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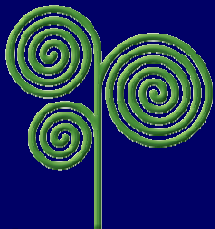
Update on work relevant for marketing of food to children

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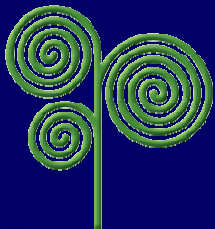


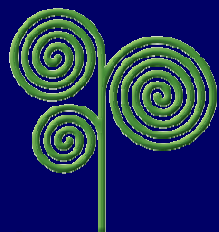


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Outline

- Commitments Charter and Action Plan, Global Strategy NCD
 - European Action Network Reducing MKT to children
 - Recommendations WHO – reducing the impact on children of MKT of FHSFSS
- Obesity Policy Survey 2007
- WHO/EC Monitoring Project





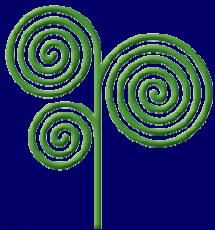


WHO European Ministerial Conference on Counteracting Obesity

Diet and physical activity for health

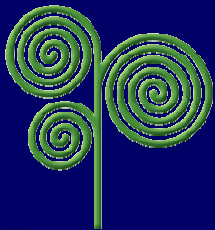
Istanbul, Turkey, 15-17 November 2006

- *The private sector should play an important role and have responsibility.....;*
- *The media have an important responsibility to provide information and education.....*



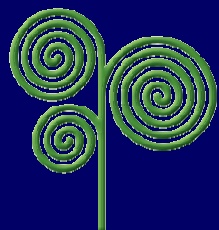


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Policy context

- November 2006: Member States approved the European Charter on Counteracting Obesity which lists guiding principles to action in the WHO European Region:
 - Charter aims to stimulate and influence national policies, regulatory action including legislation and action plans.
 - Charter establishes the need to perform “regular evaluation and review of policies and actions” and provide “three-year progress reports” at the WHO European level.



План действий
в области
пищевых продуктов
и питания для
Европейского
региона ВОЗ
на 2007–2012 гг.



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Challenges and action areas

HEALTH CHALLENGES

Diet related
noncommunicable
diseases

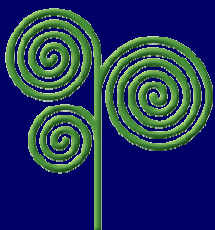
Obesity in children
and adolescents

Micronutrient
deficiencies

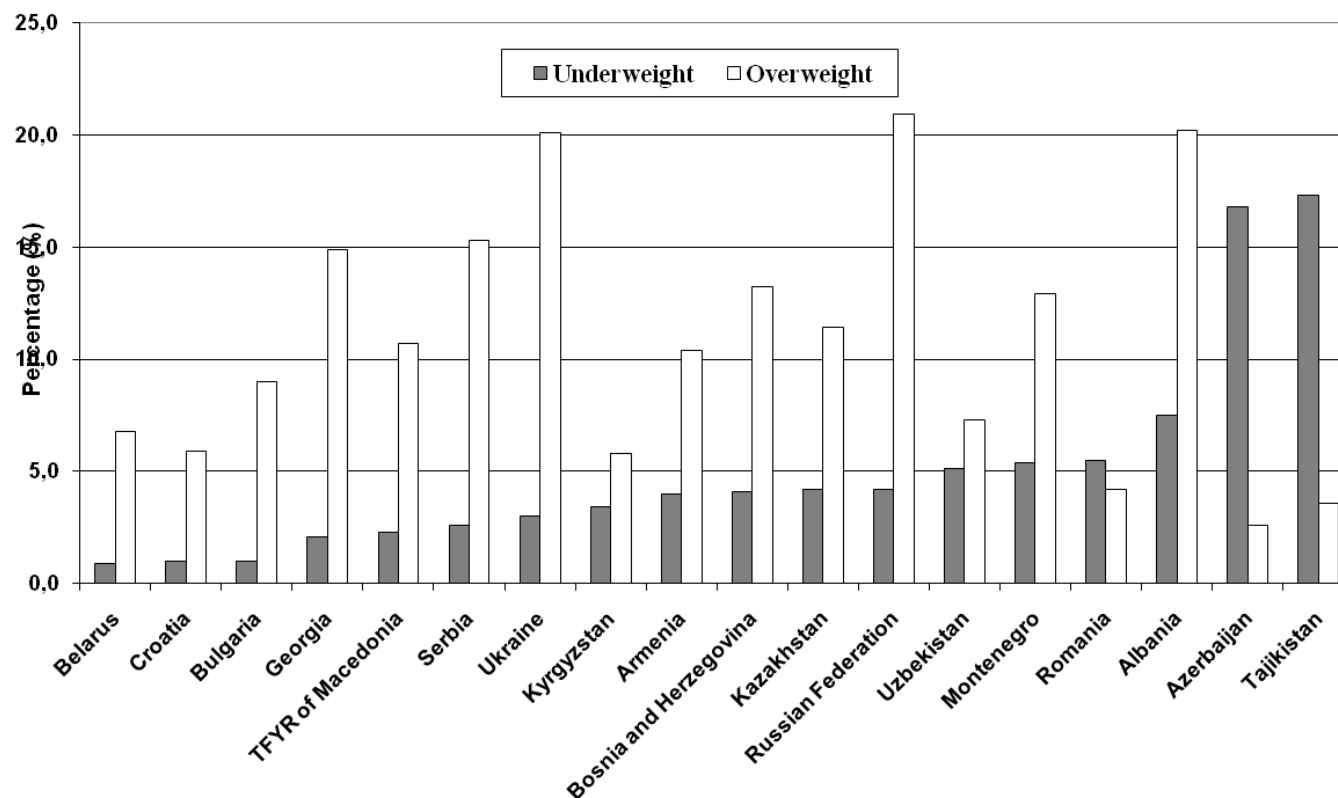
Foodborne diseases

ACTION AREAS

1. Supporting a healthy start
2. Ensuring safe, healthy and sustainable food supply
3. Providing comprehensive information and education to consumers
4. Implementing integrated actions
5. Strengthening nutrition and food safety in the health sector
6. Monitoring and evaluation



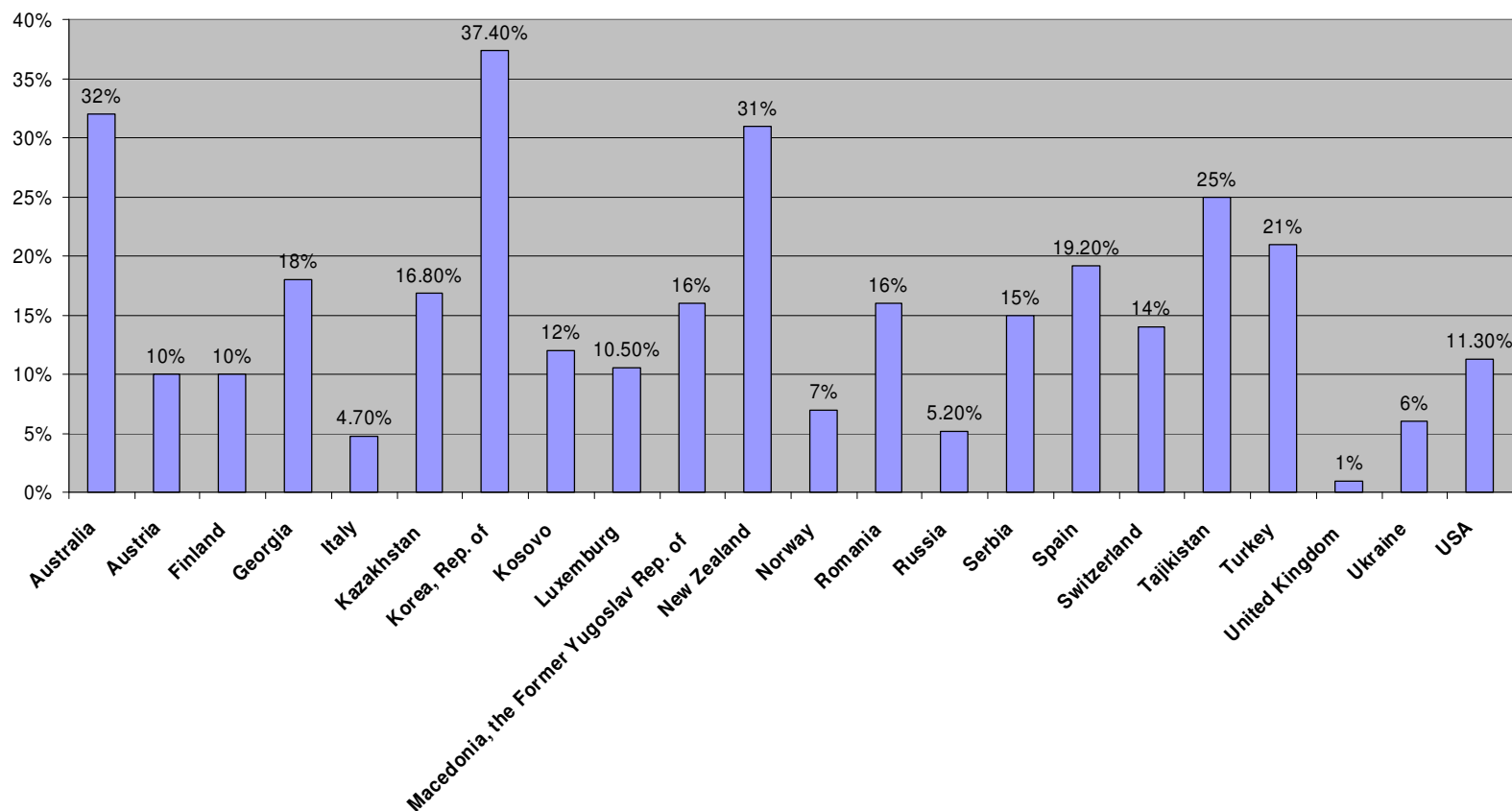
Double burden of child malnutrition



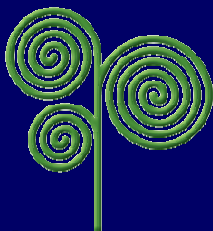
Source: Adapted from Cattaneo A et al. Child nutrition in CEE and CIS countries: report of a situation analysis. Geneva, UNICEF, 2007.

Low prevalence of Exclusive BF

Exclusive breastfeeding from birth to six months, 2008



Source: WHO Global Databank on Infant and Young Child Feeding
<http://www.who.int/nutrition/databases/infantfeeding/en/index.html>

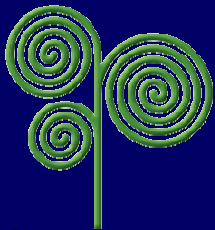




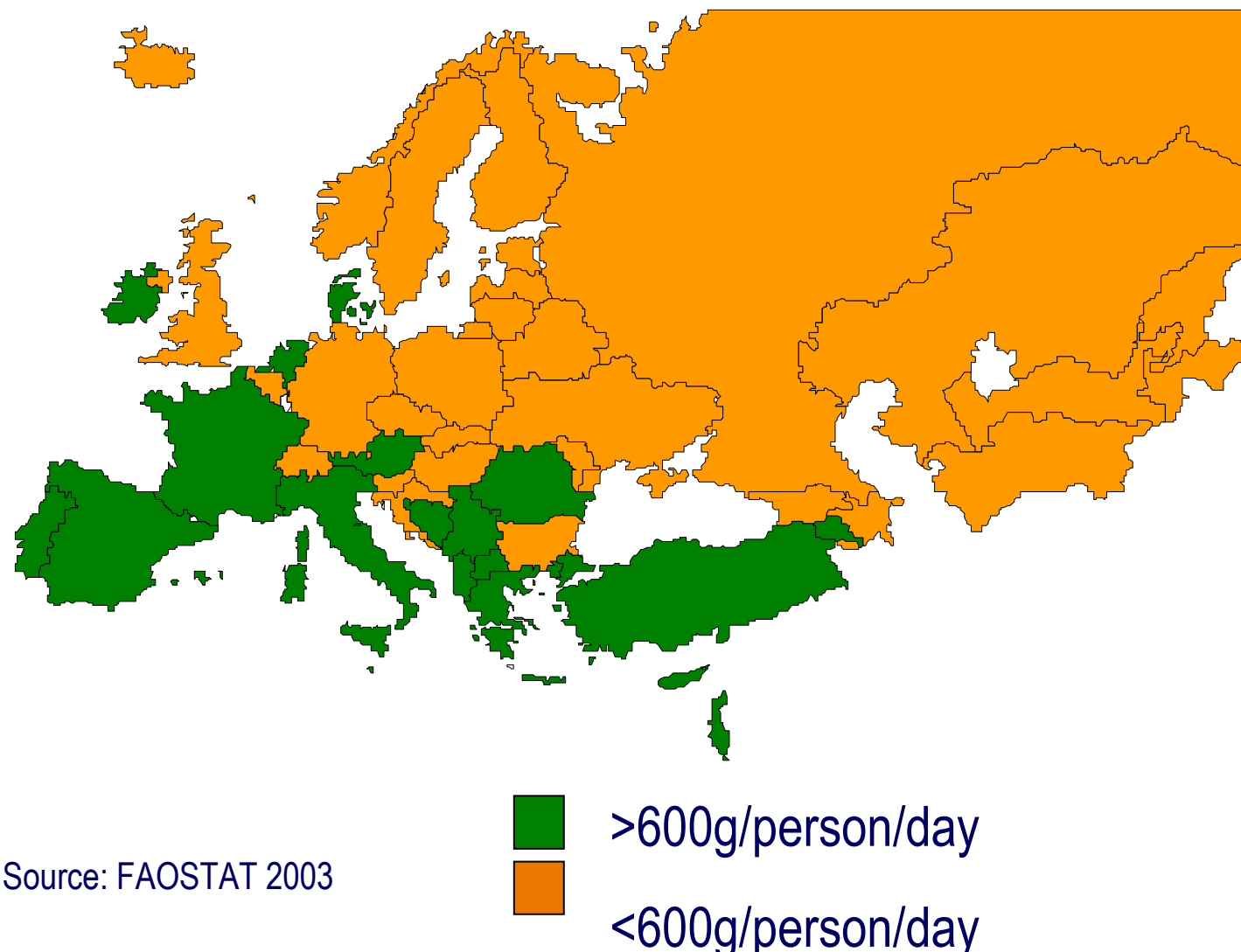
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Childhood obesity

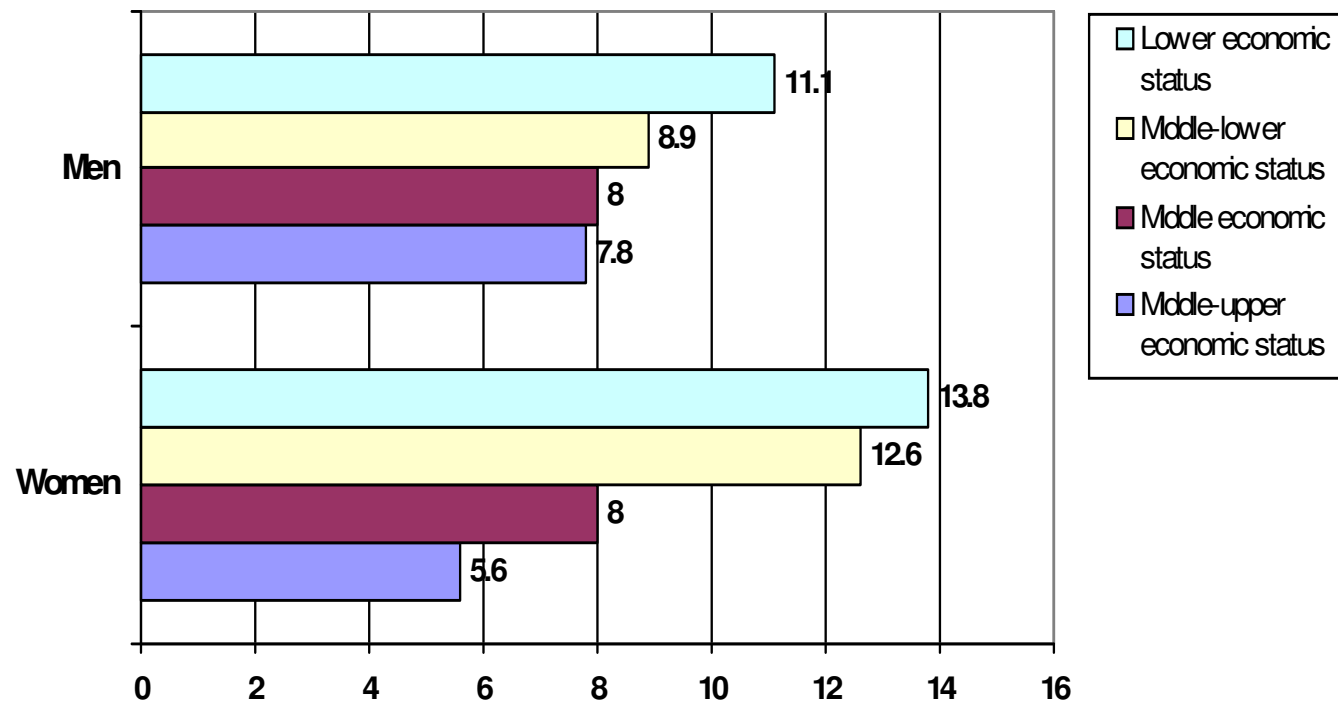
- Babies who are not breastfed are 25% more likely to become overweight and obese.
- About 20% of children are overweight; one third are obese



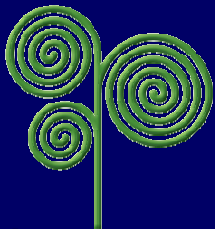
Supply of fruit and vegetables is below the recommendations in many countries



Relationship between levels of adult obesity and socio-economic groups in Europe

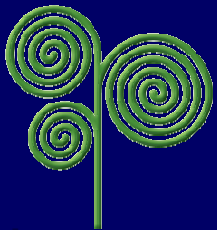


Martinez et al 1999





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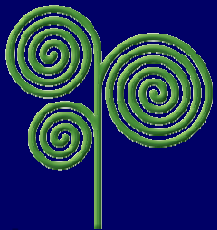


What is and where is the evidence?

- Regulation initiatives: self-regulation initiatives;
- Economic benefits reducing adv. FHFSS;
- Parents – inequalities;
- Effect on obese children;
- Adv to children higher than to adults;
- Logos;
- New tools & techniques for MKT to children.

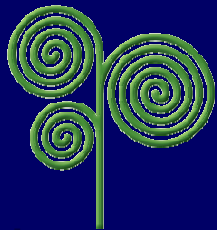
Regulations on marketing of unhealthy foods and non-alcoholic beverages to children

- 11 countries reported to undertake action in this area
 - 8 countries indicated full implementation/enforcement
 - 3 have a clearly stated programme or policy, which is partly enforced/implemented
- 11 countries did not have a policy/programme
- 9 countries planning to develop a policy/programme within 2 years





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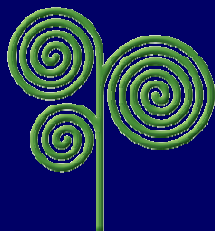
Inter-Country Work

- Action Networks:
 - WHO European Childhood Obesity Surveillance Initiative - PT;
 - NFSI – Nutrition Friendly Schools Initiative – School Fruit Scheme - NL;
 - Salt Action Network – UK;
 - MKT Network – Norway;
 - Hospital Nutrition
 - Moderate malnutrition.....
 - Municipalities....



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***WHO European Childhood
Obesity Surveillance Initiative
Results of the first round -
COSI***

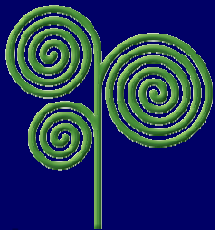


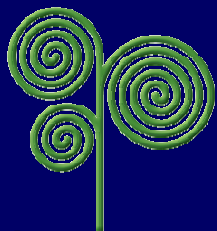


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First round school year 2007/2008

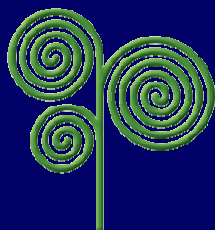
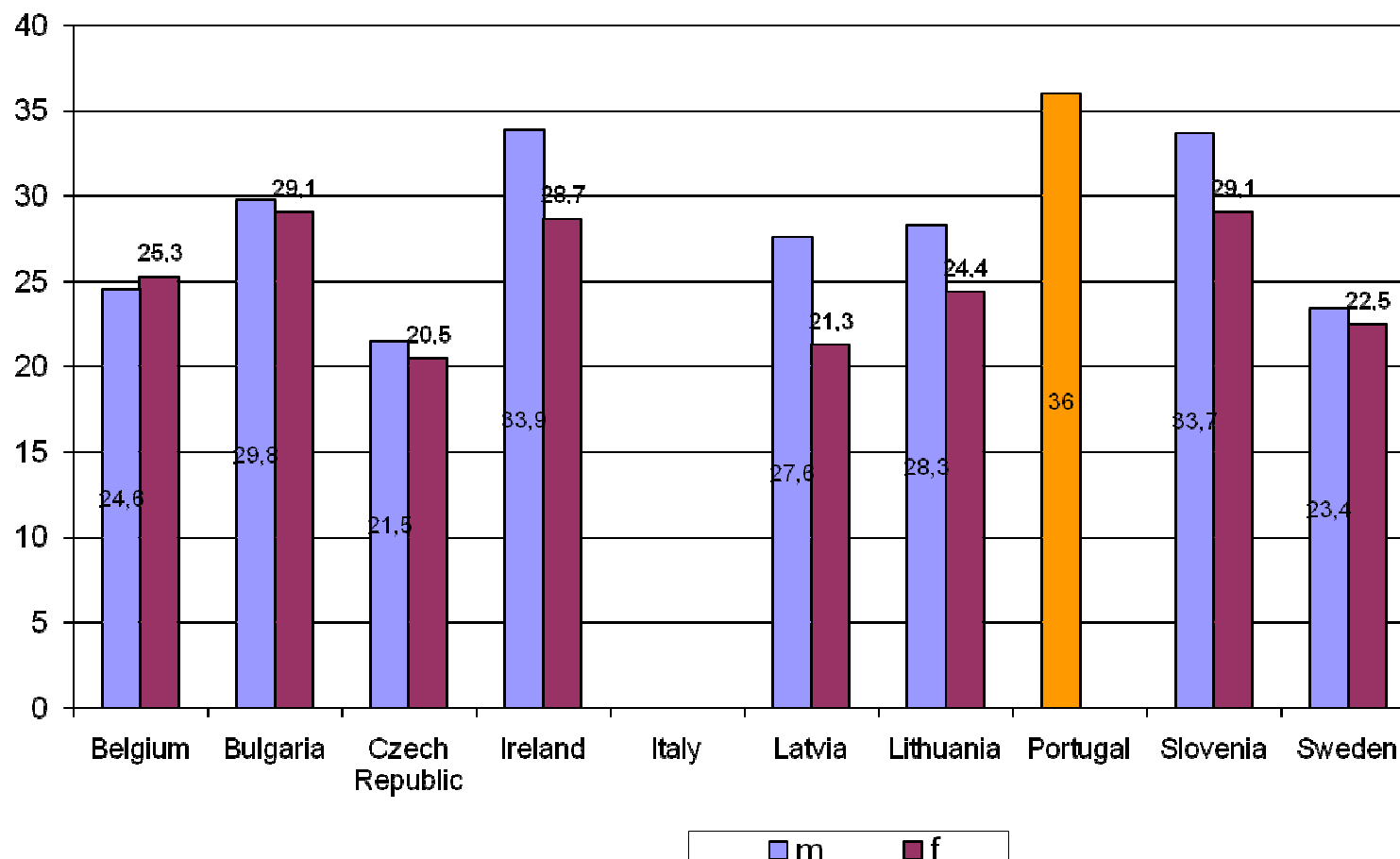
- New data collection
 - Bulgaria
 - Ireland
 - Latvia
 - Lithuania
 - Norway
 - Portugal (INSA)
 - Sweden
- Integration with current systems
 - Belgium
 - Cyprus
 - Czech Republic
 - Italy
 - Malta
 - Slovenia





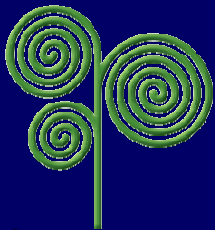
Preliminary results

Prevalence of overweight (incl. obesity) 7.0 – 7.9 years old



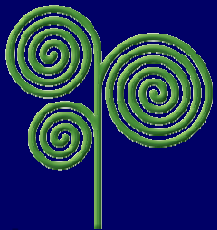


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WHO developments

- Implementation of statutory and self regulatory codes in the area of marketing foods and beverages to children in the European Member States:
 - Report in progress – finalization expected based on the final results of the WHO/DG SANCO project on monitoring progress on improving nutrition & PA and Obesity prevention in the EU



Inter-Country work

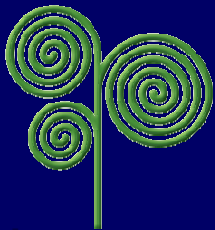
- Follow the implementation of the European Food and Nutrition Action Plan for food and nutrition policy 2007-2012 & the Obesity Charter;
- Monitor the progress of nutrition policies and scale up nutrition and PA in Europe (47 countries with policies);
 - WHO/EC monitoring nutrition and PA & preventing obesity in the European Union (2nd round proposed to WHO 2011-2013)
 - NOPA – European Database on Nutrition, Obesity and Physical Activity
- Country work – BCA (priorities: obesity, undernutrition, surveillance, assisting establishment of National Action Plans
- Collaborating Centers (priorities: surveillance, obesity, settings – accountability, refinement)
- Analyse good practices in nutrition interventions
- Review guidelines for nutrition policy measures
- Other projects with major partners.....



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Vision for nutrition & PA

- Strengthening relation with European Partners like the EU;
 - DGSANCO
 - School Fruit Scheme
 - Inequalities/SEG comprehensive/most deprived
 - Municipalities/Local governments
- Streamline the need to address the social gradient and reduce health inequalities related with PA, Nutrition & Obesity;
- Responsiveness to Member States needs in the field of Nutrition, PA and Obesity – ex: evaluation of National Plans





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**THANK YOU FOR YOUR
ATTENTION!**

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