Tackling Childhood Obesity in Europe through Prevention and Partnership

Tuesday 22nd April 2014
NH Hotel du Grand Sablon
Brussels
Overview

Childhood obesity is a major public health concern in Europe and according to the European Commission, around 22 million children in the European Union are considered overweight or obese, with the numbers growing by 400,000 every year. Chronically overweight children face a number of serious health, social and psychological challenges such as cardiovascular diseases, diabetes, problems in school and low self-esteem. According to the World Health Organisation, overweight children have a 60 per cent chance of remaining overweight or obese as adults.

The EU has an important role to play in dealing with these challenges through its public health, education and consumer policies. As part of its strategy on nutrition and physical activity, the European Commission launched the EU Platform on Diet, Physical Activity and Health in 2006. The Platform brings together a wide range of stakeholders such as food manufacturers, advertisers, consumers, NGOs, health professionals and public authorities and gives them the opportunity to collect good practices that can be rapidly disseminated and replicated in Member States.

Whilst maintaining that obesity is a complex and multifaceted problem which therefore requires a comprehensive approach, prevention, achieved through a variety of strategies focused in particular on children and, even earlier, on pregnant women, seems to be the most effective intervention. As childhood is an important period for forming healthy behaviours, the focus on early intervention in schools and families should be encouraged. Schools provide an ideal setting for children to understand the importance of healthy nutrition and lifestyle. Thus, the implementation of innovative projects at local and EU levels can play a pivotal role in raising awareness of the obesity issue.

This timely international symposium aims at reigniting the debate about an EU-wide strategy to tackle the issue of childhood obesity, evaluating current frameworks for action, the latest institutional developments and review the most relevant evidence-based interventions to promote healthy diets and physical activity aimed at preventing obesity. The symposium will provide a platform for the discussion of a better European regulatory framework, support the exchange of ideas and encourage delegates to engage in thought-provoking topical debate whilst sharing best practices and lessons learnt.

Why Attend?

- Discuss current EU policy initiatives and priorities, and the need for a continent-wide framework for breaking the cycle of obesity in Europe
- Examine the progress, challenges and next steps in tackling obesity and explore ways in which to encourage healthy lifestyle habits in every child
- Highlight the crucial importance of pre-conceptual years for effective obesity prevention and intervention at an early stage of life
- Analyse and learn from examples of best practices in different Member States and establish recommendations for future actions

Who Should Attend?

- Public Health Practitioners
- Health Promotion Practitioners
- Child Health Visitors
- Family Nurse Partnerships
- General Practitioners
- Local Authority Officers and Councillors
- Central Government Departments and Agencies
- Heads of Children’s Services and Teams
- Pre-School, Infant School, Primary and Secondary School Head Teachers and Staff
- School Nurses
- Health Service Professionals
- Youth Services
- Leisure Services
- Food and Drinks Industry Professionals
- Midwives
- Maternity Care and Midwifery Organisations
- Maternity Support Workers
- NHS Training Departments
- Parent Participation Teams
- Parental Engagement Teams
- Paediatricians
- Teenage Pregnancy Coordinators and Advisors
- Local Pregnancy Advisory Services
- Heads of Early Years
- Play Groups
- Social Workers and Social Services Officers
- Family Planning Clinics
- Integrated Disabled Services
- Local Education Authorities
- Safeguarding Children Teams and Local Safeguarding Boards
- Voluntary and Community Organisations
- Third Sector Practitioners and Organisations
- Trade Unions
- Equality, Diversity and Human Rights Practitioners
- Academics and Researchers

Enquiries: 0845 606 1535 www.publicpolicyexchange.co.uk

Venue and Accommodation

NH Hotel Grand Sablon, Rue Bodenbroek 2/4. B-1000 Brussels Belgium

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Tackling Childhood Obesity in Europe through Prevention and Partnership

Programme

09:15 Registration and Morning Refreshments

10:00 Chair’s Welcome and Opening Remarks

10:10 Discussing the EU Framework for Action
• Addressing Policy Challenges - The Need for an Integrated Approach to Obesity
• Understanding the EU Strategy on Nutrition and Obesity - Towards an Action Plan on Childhood Obesity
• Good Practices from the EU Platform for Diet, Physical Activity and Health
• Future Actions Needed to Tackle Obesity at EU Level

10:40 First Round of Discussions

11:10 Morning Coffee Break

11:30 Promoting Comprehensive Approaches in the Early Years
• Focusing on Prevention in Schools - Healthy Eating Habits and Physical Activity as a Lifestyle
• Determining Eating Behaviours
• Identifying and Promoting Good Practices and Education Campaigns
• Examples of Innovative Projects

12:00 Second Round of Discussions

12:30 Networking Lunch

13:30 Assessing the European Situation - Main Challenges and Policy Responses
• General Trends and Figures
• Driving Forces for Child Obesity in Europe - Examining Socioeconomic Factors
• The Epode Methodology - Progress and Success
• Collecting and Analysing Data Across Member States
• Recommendations

14:00 Third Round of Discussions

14:30 Afternoon Coffee Break

14:50 Encouraging Cross-Border and Action-Focused Partnerships across the EU
• Risks and Opportunities for Food Industry-Institution Partnerships
• Taxing and Labelling Unhealthy Products as a Policy Response
• Providing Better Information on Food Products: Promoting Responsible Marketing and Advertising
• Discussing the Role of Civil Society, the Media and Industry
• Conclusions and Recommendations

15:20 Fourth Round of Discussions

15:50 Chair’s Summary and Closing Comments

16:00 Networking Reception

16:30 Symposium Close

**Please note that the programme is subject to change without notice**

Event Details

Date: Tuesday 22nd April 2014
Time: 10:00am – 4:30pm
Venue: NH Hotel du Grand Sablon, Brussels

Key Speakers

✓ Artur Furtado, Head of Service, Nutrition and Physical Activity, DG Health and Consumers, European Commission (confirmed)
✓ Dr Roberto Bertollini, WHO Representative to the EU and Chief Scientist, WHO Regional Office for Europe (confirmed)
✓ Henriette Hansen, Project Manager, South Denmark European Office, Representing the HEPCOM Project (confirmed)
✓ Dirk Jacobs, Deputy Director General and Director, Consumer Information, Diet and Health, FoodDrinkEurope (confirmed)
✓ Tam Fry, Honorary Chairman, Child Growth Foundation and Spokesman, National Obesity Forum; Expert Advisory Team Member, Action on Sugar (confirmed)
✓ Hugues Ruault du Plessis, EPHE Coordinator, EPODE International Network (confirmed)
✓ Jacob Schouenborg, Secretary General, International Sport and Culture Association (confirmed)

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