



Consortium for the  
prevention of obesity  
through effective nutrition  
and physical activity  
actions

## Newsletter



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European Commission  
Coordination Action

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### From the Scientific Coordinator

**A** very special welcome to all of you as we are embarking into the second year of the project!

The first year was a busy period which saw several important achievements, including the creation of our Consortium, the development of databases of European experts and stakeholders, the preparation of reviews of the literature on the epidemiology and policy aspects of obesity prevention in Europe, the development of the EURO-PREVOB policy analysis tool, and the organisation of the project's first Plenary Meeting.

In addition, contacts have already been established with numerous experts, stakeholders and other research projects in Europe, and many dissemination activities have taken place throughout the European Region, including presentation of posters at three conferences and information sharing with at least 12 organisations.

In particular, links are being made with another EU funded project on the prevention of obesity, HOPE ([www.hopeproject.eu](http://www.hopeproject.eu)). One of our Advisory Board members, Dr Tim Lobstein, involved in running HOPE, has been present at our last two meetings and contributes regularly to the development of our products. Furthermore, Dr Lynn Stockley and Dr Adriano Cattaneo were present at the plenary meeting in Jurmala, and finally three members of the EURO-PREVOB team, Francesco Branca (WHO), Cécile Knai (LSHTM) and Harry Rutter (SEPHO), were at the HOPE meeting during the European Congress on Obesity held in Geneva in May.

The Plenary Meeting that took place in April 2008 was a particularly valuable event where over thirty experts and stakeholders from Europe and North America joined the EURO-PREVOB partners to discuss the project progress to date and review the draft policy analysis tool. This issue of the *Newsletter* will provide you with further details of this meeting, of selected dissemination activities, of our plans for the second year of the project, and of other news of interest to the project.

Wishing you all a good summer!

*Joceline Pomerleau*



**13 partners from 10 countries**

**Project coordination:** London School of Hygiene & Tropical Medicine

**Project partners:** Bosnia and Herzegovina, Czech Republic, Denmark, France, Italy, Latvia, Slovenia, Switzerland, Turkey, United Kingdom

**Duration:** 04/2007–03/2010



## UPDATE ON PROGRESS

**Update on WP2** (*Set-up of a database of European experts and stakeholders analysis, led by Dr Francesco Branca, WHO-EURO*):

The deliverable for WP2 (D2) was submitted to the European Commission in May 2008. The deliverable consists of a report on the development of an expert database and on stakeholder mapping, as well as the expert and stakeholder databases.

**Update on WP3** (*Review of the literature, led by Dr Eric Brunner, University College London*):

The deliverables for WP3 (D3.1 and D3.2) are currently undergoing internal review. The deliverables consist of two reviews of the literature: 1) a review of obesity and inequalities in obesity in Europe, and 2) a review of previous and existing actions, initiatives, policies on nutrition and physical activity. The deliverables will be submitted to the European Commission in July 2008.

**Update on WP4** (*Development of policy analysis tools, led by Dr Francesco Branca, WHO-EURO*):

The deliverables for WP4 (D4.1 and D4.2) have been submitted for internal review this month. The deliverables consist of a report on the development of policy analysis tools and a report on the organisation of a meeting to discuss evidence and policy analysis tools. The deliverables will be submitted to the European Commission in July 2008.

**Update on WP5** (*Development and coordination of the sub-regional analyses, led by Dr Aileen Robertson, SUHR's University College*):

The manuals for fieldwork, designed to guide the policy analysis tool pilot in five countries (in terms of data collection, data analysis and process evaluation) are being developed. A meeting of the project partners involved with the piloting will be held on 1–2 September 2008 in Ljubljana.

## 1<sup>ST</sup> PLENARY MEETING & 3<sup>RD</sup> SCIENTIFIC COMMITTEE MEETING IN JURMALA, LATVIA, 17-18 APRIL 2008

In April 2008 the 1<sup>st</sup> Plenary Meeting and the 3<sup>rd</sup> Scientific Committee meeting of the project took place in Jurmala, Latvia. During the plenary meeting, the EURO-PREVOB partners met with over thirty invited experts and stakeholders to discuss the project progress. We had the opportunity to benefit from the expertise and input of several well-known experts who were invited to talk about the policy areas relevant to EURO-PREVOB. These experts are:

**Dr Elizabeth Dowler** (Warwick University), on food and nutrition insecurity; **Dr Mike Rayner** (University of Oxford, British Heart Foundation Health Promotion Research Group), on nutrient profiling as basis for labelling and fiscal policy; **Dr Tim Lobstein** (International Obesity TaskForce) on Marketing to Children; **Dr Adriano Cattaneo** (Institute of Child Health IRCCS Burlo Garofolo) on Maternal and child nutritional health, **Professor Brian Martin** (Swiss Federal Institute of Sport Magglingen) on physical activity and the built environment; and **Dr Carmen Pérez Rodrigo** (Community Nutrition Unit at the Bilbao Department of Public Health) on comprehensive school policies and the "Diet and physical activity strategy" tool.

Participants worked intensively in working groups to review the draft policy analysis tool and provided very useful constructive feedback which has informed the next stages of the project. The policy analysis tool as it stands to date has taken on board this feedback. The next official Advisory Board and Scientific Committee meeting will take place in Sarajevo, in October 2008.



The EURO-PREVOB team and supporters

**\*\*\*FORTHCOMING MEETINGS AND CONFERENCES 2008\*\*\***

Please find below a few meetings and conferences of interest that will take place this year:

**UCL Public Seminar: Obesity – What hope for change?** Tuesday 1 July 2008, 5pm, London, United Kingdom.  
<http://www.ucl.ac.uk/iish/seminars.htm>

**The 7th International Conference on Urban Health : Knowledge Integration: Successful Interventions in Urban Health**, 29–31 October 2008, Vancouver, British Columbia, Canada.  
<http://www.icuh2008.com/>

**8th IUHPE European conference on health promotion and education: new frontiers: future political, cultural and scientific challenges for health promotion**, 9–13 September 2008, Turin, Italy.  
[www.hp08torino.org](http://www.hp08torino.org)

**International Society of Behavioral Medicine**, August 2008, Tokyo, Japan.  
<http://www.icbm2008.jp/>

**Annual Conference & Meeting of HEPA Europe**, 8–10 September 2008, Glasgow, United Kingdom.

**International Conference on Childhood Obesity**, 13–16 November 2008, Hong Kong.  
[www.cuhk.edu.hk](http://www.cuhk.edu.hk)

**12th World Congress on Public Health: Making a Difference in Global Public Health: Education, Research and Practice**, 27 Apr–1 May 2009, Istanbul, Turkey.  
[www.worldpublichealth2009.org](http://www.worldpublichealth2009.org)

**\*\*\*RELEVANT NEWS, SCIENTIFIC REPORTS AND PAPERS OF INTEREST\*\*\***

**\*NEWS RELEVANT TO EURO-PREVOB\***

**Nutrition front-of-pack labelling**

British supermarkets could be forced to place "traffic light" health warnings on food packaging as part of an aggressive anti-obesity drive by ministers. For the full article, visit:

<http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2008/03/25/nfood125.xml>

**Restrictions of marketing to children**

The world federation of consumer organisations, Consumers International (CI), and the International Obesity Task Force (IOTF) on 15 March 2008 launched proposals to drastically restrict the scope and scale of junk food marketing to children across the globe. The coalition of consumer groups and obesity experts is calling for the International Code on Marketing of Food and Non-Alcoholic Beverages to Children to be adopted by national governments, as part of the World Health Organization's (WHO) strategy to tackle obesity and diet-related disease. New

campaign site: [www.junkfoodgeneration.org](http://www.junkfoodgeneration.org). For the full press release, visit: [http://consint.live.poptech.coop/shared\\_asp\\_files/GFSR.asp?NodeID=97496](http://consint.live.poptech.coop/shared_asp_files/GFSR.asp?NodeID=97496)

*More children are watching junk-food adverts despite ban* (The Independent 07/04/08)

A ban was introduced by the UK Government in January on adverts for foods high in salt, sugar or fat, during programmes whose viewers were mainly under the age of 16, in an attempt to fight childhood obesity. For the full article, visit:

<http://www.independent.co.uk/news/media/more-children-are-watching-junkfood-adverts-despite-ban-805395.html>

*European Network on reducing marketing pressure on children*. This Network consists of countries in the WHO European Region who want to work together to find ways to reduce the marketing pressure on children of energy-dense, micronutrient-poor foods and beverages. To download the report, visit: [www.shdir.no/marketing](http://www.shdir.no/marketing)

## Physical activity environment

*The Health Promotion Agency for Northern Ireland launched a new campaign.* The Health Promotion Agency (HPA) for Northern Ireland has launched a new campaign entitled 'Every small step is a step forward', in a bid to get women more physically active. This public information campaign is for everyone but has a special focus on women, as current research shows that 72% of Irish women do not participate in enough physical activity. The campaign aims to show women how physical activity can be incorporated into their daily life with little disruption to their busy routine. The campaign highlights how making a few simple changes can have potential health benefits.

*£140m invested into cycling in the UK.* £140 million will be invested into cycling across England over the next 3 years. This six-fold increase in funding is set to help over half a million children learn how to cycle safely and to get adults back on their bikes. The money will be invested in the Bikeability cycle training scheme and in building another 250 safe links to schools which will connect another 500 schools to the National Cycle Network. More details about this funding can be found on the Government News Network site.

*UK: 15 mph speed limit to force people out of cars* (Daily Telegraph 25/03/08). Speed limits of just 15 miles per hour are to be introduced on major roads in planned new towns across the country as part of an effort to reduce global warming. For the full article, visit: <http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2008/03/24/nroads124.xml>. *New eco-towns to make it hard going for cars with 15 mph limit* (Guardian 26/03/08) <http://www.guardian.co.uk/environment/2008/mar/26/travelandtransport.greenbuilding>

*A UK council gives residents free access to sports centres to help fight the flab* (Daily Mail 20/03/08). A council in the North of England is offering residents free access to its sports centres in a bid to cut the nation's growing obesity problem and to improve health. For the full article, visit: <http://tinyurl.com/2t8xnh>

*Summary of responses to European Commission Green Paper "Towards a new culture for urban mobility"* (Department for Transport 28/01/08). The Department for Transport has published the summary of responses to the European Commission Green Paper "Towards a new culture for urban

mobility", which closed on 28 January. For further information, visit: <http://www.dft.gov.uk/consultations/closed/consult551greenurbanmobility/>. For a summary: <http://www.dft.gov.uk/consultations/closed/consult551greenurbanmobility/summary>

*EPHA position on Green Paper on urban mobility* (EPHA 01/04/08). The European Public Health Alliance (EPHA) showed its support for the detailed response submitted by their member, the European Heart Network, on the Green Paper on urban mobility launched by the Directorate-General for Energy and Transport. To download these documents, visit: <http://www.eph.org/a/2940>

*Government pledges to improve children's play – A consultation on the play strategy* (DCSF 03/04/08). This play strategy consultation document sets out how government departments propose to work together and with partners to create more and better opportunities for all children to play, building on the framework and investment laid out in the Children's Plan. The consultation closes on 18 July 2008. For further information, visit: <http://www.dcsf.gov.uk/consultations/conDetails.cfm?consultationId=1543>

*UK government pledges to improve children's play* (Guardian 3/04/2008). In the UK local authorities could be asked to set targets to improve children's play facilities, with new measures of play being recorded in national league tables, the Government announced on 2 April. Children, teenagers and their parents will take part in annual surveys quizzing them about play facilities. Satisfaction ratings will be used to judge the success of the local councils. The move is part of the first-ever government strategy on children's play, along with £235m to build 3500 new play facilities in every area as well as 30 hi-tech supervised adventure playgrounds. For the full article, visit: <http://education.guardian.co.uk/childrensministry/story/0,,2270717,00.html>

## Schools

*Ireland: Children concerned with social implications of obesity* (The Post 30/03/08). A new survey found that children are more concerned with the social consequences than with the health implications of being overweight or obese. The findings show that young people think that a healthy diet is one that means they will not gain weight. The



report, entitled *The Voice of Young People*, measures the attitudes of children, aged 10 to 14, on diet, lifestyle and obesity. The report is based on research commissioned by Pfizer Healthcare Ireland as part of its public health initiative "Way2Go". For the full article, visit: <http://archives.tcm.ie/businesspost/2008/03/30/story31658.asp>

*Scotland: Free school meals (The Scottish Government 25/03/08)*. The Scottish Government announced that it is extending the trial of free school meals for all primary one to three pupils in five council areas until the summer holidays. For the full article, visit: <http://www.scotland.gov.uk/News/Releases/2008/03/25113859>

*England: City's £2m plans for school meals (BBC News 15/04/08)*. Fruit-vending machines, water machines and salad bars are to be introduced in schools in Liverpool as part of a £2m drive to make school meals healthier. For the full article, visit: <http://news.bbc.co.uk/1/hi/england/merseyside/7347782.stm>

*Scotland: Ban on ice-cream and burger vans within 500 metres of schools (Scotsman 10/04/08)*. Burger and ice-cream vans are to be banned from outside school gates in a bid to tackle childhood obesity by a local authority in the UK. For the full article, visit: <http://news.scotsman.com/latestnews/Ban-on-icecream-and-burger.3966356.jp>

*US: School junk food ban creates "sugar pushers" (Daily Telegraph 26/03/08)*. A ban on the sale of junk food in California schools has sparked a thriving underground market with pupils turning "sugar pushers" and selling contraband confectionery to their peers. For the full article, visit: <http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2008/03/26/wsugar126.xml>

*UK: "Keep pupils in to stop them eating junk food" (Daily Telegraph 28/03/08)*. Children should be banned from leaving school at lunchtime so they cannot gorge themselves on junk food, a government body said on 28 March. For the full article, visit: <http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2008/03/28/nedu128.xml>

*Scotland: Children to be taught how to cook healthy meals in £2m campaign (The Herald 07/04/08)*. More than 20,000 overweight

children are to be given counselling and taught how to cook healthy meals as part of a £2m drive to tackle obesity in Scotland. For the full article, visit: <http://tinyurl.com/3rz2dy>

*UK: Ministers attacked over school fields sale (Guardian 30/03/08)*. For the full article, visit: <http://education.guardian.co.uk/schools/story/0,,2269346,00.html?gusrc=rss&feed=fromtheobserver>. Related article: *Is it time to let children play outdoors once more?* (Guardian 30/03/08) <http://www.guardian.co.uk/society/2008/mar/30/children.health>

### **Maternal and young child services**

*Implementation of the Baby Friendly Initiative recommended*. Three significant documents designed to influence NHS policy and practice have recently been published:

1. *NICE*. The National Institute for Health and Clinical Excellence (NICE) has published new Public Health Guidance on improving the nutrition of pregnant and breastfeeding mothers and children in low-income households. For full report and quick reference guide, visit:

<http://www.nice.org.uk/guidance/index.jsp?action=byID&o=11943>

2. *SACN*. The Scientific Advisory Committee on Nutrition (SACN) has reviewed the findings of the 2005 Infant Feeding Survey and made recommendations to improve infant feeding practice and inform policy. To view full report, visit:

[www.sacn.gov.uk-sacn\\_infant\\_feeding\\_survey.pdf](http://www.sacn.gov.uk-sacn_infant_feeding_survey.pdf)

3. *Healthy weight, healthy lives: A cross-government strategy for England*. This report outlines the Government's strategy for tackling obesity in England. To view full report, visit: [http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_082378](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_082378)

*Scotland: Baby research centre for capital (BBC News 10/04/08)*. The Prime Minister's wife is to open a research centre in Edinburgh aimed at improving the health of pregnant women and their unborn babies. For the full article, visit:

[http://news.bbc.co.uk/1/hi/scotland/edinburgh\\_and\\_east/7338647.stm](http://news.bbc.co.uk/1/hi/scotland/edinburgh_and_east/7338647.stm)



US: *Preschool program prevents early obesity trend (Reuters UK 28/03/08)*. Investigators say an obesity prevention programme that helps preschoolers get on the road to healthy eating has shown impressive results in early testing in eight subsidised inner-city childcare centres in Miami Dade County, Florida. The results were presented earlier this year at the American Heart Association's Conference on Nutrition, Physical Activity and Metabolism. For the full article, visit:

<http://www.reutershealth.com/archive/2008/03/28/eline/links/20080328elin005.html>

### Community

*Urban agriculture in London*. London Food Link is organising a conference looking at the potential for more urban agriculture in the capital. The event is part of the London Festival of Architecture and will take place on 30 June 2008 at City Hall. For more information and to book a place at the event, please email: [londonfoodlink@sustainweb.org](mailto:londonfoodlink@sustainweb.org). More details are available on: [www.londonfoodlink.org](http://www.londonfoodlink.org).

*Update from the Food for Life Partnership in London*. The Food for Life Partnership (FFLP) is a network of schools and communities across England committed to transforming food culture. Food for Life Partnership schools aim to offer local farmers secure markets for seasonal and sustainably-produced food. For further information, visit: [www.foodforlife.org.uk](http://www.foodforlife.org.uk).

US: *Walkable towns curb obesity, pollution, expert says (Reuters UK 01/04/08)*. Designing walkable communities is a cost-effective way to address the growing epidemic of obesity in the USA and to cut down on harmful car emissions and pollution, a researcher told the American College of Sports Medicine's 12th annual Health and Fitness Summit in Long Beach, California. For the full article, visit: <http://uk.reuters.com/article/healthNews/idUKCOL15888220080401?rpc=401&>

### \*REPORTS\*

*The prevention of lifestyle-related chronic diseases: an economic framework*. Franco Sassi and Jeremy Hurst. Organisation for Economic Co-operation and Development - 25 Mar 2008. OECD Health Working Paper No. 32. Available online as PDF file [78pp.] at: <http://www.oecd.org/dataoecd/57/14/40324263.pdf>

*Healthy weight, healthy lives. A cross-government strategy for England*. Published on 23 January 2008. To view full report, visit: [http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_082378](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_082378)

Health Committee asks Primary Care Trusts, NHS Confederation and Healthcare Commission how NHS can reduce health gap between richest and poorest in society <http://www.parliamentlive.tv/Main/VideoPlayer.aspx?meetingId=1496>

## DISSEMINATION AT CONFERENCES AND MEETINGS

### 6<sup>th</sup> International Nutrition and Dietetics Congress, Ankara, Turkey, April 2008

One poster was presented by Gülden Pekcan: Tackling the social and economic determinants of nutrition and physical activity for the prevention of obesity across Europe: EURO-PREVOB (see poster on page 8).

### 16<sup>th</sup> European Congress on Obesity, Geneva, Switzerland, May 2008

Two posters were presented by Cécile Knai: 1) Tackling the social and economic determinants of nutrition and physical activity for the prevention of obesity across Europe: EURO-PREVOB; and 2) Development of a policy analysis tool for obesity prevention: the contribution of EURO-PREVOB (see poster on page 8).



**TACKLING THE SOCIAL AND ECONOMIC DETERMINANTS OF NUTRITION AND PHYSICAL ACTIVITY FOR THE PREVENTION OF OBESITY ACROSS EUROPE: EURO-PREVOB**

**Pekcan G.<sup>1</sup> and the EURO-PREVOB Consortium<sup>2</sup>**  
<sup>1</sup> Hacettepe University Department of Nutrition and Dietetics 06100 Sıhhiye/ Ankara /Turkey [gpokcan@hacettepe.edu.tr](mailto:gpokcan@hacettepe.edu.tr)  
<sup>2</sup> 14 partners from 11 countries

**BACKGROUND**

The prevalence of obesity has risen up to three-fold in the last two decades. Half of all adults and one in five children in the WHO European Region are overweight. Of these, one third are already obese, and numbers are increasing fast. Overweight and obesity contribute to a large proportion of noncommunicable diseases, shortening life expectancy and adversely affecting the quality of life. More than one million deaths in the Region annually are due to diseases related to excess body weight<sup>1</sup>. It is possible to reverse the trend and bring the epidemic under control.

There is a clear need for European countries to coordinate their scientific, regulatory and policy responses to this challenge.

<sup>1</sup> Proposed Second WHO European Action Plan for Food and Nutrition Policy 2007-2012.  
<sup>2</sup> WHO European Ministerial Conference on Countering Obesity, Istanbul, 15-17 Nov, 2006.

**DESCRIPTION OF SCIENTIFIC WORK**  
**Preliminary work and design of tools**

WP1: Project launch  
 WP2: Set-up of a database of European experts and stakeholders analysis  
 WP3: Review of the literature  
 WP4: Development of policy analysis tools  
 WP5: Development and coordination of the sub-regional analysis

**WP4: DEVELOPMENT of a POLICY ANALYSIS TOOL to assess the following policy areas nationally and at the community level**

- food and nutrition insecurity
- restriction of advertising and marketing
- product labelling
- built environment and active transport
- fiscal policies
- comprehensive policies at schools
- maternal and infant health

This tool is currently being developed and will be discussed with partners and stakeholders at the 1st Policy meeting of the EURO-PREVOB Consortium.

**Subregional analysis**

WP6: Pilot test and working group in Central and Eastern Europe  
 WP7: Pilot test and working group in the CIS  
 WP8: Pilot test and working group in Nordic-Baltic Countries  
 WP9: Pilot test and working group in Southern Europe  
 WP10: Pilot test and working group in South Eastern Europe

**PROJECT PARTNERS**  
 Bosnia and Herzegovina, Czech Republic, Denmark, France, Italy, Latvia, Russian Federation, Slovenia, Switzerland, Turkey, United Kingdom.

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**DURATION OF THE PROJECT:** 04/2007 – 03/2010

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 Website: [www.europrevob.eu](http://www.europrevob.eu)




Gülden's poster at the 6<sup>th</sup> International Nutrition and Dietetics Congress, April 2008

**Development of a policy analysis tool for obesity prevention: the contribution of EURO-PREVOB**

Knai, C<sup>1</sup>, Branca, F<sup>2</sup>, Pomerleau, J<sup>1</sup>, McKee, M<sup>1</sup>, Robertson, A<sup>3</sup>, Brunner, E<sup>4</sup>, Rutter A<sup>5</sup>, Pudule, I<sup>6</sup>, Maiani, G<sup>7</sup>, Mistura, L<sup>7</sup>, and the EURO-PREVOB Consortium

<sup>1</sup> London School of Hygiene & Tropical Medicine, London, United Kingdom; <sup>2</sup> World Health Organization, Regional Office for Europe, Copenhagen, Denmark; <sup>3</sup> Suhl's University College, Copenhagen, Denmark; <sup>4</sup> University College London, London, United Kingdom; <sup>5</sup> South East Public Health Observatory, Oxford, United Kingdom; <sup>6</sup> Public Health Agency, Riga, Latvia; <sup>7</sup> National Institute for Food and Nutrition Research, Rome, Italy

**Background**

EURO-PREVOB ([www.europrevob.eu](http://www.europrevob.eu)) is a new coordination action project linking science and policy-making to tackle obesity in Europe. The project is funded by the European Commission's 6th Framework Programme and involves 13 participants from 10 European countries (Bosnia and Herzegovina, Czech Republic, Denmark, France, Italy, Latvia, Slovenia, Switzerland, Turkey, United Kingdom). It is coordinated by the London School of Hygiene & Tropical Medicine and is set to run for three years, from 1 April 2007 to 31 March 2010. The objectives of the project are to:

1. Improve the understanding of the broad determinants of and inequalities in obesity;
2. Identify policy initiatives that can impact positively on the determinants of obesity;
3. Develop and pilot policy analysis tool;
4. Develop and disseminate guidelines and recommendations for best practice.

**Development of the Policy Analysis Tool**

A concept paper on policy analysis proposes a framework for policy analysis, outlines methods for policy analysis, and presents the principles guiding the development of the EURO-PREVOB policy analysis tool.

**The components of the policy analysis tool**

The policy analysis tool has two main components:

1. **POLICY DEVELOPMENT CHECKLIST** to assess 'policy on the books' i.e. the stage at which the identified policy areas are in terms of:
  - **Policy adoption** e.g. Is there a policy? Do components of the policy focus on socioeconomic inequalities / on obesity?
  - **Policy implementation** e.g. Implementation structure in place? Financial and human resources allocated?
  - **Policy evaluation** e.g. Evaluation mechanism planned? Monitoring system?
2. **COMMUNITY QUESTIONNAIRE** to assess 'policy on the streets' (direct observation)
  - **Food and nutrition environment** e.g. the cost and availability of indicative food items in affluent vs. deprived neighbourhoods; the nature and extent of television advertising during selected times; the cost and marketing related to selected fast food items in different neighbourhoods;
  - **Natural and built environment** e.g. 'walkability' and 'bikability', availability of public transportation, green spaces, recreational facilities in affluent vs. deprived neighbourhoods.

**Objective of the Policy Analysis Tool**

The policy analysis tool should assist public health researchers and decision-makers assess the potential impacts of suggested policies on dietary intake, physical activity level and obesity in Europe, and on the distribution of those impacts within the population. The goal of the policy analysis tool is chiefly to assess the extent of development and implementation of selected policy areas, so as to eventually inform further research and action as a follow-up of EURO-PREVOB.

**Policy areas to be analysed**

Seven policy areas covering food and nutrition, physical activity, socioeconomic status and inequalities in obesity have been identified for a comparative evaluation in five countries from different European sub-regions. The **priority policy areas to be analysed** in the five sub-regions are:

- Food and nutrition insecurity
- Product labelling
- Restriction of advertising and marketing
- Fiscal tools e.g. taxes and subsidies
- Built environment and active transport
- Comprehensive policies at school
- Maternal and infant health

**Piloting the policy analysis tool**

The policy analysis tool will be piloted in five sub-regions of Europe to assess its applicability:

- Central and Eastern Europe (Czech Republic)
- Nordic-Baltic Region (Latvia)
- Southern Europe (Turkey)
- South Eastern Europe (Bosnia and Herzegovina)
- Western Europe (France)

Methods are being developed to ensure the overall coherence of the piloting process, and process evaluation. The relevance and applicability of the policy analysis tools within and between the sub-regions will be discussed.

Cécile's poster at the 16<sup>th</sup> European Congress on Obesity, May 2008

## Fifth Social Medicine/Public Health Days, Mostar, Federation of Bosnia and Herzegovina, May 2008

The Fifth Social Medicine/Public Health Days were held in collaboration with the Association of Social Medicine/Public Health Professionals and Associates of Federation of Bosnia and Herzegovina,

Over 70 participants, mainly experts in public health, environmental health and clinical experts from



Bosnia and Herzegovina and Montenegro were present. The seminar covered five thematic fields: implementation of health care reform, communicable diseases as a public health problem, noncommunicable diseases as a public health problem, environmental risk factors and their impact on health, and the celebration of the World No Tobacco Day.

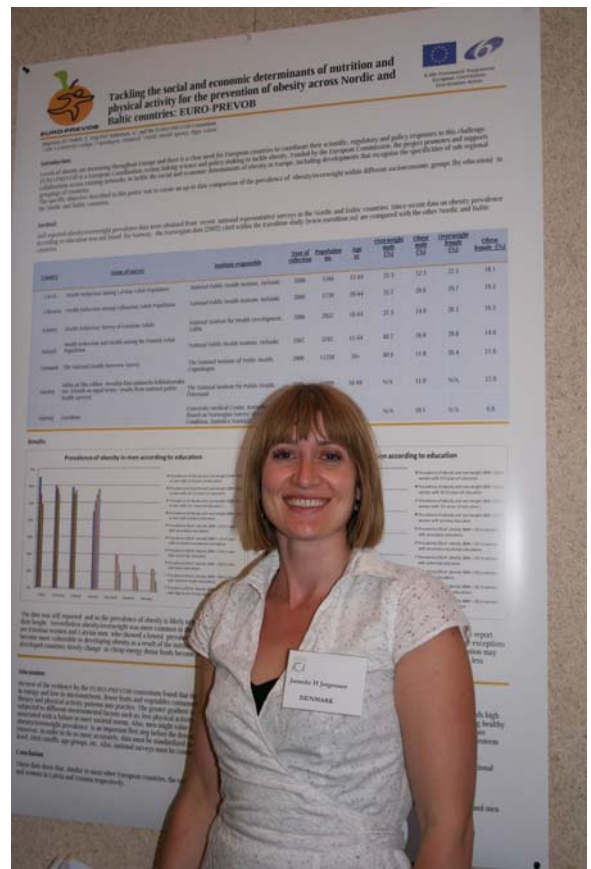
Within the non-communicable diseases theme eight papers devoted to obesity and physical inactivity as a risk factors for development of chronic diseases were presented. The EURO-PREVOB fact sheet as well as three issues of EURO-PREVOB newsletters were translated into Bosnian and distributed at the seminar.

A colleague reading EURO-PREVOB materials at the Fifth Social Medicine/Public Health Days, Mostar



## Nordic Nutrition Conference, Copenhagen, Denmark, June 2008

Two posters were presented: 1) Developing an understanding of the co-existence of obesity and food insecurity: EURO-PREVOB; and 2) The different social gradients of obesity in Nordic and Baltic countries: EURO-PREVOB.



Pernille Malberg Dyg and Janneke Hartvig Jørgensen presenting their posters at the Nordic Nutrition Conference





## EURO-PREVOB CONTACTS

For additional information please visit the EURO-PREVOB website at [www.europrevob.eu](http://www.europrevob.eu) or email your questions, comments or suggestions directly to us ([europrevob@lshtm.ac.uk](mailto:europrevob@lshtm.ac.uk)).

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