

Nutrition Communication in Europe

7th Annual Meeting of the European Public Health Nutrition Alliance (EPHNA)

MEETING REPORT

12 and 13 October 2020
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, from fourteen European countries 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. Dr. Eiden of the Federal Agency for Agriculture and Nutrition gave a welcome presentation. Representatives from WHO Europe and EIT food joined the meeting to present on their work. Furthermore, Corné van Dooren (Netherlands Nutrition Centre) gave a presentation on sustainability.

The progress of the three EPHNA working groups ('Increasing Vegetable Intake', 'Healthy Schools and School Meals' and 'Creating European Dietary Guidelines') was shared. Finally, four break-out sessions were organised on the following topics: Nutri-Score, breastfeeding, food prices and behaviour and Sustainable Food Based Dietary Guidelines: Examples and experiences.

EPHNA continues to expand its network and presence, towards becoming the leading partnership on nutrition communication in Europe. The date and location for the next annual meeting need to be confirmed.

Keywords

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

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DAY 1 – 12 OCTOBER

BACKGROUND AND INTRODUCTION

Margareta Büning-Fesel (Germany) welcomes everybody to the 7th annual EPHNA meeting. Due to the current situation, caused by the COVID-19 virus, we have been forced to meet via Zoom. Margareta Büning-Fesel (Germany) expressed gratitude that although we can't meet physically, she is able to host this virtual meeting. She and Gerda Feunekes (the Netherlands) will guide and moderate the meeting together.

Gerda Feunekes welcomes all participants to this years' annual EPHNA meeting and is grateful that so many members were able to join this first online annual meeting.

The EPHNA started in 2014 with only three countries and currently the EPHNA has 18 official members and several other countries are interested in joining the alliance. 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 and the WHO wants to explore possibilities of working more closely with EPHNA.

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.

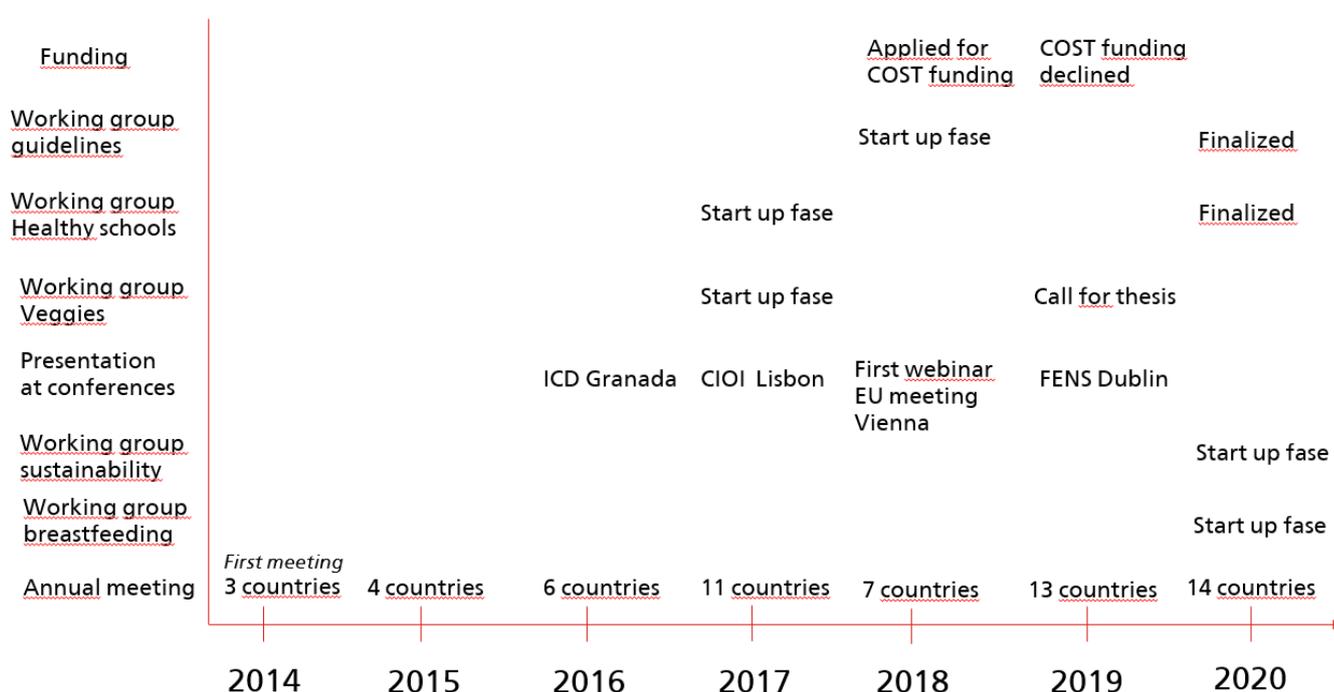
The EPHNA currently has members in 18 countries: Germany, Belgium, Austria, Switzerland, Portugal, Spain, Denmark, Bulgaria, Poland, Malta, Greece, Ireland, Sweden, Latvia, Italy, Czech Republic, Cyprus, the Netherlands. During this two-day online meeting members from 14 countries have joined the meeting. Besides the official members, colleagues have been invited to join (parts of) the meeting.

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
- A first official EPHNA symposium at FENS 2019

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



INTRODUCTORY SESSION

Since most participants are already familiar with each other, all participants briefly shared their expectations for the meeting in one sentence. Our three new members: Czech Republic, Italy and Cyprus gave an introduction on their organisation and its work.

Presentations by new members

Ministry of Health (Cyprus) Eliza Markidou

Eliza Markidou (Cyprus) works for the Ministry of Health on Cyprus and is fully responsible to everything nutrition related within the ministry. One of the areas she works on are the seven public hospitals on the island, and where in total five dietitians work.

She shared that the COVID-19 pandemic has had a large influence on peoples eating habits on Cyprus. Therefore, they have developed several short movies targeting children to inform them on healthy nutrition.

A big focus in the past months has been salt reduction and children marketing on unhealthy foods. Together with Greece and Italy, Cyprus has the highest prevalence of childhood obesity. Eliza Markidou (Cyprus) is happy to join the EPHNA meeting for the first time and looking forward to hear what the other members are working on in their countries.

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

Marcela Dofková (Czech Republic) works for the National Institute of Public Health in the Czech Republic.

There is no central organization for public health nutrition communication in the Czech Republic. Health promotion in this area is ensured by several institutions, but mostly under the Ministry of Health and the Ministry of Agriculture.

The NIPH is a leading national agency for research, development, reference, and methodological activities in the domain of public health protection and promotion, which is directly managed by the Ministry of Health. Their organization is divided in six centres: the most relevant ones for the nutrition and health communication are the Centre for Health, Nutrition and Food; and the Centre for Public Health Promotion.

Their main activities are very similar to the activities of other countries. Some of their actual activities have been the Czech total diet study, which started in 1994 and is an ongoing project. They also do studies of nutritional quality of school meals. One of the main problems with the school lunches in the Czech Republic is that they are too high in salt.

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.

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

Lorenza Mistura (Italy) works for the research centre food and Nutrition (CREA AN), which is one of the 12 centres of the Council for Agricultural Research and Economics.

Their main activities 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-
- 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) asks the group if they have anything that they want to share with the whole group. All attendees found it useful to talk to each other in smaller groups.

Veronica Ohrvik (Sweden) mentions that it was very interesting to talk about school meals.

COVID-19 insights:

Hilde de Geeter (Belgium) shares that they conducted a research in Belgium on shopping behaviour, during the first weeks of the lockdown in March, people tended to buy more local and seasonal products. After the lockdown consumers almost immediately, fell back in their old habits. Esther Jost (Switzerland) commented they did a similar research in Switzerland, and the results were similar to Belgium. Veronika Ohrvik (Sweden) shares that in Sweden they saw a shift to more traditional way of eating and cooking.

Marian O'Reilly (Ireland) mentions that they did a number of surveys. A research on childhood obesity showed that during lockdown people have been less interested and sensitive to message on healthy eating and childhood obesity.

Presentation by Dr. Eiden, president of the Federal Agency for Agriculture and Nutrition

Gerda Feunekes (the Netherlands) welcomes Dr. Eiden to the meeting. Dr. Eiden on his behalf thanks Gerda Feunekes for the introduction. He is very happy to welcome all EPHNA members and would have loved to welcome the EPHNA in Bonn, which due to COVID-19 was unfortunately impossible.

He wants to emphasise the importance of sustainability. It is important to help consumers make the healthy and most sustainable choices. Although consumers want to make the more sustainable and healthy choice, they don't always make the right choices due to the messages being unclear.

He is very happy that the EPHNA exists and enable the European countries to work more together, learn from each other, exchange experiences and knowledge and create synergy.



Hanns-Christoph Eiden @HannsEiden · 12 okt.

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Issues of Public Health and Nutrition are of crucial importance these days. I am very happy about the long and intense exchange and your cooperation on European level. That's what **EPHNA** stands for!

Welcome to your annual meeting!

[@bzfe_de](#) [@BueningFesel](#)

Update by Kremlin Wickramasinghe (WHO Europe)

Gerda Feunekes (the Netherlands) welcomes Kremlin Wickramasinghe from the WHO Europe. Kremlin Wickramasinghe is very happy to join the meeting, he would like to pass on the greetings from Joao Breda. Kremlin Wickramasinghe gives a presentation with updated information on (childhood) obesity, breastfeeding numbers, and premature mortality throughout Europe.

One of the main questions of the WHO office is: How can we create a healthy food and drink environment in our regions, including: sugar and salt reduction, trans fat elimination, children marketing on unhealthy food, price policies and labelling.

Last year in October they held a meeting on sustainable food systems in Copenhagen. One of the tasks they are doing is providing information on sustainable food. Doing research and writing protocols on plant-based diets. Also, the WHO is currently monitoring and collecting data on digital marketing for unhealthy products to children.

Discussion

Gerda Feunekes (the Netherlands) would like to thank Kremlin Wickramasinghe for the presentation, and she feels it is very important for the EPHNA and the WHO to work closer together, specifically on certain topics.

Veronica Ohrvik (Sweden) has a question on the must do list of WHO, she mentions that the intake of wholegrain is very low in both eastern and western Europe and she wonders if WHO also focusses on increasing the intake of wholegrain. Kremlin Wickramasinghe shares that WHO doesn't have a ready tool to tackle this issue yet.

Marian O'Reilly (Ireland) would like to know WHO's perspective on highly processed vegetarian products, such as veggie sausages and burgers, which are just as processed as the meat variety and have a high amount of salt and are too low in protein. Kremlin Wickramasinghe feels it is a difficult subject since there is very little information on a healthy plant-based diet and especially on these vegetarian meat-replacements. Instead of saying plant-based products are healthier or unhealthier, it is necessary to collect the correct nutritional information on all these products. Marian O'Reilly (Ireland) agrees that in Ireland they lack the knowledge on the sustainability information of these products.

Margareta Büning-Fesel (Germany) adds that in Germany they conducted a research on the sustainability of these products. They found out that although they are highly processed the footprint of the products is still lower than that of real meat products.

Loes Neven (Belgium) wants to know if WHO is also developing food based dietary guidelines with sustainability included, on consumer level.

Kremlin Wickramasinghe mentions that they are working on a report/framework on this, and he will make sure to share this document with EPHNA as soon as it is published on their website. He adds that they do leave the responsibility for the development of dietary guidelines up to the member states. So, for now it is a subject WHO is working on but has not completed yet.

As a second question, Loes Neven (Belgium) was wondering if the WHO is looking at more holistic approach. Kremlin Wickramasinghe says they are currently working on a guidance

document how to use systems approach, but there are many systems approaches and will share this document when it is finalised. Currently they are creating a manual on this. For the WHO it is also always a balance between what countries want to organise themselves, not giving them too many regulations. Kremlin Wickramasinghe feels that specially on this subject the WHO needs support from the members of EPHNA.

Gerda Feunekes (the Netherlands) says that a lot of members are currently in the stage of including sustainability in their guidelines, so that many of the EPHNA members are surely willing to work with WHO on this topic.

Gerda Feunekes (the Netherlands) would like to focus on the way forward of EPHNA. At the moment the EPHNA is happy working with WHO together on this level, coming together once a year. Ideally, we would like to have a joined project on for instance breastfeeding. Gerda Feunekes (the Netherlands) would like to know if Kremlin Wickramasinghe has any ideas on what next steps we can take in our cooperation and in moving EPHNA forward.

Kremlin Wickramasinghe feels that breastfeeding is a very interesting subject and would be a great first project that we might work more closely on together. The WHO has a project team working on the topic of breastfeeding and he would like to connect the team with specific EPHNA members to work more closely. Another project they have been working on is alcohol and breast cancer on which they would like to have the team in contact with specific EPHNA members.

Finally, one other project to work on together is testing WHO's model on sustainability in specific countries. Loes Neven (Belgium) invites the WHO to join the break-out session on sustainability on Tuesday for a first brainstorm.

ACTIONS with regard to collaborating with WHO: picking up progress in Q1 2021

- Breastfeeding
- Including sustainability in guidelines
- Alcohol and breast cancer

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. There was a group of students in Belgium interested in doing a research on this subject, unfortunately in the end the students didn't come through and there was only one student left and the document that this student created wasn't very usable. Hilde de Geeter (Belgium) mentioned that there is very little evidence on this subject and due to COVID-19 crisis they didn't hire any students.

Margareta Büning-Fesel (Germany) mentions that 2021 is the international year of fruit and vegetables and she would like to know if we can all collect best practices in our countries and make a document on behalf of EPHNA.

Gerda Feunekes (the Netherlands) suggests that in one or two months we will organize a meeting for interested members on this topic and see what we could do further.

Margareta Büning-Fesel (Germany) suggests organising a creative brainstorm to come to a good idea.

ACTION: Hilde de Geeter (Belgium) and Margareta Büning-Fesel (Germany) will take the lead on this working group

Group 2: Healthy schools and school meals (Loes Neven)

Loes Neven (Belgium) shares that this working group currently isn't very active anymore. In the past they exchanged a view guidelines and interventions. For now, all members feel we can close this working group.

Loes Neven (Belgium) would like to suggest that if new information will come up, we can always start up the group again. She expects that due to the COVID-19 crisis health inequalities are rising, and we will probably first notice these inequalities in the lunchboxes of children.

Group 3: Dietary guidelines (Maria Hassapidou)

This was presented during the EPHNA symposium at FENS 2019 and available on our EPHNA website. As EPHNA we decided that for now this group has delivered all the possible outcomes that they could. Therefore, the working group is closed.

As EPHNA we still need to make a decision if we find it necessary to create common guidelines (based on those of the WHO) that can be rolled out throughout Europe and can be used as a basis for national guidelines, but for now it is not a priority.

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's sessions, some EPHNA members who couldn't join yesterday and some colleagues from our centres who are joining parts of the session.

This morning the focus mainly lies on sustainability. We invited a representative from the EU to give a presentation on the Farm to Fork Strategy. Unfortunately, due to some restructuring of their organisation they couldn't attend. They send a response that they would be happy to give a presentation at another moment. Milena Buurman (the Netherlands) will make sure to organise a separate call for this presentation and invite all EPHNA members. Today we will have a short brainstorm on the Farm to Fork Strategy and afterwards Corné van Dooren (the Netherlands) will give a presentation on sustainability. In the afternoon Barbaros Corekoglu from EIT Food will join the meeting and give a presentation on their work. We will end this day meeting with four break-out sessions on specific topics.

FARM TO FORK STRATEGY

Gerda Feunekes (the Netherlands) asks everybody if they are familiar with the FtF strategy. All members are and we all agree that it is a wonderful strategy that fits the work we do as EPHNA very well. But it is also a very ambitious strategy.

Gerda Feunekes (the Netherlands) would like to ask members how they feel about the strategy and what their view on the strategy is. Jovanka Vis (the Netherlands) thinks that in the Netherlands is too early at the moment to say something about the strategy since the government mentioned they are delighted about the strategy, but due to the elections in March of 2021, they decided not to do anything with that until afterwards.

Maria Hassapidou (Greece) shares that there will be a meeting in Greece where a representative from the EU will give a presentation on the strategy. The federal government of Belgium and their ministry of agriculture are very much focused on the green deal, where the FtF is a part of. So Loes Neven (Belgium) expects that the strategy will be given a push.

Marian O'Reilly (Ireland) says that the FtF strategy is a very hot topic in Ireland, not so much in Northern Ireland, but that is mainly due to Brexit and COVID-19 overruling every other discussion. The green party of Ireland are part of the government coalition. Gerda Feunekes asks everyone what specific questions they might have for the EU representative once we organise a meeting. Loes Neven (Belgium) mentions that what might be important is keeping an eye on health equality, focusing on a healthy environment, and making the healthy choice the easy choice. Maria Hassapidou (Greece) would like to add that availability of products is just as important. Loes Neven (Belgium) agrees and adds that it is important to look at the bigger picture: changing the environment and looking at both the consumer and farmer side. Marian O'Reilly (Ireland) agrees that health equality is very important and giving everybody access to less processed food.

HOW CAN RECOMMENDATIONS FOR BOTH HEALTH PROMOTION AND SUSTAINABLE NUTRITION BE WELL COMBINED?

Gerda Feunekes (the Netherlands) asks Loes Neven (Belgium) if she wants to give a short introduction on Corné van Dooren (the Netherlands). Loes Neven (Belgium) feels that we have entered a time that sustainability should be a part of the healthy message. She feels that the Netherlands and the Scandinavia are pioneers in this subject and Corné van Dooren (the Netherlands) is one of the main experts on this topic.

Presentation by Corné van Dooren (Netherlands Nutrition Centre)

Corné van Dooren (the Netherlands) thanks the EPHNA members for inviting him to their meeting and give this presentation. The focus in his presentations is mostly on Dutch examples but also some examples from other countries.

Looking at the first nutritional guidelines we see that they used to focus very much on food security, which in these days isn't the key issue anymore.

There are several approaches that focus on sustainability. Finland and Sweden were one of the first countries to incorporate a sustainable message in their dietary guidelines. Nowadays there are more countries that are giving sustainable messages in their guidelines. In the Netherlands there are seven rules to eat more sustainable that are incorporated in the guidelines. Other

examples are the Eatwell guide in 2016 (United Kingdom), in the United States there has been published a report from the USDA in 2015 but this was rejected by the government. In 2019 in Canada they published the 'Eat well. Live well' guide where sustainability is mentioned multiple times. Another European early example comes from Italy where they created a double pyramid (2010). The lower the environmental footprint, The more preferred for health. Also, in 2019 the WHO/FAO published a new definition on sustainable healthy diets and is updating the Global Guidance for the Development/Revision of Food-Based Dietary Guidelines.

One of the first examples that uses a linear programming was the Live well plate in the UK by the WWF in 2012. In the Netherlands we also use these types of modelling. Using computer models to calculate optimal solutions for health and sustainability and translate them into the reference diet.

Corné van Dooren (the Netherlands) believes there is a future in integrating sustainability more in the healthy message. He demonstrated that there are 4 approaches possible: 1) Giving additional advices and rules, 2) Demonstrate synergies, 3) Optimisation modelling, and 4) Use Sustainable Development Goals as outcome (theory of change).

He gives a couple of examples from the Netherlands. In April 2019 there was an expert meeting on selected indicators. One outcome of the expert meeting was that we can continue using the current four messages we have in the Netherlands: 1) eat no more then you need, 2) eat less meat, 3) choose the more sustainable options within food groups and 4) waste as least as possible food.

The Nordics are working on their new guidelines for 2022. They started this work on September the 24th via a webinar on diet and sustainability, this webinar will be published soon.

Corné van Dooren ends his presentation and is open for questions or discussion.

Discussion

Gerda Feunekes (the Netherlands) thanks Corné van Dooren (the Netherlands) for his presentation and comments that it is a complex subject but very interesting. Loes Neven (Belgium) would like to start, since we are with many countries of which several probably are just starting with incorporating sustainability, while the Netherlands started working on this already in 2011. She would like to ask Corné van Dooren (the Netherlands) if it is possible to start at a higher approach or if he has some recommendation for other countries. Corné van Dooren (the Netherlands) has no preference over the four approaches he showed and thinks that depending on the country, its culture and political environment one approach works better then another.

Corné van Dooren (the Netherlands) believes you need long term goals and need to take small steps to reach you final goal(s).

Marian O'Reilly (Ireland) says in his presentation he mentioned making the messages more consumer friendly, which is very interesting. She would like to know how we should effectively communicate the sustainable message within the healthy message towards consumers. Corné

van Dooren (the Netherlands) shares that we are currently reformulating the messages in the Netherlands. One of the things we do is using recipes in which we demonstrate that you can cook healthy, delicious but also seasonal which is a very easy way to incorporate the message and spread it.

Marian O'Reilly (Ireland) would also like to know how to communicate to lower income groups, since they usually have lower cooking skills. Gerda Feunekes (the Netherlands) mentions that in the Netherlands we have a food swap campaign that reaches both lower income groups as other groups. These are simple switches such as drink water instead of lemonade or eat an egg on your sandwich instead of ham.

Corné van Dooren ends the meeting by saying that if we want to have sustainable food systems, we can't reach this just by changing our diets. You also need to change the agricultural system. You need to change the whole process and work on both sides.

Gerda Feunekes (the Netherlands) welcomes Barbaros Corekoglu from EIT Food. She is very happy that he was able to join the annual EPHNA meeting and give insight on the work they do at EIT Food.

Presentation by Barbaros Corekoglu (EIT Food)

EIT is the European Institute of Innovation & Technology, it is an EU body (2008) and it operates through thematic Knowledge & Innovation Communities.

EIT's vision is to become the leading European initiative that empowers innovators and entrepreneurs to develop world-class solutions to societal challenges and create growth and skilled jobs.

Each EIT Innovation Community is set up for a minimum of seven years to eventually become financially sustainable and independent. It is very important that whatever they create is successful economically and can become independent and economically sustainable.

They will transform the food system by achieving six strategic objectives:

1. Overcome low consumer trust
2. Create consumer-valued food for healthier nutrition
3. Build a consumer-centric connected food system
4. Enhance sustainability through resource stewardship
5. Educate to engage, innovate and advance
6. Catalyse food entrepreneurship and innovation

Sustainability is an important aspect they work on. To raise the consumer's understanding of the impact of food production and consumption on the environmental footprint and link this with products and dietary patterns. Ultimately, help consumers shift to new behaviour patterns in their food consumption.

Besides the Innovation Community set ups, they also have different categories and levels of education programs as well as different courses online that people can follow at their own speed and time.

Finally, EIT Food recently realized that medical students and professionals get little to know education on nutrition. They focus on overcoming the lack of education and knowledge on diets, nutrition and relationship between human health and food consumption.

Discussion

Loes Neven (Belgium) would like to know how they can put the consumer in the centre and while they have such large industry partners. Barbaros Corekoglu explains that they always evaluate every partner and that they will never have these organization do individual projects.

Loes Neven (Belgium) would also like to know what the similarity is between EIT Food and an organization such as EUFIC. Barbaros Corekoglu shares that EUFIC is actually a partner of EIT Food and several of their activities over the past two years were initiated by EIT Food.

Jovanka Vis (the Netherlands) wants to know what the difference is between their sustainability labelling and Nutri-Score. Barbaros Corekoglu mentions that don't want to make their label a commercial label that can be 'bought' by an organization. The principle is similar to Nutri-Score, coded both alphabetically and colour coded.

In developing the course for medical students, they realized they couldn't change everything at once, but what they have in mind for this year is to expand the nutrition education in the full curriculum. He agrees with Maria Flothkötter (Germany) (on? that it would be a good idea to work close with consumer organisations?), but they don't have many consumer organizations on board yet, they just started reaching out to them last year. Since BEUC wasn't very interested in working together they started reaching out to national consumer organizations.

Barbaros Corekoglu invites all EPHNA members to work with EIT Food on anything they are interested in and he invites every individual country if they have specific ideas to share them. There may be funding available.

Marian O'Reilly (Ireland) would like to know if they have more local UK? contacts besides the office in Reading, since it makes it easier to work together with local contact on the Island of Ireland. At the moment EIT Food doesn't have people in Ireland, but due to Brexit they are creating an office in Ireland, however it is not known yet when this office will open.

BREAK-OUT SESSIONS

Nutri-Score

Countries in this break-out session: Belgium, Portugal, Czech Republic, the Netherlands

In Belgium Nutri-Score is already on the market. There hasn't been much communication about it. The supermarket chain, Delhaize, has an action with A and B product on discount. There is some discussion on certain products in Belgium, such as raw fries falling in category 'A', but they are consumed fried. .

In the Netherlands Nutri-Score will be implemented in 2021, provided criteria of Nutri-Score will be aligned with Dietary Guidelines. There is a lot of discussion about products within the orange and red range.

Portugal and the Czech Republic haven't decided yet if they will adopt Nutri-Score, but both countries are in general mostly positive. In Portugal they had a petition to implement Nutri-Score. In the Czech Republic there has been discussion between local producers (mostly meat-products).

Conclusions: there is still a small number of countries who have made a choice on adopting Nutri-Score. There has been a lot of discussion on making it voluntary or mandatory. What we do know is that consumers want an easy logo and that is what Nutri-Score provides

Breastfeeding

Countries in this break-out session: Germany, Portugal, the Netherlands (Austria couldn't join due to technical problems).

Both the Netherlands, Germany and Portugal have a national Breastfeeding week, which they use to promote breastfeeding. But there isn't a lot of media attention for this. More attention seems to go to the international breastfeeding week.

Both the Netherlands and Germany have focussed on breastfeeding in public, using pictures of mothers. All countries agree that they would like to share more examples and experiences. Exchanging our experiences on a more regular basis.

To enable parents to make an informed choice on breastfeeding and have well trained professionals is very important.

Ana Rito (Portugal) suggest a challenge for EPHNA might be to jointly promote the concept of exclusive breastfeeding in the first six months.

Milena Buurman (the Netherlands) and Maria Flothkötter (Germany) will start a working group on this subject to collect country information and explore the possibility of a European campaign, perhaps together with WHO.

Food prices and behaviour

Countries in this break-out session: Ireland, Poland, Cyprus, and Belgium

The discussion started on the sugar Sweetened Beverage Levy, which was introduced in 2018 in The United Kingdom and Ireland. In Poland they will have taxes on added sugar and sweeteners from January 2021. Belgium introduced taxes on all sugary drinks at a national level.

Some issues that countries face are:

- How to ensure how money can be reinvested in health promotion
- Monitoring
- Cross border shopping

Subsidies of fruit and vegetables - VAT could be removed but then there are still the trading/competitive issues.

In Ireland and Northern Ireland, they have done research on the costs of a nutritious and acceptable weekly food basket for low income families. Marian O'Reilly (Ireland) will share the results of this research with the group.

The COVID-19 crisis had a big influence on the increase in use of food banks in the United Kingdom, Ireland and Belgium. This shows the influence of price on vulnerable groups very clearly. In Northern Ireland and in Belgium there are pilots starting in creating social supermarkets and social restaurants so reduce the stigma on these lower income groups.

ACTION: Marian O'Reilly (Ireland) will share the results of the research on food baskets with the EPHNA member.

Sustainable Food Based Dietary Guidelines: Examples and experiences

Countries in this break-out session: Germany, Belgium, Italy, Spain, Greece, Portugal, the Netherlands

The members present first share some general insight in their countries.

Germany:

- Planetary health diet (EAT-Lancet) as a start? Very comparable to German FBDGs more grain, potatoes and milk, meat not explicitly recommended
- Communication ideas: be positive & choose a focus e.g. pulses
- Political support: magazine from Federal Ministry
- Food waste: can be a trade-off (avoiding packaging can increase waste)

Italy:

- Optimisation based on consumption data (<https://www.frontiersin.org/articles/10.3389/fnut.2020.00048/full>): difference in choosing type of meat (pork, beef), what about problematic nutrients e.g. iron requirement for women? vulnerable groups!

Belgium:

- Food triangle (2017): promote healthy and sustainable food
 - Health: scientific research, main focus
 - Sustainability: too early → partly integrated, but not enough background
 - 2020: similar thorough process to health is being done for sustainability (ecological aspect)
 - Literature review, independent process, expert consultation, testing to the public

3 basic recommendations:

- Plant based food > animal-based food
- Minimally processed food > ultra-processed foods
- Avoid overconsumption and food waste

Discussion:

- Challenge with general guidelines: vulnerable groups (e.g. elderly people, young girls)
→ different needs, different communication
- Intrinsic motivation, make the recommendation the preference (still give the consumer the choice, don't make it obligatory: vegetarian options)
→ age-specific recommendations and setting-based implementation (e.g. schools)

Take home message:

- We all run into similar issues, trade-offs → opportunities to share experiences and learn from each other

Way forward and planning

After the break-out sessions there appear to be three subjects that we want to continue working on in smaller groups to exchange experiences and perhaps start up common activities:

a) breastfeeding; b) fruit and vegetables; c) sustainable guidelines.

Milena Buurman (the Netherlands) and Maria Flothkötter (Germany) will lead the breastfeeding group. 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.

Milena Buurman (The Netherlands) will contact the EU on behalf of the EPHNA to organize a first meeting for this group on the Farm to Fork Strategy.

The suggestion is to organize next year's meeting in the second or third week of October 2021. Depending on the situation concerning COVID-19 we will have to see if we can make next year's meeting in a hybrid version, that will enable more members to join the meeting either physically or virtually.

Annex 1 LIST OF PARTICIPANTS

AUSTRIA

Bernadette Bürger

AGES - Österreichische Agentur für Gesundheit und Ernährungssicherheit

BELGIUM

Loes Neven

Flemish Institute of Healthy Living

Hilde de Geeter

NICE

CZECH REPUBLIC

Marcela Dofková

National Institute of Public Health

CYPRUS

Eliza Markidou

Ministry of Health

GERMANY

Margareta Büning-Fesel

Federal Centre for Nutrition

GREECE

Maria Hassapidou

International Hellenic University

IRELAND

Marian O'Reilly

SafeFood

ITALY

Lorenza Mistura

CREA-Council for Agricultural Research and Economics - Research Centre for Food and Nutrition

NETHERLANDS

Gerda Feunekes

The Netherlands Nutrition Centre

Jovanka Vis

The Netherlands Nutrition Centre

Milena Buurman
The Netherlands Nutrition Centre

POLAND

Anna Fijałkowska
Institute of Mother and Child

PORTUGAL

Anna Rito
CEIDSS

SPAIN

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. With regard to collaborating with WHO: EPHNA will jointly pick up progress in Q1 2021 on:
 - Breastfeeding
 - Including sustainability in guidelines
 - Alcohol and breast cancer

2. Hilde de Geeter (Belgium) and Margareta Büning-Fesel (Germany) will take the lead on the working group on fruit and vegetable intake.

3. Marian O'Reilly (Ireland) will share the results of the research on food baskets with the EPHNA member.

4. Milena Buurman (the Netherlands) and Maria Flothkötter (Germany) will take the lead in the breastfeeding group.

5. Gerda Feunekes (the Netherlands) and Loes Neven (Belgium) will take lead in sustainable guidelines.

6. Milena Buurman (The Netherlands) will contact the EU on behalf of the EPHNA to organize a first meeting for this group on the Farm to Fork Strategy. (DONE)

7. Milena Buurman (The Netherlands) will plan a conference call in Q1 for updates and first planning of next years' meeting.