

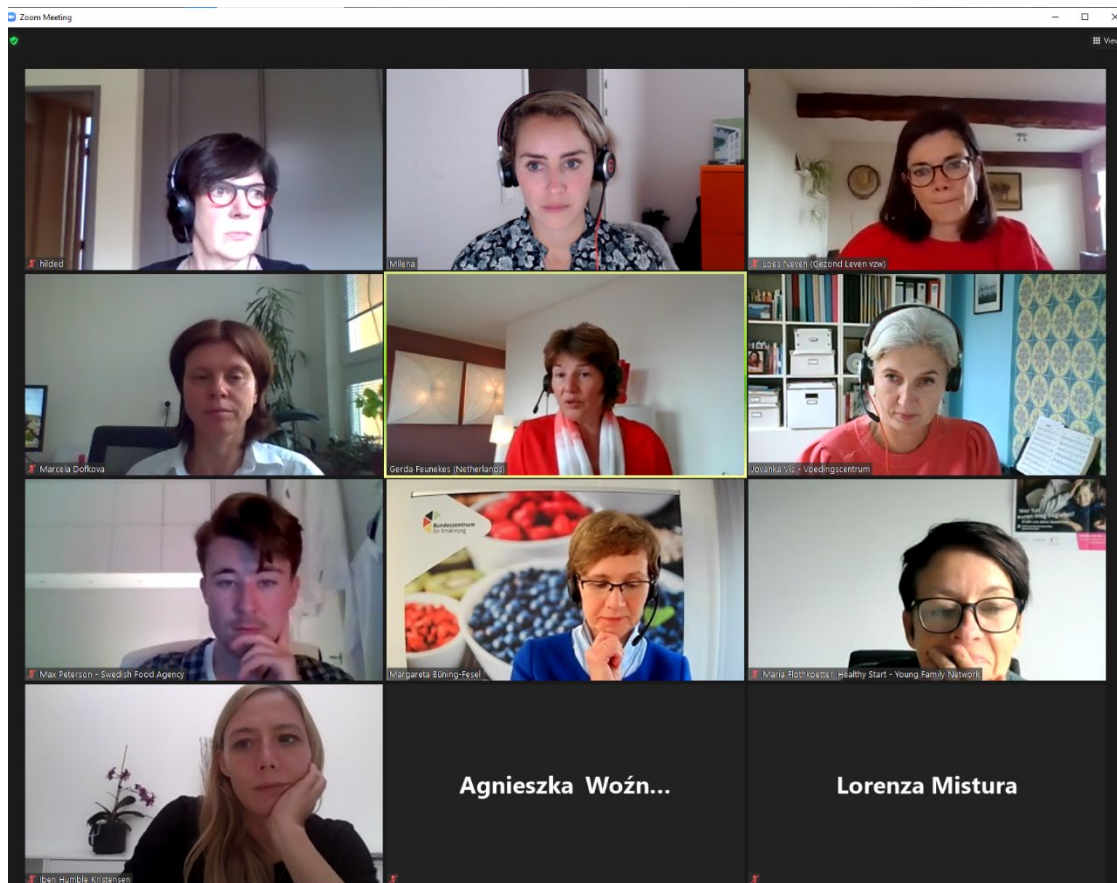
Nutrition Communication in Europe

8th Annual Meeting of the European Public Health Nutrition Alliance (EPHNA)

MEETING REPORT

12 and 13 October 2021

Online via Zoom



Edited by: EPHNA (Milena Buurman)

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 12 and 13, a large amount of EPHNA members and their colleagues came together in a virtual Zoom meeting. During this meeting, introductory presentations were given by the three new members that joined this year's meeting. Hanns Christoph Eiden of the Federal Agency for Agriculture and Nutrition gave a welcome presentation. Representatives from WHO Europe joined the meeting to present on their work. Furthermore, Anna Taylor gave a presentation on the UK Food Strategy (the Plan) and Britta Renner presented her research on Fair Food Systems.

The progress of the three EPHNA working groups ('Increasing Vegetable Intake', 'Breastfeeding (including brainstorm)' and 'Sustainability') was shared. Finally, three break-out sessions were organised on the following topics: Nutri-Score; UN Food Systems Summit – national dialogues; and Sustainability (How to combine health promotion and sustainable nutrition?).

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

Keywords

NUTRITION COMMUNICATION
NUTRITION CAMPAIGNS
BEST PRACTICE
PUBLIC HEALTH
NUTRITION GUIDELINES
CHILDHOOD OBESITY
OBESITY
HEALTH
SUSTAINABILITY
CHILDREN MARKETING
BREASTFEEDING
VEGETABLE INTAKE
FOOD STRATEGY
FOOD SYSTEMS

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DAY 1 – 12 OCTOBER

BACKGROUND AND INTRODUCTION

Margareta Büning-Fesel (Germany) welcomes everybody to the 8th annual EPHNA meeting. After careful consideration it was decided by all the members to organise the annual meeting online and hoping to meet physically next year. She and Gerda Feunekes (the Netherlands) will guide and moderate the meeting together.

We have a lot of time to exchange information, look back and forward. Margareta Büning-Fesel (Germany) shares that Hanns-Christoph Eiden will join the meeting this afternoon and after that we will have a presentation by Anna Taylor from the United Kingdom, on the UK nutrition Strategy, called “The Plan”.

Gerda Feunekes (The Netherlands) takes over and welcomes all participants to this years’ annual EPHNA meeting and is grateful that so many members were able to join this online annual meeting. Not only are we growing and learning from each other, more and more. Several EPHNA members are taking part in the EIT board, and we are in two EU tenders, so that if hopeful and it shows that we are getting more and more influence on an EU level.

Gerda Feunekes (The Netherlands) thinks that is the future: connect with each other, learn from each other and move forward to increase our influence.

Introduction of 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 organisations present 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.

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

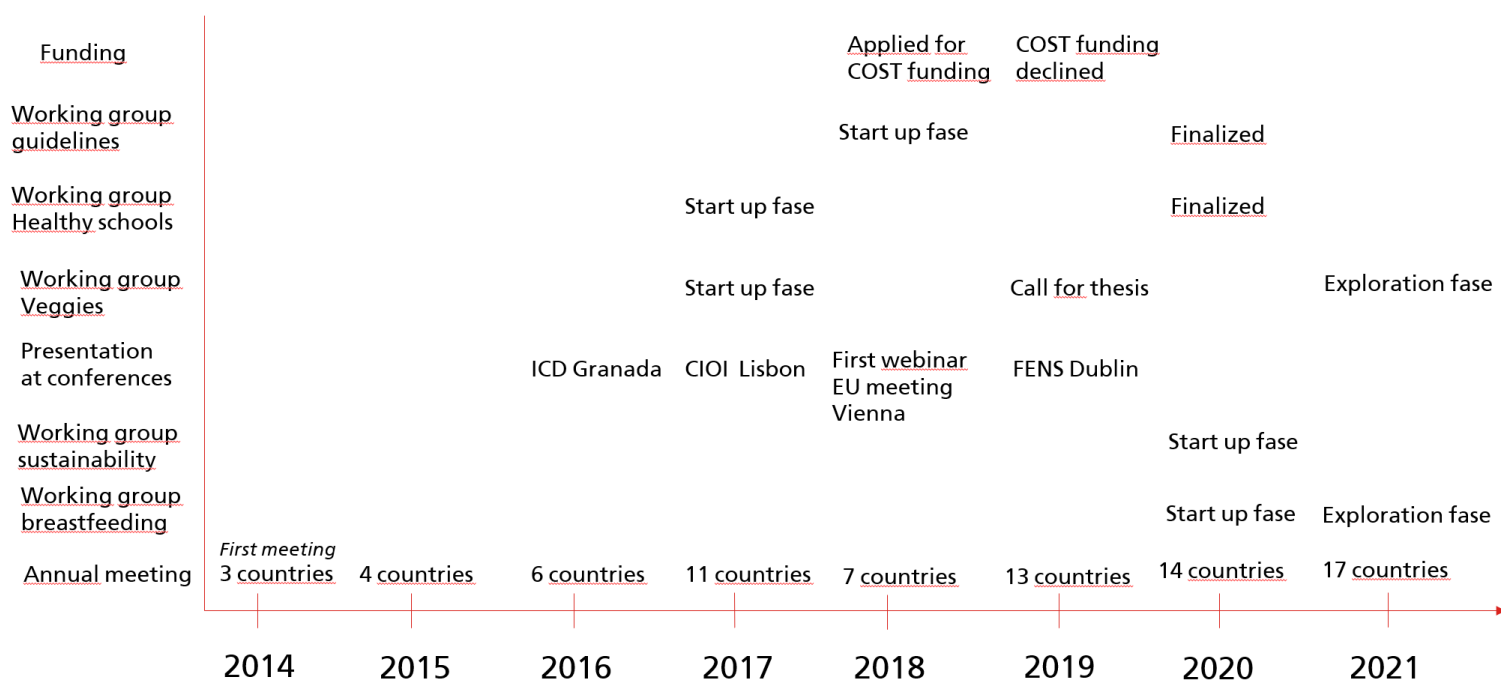
The EPHNA currently has members in 18 countries: Germany, Belgium, Austria, Switzerland, Portugal, Spain, Denmark, Bulgaria, Poland, Malta, Greece, Ireland, Sweden, Latvia, Italy, Czech Republic, Cyprus, the Netherlands. During this two-day online meeting members from 11 countries have joined the meeting. Besides the official country representatives, colleagues have been invited to join (parts of) the meeting.

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
- A first official EPHNA symposium at FENS 2019

Since most participants are already familiar with each other, all participants briefly shared their expectations for the meeting using a presentation of maximum 2 slides.

Timeline EPHNA



INTRODUCTORY SESSION

Presentations by all members

NICE (Belgium) Hilde de Geeter

NICE has launched a couple of new booklets on healthy eating for children. One for 3-6 years old and one for 6-12 years old, in November they will launch the last one: for adolescents. These booklets include recipes for children and adolescents. The two booklets for children are directed towards the parents, whilst the one for adolescents is directed towards themselves. The booklets are both available in hard copy as well as online.

Gezond Leven (Belgium) Loes Neven

At Gezond Leven they have focussed on people in a more vulnerable position to inform them on healthy nutrition. In 2020 they have integrated the sustainable message within their recommendations on healthy nutrition. Also developed guidelines and materials for local authorities to create healthy environments. They noticed that it is still very underestimated how big the impact is of nutrition on people in a low social income. They had an annual campaign on healthy drinking: focusing on tap water. They also had a campaign on healthy behaviour.

Next year they will focus on the implementation of the integrated dietary guidelines in different settings, such as schools, workplaces, local municipalities etc. They will develop guidelines and materials to promote healthy nutrition via care homes for the elderly.

CEIDDS (Portugal) Ana Rito

Ana Rito (Portugal) gladly shares what she and her teams have been doing the past year(s). They are an NGO and based in the National Institute of Health, working closely with public entities, ministries and mainly municipalities. They are completely publicly funded and work mostly with EU grants. They work closely with the WHO; Ana is in the executive committee of WHO for COSI.

A new project they are in is CO-CREATE which focusses on youth and obesity/overweight. Besides Portugal there are 4 other countries involved (UK, Norway, Poland and NL). MUN-SI is a successful intervention programme where they work with municipalities where they learn what their needs are and develop programs for them. Other programmes focus on: Mediterranean diet and sustainability, and food insecurity in relation to Covid.

Netherlands Nutrition Centre (The Netherlands) Gerda Feunekes

The Netherlands Nutrition Centre celebrates its 80st anniversary this year. Due to Covid, a physical symposium will be in spring 2022. In 2021 the Food Swap campaign (#Eetwissel) continued, as did the huge PPS around Food Waste reduction (#verspillingsvrij). The health council launched new recommendations for pregnant women. Challenges for 2022 include: the food environment (beyond schools and canteens); reaching specific groups (such as elderly, groups with low social economic positions, and people with chronic disease); and the intended launch of the Nutri-Score front of pack logo.

Livsmedelsverket (Sweden) Veronika Ohrvik

In Sweden they have been focusing on food waste reduction. They have focused on how to store fruit and vegetables, reusing existing materials.

Also, they just published a report on more sustainable food consumption, covering: 1, overconsumption, 2. consumption of vegetables, root vegetables, legumes, fruit and berries, 3. the direct consumption of cereals which they want to keep stable and finally 4. the meat consumption which they want to reduce to 55 kg per person/per year.

There ongoing work focuses on nutrient analysis of vegetarian meat substitutes and Nordic nutrition recommendation 2022.

Schweizerische Gesellschaft für Ernährung (Switzerland) Ester Jost

Since they are a very small association which is only partially subsidised by the government, they have been struggling to find more financial resources. Gerda Feunekes mentions that the Netherlands Nutrition Centre has quite some experience and she would like to offer the support on this matter.

They provide information for the support of stakeholders and dissemination of nutritional recommendations.

In 2021 they created teaching materials for children using the nutrition disk. For 2022 they will start working on a project on nutrition for elderly people, they have already created a quiz booklet for 60+ on the topic of nutrition. In 2024 a new food pyramid will be launched.

National Institute of Public Health in Prague, Centre for Health, Nutrition, and Food (Czech Republic) Marcela Dofková

One of their ongoing activities is the Czech total diet study, which started in 1994. Overall deficiencies were seen for calcium and other minerals. This study will continue in 2022 with a new two-year period of sampling. The report on this will be available in 2023. One of their other current projects focused on the front of pack nutrition labelling, as there is no consensus among stakeholders in this area.

They would like to move towards a more sustainable food pattern as the consumption of fruit and vegetables is still very low in the CZ. Furthermore, they have conducted a study on Omega-3. Since the Czech Republic is a central country and the consumption of seafood is traditionally low, they also have a low intake of Omega-3.

Danish Veterinary and food administration (Denmark) Iben Humble Kristensen

In 2021 they have developed and launched new official dietary guidelines which focus both on health and climate. And they created additional guidelines for pregnant and lactating women and people above 65 years of age.

They were the host of the World food summit and UN Food Systems Summit, with the focus on healthy and sustainable diets.

Upcoming projects and events for 2022 are:

- Launching of new dietary guidelines for professional kitchens
- Development of minimum criteria for green public procurement
- New visual tools to support communication of the new FBDG's
- Ongoing communication and collaboration in partnerships (e.g., The Food Partnership for Health and Climate and the Danish Healthy Food Council)

International Hellenic University, Department of Nutritional Sciences and Dietetics (Greece) Maria Hassapidou

The most important development in Greece was the new public Health plan, in which the national nutrition plan was also included.

They have also focused quite a lot on reaching the low-social economic groups. The national recommendations have been published two years ago and in three years they will publish new ones. There is a lot of discussion on the new guidelines and on how to incorporate sustainability.

There is also a lot of discussion about the front of pack labelling (Nutri-Score), much debate in the Mediterranean countries that this algorithm doesn't take in account the traditional (and healthy) Mediterranean diet and foods, including olive oil.

They just completed a project called "we go", which was a very good opportunity to collaborate with other European universities on how to use new technology in childhood nutrition.

National Institute of Public Health NIH - National Research Institute (Poland) Agnieszka Woźniak

In 2021 they started with a couple of trainings on the principle of healthy eating and physical activity for professional groups involved in the activities for the prevention of overweight and obesity. They will continue with these trainings in 2022.

They prepared a survey on consumer preferences regarding food choices after the introduction of sugar tax on sweetened beverages. The official study will be conducted in 2022.

They have done work on the new regulation of the Ministry of Health on nutrition standards in hospitals in the past year.

In 2022 they will start to update the Dietary Reference Values for the Polish population and will continue working on nutrition education.

Federal Centre for Nutrition (Germany) Margareta Büning-Fesel

In 2021 new departments for nutrition and sustainability and nutrition and education were founded.

They have worked quite a lot on breastfeeding, during this national breastfeeding week they have involved all important stakeholders and did a campaign together on this subject. Their national breastfeeding strategy is now available in English.

They are currently waiting for a new federal coalition.

And they work on next steps for the food systems dialogues in Germany, which is also a topic of the break-out sessions later in this EPHNA meeting.

CREA-Council for Agricultural Research and Economics - Research Centre for Food and Nutrition (Italy) Lorenza Mistura

Their main activities of the research centre food and Nutrition (CREA AN) are population studies, which include national food consumption surveys aimed at collecting data about the adequacy of the diet in terms of energy and nutrient intake.

Food quality research and the effect of food intake and diet on human health.

The institutional activities include:

- Food Composition Database have been regularly updated since 1939.
- Food Consumption Surveys 1980-84; 1994-96; 2005-06; 2019-present
- Dietary Guidelines (ed. 2013; 2018) and
- Observatory for Food Waste.

Conclusions and closing of the morning session

After a short break-out session in which participants met in smaller groups Margareta Büning-Fesel (Germany) wraps up the morning session. All attendees found it useful to share their experiences in smaller groups.

Presentation by Hanns-Christoph Eiden, president of the Federal Agency for Agriculture and Nutrition

Hanns-Christoph Eiden welcomes everybody, and he is impressed that from 2014 with just a group of 4 countries we have now grown into a group of 18 countries. He would like to take the opportunity to thank the EPHNA for the hard work that they do.

Once again, the UN Food Summit made it very clear that it is important to work on the challenges of nutrition and sustainability. It involves all stakeholders in the value chain. The EPHNA is contributing to the transformation of the food system, on the topic of nutrition communication. A transformation to a sustainable food system only works when all stakeholders work together. The issues of nutrition concern all the countries, therefore the exchange of experiences between countries is very important. And there shouldn't be a distinction between "developed" and "developing" countries, because focussing on a balanced diet for the population, as a central field of national policy, and strive to bring together all actors and different fields of action along the whole food-chain fits for every country. We should look beyond the EU: we can learn a lot, and we can offer a lot. We are in the position to reach consumers to let them know that it is not an option to go on as we have been doing.



Hanns-Christoph Eiden @HannsEiden · 14 okt. ...

We are indes looking back to a very successful EPHNA meeting. Thank you @GerdaFeunekes and @bzfe_de for the excellent preparation. Thanks to Anna Taylor from @Food_Foundation for her input and to Professor Renner from @universitaetkn for her thoughts on food environments!

Presentation by Anna Taylor on the UK Food Strategy « The Plan »

Anna Taylor (United Kingdom) joins the meeting and Margareta Büning-Fesel (Germany) welcomes her.

All attendees briefly introduce themselves so that Anna Taylor has a better idea of who is in today's meeting. Anna Taylor starts by sharing her gratitude that she can present on 'The Plan' in this consortium. The National Food strategy, led by Henry Dimbleby is the first independent review of the England's food System for 75 years. It aims to create a food system that is healthy, affordable, sustainable, resilient and productive. The work was paused due to Covid pandemic.

In part one they looked at:

- COVID 19 and its impacts on the food system
- How to support the country after COVID-19
- Preparing for the end of the EU exit transition period

Seven recommendations were made in part one, which was written pre-Covid. Part two built on part one, and returned to the original focus of the strategy:

- How does the food system work?
- What damage is it doing to our environment and health?
- What interventions could be made to prevent

The strategy focusses primarily on England, but sometimes UK as a whole.

What are the main issues and insights?

- The invisibility of nature
- The junk food cycle

The food system uses huge amounts of land and has a huge impact on nature. However, we do not really notice this, we treat natural sources as if they are infinite. We don't include nature in the economic analyses. This encourages the destruction of nature.

The junk food cycle refers to the negative feedback loop: these foods are tasty, they satisfy us, are hard to resist, but don't make us as full as more nutritious foods. The junk food cycle needs to be broken, e.g., through sugar and salt taxes; free school meals; fruit and vegetables on prescription.

Exercise, willpower and education are not enough to tackle poor diet. Exercise is not an effective route to weight loss. Not all people know what a healthy diet exactly is and how to achieve it.

Eating healthily is harder for those on low incomes.

Discussion

Gerda Feunekes (The Netherlands) has a question on breaking the junk food cycle. The main idea is to shift towards a healthier diet, but she would like to know Anna's opinion on changing the environment and reducing the (fast food) chain restaurants in cities. Anna Taylor comments that in the United Kingdom, local authorities have power to restrict the opening of new fast-food restaurants in certain places (such as school surroundings). All local authorities should have a food plan to talk with stakeholders to move the system towards a healthier and more sustainable outcome. They don't make a direct recommendation on reducing the number of fast-food restaurants.

Hanns-Christoph Eiden (Germany) understands that there is a focus on disadvantaged families, and he would like to know what kind of approach there will be towards these families.

Anna Taylor explains the recommendations are mostly focused on disadvantaged children. It is about strengthening the existing safety net for vulnerable children, by e.g., extending the

healthy start and the fruit & vegetable scheme, and providing free school meals. Note that only low-income groups get free school meals.

Veronica Ohrvik (Sweden) has a question on the mandatory reporting, on which several food businesses are willing to do this.

Anna Taylor says that they see a positive sign from organisations that have a wide portfolio, such as supermarkets. At the moment no one has come out against it, a just a few came out in favour of it. The idea is to start with transparency, which by itself will have some effects on action, and then move to setting targets.

Considering the tax on sugar and salt, this will be only foods with a high sugar or salt level, not on a pack of salt or sugar. This might sound strange, but a tax on sugar and table salt could be much harder to accept than a tax on foods with a high sugar or salt level.

Margareta Büning-Fesel (Germany) asks if they are satisfied with the current tax they have on sugary drinks. Anna mentions that it did create a fantastic building block for a next step in the tax.

They are working closely with the government on the implementation and are very hopeful that the way that the National Food Strategy is set up, will also be of value outside of the United Kingdom.

Margareta Büning-Fesel (Germany) thanks Anna very much for the inspiring lecture. Anna Taylor mentions that no one should hesitate to contact her to follow up.

Update by WHO Europe (Regina Malykh)

Regina Malykh (WHO) joins the meeting and expresses her gratitude on being invited to present on WHO Europe's recent work and projects. All attendees briefly introduce themselves.

One of WHO's larger project COSI is now going on for the fifth round and currently there are 43 countries participating, in comparison to 13 countries at the start in 2017. Russia is most recently added to this study.

In 2021 WHO has run a COVID-COSI study, to assess the impact of COVID restriction on primary school aged children.

They started with a healthy & sustainable diets project; within this project they have multiple workstreams. They will publish report on systems thinking in practice soon. Key is to include behavioral and cultural aspect, e.g., resistance from parents when school food does not resemble the food at home.

The project CLICK monitors child marketing online.

They are collecting data to investigate the nutritional composition of food sold through delivery apps. Work in progress. Most of the time there is no nutritional information available on these apps.

They are also focusing on plant-based diets and looking into the different sort of plant-based diets and investigating if all those diets are indeed healthy.

WHO has developed and implemented a front-of-pack nutrition labelling manual. It has a five-step approach, that countries can follow to develop and implement an evidence based FOPL scheme. WHO does not favour one system. They do take in account the legal part of labelling.

Kremlin Wickramasinghe (WHO) joins the meeting and mentions that WHO is still very enthusiastic in working more closely with EPHNA and individual EPHNA members. Milena Buurman (The Netherlands) will plan a separate meeting with Kremlin Wickramasinghe to discuss specific possibilities of working together. Topics mentioned: brief interventions, labelling, healthy and sustainable diets, defining brand marketing, Kremlin Wickramasinghe also mentions a new initiative EU project on healthy lifestyles for all, which might be of interest. It focusses both on nutrition and physical activity. Interestingly it does not come from DG Santé, but it has their support. It is lead by DG Education.

DAY 2 – 13 OCTOBER 2020

Welcome and introduction of today's topics

Gerda Feunekes (the Netherlands) welcomes everybody, there are some new people joining today, some EPHNA members who couldn't join yesterday and some colleagues from our centres who are joining parts of the session.

This morning we will receive updates from the working groups. After that, Professor Britta Renner will give a presentation on the Fair Food Environment. In the afternoon we will have a brainstorm session on breastfeeding and there will be 4 break-out session on specific topics.

FEEDBACK OF THE WORKING GROUPS

Group 1: Increasing the vegetable intake (Hilde de Geeter)

Hilde de Geeter (Belgium) gives an update on the working group on fruit and vegetable intake. Unfortunately, not much has been done, as Hilde de Geeter was currently the only one in the working group. Margareta Büning-Fesel (Germany) would like to join the working group and suggest having a questionnaire on what programs are being done in the EPHNA countries. Milena Buurman (The Netherlands) will also join the working group and will oversee planning.

Gerda Feunekes (the Netherlands) suggests that at the start of 2022 we will organize a meeting for interested members on this topic and see what we could do further.

ACTION: Hilde de Geeter (Belgium) and Margareta Büning-Fesel (Germany) will take the lead on this working group. Milena Buurman (the Netherlands) will also join and will oversee planning.

Group 2: Breastfeeding (Milena Buurman)

Milena Buurman (the Netherlands) shares the activity that this working group has done the past year. The initial idea of this working group was to organize an online breastfeeding conference in week 40 of 2021. Unfortunately, it seemed to early for EPHNA to organize such a conference and lack of time also played a role in the decision of the working group to postpone this conference until later notice. For the upcoming year they will explore the possibility of joining an existing conference or plan an online conference of our own. The current working group members: Maria Flothkötter (Germany), Bernadette Burger (Austria) and Milena Buurman (the Netherlands) would like to ask all EPHNA members to think about joining the working group or connect the working group to their national breastfeeding bodies.

Group 3: Sustainability (Gerda Feunekes)

Loes Neven and Gerda Feunekes gave a short update. Last year at the annual meeting we had a session on how to include sustainability in dietary guidelines, and we see a lot of countries have done so already or are working on it, which is encouraging.

EPHNA was asked to become a partner in two projects in this area, that have applied for EU funding. If one of these gets the grant, it will mean that EPHNA will have some funding and time to really do something together on this subject.

Presentation on the Fair Food System by Britta Renner

Margareta Büning-Fesel (Germany) welcomes and introduces Britta Renner who has written a very interesting document on the need for a Fair Food Environment. The food environment is a very important topic for all the organisations that are members of EPHNA. All EPHNA members briefly introduce themselves.

The main point she wants to state is that we need to create fair food environments, to enable us to move towards a healthy and sustainable diet. There is a growing consensus that food environments are important. Good food should be easily available, accessible and affordable.

We often think of food as a health risk, e.g., the ultra-processed foods. The industry is responding, with creating healthier, optimised products. Many launch new digital concepts, with more personalised nutrition. Interesting things are happening with artificial intelligence, e.g., automatic creation of new recipes.

Currently our environments are not supporting healthy choices, on the contrary. People don't have stable preferences; we are influenced by what's around us. For example, portion size has a very strong effect: if bigger, we consume more.

Eating together/commensality is also important, more evidence coming up here.

Create Fair Food Environments

- Attuned to people, i.e., our human perception, decision-making and behavioural capabilities
- Offering healthier and more sustainable choices as easier choices for a more sustainable diet

Creating fair food environments through a policy mix:

- Address the entire behavioural process – Exposure – Access – Choice – Consumption
- Public catering as a key lever:
Mandatory (DGE) quality standards, free meals in day-care centres and schools, coherent education programs
- More freedom of choice through reliable and valid information:
Government approved climate score label, information campaigns, use of digital ecosystems more ambitiously
- Addressing social norms:
Provide small portion sizes, create advertising-free environments (day-care centres, schools) ban advertising directed children
- Price incentives:
Ending the reduced VAT rate for animal products (compensation for low-income households)

Which food we consume depends on what is offered but also by tastes and preferences, and social media. Many policy makers they still think that the consumer is in 'charge' of their food choices. Therefore, the individual's control of action is mostly overestimated and the influence of the environment on eating behaviour is underestimated.

There is more research needed in the area of the behavioural process, especially in the early phases the insights are limited.

Gerda Feunekes (the Netherlands) asks Britta Renner if we could help as EPHNA, since we have information on and access to consumers on national level. Britta Renner is very enthusiastic and would like to follow up on this and see how we could work together more closely. Milena Buurman (the Netherlands) will organize a follow-up meeting with people interested in the topic from the different countries.

Gerda Feunekes (the Netherlands) thanks Britta Renner for sharing this presentation and hopes that it is a first step in working more closely together.

Brainstorm breastfeeding (Maria Flothkötter and Milena Buurman)

Maria Flothkötter (Germany) starts by giving a brief introduction about breastfeeding and shares a short presentation prior to the brainstorm.

She gives an insight on the Becoming Breastfeeding Friendly model designed by Rafael Perez from Yale University. After that she gives a brief outline of the conference that the working group wanted to plan this fall, but decided to postpone. The working group members feel that breastfeeding could be a great subject to work on more closely together with the WHO. We do see that not all EPHNA members are the ones responsible for breastfeeding in their country and we would like to connect to national breastfeeding councils to get more input on national strategies and activities on breastfeeding.

Maria Flothkötter (Germany) asks all the members to fill in [the google document](#), to get more information on who is in charge of breastfeeding in the different countries. As soon as the working group has more information they will start thinking of the possibilities for a conference. All EPHNA members will be informed about the status.

BREAK-OUT SESSIONS

Nutri-Score

Countries in this break-out session: Poland, Czech Republic, Sweden and the Netherlands

All attendees first made an inventory on how it is going in the countries. At the moment some countries have adopted Nutri-score and some are still on the verge of adopting or in other discussions.

Sweden and many other Nordics have the Keyhole model, which works very well, but they are interested in other models and might investigate combining their model with Nutri-score. In Poland some food producers are already using Nutri-score, but in general they are still looking at what the rest of the EU is doing,

Marcela Dofková (Czech Republic) thinks that in her country there will be more clarity on which path they will take in the coming months. Because now they have a lot of different logos that don't necessary work well together.

What Gerda Feunekes (the Netherlands) finds a disadvantage of Nutri-score that it adds up + and – of a product and then gives a result, but it only looks at nutrients and we have seen in the past decades that it is not so much a fact of nutrients but a fact of food patterns.

In Belgium they mainly recommend using Nutri-score to compare processed food. For them that helps in the discussion on nutrients. They have recently published [a document](#) to inform people how to use the food triangle in combination with Nutri-score and really compare products that are alike. So don't compare a pizza with a cookie.

Margareta Büning-Fesel (Germany) mentions she really likes the Keyhole model because of the simplicity of the model and its logic.

Jolien Jonckheere (Belgium) wants to add one more thing about Nutri-score. There is one [supermarket chain](#) in Belgium that has really used Nutri-score in their products. You can get a discount with a discount card when you buy Nutri-score A and B products. That way they try to support consumers buying healthier products.

UN Food Summit

Countries in this break-out session: the Netherlands, Sweden and Germany

In the Netherlands there has been a national UN FSS conference and a report afterwards, with a lot of topics covered. They concluded afterwards that something needs to be done, and that the solution is not just on country or European level but also globally.

The activities done in general focus more on a health perspective, not climate perspective. The aim in the Netherlands is to shift to 20% more plant protein and therefore less animal protein. Jovanka Vis (The Netherlands) asks if we can do something more here. Margareta Büning-Fesel (Germany) feels that we should keep ourselves informed on what is happening. In Germany they have good connection with their stakeholders, and she will make sure to share the information with EPHNA.

In Sweden there have been seven national dialogues before the UN FSS-Summit, organised by the government since January 2021. But only experts were involved, no consumers. There has been no grassroots engagement. Sweden formulated a national pathway, but it is not sure if it is leading towards a national food strategy. They are also a partner country of the world coalition on healthy school meals.

The main question now is how to engage the consumers. They are barely aware of the UN FSS-Activities. But also, consumers can ask for a change of the Food Systems, they are voters. For now, the conclusion is that food is still not high enough on the political agenda. The EPHNA will keep this subject on its agenda and explore possibilities.

Sustainability - How to combine health promotion and sustainable nutrition?

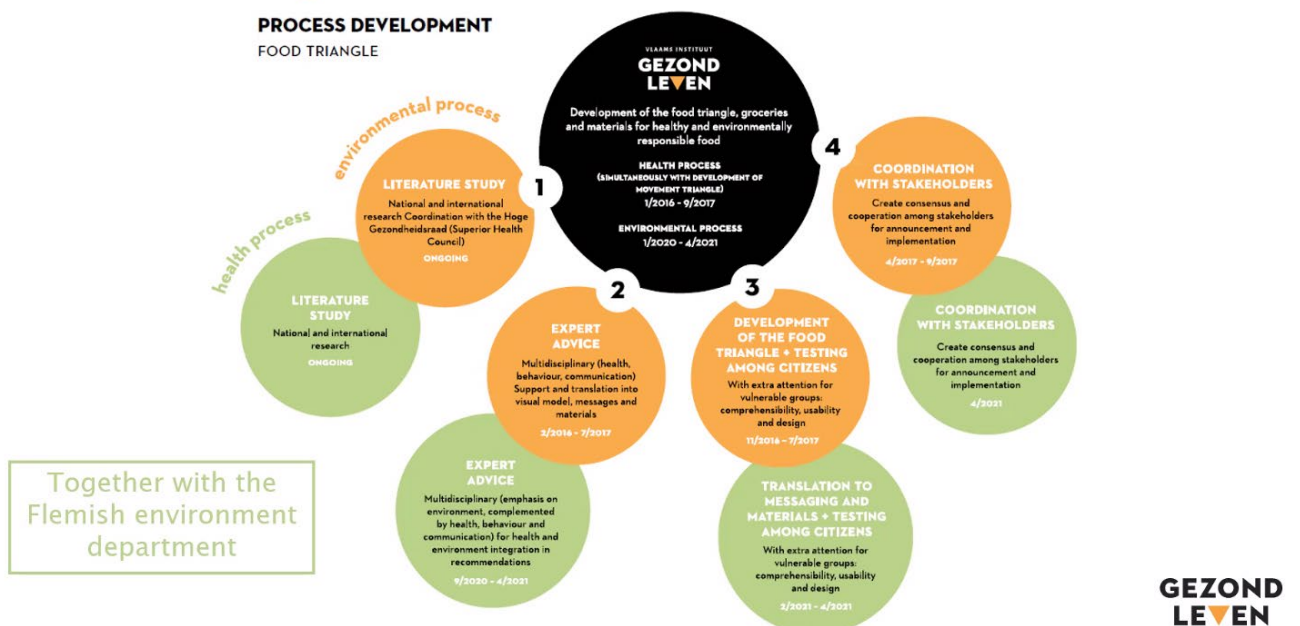
Countries in this break-out session: Belgium, the Netherlands, Denmark and Portugal

Jolien Jonckheere (Belgium) provided a presentation for recommendations on healthy and sustainable diets. In Flanders they use a food triangle ranging from food and drinks you should primarily eat towards a smaller point of the pyramid for foods with less benefits and a recommendation to eat less of those.



In 2021 new recommendations were implemented with environmental impact combined. They aim for a diet within planetary limits but with optimal social capacity (including health)

How did we get there?



Recommendation:

1. Drink mainly tap water
2. Eat more fruits and vegetables and preferably in season
3. Healthy plate base proteins and low processed varieties
4. Eat less meat, mainly processed or red meat. Make better choices from white to red to processed.
5. Eat and drink as few empty calories as possible such as soft drinks, snacks and sweets
6. Avoid food waste
7. Don't eat more than your body needs

Soon an extensive background document in English will be available at the beginning of 2022.

Discussion:

- There are several issues when identifying fruits and vegetable as seasonal products (local is not always more sustainable, some farmers have 'sustainable' production in heated greenhouses etc). Gezond Leven uses a seasonal calendar. Loes Neven (Belgium) and Lilou van Lieshout (the Netherlands) will reach out to see whether they can align their methods.
- Gezond Leven tries to focus on the 'how' of achieving changes in the diet, and not so much on the 'quantities' you consume.
- In Portugal they are organising visits to farms and promote local and seasonal. They are aligned with the guidelines of Belgium with a Mediterranean diet.
- Sustainability labels such as organic are not included in the guidelines of Belgium as there are too many labels and evaluation is time consuming. ASC and MSC labels are included for fish. In the Netherlands there is an organisation that reviews all [sustainability logos](#) and selects a top 10. The Netherlands Nutrition Centre uses this as a recommendation as well.
- There are no separate visual models for age groups or vulnerable groups but there are qualitative guidelines.
- Gezond Leven provides some general highlights for consumers with a vegan diet but do not actively recommend it as such although a shift from animal protein to a mainly plant based protein diet is promoted. Other countries have the same strategy. In Belgium they refer to guidelines of paediatricians.

Way forward and planning

Gerda Feunekes (the Netherlands) hopes that we will be able to see each other physically in 2022. That will mean that we need to see where we can organise our annual EPHNA meeting. She asks all members to think about the possibility of hosting the meeting and contact Milena Buurman (the Netherlands) if they are willing and able to host the meeting in 2022

Gerda Feunekes (the Netherlands) would like to encourage everybody to work more closely together in the following year. Margareta Büning-Fesel (Germany) would like to create an agenda setting statement on for instance the food environment to activate politicians in the EU: as a consortium of 18? Countries we can really make a difference. We will discuss this subject during our first teleconference in the beginning of 2022.

For the working groups we have three groups that will further explore possibilities in the upcoming year. Milena Buurman (the Netherlands) and Maria Flothkötter (Germany) will keep on leading the breastfeeding group and aim to organise an online/physical conference on the topic. Margareta Büning-Fesel (Germany) and Hilde de Geeter (Belgium) will take the lead in the fruit and vegetable group and Gerda Feunekes (the Netherlands) and Loes Neven (Belgium) will take lead in sustainable guidelines. 9actielijst)

Milena Buurman (The Netherlands) will contact the WHO on behalf of the EPHNA to organize a brainstorm meeting and see how we might work more closely together with them on specific topics.

The FENS will be held again in 2023, in Belgrade. Although somewhat in the future, the EPHNA would like to explore the option of having another side meeting during the FENS and we should start thinking about a topic somewhere next year. (Actie)

Annex 1 LIST OF EPHNA MEMBERS

AUSTRIA (absent)

Bernadette Bürger

AGES – Österreichische Agentur für Gesundheit und Ernährungssicherheit

BELGIUM

Loes Neven

Flemish Institute of Healthy Living

Jolien Plaete

Flemish Institute of Healthy Living

Hilde de Geeter

NICE

BULGARIA (absent)

Vesselka Duleva

National Centre of Public Health and Analyses

CZECH REPUBLIC

Marcela Dofková

National Institute of Public Health

CYPRUS (absent)

Eliza Markidou

Ministry of Health

DENMARK

Iben Humble Kristensen

Danish Veterinary and food administration

GERMANY

Margareta Büning-Fesel

Federal Centre for Nutrition

Maria Flothkötter

Federal Centre for Nutrition

GREECE

Maria Hassapidou

International Hellenic University

IRELAND (absent)

Joana Caldeira
SafeFood

ITALY

Lorenza Mistura
CREA-Council for Agricultural Research and Economics – Research Centre for Food and Nutrition

Laura Rossi
CREA-Council for Agricultural Research and Economics – Research Centre for Food and Nutrition

LATVIA (absent)

Iveta Pudule
Centre for Disease Prevention and Control

MALTA (absent)

Charmaine Gauci
Ministry of Health

NETHERLANDS

Gerda Feunekes
The Netherlands Nutrition Centre

Jovanka Vis
The Netherlands Nutrition Centre

Milena Buurman
The Netherlands Nutrition Centre

POLAND

Agnieszka Woźniak
National Institute of Public Health NIH – National Research Institute

PORTUGAL

Anna Rito
CEIDSS

SPAIN (absent)

Alba Santaliestra
Spanish Academy of Nutrition and Dietetics

SWEDEN

Veronica Öhrvik

National Food Agency

SWITZERLAND

Ester Jost

Schweizerische Gesellschaft für Ernährung

Annex 2 Actionlist

1. Regarding collaborating with WHO:
 - Milena Buurman (the Netherlands) will plan a call with WHO to explore more possibilities on working closer together.
2. Hilde de Geeter (Belgium), Margareta Büning-Fesel (Germany) and Milena Buurman (the Netherlands) will take the lead on the working group on fruit and vegetable intake.
3. Milena Buurman (the Netherlands) and Maria Flothkötter (Germany) will continue exploring the possibilities on organising an online or physical conference on breastfeeding or the option of joining an existing conference and have a side meeting on this topic.
4. All EPHNA members will fill in [the google document](#), to get more information on who is in charge of breastfeeding in the different countries.
5. Gerda Feunekes (the Netherlands) and Loes Neven (Belgium) will take lead in sustainable guidelines.
6. Milena Buurman (the Netherlands) will organize a follow-up meeting with Britta Renner and EPHNA members interested in the topic.
7. All EPHNA members who are able and willing to host the annual meeting in 2022 can contact Milena Buurman (the Netherlands) so that we can decide on a location in Q1 2022.
8. Milena Buurman (The Netherlands) will plan a conference call in Q1 for updates and first planning of next years' meeting.