



Best-ReMaP  
Healthy Food for a Healthy Future

*Policy Symposium on NCD Prevention:*

## Future directions for nutrition and physical activity policies to prevent NCDs across Europe

14th-16th June 2022  
Thon Hotel Brussels City Centre



The four projects organising this event have received European funding as follows: CO-CREATE and STOP have received funding from the European Union's Horizon 2020 Research and Innovation Programme under the grant agreement No. 7744210 and No. 774548 respectively. JA Best-ReMaP has received funding from the European Union's Health Programme under the grant agreement No. 951202 and PEN has received funding from the Joint Programming Initiative "A Healthy Diet for a Healthy Life" (JPI HDHL).



Opening Plenary Oslo  
13:30 – 14:15



Best-ReMaP  
Healthy Food for a Healthy Future

**Opening Plenary:**  
Welcome and short  
presentation of the  
collaborating projects

**Chair:**  
**Prof. Sonja Kahlmeier**  
Swiss Distance University of Applied Sciences (FFHS)

**#NCDPrevention22**



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## Opening

Prof. Sonja Kahlmeier  
Member Scientific Advisory  
Board PEN



### Why is a national policy on nutrition or physical activity important?

- gives national support, coherence and visibility
- coherent and consistent action by actors (government sectors, regions or local authorities, stakeholders, private sector)
- follow common objectives and common strategies
- negotiate and assign roles and responsibilities
- allows greater allocation of resources
- gives greater accountability
- if legally binding, can prevent the failures often associated with 'voluntary' national recommendations or suggestions

*Ideally...!*



Daugbjerg, Kahlmeier et al.: Promotion of Physical Activity in the European Region: Content Analysis of 27 National Policy Documents; JPAH, 2009, <https://doi.org/10.1123/jpah.6.6.805>



## Opening

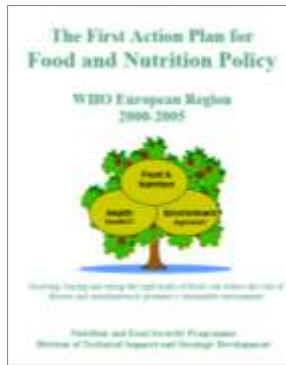
- *“Population groups most in need such as people with low levels of physical activity were rarely specifically targeted.*
- *Most policies emphasized the importance of an evaluation. However, only about half of them indicated a related intention or requirement.”*



Daugbjerg, Kahlmeier et al.: Promotion of Physical Activity in the European Region: Content Analysis of 27 National Policy Documents; JPAH, 2009, <https://doi.org/10.1123/jpah.6.6.805>



# Policy frameworks – quite recent!



2000

2014

2018



Opening Plenary Oslo  
13:30 – 14:15

**Opening Plenary:**  
Short presentation  
of the collaborating  
projects

**STOP** – Prof Franco Sassi  
**CO-CREATE** – Prof Knut-Inge Klepp  
**PEN** – Prof Wolfgang Ahrens  
**Best-ReMaP** – Dr Mojca Gabrijelcic

**#NCDPrevention22**



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# STOP – Addressing the Challenge of Childhood Obesity in Europe

Franco Sassi PhD – Principal Investigator  
*Imperial College Business School*



Science and Technology in  
 childhood Obesity Policy



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774548.

This presentation reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.



## The STOP Consortium (Beneficiaries and Third Parties)

**Academic and Research Organisations**

- Imperial College London
- Karolinska Institutet
- H.E.C. PARIS
- INRA
- UHASSELT
- ISGlobal
- ISP
- World Health Organization
- OECD
- International Agency for Research on Cancer
- Harvard T.H. Chan School of Public Health

**National Public Health Agencies**

- DGS
- ciber
- NiJZ

**Civil Society Organisations**

- World Obesity
- epiAction
- EAT

**Business-related Organisations**

- BarWa

**International Partners**

- Harvard T.H. Chan School of Public Health



## Key Expected Outputs of STOP

1. A comprehensive set of indicators and a measurement framework for epidemiological surveillance
2. New evidence on:
  - a. the determinants of childhood obesity
  - b. the impacts of policies and interventions
3. Policy briefs and toolkits for the design and the implementation of key policies
4. A viable multi-stakeholder framework

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## STOP Beyond the State of the Art Measuring Childhood Obesity in Europe

- Reduced height growth in many European countries has meant that the height advantage they had built up until age 5 has been lost, contributing to higher BMI levels
- Evidence collected by NCD-RisC suggest a high growth of obesity prevalence in adults living in rural areas, but the picture for children is different, with socio-economic status paying the largest role
- Based on some of the richest data in Europe, obesity is most strongly associated with household disposable income, providing a basis for a standardised surveillance of socio-economic inequalities in obesity in Europe

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## STOP Beyond the State of the Art The Determinants of Childhood Obesity

- A “molecular signature” of childhood obesity has been identified through a range of epigenetics, metabolomics and proteomics biomarkers, which represents a fundamental step in assessing **causal pathways to childhood obesity**, including pathways involving prenatal exposures, diets rich in ultra-processed foods, and those implicating obesogenic environments in neighbourhoods at different socioeconomic levels
- Maternal pre-pregnancy BMI is associated with the child’s BMI and microcirculation changes, providing evidence of increased cardiovascular risk in early years of life
- STOP systematic reviews and meta-analyses have consolidated and strengthened the evidence base on a wide range of determinants of childhood obesity

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## STOP Beyond the State of the Art Policies to Tackle Childhood Obesity

- Systematic reviews of studies in key policy areas
- Empirical analyses based on observational data
- Modelling of policy scenarios using a microsimulation approach (Health-GPS)
- WHO-STOP Policy Briefs

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## STOP Systematic Reviews - Policies

- Regulation and fiscal policies
- Interventions using behavioural insights to improve children's diet-related outcomes
  - Effective in 74% of included interventions
  - Most promising approaches involve incentives, changing defaults and modifying the physical environment
  - Information provision alone was least effective approach
- Effect of reformulation on individuals' behaviour, nutrient intakes and health
  - Improved nutrient intakes in three quarters of studies measuring that outcome (strongest evidence for TFA)
- Food environment interventions in and around schools
  - SSB bans and increased access to fruits and vegetables are effective interventions, especially if relying on multisystem approaches
- Interventions to increase physical activity in schools
  - Interventions are effective in decreasing BMI, no added value from multi-component approaches
- Health care treatment of childhood obesity – equity impacts

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## STOP Beyond the State of the Art Policies to Tackle Childhood Obesity

- Analyses of policy initiatives in place, consumer and individual behaviours in selected European countries have provided evidence of the characteristics of **fiscal and regulatory policies, social marketing interventions, physical education and physical activity interventions, and food reformulation programmes** that are most likely to generate positive impacts on childhood obesity through diet and physical activity improvements
- A primary care led, family-based approach for addressing obesity in children under the age of 5 is being tested in a trial in three countries: Sweden, Spain and Romania.

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Thank you



Science and Technology in  
childhood Obesity Policy





## Confronting obesity: Co-creating policy with youth (CO-CREATE)

Knut-Inge Klepp  
Project coordinator

**Policy Symposium on NCD Prevention:** Future directions for nutrition and physical activity policies to prevent NCDs across Europe; Brussels June 14-16, 2022



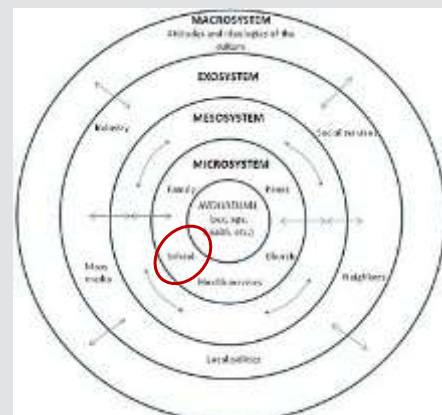
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774210

After decades of obesity prevention research, the conclusions, based on systematic review, still were:

- ▶ Overall, weak to very weak evidence
- ▶ Lack of evidence of the impact of population-level, structural interventions on adolescents
- ▶ Lack of evidence related to social inequalities and to involvement of adolescents



Flodgren et al, 2020



→ Confronting obesity: Co-creating policy with youth



# CO-CREATE: Overall goals

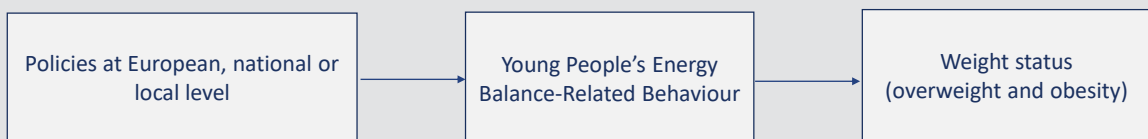
Investigate how policy changes can support healthy eating and a physically active lifestyle with the aim of halting the rise of adolescent obesity rates

- monitoring and benchmarking relevant policies
- collaborate with adolescents across Europe in developing novel policy options that will contribute to overweight prevention and reducing inequalities in overweight and obesity



→ Confronting obesity: Co-creating policy with youth

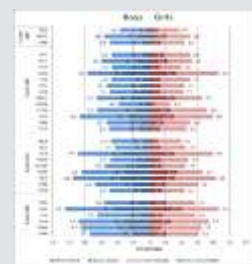
# CO-CREATE – monitoring and evaluation



WCFRI/ CO-CREATE



WHO HBSC

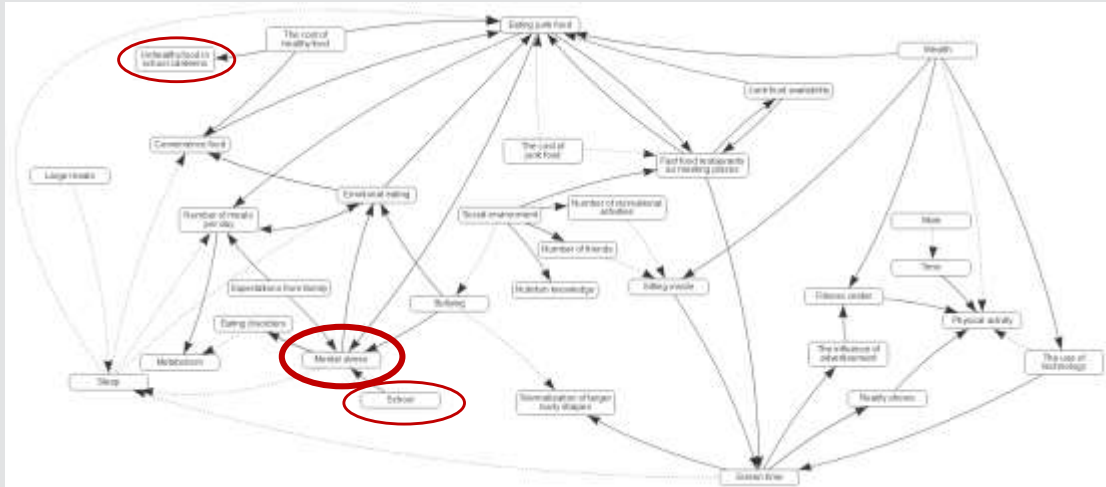


WHO COSI

→ Confronting obesity: Co-creating policy with youth

# Group model building (GMB) with adolescents

## Research evidence and youth perspective



→ Confronting obesity: Co-creating policy with youth

## CO-CREATE – From analysis to policy agenda with young people



→ Confronting obesity: Co-creating policy with youth



 **The CO-CREATE project** has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774210. The products of the research are the responsibility of the authors; the European Commission is not responsible for any use that may be made of them.



Progetto finanziato da un contributo economico europeo (UE) nell'ambito del programma di ricerca e innovazione Horizon 2020, in base all'accordo di finanziamento n. 774210. I prodotti della ricerca sono di esclusiva responsabilità degli autori; la Commissione europea non è responsabile per qualsiasi uso che potrebbe essere fatto di essi.

➔ Confronting obesity: Co-creating policy with youth

## Evaluation of policy measures to promote a healthy diet and physical activity



### The PEN Project

Wolfgang Ahrens<sup>1</sup>, Catherine Woods<sup>2</sup>, Jeroen Lakerveld<sup>3</sup>  
on behalf of the PEN Consortium

1. Leibniz Institute for Prevention Research and Epidemiology – BIPS, Bremen, Germany
2. Department of Physical Education and Sport Sciences, University of Limerick, Ireland
3. Department of Epidemiology and Biostatistics, Amsterdam University Medical School, The Netherlands



Funded by the Joint Programming Initiative "A Healthy Diet for a Healthy Life" (JPI HDHL) with contributions from national funding agencies of participating countries

Policy Symposium  
Brussels 2022



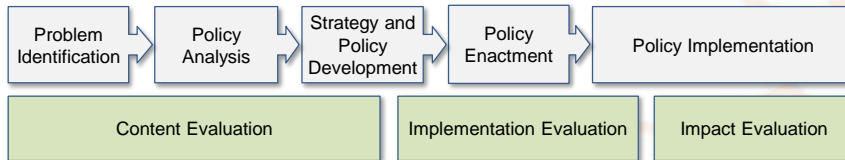
[www.jpi-pen.eu](http://www.jpi-pen.eu)  
Policy Evaluation Network (PEN)  
#PEN\_EU1

### Aim

- Establish a **multi-disciplinary research network** for the **monitoring, benchmarking and evaluation of policies** that affect dietary and physical activity as well as sedentary behavior with a **standardized approach across Europe** while accounting for existing **health inequalities**.
- **Focus on public policies**  
*Public policy:* a form of government action usually expressed in, e.g., a law, a regulation, guideline, or recommendation and reflecting the intent of the government or its representative entities

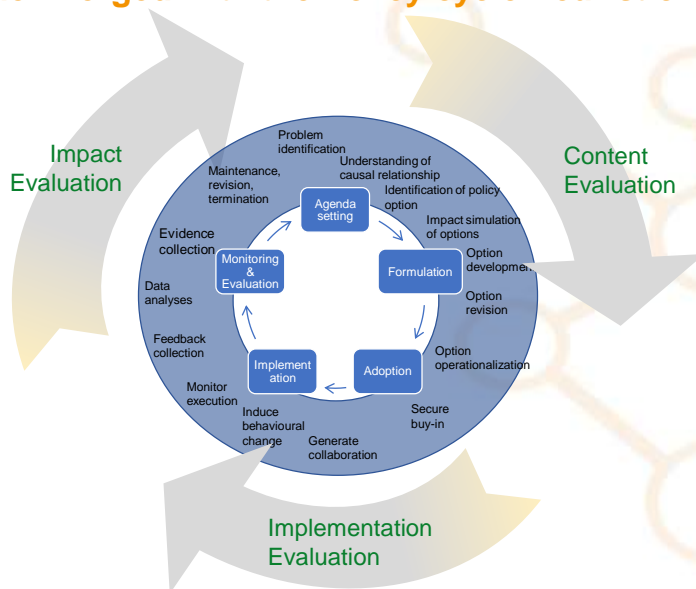
Countries (N=8)	Partners (N=28)
France	2
Germany	9
Ireland	3
Italy	2
Netherlands	5
Norway	2
Poland	4
New Zealand	1

## CDC logical model used by PEN as a “point-of-departure” framework\*



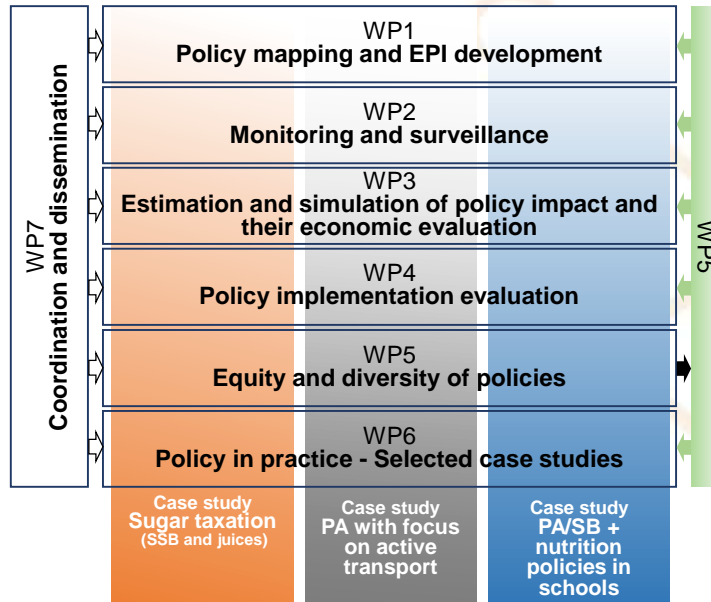
\* Reproduced according to CDC  
 Centers for Disease Control and Prevention, CDC’s Policy Analytical Framework. Atlanta, GA:  
 Centers for Disease Control and Prevention, US Department of Health and Human Services; 2013.

## CDC logical model merged with the Policy cycle heuristic



References  
 Armenia, S., Mureddu, F., Osmimo, D., Onori, R., & Misuraca, G. (2014). A Living Roadmap for Policymaking 2.0. In P. Sonntagbauer, K. Nazemi, S. Sonntagbauer, Prister, Giorgio, & D. Burkhardt (Eds.), Handbook of Research on Advanced ICT Integration for Governance and Policy Modeling (pp. 433-461). Hershey, PA: IGI Global.

## Work packages



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## Main outputs

- Monitor & assess **accountability of governments** to create healthy food and PA environments
- Harmonised **monitoring system of obesity/ NCDs** & related behaviours across Europe (**methods platform**)
- Assess **evidence base for existing policy** actions and using simulation techniques estimate future impact of new policies.
- Develop tools for **better implementation** of policy
- Develop tools to assess **equity and diversity** in policies
- Assess evidence from **existing policy interventions** (e.g. sugar tax) & **learn from other public health domains** (e.g. smoking ban, seat belts).

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## Selected PEN Highlights

### Tools

FOOD-EPI & PA-EPI  
Data screener

### Checklists

Impact evaluation methods  
Implementation evaluation  
Good practice guidelines  
Acceptability evaluation

### Cooperations

Coordination with STOP,  
Co-Create, Best ReMaP,  
WHO, European surveillance systems

### Network

Early career network +  
mentoring  
Network of colleagues and  
friends

Factsheets!

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Thank you!

[www.jpi-pen.eu](http://www.jpi-pen.eu)

Determinants of diet and physical activity

Diet and food production

Diet-related chronic diseases





**Best-ReMaP**  
Healthy Food for a Healthy Europe

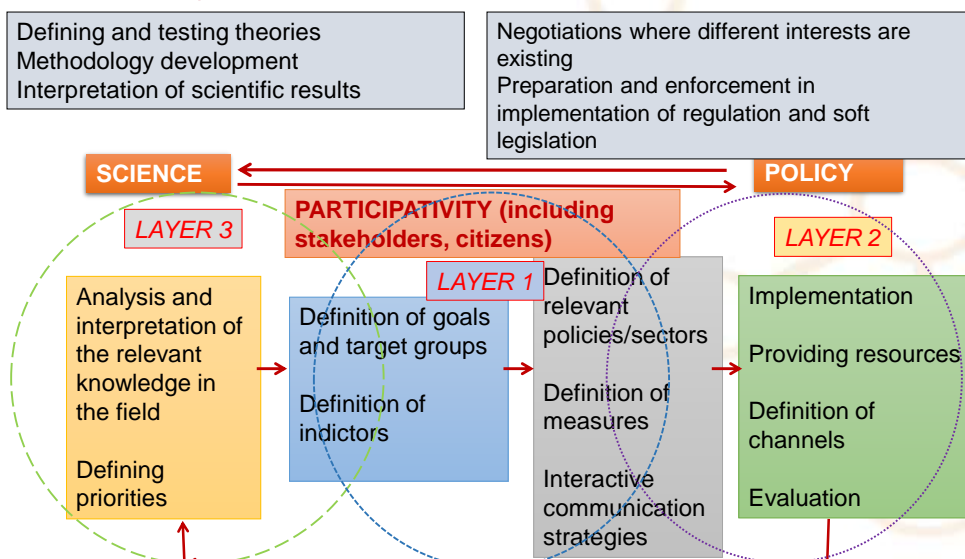
**Overview of the Joint Action Best-ReMaP**  
Joint Action on Implementation of Validated Best Practices in Nutrition

**National Institute of Public Health (NIJZ)**  
Dr. Mojca Gabrijelčič

14th June 2022

**Policy Symposium on NCD Prevention**  
Future directions for nutrition and physical activity policies to prevent NCDs across Europe  
14<sup>th</sup> - 16<sup>th</sup> June 2022, Thon Hotel Brussels City Centre

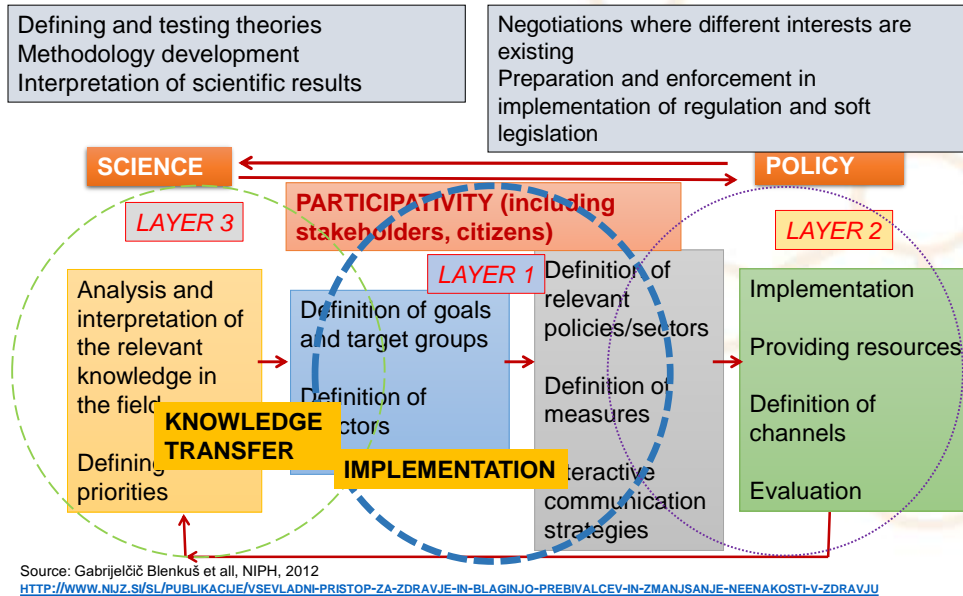
## Interlinks of policy and expert cycle



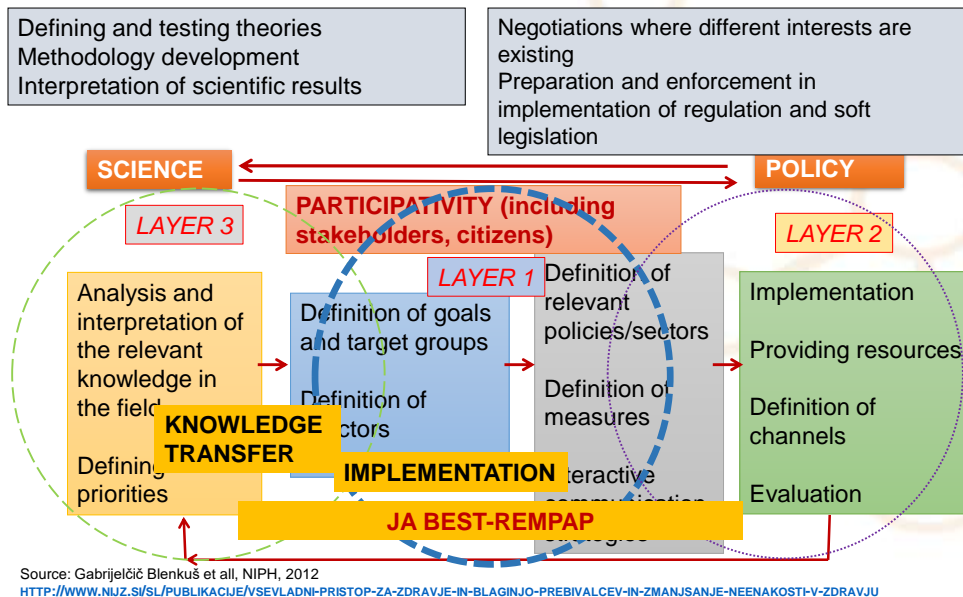
Source: Gabrijelčič Blenkuš et al, NIPH, 2012

[HTTP://WWW.NIJZ.SI/SL/PUBLIKACIJE/SEVLADNI-PRISTOP-ZA-ZDRAVJE-IN-BLAGINJO-PREBIVALCEV-IN-ZMANJSANJE-NEENAKOSTI-V-ZDRAVJU](http://www.nijz.si/sl/publikacije/sevnladni-pristop-za-zdravje-in-blaginjje-prebivalcev-in-zmanjsanje-teenakosti-v-zdravju)

## Interlinks of policy and expert cycle



## Interlinks of policy and expert cycle



## GENERAL INFORMATION

**JA Best-ReMaP**

**Joint Action on implementation  
of validated best practices on nutrition**

Coordinator: **National Institute of Public Health Slovenia (NIJZ)**

**Funding:** Third Health Programme (2014–2020); 7,5 mio Eur

**Consortium:** **36 partners from 24 European countries**

Official start of the JA: **1st October 2020**

Duration of the JA: **3 years**

JA Best-ReMaP will contribute to the children/adolescents **health outcomes** by **improving food choices for children** and **changing obesogenic environments**

EU Action Plan on Childhood Obesity 2014 – 2020  
EU Beating Cancer Plan

## Best-ReMaP STRUCTURE

**JA Best-ReMaP Horizontal Work Packages****HORIZONTAL ACTIONS****WP 1 – Coordination**

*National Institute of Public Health (NIJZ), SLOVENIA*

**WP 2 – Dissemination**

*Semmelweis University, HUNGARY*

**WP 3 – Evaluation**

*The Finish Institute for Health and Welfare, FINLAND*

**WP 4 – Sustainability and Integration in National Policies**

*Istituto Superiore di Sanità, ITALY*

## JA Best–ReMaP Content/Core Work Packages

### CORE ACTIONS

#### WP 5 – EU Harmonised Reformulation and processed food monitoring (good practice from France)

*French Agency for Food, Environmental and Occupational Health & Safety – ANSES, FRANCE*

#### WP 6 – Best practices in reducing marketing of unhealthy food products to children and adolescents (good practices from Ireland, Portugal and Slovenia)

*Directorate-General of Health of Portugal, PORTUGAL and Irish Department of Health, IRELAND*

#### WP 7 – Public procurement of food in public institutions – EU pilot approach (good practice from Slovenia)

*National Institute of Public Health, Slovenia (NIJZ), SLOVENIA*

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## JA BEST-ReMaP developments and contents

**Best-ReMaP** - implementation of the actions recognised and framed by the MS in the **EU Action Plan on Childhood Obesity 2014 – 2020** with **list of actions**:

- **Greek PRED Council 2014** conclusions on nutrition and health;
- the follow up to the **JANPA** (sustainable implementation of the joint efforts)
- **BEST-REMAP** based on the transparently selected best practices:
  - **HLG collection of BP - 65**;
  - **selection of 12 BP** in HLG;
  - marketplace presentation of 12 BP at JRC in Ispra; **three good practices selected by members of the HLG N&PA**

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## JA BEST-ReMaP developments and contents

### Reformulation (WP5)

- **HLG reformulation framework**, and annexes, from 2008 on
- **Dutch PRED 2016** reformulation roadmap,
- innovative WP5 **JANPA** approach (OQALI, based on **3 testing countries**)
- **EUREMO (16 MS)** engaged in the snapshot)
- BEST-REMAP extended to new countries (altogether **21 EU MS** will be implementing standardised EU monitoring protocol);

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## JA BEST-ReMaP developments and contents

### Food marketing (WP6), **Session 11**

- a harmonised **transposition process of the AVMSD** based on the **WHO AN on marketing / nutrition profile**;
- **food marketing evaluation protocols** (*traditional and digital*), based on the Nordic monitoring protocol and WHO CLICK tool

### Public procurement of foods in public institutions (WP7), **Session 14**

- taken on board by the **Maltese PRED 2017**, Council Conclusions;
- more **harmonised and transparent implementation of the Procurement legislation**;
- **improvement of the quality of the procured foods** in public institutions, with focus to **schools and**

## JA BEST-ReMaP developments and contents

### Cross-cutting and sustainability elements

- Addressing the dimension of **health inequalities** is the **JA Best-ReMaP cross-cutting topic**, with high priority in the participating MS;
- Composition of the **sustainable branded foods information database** - JRC food database under development;
- OECD – **Economic analyses** within Best practice projects (Session 9)
- **A food systems indicator** is envisaged in EU Semester process and will also be linked to the equity dimension (**AU PRED 2018 roadmap**)
- **Multistakeholder engagement** within Best-ReMaP, combined with the other stakeholder initiatives in nutrition, based at the EU and national levels (**STOP, CO-CREATE, PEN**);

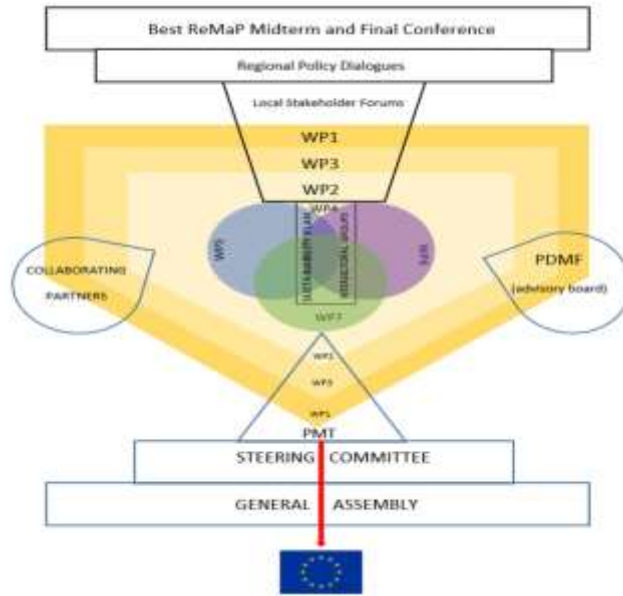
## Participating Member States

WP No.	WP Title	Leading Applicant	Participating countries
WP 5	EU Harmonised Reformulation and processed food monitoring	ANSES (France)	<b>21</b> Austria, Slovenia, Belgium, Bosnia and Herzegovina (with two entities), Bulgaria, Croatia, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Malta, Italia, Netherlands, Poland, Portugal
WP 6	Best practices in reducing marketing of unhealthy food products to children and adolescents	DoH and DGS (Ireland & Portugal)	<b>17</b> Austria, Slovenia, Belgium, Bosnia and Herzegovina (with two entities), Bulgaria, Croatia, Cyprus, Estonia, Finland, France, Greece, Ireland, Latvia, Lithuania, Portugal, Romania
WP 7	Public procurement of food in public institutions – a pilot EU approach	NIJZ (Slovenia)	<b>11</b> Slovenia, Austria, Bosnia and Herzegovina (with two entities), Bulgaria, Denmark, Finland, Greece, Romania, Malta, Poland

The Best-ReMaP JA consortium consists of **24 countries**: 22 EU MSs and two accession countries (Bosnia and Herzegovina, Serbia).  
The consortium consist of ministries of health (8), national agencies (5) or institutes of public health (14), prominent universities (3) or other institutions (2)

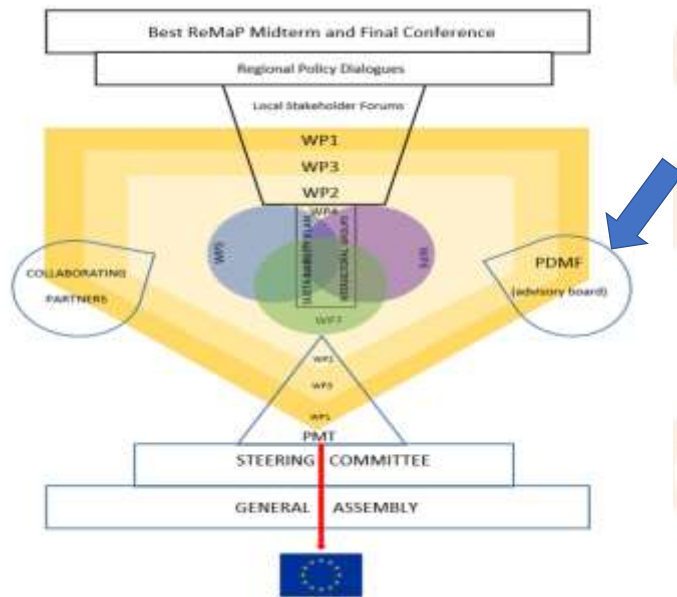
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# Best-ReMaP structure



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# Best-ReMaP structure



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## Policy decision making forum (PDMF)

→ Policy advisory board

- **PDMF asked to provide critical feedback on the feasibility of implementation of the Best-ReMaP actions at national and EU levels**
- **Policy briefs** with EU stakeholders produced to capitalise on the work of the PDMF and expedite implementation, this will be
  - WP 4 (responsible for Policy briefs production)

**Best-ReMaP RoRoadmap, Food System Indicator**

**(Plenary Session Part II)**

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## Ways forward, in collaboration

**Roll on the developed Best-ReMaP actions to:**

- Follow up policy developments / presidencies priorities
- **new Join Actions (i.e. JA Health Determinants)**
- new research initiatives (ie. Horizon Europe)
- Implementation initiatives in other sectors (i.e. DG Reform)

**New EU AP on Childhood Obesity**

**Established collaboration of the EU MSs in N/PA/Ob** within broader initiatives

**Cross siloses in public health and health promotion** to improve nutrition, physical activity, sleeping patterns, mental health Equitable in digital reality, employing HiAP