

EU ACTION PLAN ON CHILDHOOD OBESITY 2014 - 2020

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Introduction



- Epidemic levels in developed countries (table)
- **Environmental factors**
- **lifestyle preferences**
- **cultural environment**
- Risk of chronic disease
- Priority population: children and young people
- Prevention – built environment, physical activity and diet
- Schools, preschool institutions, after school care services



	Germany	Belgium	Poland	Bulgaria	Spain	Greece
over weight	8%	9,5%	10,4%	11%	11,9%	14%
obese	1,9%	2,1%	2,4%	4,2%	4,1%	5,7%
total	9,9%	11,6%	12,8%	15,2%	16%	19.7%

Toy Box study, 2012 – Report of a HLG, Brussels, April, 2014
7 000 children, 3.5 – 5.5 ages



60% of EU citizens seldom or never engage in physical exercise (Eurobarometer study on sport and Ph.A.)



- **2007 White Paper on Sport** (Strategy for Europe on nutrition, obesity and overweight-related health issues)
- **EU Platform for action on diet, physical activity and health**
- High level group on nutrition and physical activity
- **2008 EU Physical Activity Guidelines (EU XG SH&P)**
- **2011 Communication on developing the European dimension in sport**
- **2012 EP Resolution on the European dimension in sport**, EU funding for projects promoting physical activity



EU Action Plan on Childhood obesity 2014 - 2020

- **Irish presidency** – Health Minister informal meeting (Dublin, 2013)
- January 2014 – EU Platform – to signal ongoing commitment and develop new commitments linked on childhood obesity
- **HLG on Nutrition and Physical Activity** – (Conference, Feb, 2014 - Greek)
- **EU Action Plan on Childhood Obesity** (March, 2014)
- implementation of the **EU Strategy for Europe on Nutrition, Overweight and Obesity-related Health issues**
- **Recommendation on Health - Enhancing Physical Activity across Sectors** (November, 2013)





- **Goal: to halting the rise in overweight and obesity**
- 0-18 ages children and young people by 2020
- ...

- **3 main types of stakeholders:**
- 28 MS and EC
- international organisation (WHO)
- **civil society** (sport NGOs), research institutes



8 working areas

- Support a healthy start in life
- Promote healthier environments (schools, pre-schools)
- Make the healthy option the easier option
- Restrict marketing and advertising to children
- Inform and empower families
- **Encourage physical activity**
- Monitor and evaluate
- Increase research





Physical activity

- 2012 – **only 1 in 5 children in EU** – regular moderate to vigorous intensity exercise
- PA tends to drop off between the ages of 11 to 15 in most countries
- Austria, Finland, Norway and Spain – 11-15 years boys - 50% decreases
- **Level of 15 year old girls – less than half that recorded at age 11**
- Girls: Austria, Ireland, Romania and Spain – over 60% decreases
- **Physical environment – problem - prevalences**



Operational objectives to encourage physical activity

- **Strengthened promotion of PA policies** (EU PHA guidelines, support HEPA activities, networks and studies, develop and implement national PhA guidelines)
- **Supportive role of urban design and planning in order to reduce after-school sedentary behaviour** (improving infrastructures, facilitate urban environments, walking and biking infrastructure....)
- **Increase the awareness of and participation in the European Week of Sport** (target group – children, schools)



Questions to audience

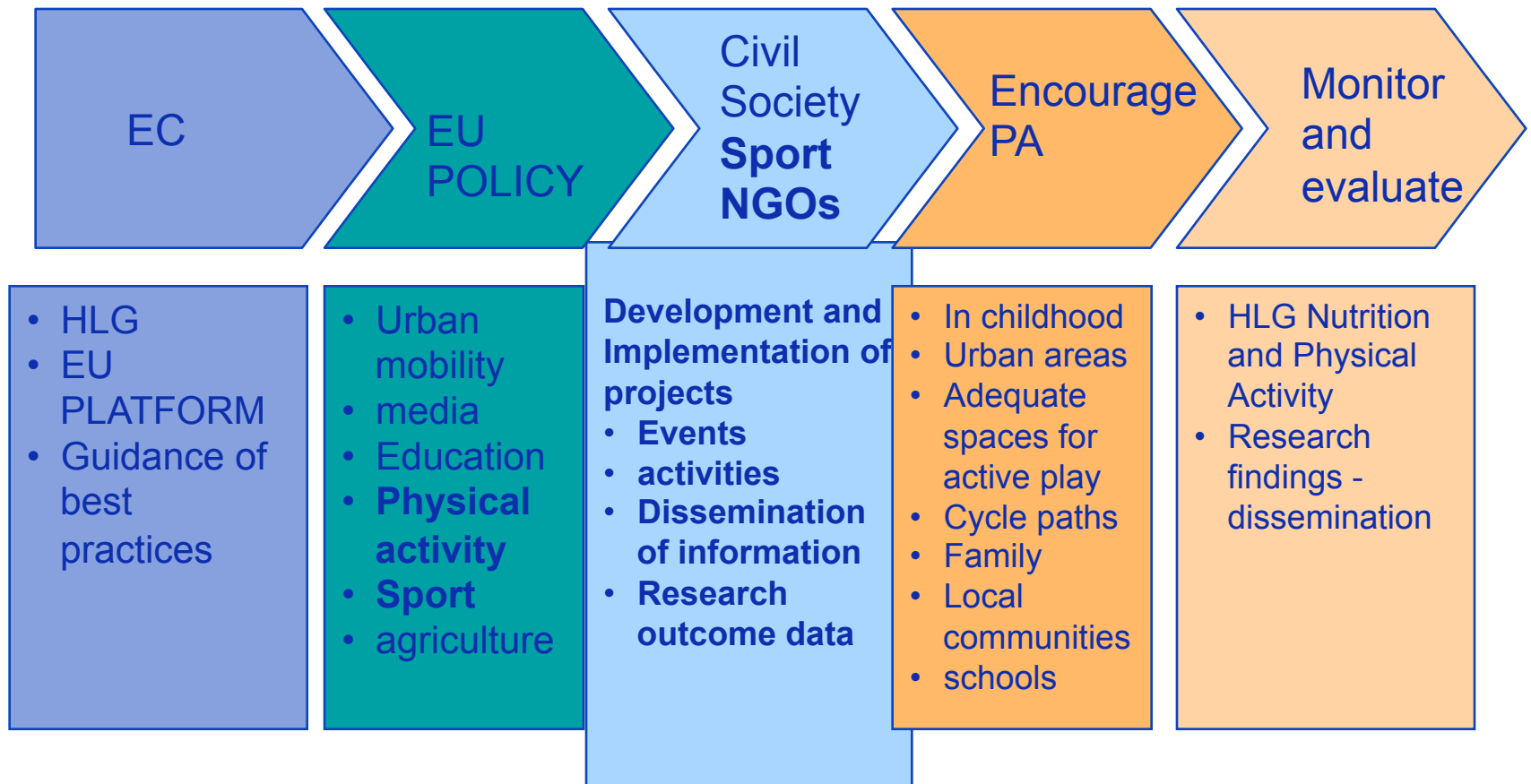
programme(s)

importances to sport NGOs

future activities, cooperation



Process of the key priorities – Action Plan



ENGSO members and partners - actions

- The members of the High Level Group invite the EU Platform **to develop new commitments**, linked on childhood obesity in line with this Action Plan
- 1 commitment – “THE ROLE OF HEALTH IN GRASSROOTS SPORT” (Health4Sport)
- Each Member State can thus develop, implement and/or evaluate **their own national action plan** on childhood overweight and obesity (encourage PA)
- European week of sport
- Regular events
- Top level athletes – promoter of physical activity





http://www.naeyc.org/childhood_obesity_resources

HEALTHY GROWTH AND DEVELOPMENT FOR CHILDREN AND YOUNG PEOPLE !!

