

TASK 6.1

ESTABLISHMENT OF THE EU EXPERT GROUP AND NATIONAL INTERSECTORAL WORKING GROUPS

TERMS OF REFERENCE

1. EXPERT GROUP

The Expert Group will be composed of the key EU and WHO health experts and other sectoral experts in the field of reducing marketing of unhealthy foods to children, linked with WP4. Other sectors will include DG AGRI, DG CONNECT, DG Internal Market, Industry, Entrepreneurship and SMEs and others. Leading experts on digital marketing and social inequalities will also be included as well as representatives from the JRC, WHO, OECD and MS with experiences of implementation actions in this area.

This group aims to:

- Support prioritising effective actions on the best practices to reduce unhealthy food marketing to children.
- Provide recommendations for the development and implementation of WP tasks: transposing the new AVMSD and developing an EU harmonised and comprehensive monitoring protocol for reducing unhealthy food marketing to children.
- Facilitate the sustainability elements of the Roadmap.

The establishment of the Expert Group, supported by the EU Steering Group on Health Promotion, Disease Prevention and Management of Non-Communicable Diseases, will enable gathering different and important experts, ensuring a continuous and fundamental action in reducing marketing of unhealthy foods to children at the EU level.



Expert Group on actions to reduce marketing of unhealthy foods to children

Dear Dr _____,

We have the honour to invite you to be a member of the Expert Group on actions to reduce marketing of unhealthy foods to children, established within the European Union Joint Action Best-ReMaP.

This Expert Group will be composed of health and other sectoral experts to advise on the actions to reduce marketing of unhealthy foods to children. This group will be established by WP6 (Best practices in reducing marketing of unhealthy food products to children and adolescents), linked with WP4 (Sustainability and Integration in National Policies).

This group will support prioritising effective actions on the best practices to reduce unhealthy food marketing to children. The Expert Group will also support and provide added value for several WP6 tasks. Particularly, concerning the new revised Audio-Visual Media Services Directive's transposition, the development of the EU proposal for the monitoring protocol, and the EU proposal for the Framework for Action on reducing unhealthy food marketing to children.

The Expert Group will have a fundamental part in helping to facilitate the sustainability elements of the Roadmap. Ideally, this group will gather two times per year during the progress of the Joint Action.

Given your technical expertise and knowledge in this field, we have the pleasure of inviting you to participate in this group.

We would be grateful if you could confirm your interest and availability with a copy to Margarida Bica (margaridabica@dgs.min-saude.pt), at your earliest convenience. Detailed information on the logistics will be sent in due course.

Yours sincerely,

Maria João Gregório, on behalf of WP Leaders

Maria João Gregório
Directorate-General of Health, Portugal
(mariajoaobg@dgs.min-saude.pt)

Ursula O'Dwyer
Department of Health, Ireland
(ursula_o'dwyer@health.gov.ie)

TASK 6.1

NATIONAL INTERSECTORAL WORKING GROUPS

The national intersectoral working groups were planned to facilitate the implementation of the tools developed within WP6. Therefore, each country may coordinate the group and its meetings in the most convenient and adjusted manner.

The most important aspect is that by the end of the Joint Action it will be possible to demonstrate that there have been efforts and progress in the area of reducing marketing of unhealthy foods to children in each participating country.

Support regarding meetings of the national intersectoral working groups

When should these meetings be organised?

According to the described in the Grant Agreement, “regular meetings, at least twice a year, will be convened and the outcome presented at the national stakeholder workshops, linked with WP2”.

Ideally, two meetings per year should be organised, for example, one per each semester. However, the frequency may be adjusted to each country context and to the current work and initiatives on the field of reducing unhealthy food marketing to children.

What is expected for these meetings?

The establishment of the national intersectoral working groups was planned in order to support the implementation of WP6 tools in the national context. These meetings could be an opportunity to analyse, discuss and plan the implementation of each activity, namely: (1) adaptation and implementation of the EU harmonised nutrient profile model for the identification of foods not permitted to be marketed to children; (2) pilot of the EU harmonised monitoring protocol for unhealthy food marketing to children and adolescents; (3) implementation of the codes of practice on reducing unhealthy food marketing to children; (4) implementation of the EU harmonised EU Framework for Action on reducing unhealthy food marketing to children.

Additionally, all the challenges, difficulties and facilitators found during the process of planning and implementing any of these activities may also be discussed during these meetings and, ideally, shared with WP6 team afterwards. Sharing each country experience will be of great help

to improve and strengthen the final deliverable of this WP – the EU harmonised EU Framework for Action on reducing unhealthy food marketing to children – which combines all the work developed in WP6 during this Joint Action.

After each of these meetings, what is supposed to be delivered to the WP6 team?

- Minutes of this meeting (bullet points are enough)
- WP3 Questionnaire on the national intersectoral working groups' meetings.

Please consider that this is merely for internal reporting, not to assess the organisation and coordination of these meetings.

- WP3 Questionnaire on the national intersectoral working groups' meetings

This questionnaire aims to gather information on the satisfaction and experiences of the national intersectoral working groups' members with this meeting.

To facilitate the completion and analysis of this questionnaire, only one questionnaire will be filled per one national meeting. Therefore, this questionnaire is to be filled in by the local organizer of the national working group meeting – the participating partner of the Best-ReMaP WP6 – taking into consideration the course of the meeting and the feedback from the participants (stakeholders).

The objectives of each meeting may be updated in the questionnaire, accordingly to each country interest and the number of the meeting.

In this questionnaire, should it be reported the number of actual participants or the number of stakeholders/organisations?

In this questionnaire there is one question (“3. How many stakeholders participated”) where the actual number of participants may be reported. The following question (“4. What sectors were presented at the meeting”) is to specify the sectors represented, and if considered adequate and relevant, the organisations.

TERMS OF REFERENCE

As stated in the WHO Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children, Member States should develop appropriate multisectoral approaches to deal with the marketing of food to children¹. In this regard, Task 6.1 foresees the establishment of a national intersectoral working group in participating Member States.

This group aims to:

- Analyse and discuss the adaptation of the transposition of the new AVMSD, including the EU harmonised NPM, and the implementation of the EU harmonised monitoring protocol for reducing unhealthy food marketing to children, in national contexts.
- Through sharing MS experiences during WP Tasks implementation and development, support the development of the EU Framework for Action on reducing unhealthy food marketing to children.
- Continue to support the progress and sustainability of the WP6 outputs in their national contexts, after the end of the Best-ReMaP Joint Action.

The new AVMSD also refers the importance of parties involved having oversight over different sectors. We consider this as an opportunity to establish these national intersectoral working groups that will bring together different stakeholders, fostering the dialogue and creating opportunities for greater intervention and action in this area of restricting unhealthy marketing to children. The establishment of the national intersectoral working groups will be valuable to the implementation of the WP6 tasks, but more importantly will support the sustainability of the developed measures after the end of the Joint Action, ensuring the protection of children from harmful marketing practices.

Sectors that may actively integrate the national intersectoral working groups:

- Health Sector
- Consumer protection
- Audio-visual sector
- Education sector
- Culture sector

¹ World Health Organization. Set of recommendations on the marketing of foods and non-alcoholic beverages to children (2010)

- Children Protection
- Advertising Agencies/Authorities

As an example, please verify in Box 1 the outline national intersectoral group of Ireland.

Box 1. Ireland Intersectoral Group as an example

Department of Health (chair)
 Department of Agriculture, Food and the Marine
 Department of Children
 Food Safety Authority of Ireland
 Health Service Executive
 safefood -Food Safety Promotions Board
 Association of Advertisers in Ireland
 Broadcasting Authority of Ireland
 Advertising Standards Authority of Ireland
 Institute of Advertising Practitioners in Ireland

Please find on Box 2 the entities involved during the process of approving the Law, which imposes restrictions to unhealthy food marketing aimed at children under 16, in the Portuguese Parliament. Parliament groups (parties) developed the proposal, and several experts and associations, from different sectors, were invited to state their opinion about the Law's proposal.

Box 2. Opinion Reports provided during the process of the approval of Law that imposes restriction to unhealthy food marketing aimed at children under 16 in Portugal

AHRESP – Food and Beverage Sector Association
 AMD – Portuguese Direct Marketing Association
 APAN – Portuguese Advertising Association
 APAP – Portuguese Association of Advertising, Communication and Marketing Agencies
 apDC – Portuguese Consumer Law Association
 APED - Portuguese Association of Distribution Companies
 API – Portuguese Press Association
 DECO – Consumer protection
 DGC – Portuguese Directorate General for Consumers
 FIPA - Federation of the Portuguese Agri-Food Industry
 ICAP – Civil Institute of Self-Discipline Advertising
 Mars Portugal
 Ministry of Economy
 Directorate-General of Health
 Experts – Public Health and Nutrition
 Professional Order of Nutritionists