



DIET, PHYSICAL ACITIVITY AND HEALTH A EUROPEAN PLATFORM FOR ACTION



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European Commission

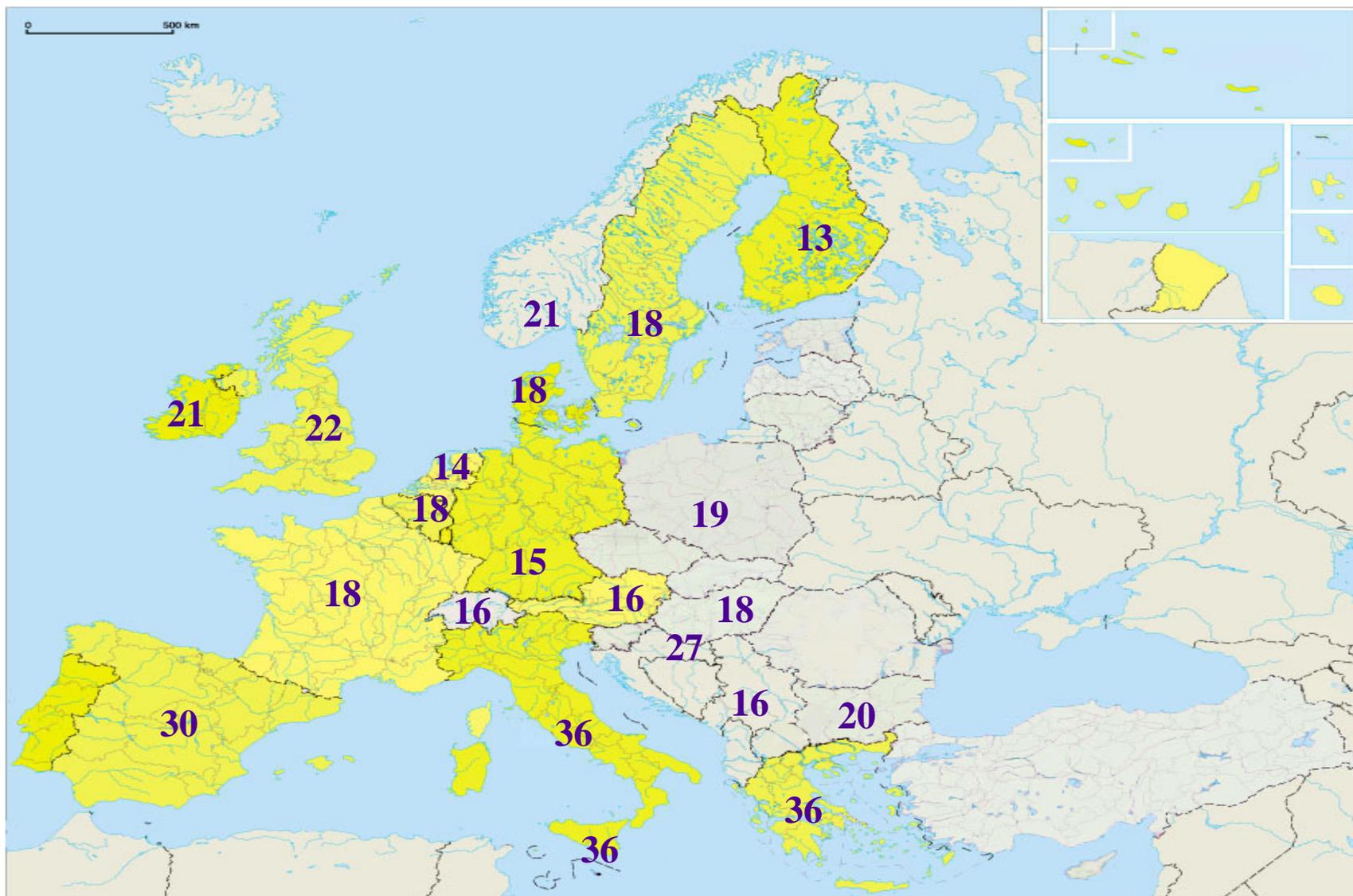
Head of Strategy & Analysis

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Our Children, Our Future

- *400,000 a year - annual rise EU children overweight/obesity*
- *14 million+ already overweight*
- *3 million + obese children*





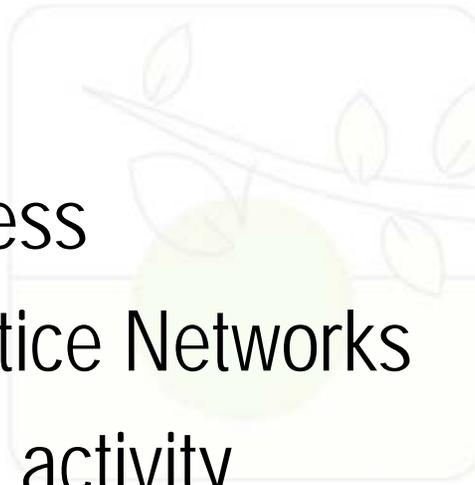
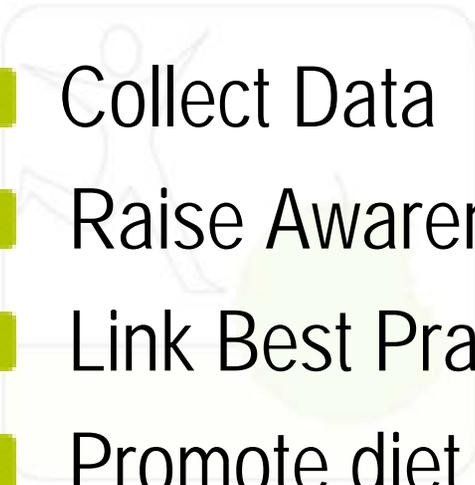
EU - Marketing to Children

- Unfair Commercial Practices - no direct exhortation to children to buy permitted and pester power outlawed
- Television Without Frontiers– broadcasts may not impair physical, mental moral development of minors
- EFSA –nutrition based dietary advice underway
- Labelling – review of current rules on nutritional labelling
- Voluntary – BBC characters nutritional criteria
- Science – UK widely debated FSA report



E.U. Agenda for Action

- Collect Data
- Raise Awareness
- Link Best Practice Networks
- Promote diet + activity
- Move Nutrition EU centrestage
- Mobilise for action





Mobilise – everyone is part of the solution!

■ **EU Network Nutrition & Physical Activity**

■ **Regulators European Commission - Inter agency debate**

■ **NEW- European Platform for Action**



EU Self Regulation in Action – a Platform is Born

'DIET, PHYSICAL ACITIVITY AND HEALTH A EUROPEAN PLATFORM FOR ACTION'

- European organisations: food industry, advertisers,retailers,catering industry
- European consumer & health NGOs
- WHO & other scientific experts



The Action

- Now Baseline Commitments 2005

- Working Groups Lifestyle, Information & Communication Monitoring

- Soon Innovative New Commitments 2006





2006 EU/US Transatlantic Event - transatlantic platform for action on obesity

- **Brussels May 2006** European Commission will host a **Transatlantic Platform event**
- We invite our US counterparts – Administration, Regulators, Consumers NGOs/Academia and Innovators Business leaders
- EU Platform and US counterparts looking at what works



EU Tackling Obesity 2006

- Nutrition Green Paper consultation
- EU Platform deliverables
- Transatlantic Platform Event
- EU Commission Communication on nutrition, physical activity, obesity



Thank you - more information:

- European Commission's Public Health website:

www.europa.eu.int/comm/health

