



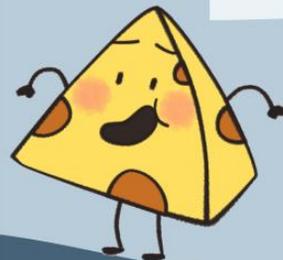
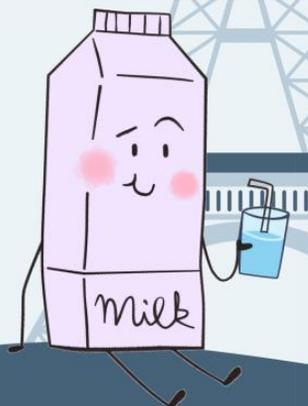
Best-ReMaP
Healthy Food for a Healthy Future

JA-Prevent NCD

Challenges for the future – presentation of the new
Joint Action on non-communicable disease

Prof. Knut-Inge Klepp
The Norwegian Institute of Public Health

18.09.2023



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of the European Union



JA Cancer and other NCDs prevention – Action on Health Determinants (JA-PreventNCD)

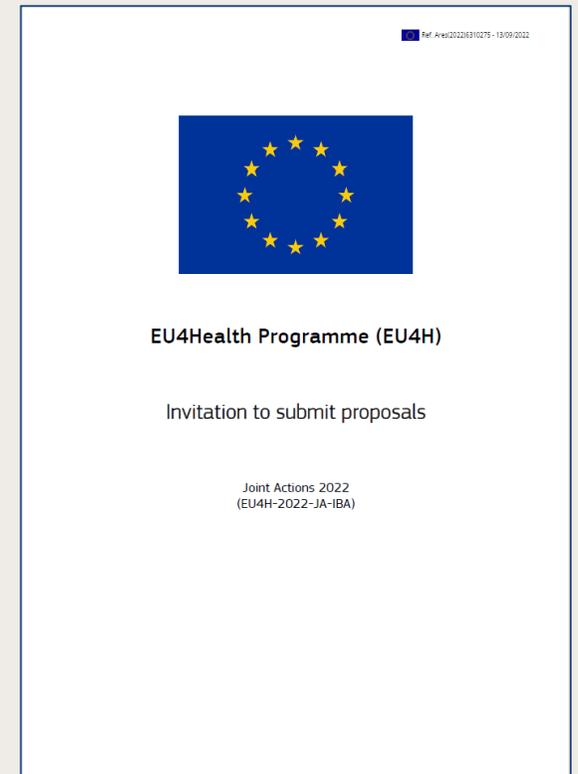
Objectives

The aim is to:

- reduce the burden of cancer and other NCDs and common risk factors, both at a personal and societal level
- taking a holistic approach for the prevention of cancer and other NCDs, through coordinated action

In the context of the Europe's Beating Cancer Plan and of the need to address NCDs, the JA will address:

- health determinants common to cancer and other NCDs
- their common underlying risk factors, avoiding fragmentation of actions, duplications and overlaps, promoting engagement and increasing impact



Key background documents

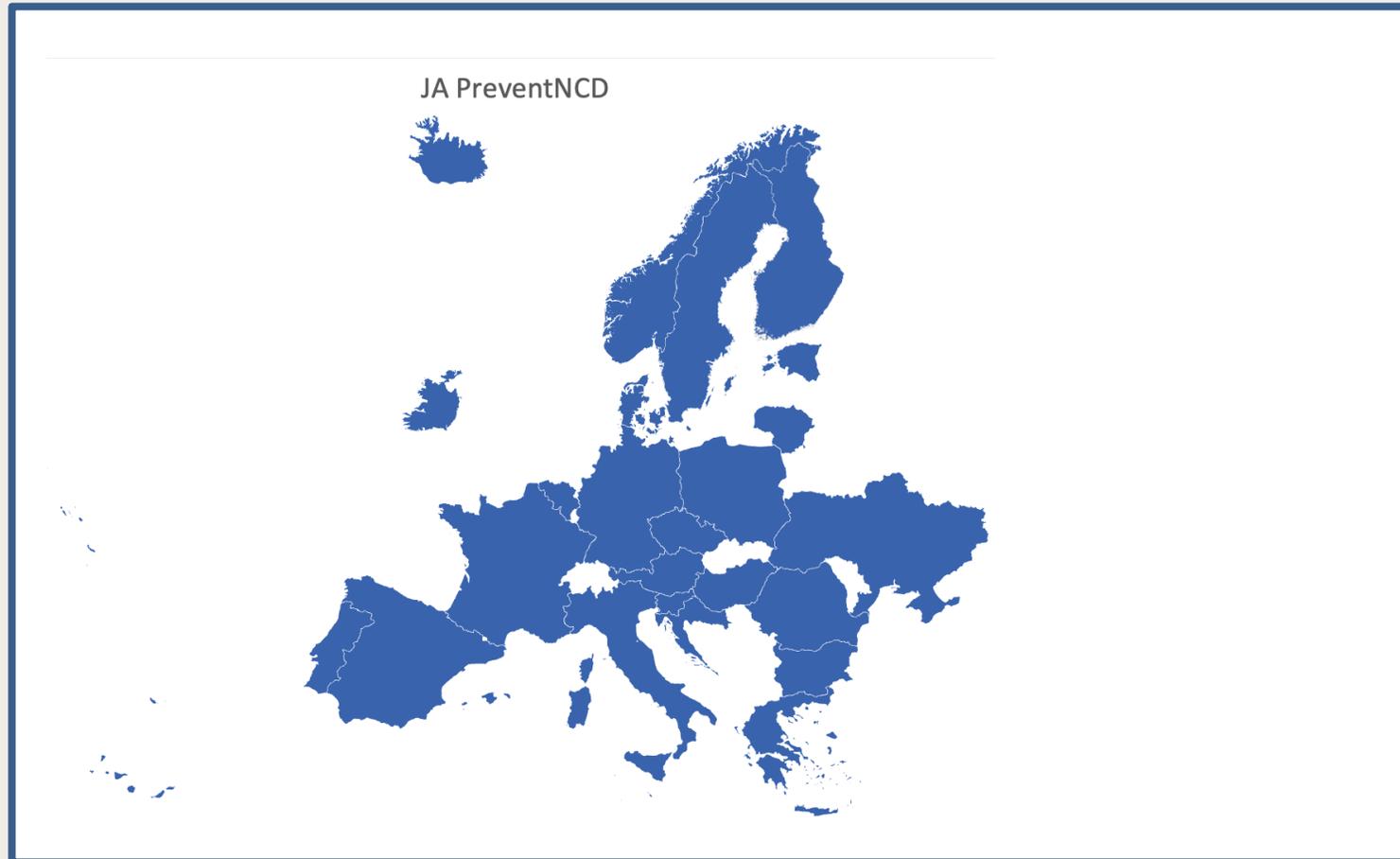
- Europe's Beating Cancer Plan
- Healthier Together: EU NCD initiative
- EU4H Invitation to submit proposals
- EU Public Health Best Practice Portal
- WHO 'Best Buys' to tackle NCD



JA-02: Cancer and other NCDs prevention

Action on health determinants (AWP Ref: CR-g-22-08.01)

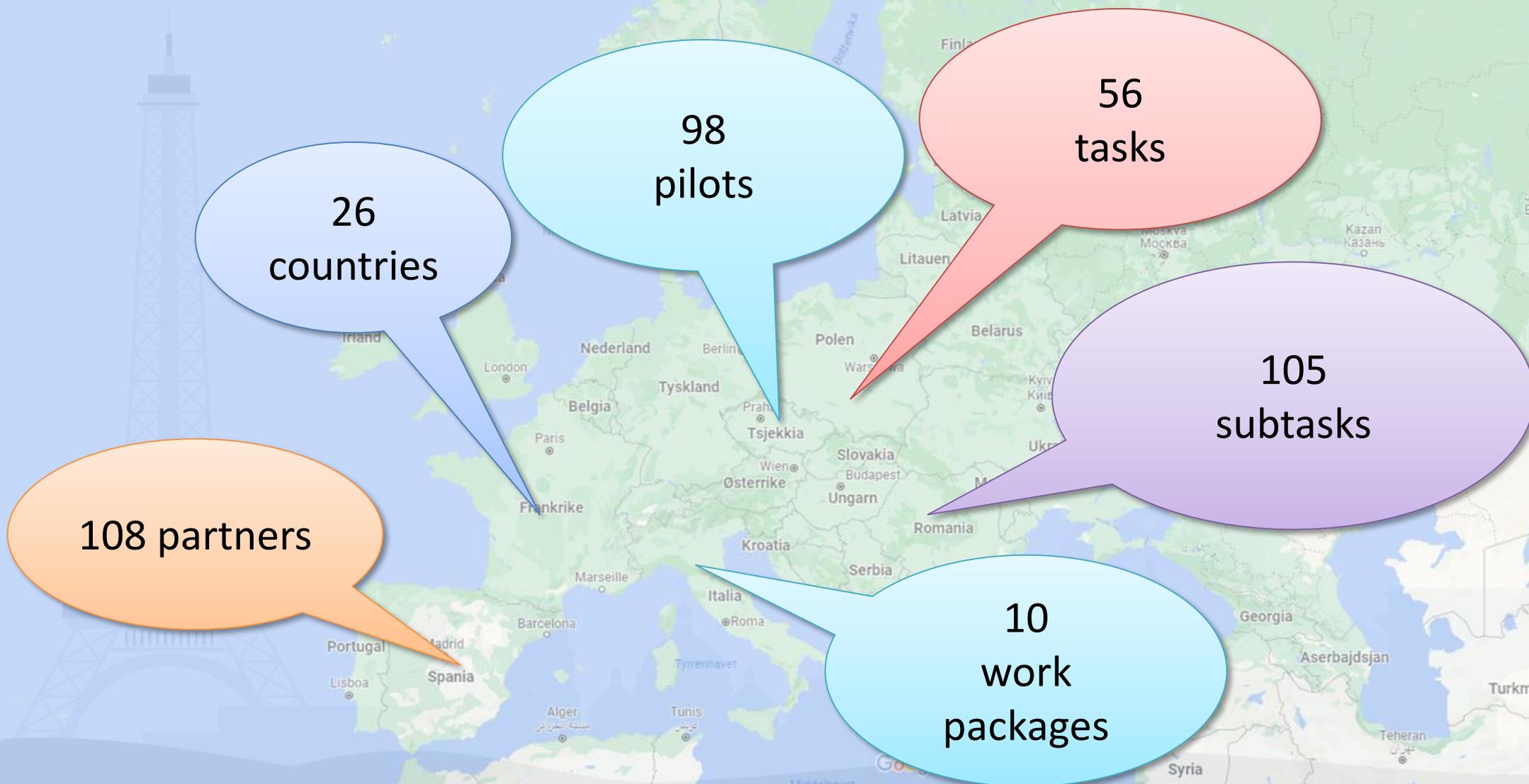
EUR 76 500 000 EU co-funding: Participating countries



Austria
Belgium
Bulgaria
Croatia
Cyprus
Czechia
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Iceland
Ireland
Italy
Lithuania
Malta
Norway
Poland
Portugal
Romania
Slovenia
Spain
Sweden
Ukraine



JA-preventNCD – key figures (from the application)



WP 01 Coordination

Lead: DOH, Norway (Linda Granlund)

Scientific Coordinator (Co-lead): NIPH, Norway (Knut-Inge Klepp)

WP 02 Dissemination and communication

Lead: DOH, Iceland (Solveig Karlsdottir)

WP 05 Regulation and taxation

Lead: NIPH,
Norway (Arnfinn
Helleve)

Co-lead: DGOH,
Portugal (Maria
João Gregório)

WP 06 Healthy living environment

Lead: FISABIO,
Spain (Rosana
Peiro)

Co-lead: HZJZ,
Croatia (Anja
Đurić) and SUM,
Poland (Katarzyna
Brukalo)

WP 07 Social inequalities

Lead: ISS, Italy
(Raffaella
Bucciardini)

Co-lead: NNGYK,
Hungary (Peter
Csizmadia)

WP 08 Monitoring

Lead: RSYD,
Denmark (Emil
Hostrup)

Co-lead: ISS, Italy
(Giovanni Capelli)

WP 09 Health in all policies

Lead: CSF, Finland
(Eeva Ollila)

Co-lead: DOH,
Iceland (Dora
Gudmundsdottir)

WP 10 Identify indi- viduals at risk

Lead: Sciensano,
Belgium (Marc Van
Den Bulcke)

Co-lead: RSYD,
Denmark (Torben
Hansen)

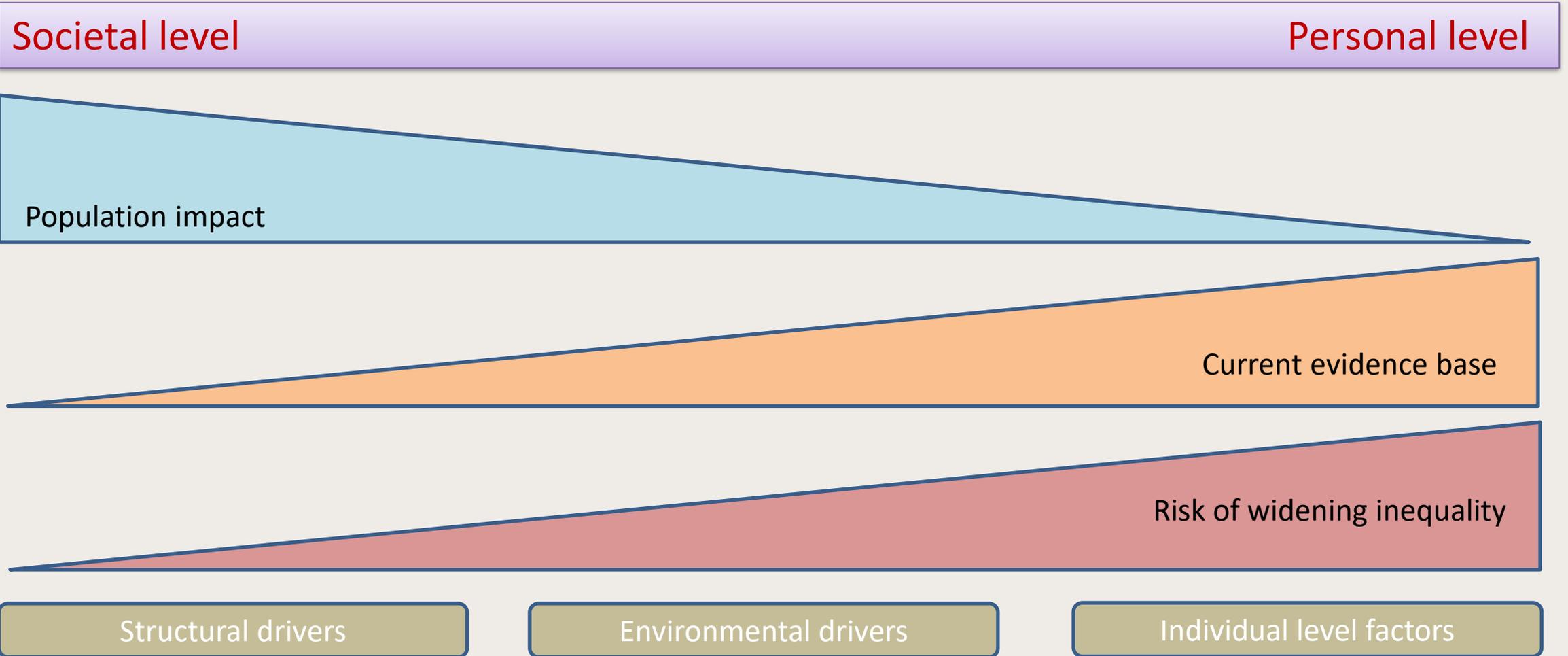
WP 03 Evaluation

Lead: INSP, Romania (Carmen Ungurean)

WP 04 Sustainability

Lead: NIJZ, Slovenia (Mojca Gabrijelcic)

Policies versus individual level interventions



JA Cancer and other NCDs prevention – Action on Health Determinants

Societal level

Personal level

Health in all policies

Population impact

Regulation and
taxation

Healthy living
environment

Identify
individuals at
risk

Current
evidence
base

Risk of widening
inequality

Social inequalities

Monitoring

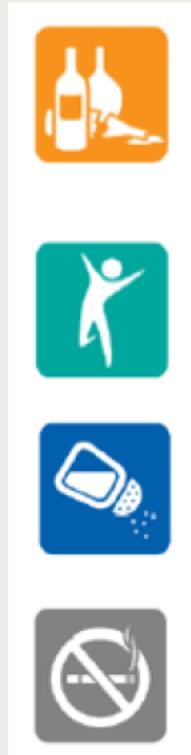
Structural drivers

Environmental drivers

Individual level factors

An ambitious effort to:

- scale up primary NCD prevention measures that works
- focus on societal level drivers and population impact in addition to individual level interventions
- acknowledge the need for a systems approach (complex problems cannot be solved by simple measures)
- employ an equity lens to all planned measures
- secure broad user involvement





Best-ReMaP
Healthy Food for a Healthy Future

Thank you for your attention!

Knut-Inge Klepp

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Joint Action on implementation of validated best practices in nutrition
(Reformulation, Marketing and Public Procurement)



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