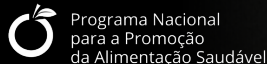


The importance of European Funding in Promoting Healthy Lifestyles and Healthy Eating at National and European Levels

Maria João Gregório
National Program for Healthy Eating Promotion, Directorate-General of Health

Lisbon, 25 Jan 2024





1 **PROVIDE US THE NEEDED FINANCIAL RESOURCES. THIS IS CRUCIAL
BECAUSE THE PUBLIC HEALTH BUDGETS ARE COMMONLY VERY LOW**



2 THE EU4HEALTH FUNDING IS NOT ONLY FOR RESEARCH BUT ALSO FOR IMPLEMENTATION, WHICH IS OF EXTREM IMPORTANCE

3

**FOR HEALTH PROMOTION AND DISEASE PREVENTION WE NEED MUCH
MORE THAN SCIENTIFIC EVIDENCE TO SUCCEED WITH THE POLICY
ADOPTION AND IMPLEMENTATION**

Policy process is complex and requires more useful information for decision makers, rather than scientific evidence which can be gathered by sharing experiences and exchange of best-practices between countries





4

ENABLE US TO WORK TOGETHER AT THE EU LEVEL, JOIN EFFORTS AND ALIGN COMMON GOALS AND PRIORITIES, BETWEEN DIFFERENT ACTORS (EU MS, ACADEMIA, INTERNATIONAL ORGANIZATIONS (WHO AND OECD) AND CIVIL SOCIETY

WP6 – Best practices in reducing unhealthy food marketing to children

Country Partners

AUSTRIA (BMASGK)

BELGIUM (SCIENSANO)

BOSNIA AND HERZEGOVINA (MCA; PHI-FBH; PHI-RS)

BULGARIA (NCPHA)

CROATIA (CIPH)

CYPRUS (MoH CY)

ESTONIA (MoSA; NIHD)

FINLAND (THL)

FRANCE (ANSES; SPF; MoH-FR)

GREECE (ICH)

IRELAND (DoH; CHDR)

LATVIA (CDPC)

LITHUANIA (LR SAM)

PORTUGAL (DGS; FCNAUP)

ROMANIA (NIPH)

SERBIA (IPHS)

SLOVENIA (NIJZ)



17
EU countries



5 **IN PARTICULAR IN AREAS IN WHICH THERE IS A NEED
AND AN ADVANTAGE OF AN EU-WIDE APPROACH
BECAUSE OF CROSS-BORDER ISSUES**



Cross-border nature of digital marketing of harmful products (unhealthy foods, tobacco and alcohol beverages)



Marketing
best practices



4

**SUSTAINABLE RESULTS CAN BE ACHIEVED ACROSS
THE DIFFERENT PROJECTS, IN PARTICULAR WHEN
ACTIONS ARE LED BY NATIONAL AUTHORITIES
(JOINT ACTIONS)**

SCALING UP FOOD MONITORING IN EUROPE



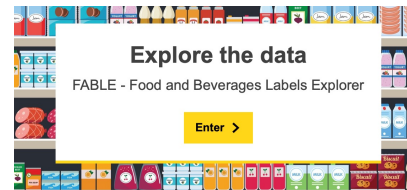
Reformulation
and processed
food monitoring



JANPA Joint Action (2015-2017)
implemented a pilot study in 2 EU countries to test the Oqali model at European level



Best-ReMaP Joint Action (2020-2023)
Standardized European food monitoring system to follow the reformulations in 18 European countries



EC JRC (2023)
Develop a digital tool to host data collected in the Joint Actions Best-ReMaP and JANPA