



EU Joint Action Best-ReMaP

Workshop on Nutrient Profiling Capacity Building to restrict unhealthy food marketing to children

21st June 2021 – 10 am (CEST)

Zoom meeting

10h00 – Welcome

Introduction from the coordinators

Maria João Gregório (DGS Portugal)

Mojca Gabrijelcic (NIJZ Slovenia)

10h15 - Update on EU approach to reduce unhealthy food marketing to children and adolescents

- Update on the EU Farm to Fork Strategy approach/work to set up nutrient profiles to restrict the promotion of foods high in fat, sugars and salt
Heidi Moens and Stephanie Bodenbach (EC DG SANTE)
- Audio-Visual Media Services Directive
Marta Sanagustin (EC DG CONNECT)

10h45- Rationale and guiding principles of nutrient profiling and feasibility of a core nutrient profiling system for diet-related NCD prevention

Mike Rayner (University of Oxford)

11h15 - Updates from WHO Regional Office for Europe on nutrient profile model

Kremlin Wickramasinghe (WHO Office for Noncommunicable Diseases)

11h45 - Country experiences on national adaptation of WHO Europe nutrient profile model

- Slovenia experience - Mojca Gabrijelcic (NIJZ Slovenia)
- Portugal experience - Maria João Gregório (DGS Portugal)

Lunch Break (12h15-12h30)

12h30 – EU coordinated approach using the WHO nutrient profile model for the identification of foods not permitted for marketing to children

Maria João Gregório and Margarida Bica (DGS Portugal)

- Preliminary results: Study on the comparison of nutrient profile models for restricting unhealthy foods to children
- EU coordinated approach using the WHO nutrient profile model for the identification of foods not permitted for marketing to children
- Opening discussion



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Meeting Details

Meeting name: Workshop on Nutrient Profiling Capacity Building to restrict unhealthy food marketing to children

Organizer: WP6 Best-ReMaP (DGS, Portugal & NIJZ, Slovenia)

Date and time: June 21st, 2021 at 10:00 (CEST)

Meeting location: Videoconference - Zoom

List of attendees

Aida Filipović Hadžiomerađić, Ana Contreras Navarro, Anne Scott, Ariane Vander Stappen, Artur Furtado, Clara Salvador, Daniela Esposito, Danijela Žagar, Dragana Stojisavljević, Eleftheria Papachristou, Eva Grammatikaki, Hannah Sievers, Heidi Moens, Helena Rajhl, H  l  ne Escalon, Heli Kuusipalo, Holly Rippin, Ieva Gudavi  ien  , Inese Siksn  , Inga Selecka, Ingrid Sotlar, Iveta Pudule, Jan Wollgast, Janas Harrington, Joana Dias, Judith Benedicts, Julie Gauvreau-B  ziat, Karine Vin, Kathrin Hetz, Kremlin Wickramasinghe, Laure Barbier, Lukas Jirousek, Maja Lang Morovi  , Manon Egnell, Margarida Bica, Maria Jo  o Greg  rio, Marta Sanagustin, Mike Rayner, Mirjana Brle  i   Bujani  , Mojca Gabrijel  i   Blenku  , R  ka Kov  cs, Roxane Berjaoui, Sabine Houdart, Sayena Asadi, Sirpa Sarlio, Stefanie Vandevijvere, Stephanie Bodenbach, Tiina Sirkj  rvi, Ursula O'Dwyer, Zdenka Kocmur.

Notes

Exposed topic of the discussion	Action item	Person/Organisation responsible
Welcome and introduction from the coordinators	N/A	N/A





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<p>Maria João Gregório (DGS, Portugal) and Mojca Gabrijelčič (NIJZ, Slovenia) welcomed the participants of this workshop and contextualized this event as part of the WP6 of the EU Joint Action Best-ReMaP.</p> <p>Mojca Gabrijelčič mentioned that, besides Slovenia and Portugal, Austria has also recently implemented a nutrient profile model (NPM) to reduce unhealthy food marketing to children.</p> <p>Maria João Gregório highlighted that at the European level several recent strategic and legal documents are reinforcing the need for action to protect children from unhealthy food marketing. The AVMSD Directive, the Europe's Beating Cancer Plan, the EU Strategy for the Rights of the Child and the Farm to Fork Strategy were mentioned. In this sense, this could be a huge opportunity for Member States (MS) to move forward in this area.</p>		
<p>Update on EU approach to reduce unhealthy food marketing to children and adolescents</p> <p>Heidi Moens (EC DG SANTE) provided an update of the Commission ongoing work regarding the Farm to Fork (F2F) Strategy and the nutrient profiles to restrict the promotion – via nutrition or health claims – of foods high in fat, sugars and salt. Even though the work is different than restriction of food marketing to children, it is relevant and related to this matter. The objectives of the F2F initiatives include the development of harmonised FOPL and setting nutrient profiles. The initiative to set nutrient profiles will require an Impact Assessment (IA) and consultation of stakeholders. An Inception Impact Assessment was published by the EC in December and it outlined the different policy options that will be further assessed in the IA. Additional input to the IA include JRC FOP literature review (Autumn 2021)</p>	N/A	N/A





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and EFSA scientific advice (consult publicly by the end of 2021 and scientific opinion by March 2022). EFSA will provide advice on the following: nutrients of public health importance, including non-nutrient components of food; food groups which have important roles in diets of Europeans populations and subgroups thereof; and choice of nutrients and other non-nutrient components of food for nutrient profiling. On the Autumn the EC will organize public and targeted consultations activities. The finalization of the external study is scheduled for the beginning of 2022.

Marta Sanagustin (EC DG CONNECT) addressed the AVMSD regarding advertising of high in fat, salt and sugars (HFSS) foods to children. The context, main objectives and specifications of this Directive were presented. It was highlighted that the AVMSD was revised in 2018 with the objective of adapting the existing rules for audiovisual media services to the new realities once viewers were moving away from traditional audiovisual media services towards consumption of audiovisual content on-demand and online. It was highlighted that the Directive has a minimum harmonisation, which means that when MS transpose the rules, they can decide to go further than what is required by the AVMSD and adopt stricter or more detailed rules for services under their jurisdiction.

In the discussion that followed it was reported that the transposition deadline of the AVMSD was September 2020 and that there are several MS that have not yet transposed the Directive. As there is significant delay from several MS in the transposition process, it is too early to assess how many MS are thinking about adopting more stricter rules.

Judith Benedicts (MoH Austria) shared the Austrian experience and reported that Austria as already transposed the AVMSD. Nutritional recommendations should be respected when advertising to children and the





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<p>Austrian Advertising Council established a working group on nutrition and marketing of foods to children, with a member from the Austrian Agency of Nutrition and Health. There is no member from the Health Ministry.</p>		
<p>Rationale and guiding principles of nutrient profiling and feasibility of a core nutrient profiling system for diet-related NCD prevention</p> <p>Mike Rayner (University of Oxford) presented the rationale and guiding principles of nutrient profiling and feasibility of a core nutrient profiling system for a diet-related NCD prevention. Some examples of nutrient profile models were given, namely the UK model 2004/5 and the WHO-Euro model. Adaptation and validation were other important topics covered in this presentation. The feasibility of a core-nutrient profiling system is clearly an important issue. Deciding the extent to which nutrient profile models need to take account of current diets is another issue to be addressed in the process of country adaptation. Finally, it was also reflected that nutrient profiling should be extended to take account of environmental sustainability.</p>	N/A	N/A
<p>Updates from WHO Regional Office for Europe on nutrient profile model</p> <p>Kremlin Wickramasinghe (WHO Europe) started his presentation by reflecting that there is a need for stronger legal frameworks and monitoring systems to control marketing on foods and non-alcoholic beverages to children. In this sense, NPMs can help to achieve these objectives. Based on learning from MS and other WHO regions in adapting NPMs, an update to the WHO/Europe NPM for marketing restrictions to children will be conducted. In this regard, an expert meeting will be held in 21st/22nd September 2021.</p>		





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<p>WHO recently published a manual about development and implementation of FOP nutrition labelling which includes a section about validation. On the other hand, WHO is planning to develop a manual about country adaptation of the WHO NPM that provide step-by-step guide on how to adapt and develop NPM for baby foods.</p> <p>The presentation ended with the proposal of several future steps: use of joint resources (WHO, EU Joint Action Best-ReMaP and EFSA); set up of expert centre to support national governments; updated and develop strong NPMs; and support national governments to address industry interference.</p>		
<p>Country experiences on national adaptation of WHO Europe nutrient profile model</p> <p>Mojca Gabrijelcic (NIJZ Slovenia) presented the experience and process of national adaptation of the WHO Europe NPM from Slovenia. Slovenia supported the preparation of the WHO NPM and then adapted it to a national level. The process of adaptation included discussion with stakeholders from private sector, consumer organizations and NGO's, as well as a strong work with academia (biotechnology and food processing engineering). The adjustments to the WHO Europe NPM were presented, as well as the process of testing and validating the model. It was highlighted the support from the MoH during these developments.</p> <p>Maria João Gregório (DGS Portugal) shared the Portuguese experience and process of adaptation of the WHO Europe NPM. The process of adjustments to the reference model was detailed, as well as the challenges faced at the national level during the process of approval. The process of testing and validating the model was detailed, highlighting that the main</p>		





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differences in the Portuguese NPM, comparing to the WHO EURO NPM, were due to the impossibility of including non-sugar sweeteners in the nutrient profile model (sugar-sweetened drinks and plant-based milk alternatives).

Holly Rippin (WHO Europe) shared that in 2019 WHO has published a [report discussing an NPM for ending inappropriate promotion of commercially available complementary foods for infants and young children between 6 and 36 months](#). A review of this model is planned to this year to bring it to a full published NPM.

Judith Benedicts (MoH Austria) shared the Austrian experience with the implementation of the NPM to restrict marketing of foods to children. Austria adapted the WHO Europe NPM, in line with the nutrition recommendations for children. There is a document with the arguments on why some food groups were adapted. This document was developed and then delivered to the Nutrition Commission. Judith has kindly provided an opportunity to share the document, which is written in German. **Mojca Gabrijelcic** (NIJZ Slovenia) suggested that Judith could send a short summary in English together with the German document.

EU coordinated approach using the WHO nutrient profile model for the identification of foods not permitted for marketing to children

Margarida Bica (DGS Portugal) presented the WP6 Deliverable 6.1: an EU coordinated approach using the WHO nutrient profile model for the identification of foods not permitted for marketing to children. The adjustments made to the WHO Europe NPM, during the development of the proposal for the EU coordinated NPM, were detailed in this presentation.





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It was presented a proposed roadmap for the Deliverable 6.1 with the upcoming activities and timeline shared with participants.

The Deliverable 6.1 will be submitted until the end of June 2021 and it was proposed that participating partners were consulted and invited to participate in the process of reviewing the proposal of the EU coordinated NPM until September 2021. It was suggested that countries will test the EU coordinated NPM from September to December 2021. March 2022 was the proposed date to report on countries analysis and by June 2022 there is expected to have a revision the EU coordinated NPM considering the new revised WHO Europe NPM. By the end of Best-ReMaP, September 2023, the final version of the EU coordinated NPM will be available.

Mike Rayner raised a question about the rationale used for having “not permitted” food categories in the model and commented that for the ultra-processed food categories there is also the possibility to set very strict criteria, instead of ruling out categories. Mike Rayner suggested the definition of thresholds using a moderate criteria (<25% of the reference intake), instead of considering <5% reference intake for categories that are sources of important nutrients, like dairy products (e.g. calcium).

Margarida Bica briefly presented the preliminary results of the study on the comparison of nutrient profile models for restricting unhealthy foods to children, including the WHO Europe NPM, the Nutri-Score, the UK NPM 2018, the Portuguese NPM, the Slovenian NPM and the proposal for the EU coordinated NPM.

In the discussion, **Iveta Pudule (Latvia)** commented that Latvia has a Law since 2016 that do not permit that energy drinks are sold to and consumed





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<p>by children until the age of 18. The consumption of these products reduced from 10% to 5%.</p> <p>Replying a question from the chat on free sugars, Margarida Bica shared the proposed methodology used to estimate free sugars, which was based on WHO PAHO NPM and UK NPM 2018 proposal.</p> <p>Stephanie Bodenbach added that the EFSA draft opinion on total/added/free sugars will be on out for public consultation and there will be information on fruit juices.</p> <p>It was addressed the type of databases necessary for the NPM testing, and discussed the possibility of having JRC support or coordinate with WP5 work. Karine Vin (ANSES) mentioned that the timeline was probably not in line with WP6 work.</p> <p>Ursula O'Dwyer (Ireland) shared the Irish experience, mentioning the Minister for Communications' intention to develop a Broadcast Code for Children in 2009. The Children's Commercial Communications Code was published in 2013.</p> <p>The proposal for the EU coordinated NPM will be shared until the end the month (June 2021). Countries will have 3 months to provide comments and feedback on this proposal. The proposal includes instructions for the test of the NPM, nevertheless it's important also for countries to have opportunity to consider the resources needed for this test. Afterwards, from September until December, countries participating in this Task 6.3 will have the time to test the NPM.</p>	<p>To assess the possibility of having WP5 support for the databases necessary for the NPM testing.</p> <p>To comment and review the proposal of EU coordinated NPM.</p>	<p>WP6 team will contact WP5</p> <p>Task 6.3 participating partners:</p> <p>ICH, CDPC, SPF, MOH-FR, ANSES, NIPH, NIJZ, CHDR, MoH CY, CIPH, MoSA, NIHD, THL, LR SAM</p>
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