

European Heart Network Marleen Kestens

The European Heart Network is an independent organisation, fully funded by their members, national Heart foundations in European countries, and with no influence from the industry. They play a leading role in the prevention and reduction of cardiovascular diseases, heart disease and stroke, through advocacy, networking, capacity-building, patient support, and research so that they are no longer a major cause of premature death and disability throughout Europe.

They work through four expert groups on specific topics:

- Nutrition for a healthy heart
- Tobacco policies and discouraging smoking
- Occupational health and psycho-social factors
- Physical activity as a natural part of daily life.

EHN's vision is that Every European has a right to a life free from avoidable cardiovascular diseases. To achieve this vision, it dedicates itself to the following activities:

- Influencing European policy makers in favour of a heart-healthy lifestyle;
- Creating and nurturing ties between organisations concerned with heart health promotion and cardiovascular disease prevention;
- Gathering and disseminating information relevant to heart health promotion and cardiovascular disease prevention;
- Strengthening our membership capacity.

BEUC Emma Calvert

BEUC (Bureau Européen des Unions de Consommateurs) is the European Consumer Organisation, set up in 1962. They represent 43 independent national consumer organisations across 32 European countries. Their food department deals with issues such as: food safety, nutrition, food labelling and marketing to children.

In the past year they worked on several projects, one of them was nutrient profiles. Without nutrient profiles, many companies are still able to use health and nutrition claims on the label to give products which are high in fats, salt or sugar 'healthy halos' which they don't deserve.

Marketing towards children is another big project of BEUC, they highlight deficiencies in the self-regulatory approach, they feed into discussions on the Audiovisual Media Services

Directive and showcase their members work on junk food marketing to children.

Finally, they published a report in June 2018 on deceptive marketing used on the label, such as phony fruit images and using terms like artisanal, natural or traditional.

Panel discussion

Gerda Feunekes shortly addresses how the panel discussion will go and starts by asking the panel members what their first thoughts are on EPHNA and its role in the EU.

Laura Fernandez feels the EPHNA is very necessary player in the field and it is great that this network exists to share knowledge and come up with strategies together.

Marleen Kestens asks if the EPHNA is driving a European agenda. Gerda Feunekes comments, that indeed that is the aim, but the EPHNA is still in its starting phase, and at the moment we are not there yet.

Laura Fernandez thinks the EPHNA could be a great platform to create a European wide intervention or campaign on a topic that everybody is positive about, like increase the consumption of fruit and vegetables.

All four organisations are members of the European Platform for health and physical activity. The EPHNA members would like to know if it would be good for EPHNA to become a member. A discussion follows that concludes that it isn't useful for the EPHNA to become a member of this platform.

Discussion topic 1: Marketing towards children

Marleen Kestens comments that the discussion on marketing towards children has been closed for now, for the European Commission. At this point they want to work together with other organisations to address the topic of marketing towards children. Evidence from all EPHNA members, quantity and quality of marketing in their countries, could be very helpful in this process.

Jovanka Vis (The Netherlands) mentions that the Netherlands Nutrition Centre conveyed a survey on what parents think about marketing towards children. More than 50% feels that it shouldn't be on social media and (sports) events. The Netherlands noted that the age limit on marketing should move from the age of 12 to the age of 16.

Discussion topic 2: Front of pack labelling

Emma Calvert mentions that the EU commission was supposed to come forward in the beginning of 2017 with a research on the existing front of pack labelling systems, however, this has been postponed to the end of 2018. She has the feeling the commission is leaning towards Nutriscore and they are moving fast towards it. The problem with Nutriscore is that it is voluntary so far, so it is only on part of the food products. Loes Neven (Belgium) mentions that some companies are creating apps to calculate the Nutriscore. This is a good development but depends a lot on what algorithm is used.

Margareta Büning-Fesel (Germany) wants to know what the preference of the panel members is a positive label like the keyhole, that helps people towards healthier food or a Nutriscore that helps you avoid unhealthy food. Laura Fernandez says that on paper any system could work, but it is important to pick one system and invest in that system, only that way it would be helpful for consumers.

Feedback on panel discussion by EPHNA members

All members agree that it was good to get to know each other and to present the EPHNA to these European organisations. It was inspirational and interesting to meet up with them.

EXPLORING FUNDING OPPORTUNITIES EPHNA

Milena Buurman (the Netherlands) gives an update on the COST funding we applied for. The process of applying wasn't easy and the documents that needed to be submitted were challenging to fill in. Loes Neven (Belgium), Margareta Büning-Fesel (Germany), Gerda Feunekes and Milena Buurman (The Netherlands) worked together on the document and they all feel that they have submitted a good request and we are hopeful about getting the funding. We will hear the 14th of November at noon whether funding for our network is granted. All members will be updated on the status of this by Milena Buurman (The Netherlands).

FENS SYMPOSIUM

Milena Buurman submitted a proposal for a session of 90 minutes on nutrition communication on behalf of the EPHNA. Jo Jewell confirmed that Joao Breda of WHO Europe will be at the FENS and he will probably be happy to speak at EPHNA's session. The costs for this session are €1.500,00 which is not that much. Gerda Feunekes (The Netherlands) asks the members what kind of topics we should discuss during our symposium.

In the proposal some tentative subjects were listed:

- Introduction EPHNA: Challenges in nutrition communication
- European overview on guidelines for healthy schools and school meals
- How to increase vegetable intake: experiences from x European countries
- Are European Food Based Dietary Guidelines possible? Differences and similarities between countries

There was a discussion on possible topics. On sustainability, Corné van Dooren from the Netherlands could give an overview on integrating sustainability in dietary guidelines. Maria Hassapidou (Greece) suggests having one main subject and suggest disadvantaged groups and lower social economic groups and have two or three speakers from different countries. She might be able to give a presentation on refugees if she manages to collect the data from Greece. Gerda Feunekes (The Netherlands) feels that we shouldn't focus too much on one subject what show the broadness of the EPHNA and its members. Margareta Büning-Fesel (Germany) suggest that we could call it 'A holistic look on nutrition', that way we can integrate several subjects from the nutrition field.

We agreed to all think about interesting topics and speakers and will follow it up in a call.

Action point

- Milena Buurman (The Netherlands) will send an e-mail to all the EPHNA members and collect their input on interesting subjects, followed by a conference call in December 2018 to make the subjects definite.

PRESENTATIONS ON SUSTAINABILITY AND NUDGING

PRESENTATION: HEALTHY FOOD AND SUSTAINABILITY (Jovanka Vis)

Jovanka Vis (The Netherlands) gives a presentation on European examples of including sustainability into new food-based dietary guidelines. The Netherlands has done a lot of research on this subject and the messages are very common throughout Europe: shift towards more plant-based nutrition and less animal-based, this is also likely to lead to reduced environmental impacts and integrated healthy and sustainable dietary guidelines are an essential component of a coherent 21st century food policy.

The presentation on healthy food and sustainability will be shared with all the members on the EPHNA SharePoint site.

PRESENTATION: SUSTAINABILITY IN THE FLEMISH FOOD TRIANGLE (Loes Neven)

Loes Neven (Belgium) gives a presentation on how they have integrated sustainability in the Flemish Food Triangle. When they started creating the Food Triangle their starting point was to create a food guide and recommendations:

1. For optimal health promotion and disease prevention
2. With minimal impact on the environment (sustainability)
3. And in line with the current food culture and eating habits in Flanders/Belgium

One of their key messages is that when eating according the Food Triangle one automatically has a more sustainable diet.

The presentation on sustainability in the Flemish Food Triangle will be shared with all the members on the EPHNA SharePoint site.

PRESENTATION: NUDGING TOWARDS HEALTHIER FOOD CHOICES

(Margareta Büning-Fesel)

Margareta Büning-Fesel gives a presentation about a workshop she attended on nudging. Within the international Nudge-it project a tailored toolbox was developed to promote healthier food choices. In the presentation 5 anchors were presented to help people towards better choices. Margareta shares that there is a lot of discussion that nudging is manipulative, whilst all supermarkets use nudging all the time. She feels it is a very easy and a consumer-friendly way to help consumers make healthier choices.

The discussion on nudging broadened to influencers. In this context, Cliodhna Nolan Foley (Ireland) is interested in the use of social influencers since these people are only ‘yours’ during a short timeframe and after that they might work for other controversial organisations. It is very difficult working with influencers, you need to really be a trustworthy influencer that fits the organisation. But they do have a big outreach, so it can be useful working with them. Milena Buurman (The Netherlands) shares that the NNC has used social influencers in a current online breastfeeding campaign and that it was successful. Jovanka Vis (The

Netherlands) add that the NNC also has fewer positive experiences with influencers and that it is of great importance to choose and use these influencers wisely.

The presentation on nudging will be shared with all the members on the EPHNA SharePoint site.

FEEDBACK SESSIONS OF THE WORKING GROUPS

Feedback session 1: Increasing the vegetable intake (Maria Flothkötter)

Maria Flothkötter (Germany) gives an update on the working group. During the meeting last year, it was agreed to focus on research studies already available and share these good practices with the EPHNA members.

The idea now is to give the subject of the working group as an assignment to master students in several countries and have them do a master thesis on it. Margareta Büning-Fesel (Germany) has a meeting with a master student planned shortly and she will mention this subject as an option.

The target groups will be mainly on individual levels, such as families, children, young adults.

Maria Flothkötter (Germany) will distribute a project description to the EPHNA members and asks them to give comment within 2 weeks and after that she will finalize it and we can start the search for master students.

After sharing the results of the working group, Maria Flothkötter (Germany) gives a presentation on the project she is working on now, on how to make Germany breastfeeding friendly. At this point in the project they start with an overview of the current breastfeeding status and then move to a nationwide implementation.

The presentation on breastfeeding will be shared with all the members on the EPHNA SharePoint site.

Feedback session 2: Healthy schools and school meals (Jolien Plaete)

Jolien Plaete (Belgium) starts by giving an insight in the whole school approach. The school setting is seen as a promising target for interventions in children adolescents. It is important to make healthy eating part of everyday school life.

It should be both integrated in the curriculum, but also in the environment of the schools.

Jolien Plaete (Belgium) asks all EPHNA members to share their project on schools and school meals on the EPHNA SharePoint site.

The presentation on healthy schools and school meals will be shared with the members on the EPHNA SharePoint site.

Maria Hassapidou (Greece) comments that it is very difficult to decide what makes a best practice. During the JANPA project that was one of their main outcomes. To really create a good database of best practices, one first needs to decide what the credentials for a good intervention are.

We need to have a more systematic approach and have some criteria to work according to. The idea is that a group of EPHNA members starts making an inventory on criteria that make a good intervention.

Feedback session 3: Dietary guidelines (Maria Hassapidou)

In last years' meeting a new working group was established that would investigate if we could create a set of European dietary guidelines. Ana Rito (Portugal) and Maria Hassapidou (Greece) worked on this topic. They had two students doing a mapping on existing guidelines in European counties. Some countries have their own guidelines, while other countries have common guidelines such as the Nordic countries.

The most common communication models based on dietary guidelines are pyramids and plates. Other models that were found around the world were a dietary pagoda (China) and a food guide rainbow (Canada).

Nearly all European countries have developed food based dietary guidelines, they are all based on the principle to provide guidance for a healthy balanced diet that will help prevent non- communicable diseases.

There are different models all around Europe, but behind these models lie mostly the same guidelines/recommendations:

- Eat plenty fruits and vegetables
- Eat plenty whole grain foods
- Have moderate intake of processed food
- Drink water

The WHO has presented a report this summer on national and subnational interventions and policies based on Mediterranean and Nordic diets are recommended or implemented in the WHO European Region and is there evidence of effectiveness in reducing non-communicable diseases.

Maria Hassapidou (Greece) and Ana Rito (Portugal) worked on a position paper on dietary management of obesity in adults. This position paper is a joint paper from the NWG of EASO and the ESDN Obesity of EFAD.

What future steps we can take now?

- We need to decide if we need common European dietary guidelines? Or national recommendations with unique features to address the dietary needs of each country's population.

- Do we need to include other aspects of lifestyle, such as getting enough physical activity and eating regular meals?
- For whom are we making these guidelines?
- Do we need sustainable dietary patterns?
- How can we communicate food based dietary guidelines in a more successful way?

Everybody is very happy with the mapping work that the working group has done so far, it gives a good insight in all the guidelines that are already out there. All members agree that instead of creating new guidelines, we should collect the 10 best recommendations and we find the best practices to implement these recommendations.

We can start with the working group increase of vegetable intake, on which we can all agree that this is one of the recommendations that has priority.

Cliodhna Nolan Foley (Ireland) wants to emphasise that we need to take in consideration that the availability on for instance fruits and vegetables is different in every country.

ACTION POINTS, NEXT STEPS, NEXT HOST COUNTRY

Action points

Milena Buurman (The Netherlands) will plan a conference call after the 14th of November to discuss how the working groups will move forward. (November 2018)

Milena Buurman (The Netherlands) and plan a conference call to discuss our symposium on the FENS 2019. The idea is to combine next years' annual meeting with the FENS in Dublin. (November 2018)

Maria Flothkötter (Germany) will make a draft for a document/chart for all the relevant organisational information (such as number of employees, current projects, funding streams) that all members can fill out and will be posted on the SharePoint page. Milena Buurman (The Netherlands) will share it with the members and collect the information. (Spring 2019)

All members present at the meeting have expressed their interest in the subject 'Marketing towards children'. Jovanka Vis (The Netherlands) suggests that the NNC translates their position paper on this subject and shares it with the EPHNA members. The members agree that the second webinar will be on marketing towards children. The idea is to explore other platforms for this webinar, such as YouTube. (Spring 2019)

Milena Buurman (The Netherlands) will start with the planning of the EPHNA meeting 2019. (Spring/Summer 2019)

Annex 1 LIST OF PARTICIPANTS

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