



F2F Code of Conduct: an EPHA perspective

SANTE Advisory Group, 11 December 2020



European Public Health Alliance (EPHA)

A leading European civil society alliance in Brussels, made up of 80 public health NGOs, patient groups, health professionals and disease groups, working to improve health and strengthen the voice of public health in Europe.

epha.org

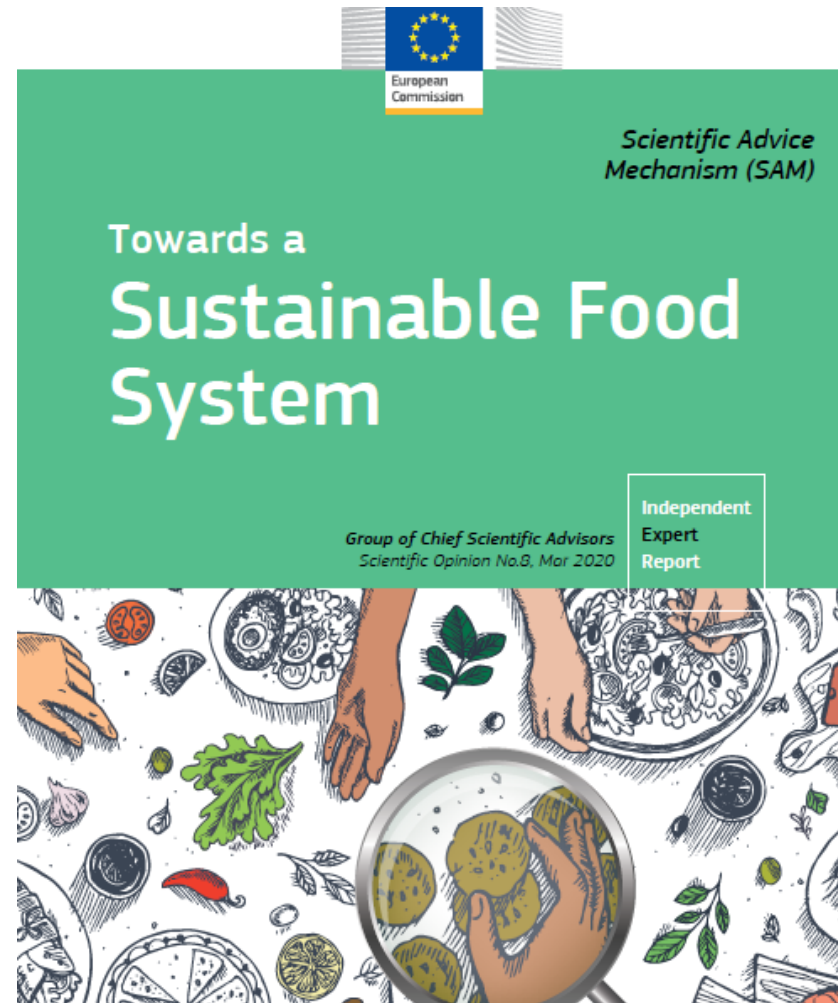


Code of Conduct: part of the policy mix

*“Voluntary initiatives (...) can be very helpful. However, evidence shows they must **not be relied upon as the sole or main drivers of change as an alternative to binding measures.**”*

*“In conclusion, policies designed to achieve food sustainability – both at EU level and at other levels of governance – should use the complete policy mix including all the type ‘soft’ instruments that are available, with **binding measures as the main drivers (...)**”*

[EU SAM \(2020\)](#)



Lessons from EU Diet Platform

Commitments should:

- Relate to the core business of the entity involved;
- Be unambiguous and easily verifiable;
- Be independently monitored for their impact (but not with public funding);
- Complement, rather than be in potential competition with, regulatory options.



Examples of commitments?

- Elements from Australia's **Healthy Stores 2020** strategy, incl:
 - **End promotional activity** on discretionary food and beverages, including no price promotions or discounts, volume promotions, posters, shelf stripping, or fridge branding;
 - **End visible availability** of discretionary food and beverages at counter, ends of aisles, and other high-traffic areas.

Found to be potentially effective for addressing “impulse” or “unplanned” purchase of unhealthy foods (HFSS).



Examples of commitments? (2)

- **Remove unhealthy foods from checkouts.**

There is a potential impact of checkout food policies on purchases.

“There were 76.4% (...) fewer annual purchases of less-healthy common checkout foods from supermarkets with, versus without checkout food policies.”

[Ejlerskov et al. \(2018\) Plos Medicine](#)

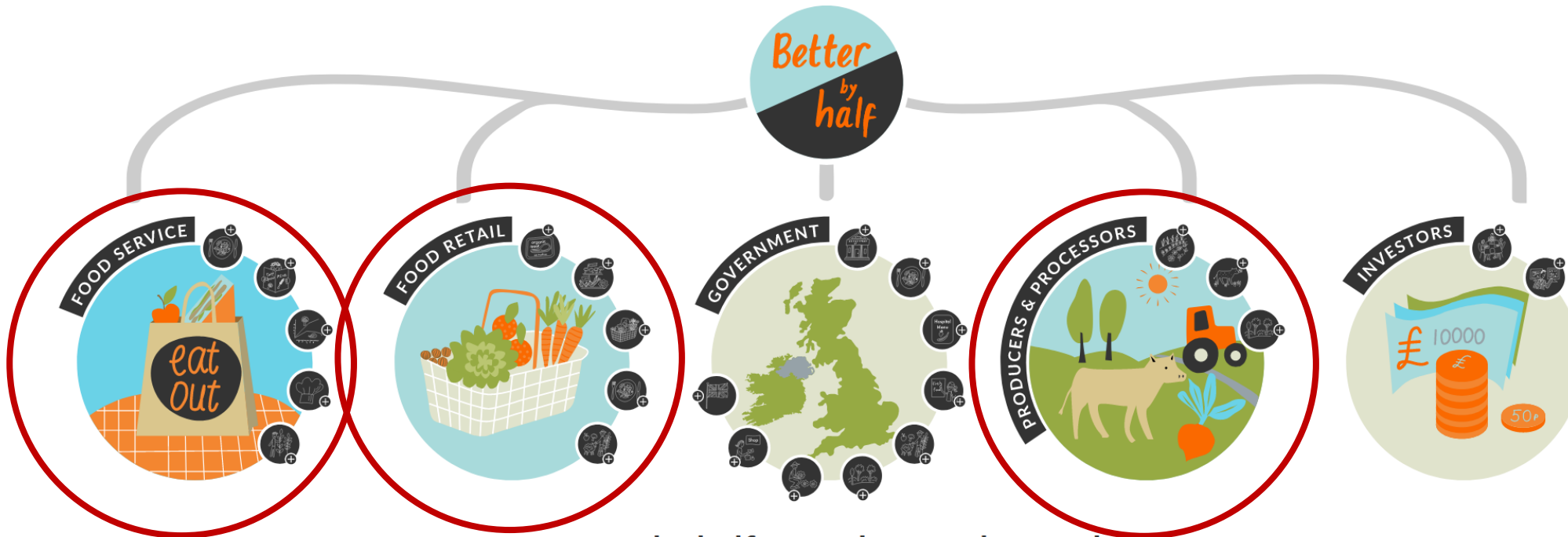
- **End price promotions for meat and meat products**, including in retail advertising.

Already referred to in F2F strategy: *“marketing campaigns advertising meat at very low prices must be avoided”*.



Examples of commitments? (3)

Set of actions proposed for food service, retail and producers and processors:



Better by half: A roadmap to less and better meat and dairy



Potential, but need to get it right

- Academic evaluations on the effectiveness of voluntary approaches usually find commitments are **not designed to maximise health impact**. How to overcome this? [*Knai et al. \(2015\) Food Policy*](#)
- More **'complex' commitments**, like improving menus, plates, shopping baskets, making healthier and more sustainable items more appealing etc., can be worthwhile, but **need to be well-defined** to allow monitoring and evaluation.
- Commitments should focus on **changing food environments**, rather than promoting 'lifestyle' changes.





Thank you!

For comments & questions:

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