

EU school fruit, vegetables and milk scheme:
Taking stock after the first school year

Joint meeting Member States
and stakeholders



EU action on nutrition and physical activity

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EU Strategy on Nutrition, Overweight and Obesity-related Health Issues 2007

Encourage action-orientated partnership

**EUROPEAN
COMMISSION**

Member States

HIGH LEVEL GROUP
on
*Nutrition and Physical
Activity*

Civil Society

EU PLATFORM
for
*Action on Diet, Physical
Activity and Health*

High Level Group

28 Member States + Norway, Switzerland and Iceland+ WHO
sharing policy ideas, best practice and solutions

- *2008-2015: EU Frameworks for National Initiatives*
Approaches on salt, saturated fat and added sugars
- *2014: Action Plan on Childhood Obesity*
- *2015: Council Conclusions on Nutrition and Physical Activity*
- *2015-2017: Joint Action on Nutrition and Physical Activity*
Support to implementation of Action Plan
- *2016: Council Conclusions on Food Product Improvement*
- *2017: Council Conclusions on Childhood Obesity*
- *2018: Council Conclusions on Healthy nutrition for children*

High Level Group initiative

Action Plan on Childhood Obesity 2014-2020

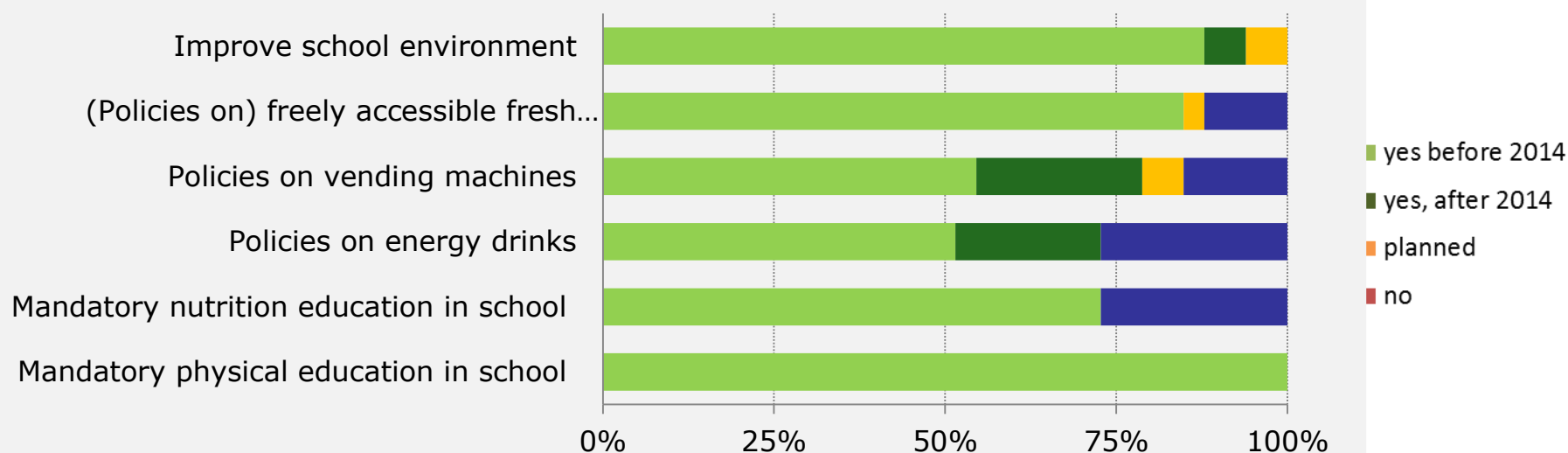
Aim: contribute to halting the rise in childhood obesity by 2020 through voluntary actions at national level

AREAS FOR ACTION

1. *Support a healthy start in life*
2. *Promote healthier environments, especially in schools and pre-schools*
3. *Make the healthy option the easier option*
4. *Restrict marketing and advertising to children*
5. *Inform and empower families*
6. *Encourage physical activity*
7. *Monitor and evaluate*
8. *Increase research*

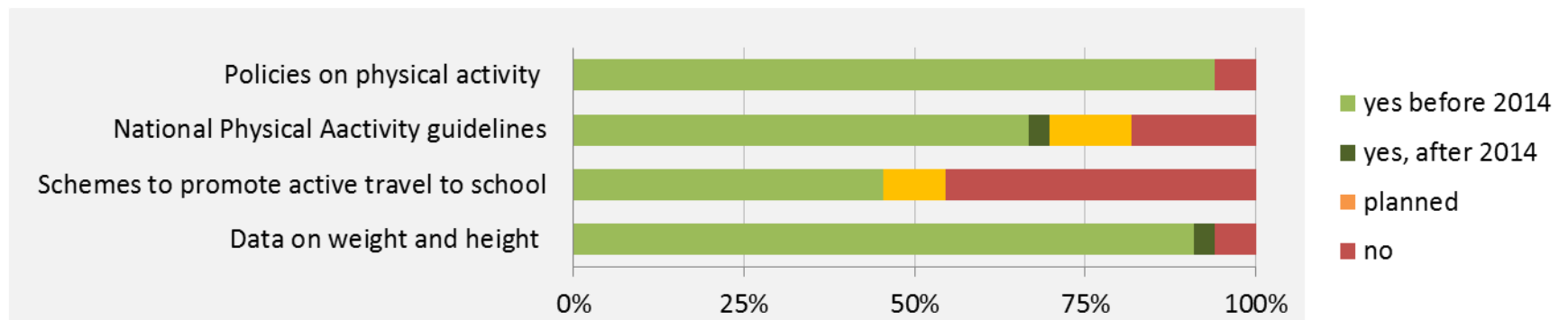
Midterm evaluation - some examples

Promote healthier environments, especially in schools



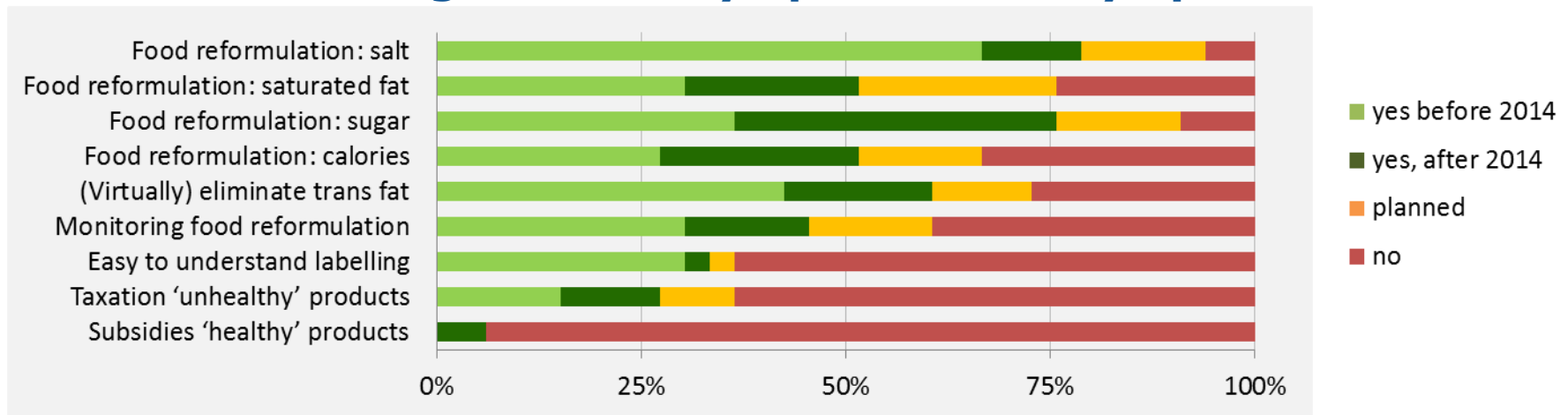
- 40% of the reported 'most successful' activities pertain to this area for action
- About half of the EU funded studies related to operational objectives for this area for action

Midterm evaluation - some examples Encourage physical activity



- None of the reported 'most successful' activities or activities that were reported as 'most difficult to work on' pertain to this area for action
- Largest part of the budget of included EU-funded projects allocated to projects related to Area 6

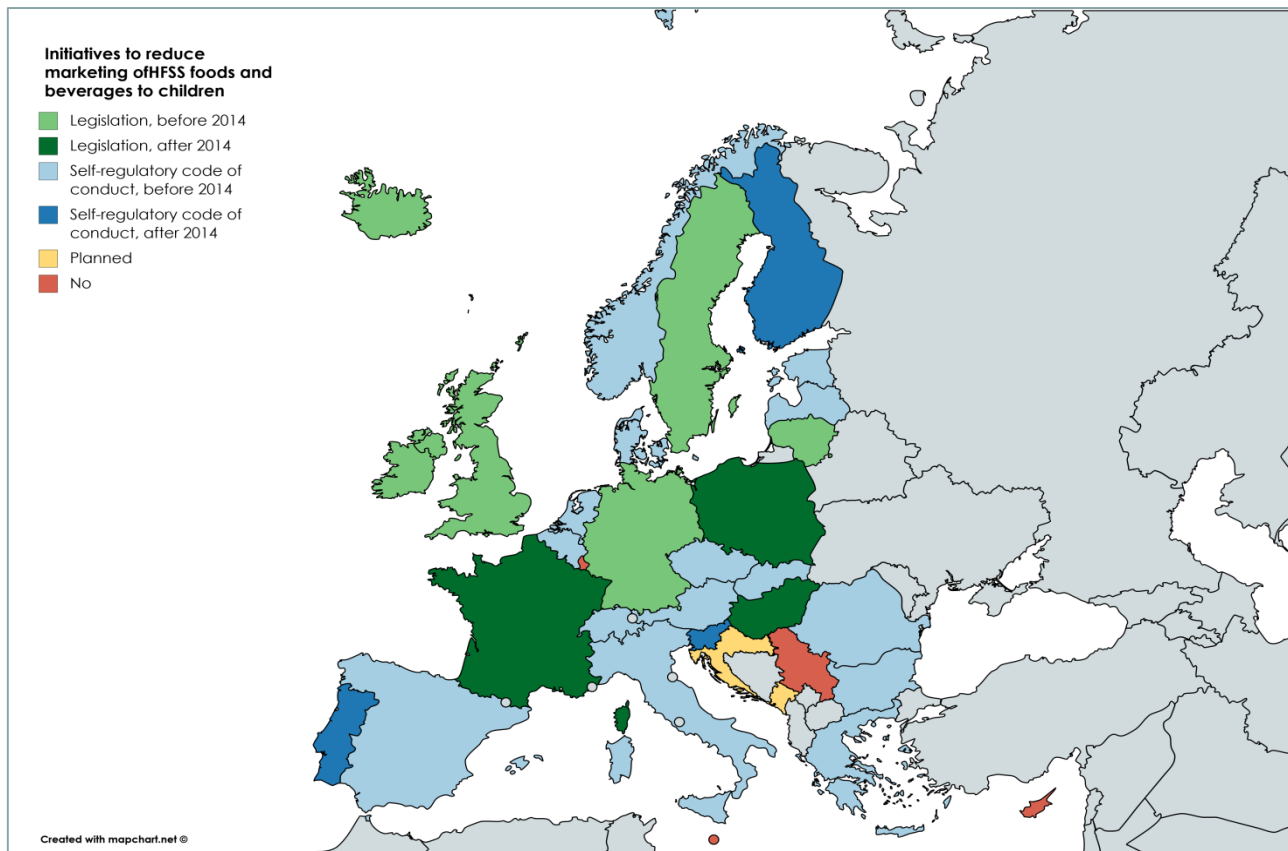
Midterm evaluation - some examples Making the healthy option the easy option



- 11% of the reported 'most successful' activities pertain to this area for action
- 30% of the activities that were considered 'most difficult to work on'
- Equally concerned food reformulation, taxation and easy to understand labelling
- Very few of the EU funded studies related to operational objectives for this area for action

Midterm evaluation - some examples

Restrict marketing and advertising to children



- Nutrient criteria in 15 countries (45%)
- One activity reported as 'most successful' pertains to Area 4 (4%)
- 18% of activities that were reported to be 'most difficult to work on' pertain to Area 4

Other initiatives on healthy schools

- 2005 – now: EU Platform for action on Diet, Physical Activity and Health: stakeholders developed 47 voluntary actions on children/schools
- 2014: JRC mapping of national school food policies across the EU28 that provided an overview of European School food policies
- 2016: JRC toolkits on promoting water as well as fruit and vegetables intake in schools
- 2017 Technical Report on Public Procurement of school food, produced for Maltese EU Presidency
- 2017 Steering Group on Promotion and Prevention: nutrition and physical activity are priority areas for priority – 6 evaluated best practices on schools were chosen for scaling up and EC funding

Sustainable Development Goals

- Commission and Member States have committed themselves to their achievement
- Regular reporting and policy focus on SDG achievement
- International meetings including recent UN meeting on non-communicable diseases and SDG's

Implementing the SDG's in Europe

The Commission created in July 2018 an advisory group on prevention and promotion

- Aims to identify priority areas in Member States for achieving the SDG's
- For each priority area, best practices or interventions which have been evaluated are proposed for upscaling, using EU funds
- Nutrition and physical activity selected by Member States as a topic for priority implementation

New financial framework (MFF)

- Sustainable development embedded in new health strand of European Social Fund+
- Sustainable development included in Horizon Europe Programme
- Health objectives included in new Common Agricultural Policy proposal
- Erasmus +

Country knowledge

- Development of State of Health reports
- 28 country profiles
- Providing data and analysis on health status in EU Member States
- Follow up voluntary country visits November 2018 third part of this cycle

Legislation

- Food safety legislation
- Legislation on commercial determinants of health (Audiovisual Media Services Directive)
- Nutritional labelling
- Common Agriculture Policy

Political landscape

- Strong Member State interest in nutrition topic
- See recent Bulgarian and current Austrian presidency events
- Change of Commission team in 2019
- European Parliament elections

Next steps

- There is a need to move towards a nutrition sensitive agriculture and a food production that is in line with (inter)national governmental dietary guidelines
- Close cooperation between DG Agri and DG Sante on further improving health aspects of the EU School Scheme
- Suggestion to produce a database of accompanying measures to inspire Member States
- Support to the Freshfel initiative to support the promotion of fresh fruit and vegetables consumption, especially for disadvantaged population groups and selection of good practices

Thank you!