



## SIGNATURE OF THE CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES (FARM TO FORK STRATEGY) - GRUPO IFA

### COMMITMENT

**Grupo IFA** is committed to signing the **Code of Conduct on responsible food business and marketing practices**, with the pledge to advance in reversing child malnutrition, promoting a healthy, balanced and sustainable diet for life. To do this, with PRE SAFALIN project, a new program within our exclusive collaboration with the Gasol Foundation, IFA Group, a leading food distribution group in Spain, Portugal and Italy, is committed to promoting greater consumption of fruit among the child population in a socioeconomic situation of vulnerability, vegetables, whole grains, nuts and legumes, as well as other healthy foods.

With this commitment, we intend to **advance in the achievement of the international goals as formulated by the United Nations (UN) Sustainable Development Goals (SDGs)** number 2 (hunger), 3 (good health and wellbeing), 4 (quality education), 12 (sustainable production and consumption), 17 (global partnership for sustainable development) and the Paris Climate Agreement, amongst others.

IFA and Gasol Foundation have established a stable alliance for the promotion of children's health that has several years of experience since it began in 2015.

As part of this alliance, the Gasol Foundation advances towards its mission of reducing childhood obesity rates through the promotion of healthy lifestyles among children and their families and IFA in its commitment to healthy eating, child health and the social and economic development. They do so through initiatives encompassed in 3 main lines of action: 1) Public awareness campaigns: "Los Supersaludables" or "Together for your health" addressed to general population; 2) Research: study PASOS 2019 and 2021-2022, a representative epidemiological study for the Spanish population aged 8 to 16 years; 3) Programs: such as PRESAFALIN addressed to early childhood or COACH + and AlleyOop addressed to sports entities.

### CONTEXT AND JUSTIFICATION

#### HABITS OF POWER

- The level of adherence to the Mediterranean diet is has deteriorated in the two last decades. Only 40% of the population infant-juvenile reaches a level high (44,7% in the year 2000).
- Only 15.9% of the child-adolescent population declares that they consume at least 4 servings of fruit and / or vegetables a day.



- Too many children and adolescents follow eating habits that are detrimental to ensuring a high quality of the diet, such as having industrial pastries for breakfast (31.7%), eating in a fast food restaurant at least once a week (23.1%) or consume sweets and sweets several times a day (22%).

#### POVERTY & OBESITY

- The prevalence of obese child is more a greater percentage of poverty.
- The 54.3% of vulnerable children 8 to 12 years old have excess weight, compared to the 36.2% of the average national.
- The 34.1% of children with low resources suffers obesity , while obesity affects 17.5% of children Spaniards.

#### FIRST CHILDHOOD & OBESITY

- Food preferences that affect the entire life cycle are determined in the first 5 years of life.
- More than one 70% of the / the children / as with overweight at the age of 5 years old are adolescents with overweight.

#### COVID-19

- The current crisis and confinement have led to the deterioration of the health habits of thousands of boys and girls in our country, especially in the most vulnerable communities .
- Maintaining a healthy lifestyle is essential to combat any pandemic.

#### BENEFITS

- **PIONEERING INICIATIVE** . There are very few initiatives aimed at young children and even fewer with the focus on promoting healthy habits. We believe that an initiative of these characteristics can generate a lot of interest on the part of the target families in addition to media attention for the novel component.
- **IMPACT** . As we noted earlier, early childhood is one stage in which the people believe the majority of our preferences that we de fi ned in the adulthood. Therefore, it becomes a window of opportunity when teaching healthy guidelines that guarantee the correct development of the little ones.
- **INNOVATIVE AND DIFFERENTIAL APPROACH**. With this project, we provide the intervention of the rigor of science to prove its effectiveness. Thus, the methodology used in its implementation we allow to draw conclusions that we allow to visualize our work in the different audiences (media of communication, society, family, etc.).



- A lineation with the agreement between GASOL FOUNDATION & GROUP IFA. In the DNA of the agreement between both entities resides the commitment to promote healthy habits among Spanish families. This project allows us to influence the collective more vulnerab them at one stage in the that these skills can be especially useful and necessary.

### MOTIVATION

- Grupo IFA need to find solutions sustainable that more than of the aid immediately, provide interventions to long term to contribute to the empowerment of the communities most vulnerable and to the reduction of the inequalities in health since the first childhood.

### **OPPORTUNITY\_ PROGRAM OF PROMOTION OF HABITS HEALTHY IN THE SMALL CHILD HEADED TO FAMILIES VULNERABLE**

- The socio - educational centers are spaces where children with few resources spend time and perceived as one environment safe and that they generate confidence.
- Each time it detects one prevalence higher in the obese child in boys and girls small (between 3 and 8 years old), with which it is made especially evident the need to intervene in ages early.
- A 70% of the children / as that at the age of 5 years old and have excess of weight will be teenagers with excess of weight.
- Scientific evidence has shown that early childhood is the time when children create most of their preferences and are most malleable. For this reason, it is especially important to act at an early age so that the impact of the interventions is greater.
- Establish some guidelines food right in the first childhood is one guarantee of one good development future and of some habits of eating healthy during all the cycle life.
- The Gasol Foundation account with collaborations with other centers SOCIO in the main communities autonomous, opening the door to the possibility of establishing collaborations regional.

### OBJECTIVES AND KPIS

- Set intervention to long term to contribute to the empowerment of the most vulnerable communities and the reduction of the inequalities in health since the first childhood.
- Encourage appropriate physical, psychological and social development during early childhood through promoting healthy habits and skills for the life giving importance to the food healthy and to the generation of the preferences alime ntarias appropriate.
- Generate one network of centers socio promoters of the health and the food healthy, implying to educators and families.



## TARGET POPULATION

- 160 Families in a situation of socioeconomic vulnerability , with children between 0 and 3 years of age, who are cared for in socio-educational centers , usually derived from the social services of the municipalities.
- Educators / as from centers socioeducational that will cater to daily to these families and to their children / as.

## A GREAT ALLIANCE FORMED BY:

- IFA Group
- Gasol Foundation
- A large network of eight centers SOCIO of all Spain committed to the promotion of healthy habits and protection of development / the children / under 3 years of age. Initial proposal:
  - Madrid: Association Paideia , I + I Las Naves, Association City Jóven and Association Murialdo
  - Catalonia: Esplai Eixida , Associació Educativa Ítaca, Fundació Cel and Casal dels Infants La Mina.

## DURATION OF THE PILOT PROJECT and FREQUENCY OF THE SESSIONS

- The project pilot will take place during one year academic full - from October of 2020 to June of 2021.
- The sessions with the group of families is made with one periodicity bimonthly and for it will reach one full of between 15 and 18 sessions per center.

## TYPE OF SESSIONS AND DURATION

- Sessions of group dynamics, very participatory, in the which the content will come from the families, getting and their empowerment.
- Combination with individual sessions that can be face- to- face or remotely. In these sessions individual will delve much into the particularities and needs of each family.
- One-hour sessions, during which time the socio-educational center will enable a safe and healthy play space accompanied by educators for the children.

## CONTENT OF THE SESSIONS

- They try content related to the four planets of the #GalaxiaSaludable: food, activity physics, hours and quality of the sleep and being emotional.
- They prioritize content linked to the planet of the food healthy and look key to the development in the first childhood and in stages later in the life.



- In early childhood the healthy eating is closely connected with emotional well - being and perceived emotions of the environment by / the children / as. Therefore, importance will also be given to the emotional well - being in relation to the food healthy and to the promotion of the preferences food.

#### EXAMPLE OF ISSUES TO TACKLE ON FOOD HEALTHY

- Breastfeeding mother.
- Healthy food applicable to the day to day.
- Energy self-regulation: an innate genetic mechanism in all babies.
- Introduction of complementary feeding: critical periods at 6 and 18 months.
  
- Food neophobia: innate aversion to new flavors and foods.

#### MATERIALS and CONTENT TO BE DISTRIBUTED DURING AND BETWEEN SESSIONS

- It will reinforce the messages worked in each one of the sessions with materials education of habits of living healthy created by the Gasol Foundation.
- In the centers SOCIO participants will hang posters to promote the project and the habits healthy partners.
- You use one system of distribution of content via WhatsApp that will allow to strengthen the component digital of the intervention. In the event that there is a new situation with fi nement have families delizadas fi through tools digital also will we allow to continue doing the intervention.

#### EVALUATION AND HOW TO MEASURE THE PROGRESS

- It will assess the impact of the intervention by tools validated scientifically that allow collecting indicators BEFORE and AFTER participation in the project and make a comparative analysis between the group intervention (80 Kids and their families) and Control (80 children and their families).
- During the implementation of the project will collect indicators of the satisfaction both of the families participating as of the educators / as and the own entities.

#### EXTERNAL | PRESENTATION

- Video of Pau Gasol, famous basketball player, supporting the initiative. This video be shot a backdrop which appear the entity sponsoring and is send to means for its emission.
- Organization of a press conference to present the project to the media. This event will have the participation of the CEO of Grupo IFA, the director of the Gasol Foundation, Cristina



Ribes and the Director of programs, Santi Gómez. In the event, also will play the video of Pau.

- Launch of one note of release to media + video of Pau. They are conducted also interviews at the request of the media. Pau will also grant two interviews to talk about the project.
- Dissemination through social networks. Both social networks Pau as those of Gasol Foundation will give to meet actively the initiative.

## EXTERNAL | RESULTS

After the first school year of implementation of the program, a similar communicative approach will be organized to communicate results. This is:

- Video of Pau highlighting the main results. This video be shot a backdrop which appear the entity sponsoring and is send to means for its emission.
- Organization of a press conference to present the project to the media. This event will have the participation of the CEO of Grupo IFA, the director of the Gasol Foundation, Cristina Ribes and the Director of programs, Santi Gómez. In the event, also will play the video of Pau.
- Launch of one note of release to media + video of Pau. They are conducted also interviews to media request. Pau will also grant two interviews to comment on the results of the project.
- Diffusion through social networks. Both social networks Pau as those of Gasol Foundation will give to know the results.

## EXTERNAL | TESTIMONIALS

- Throughout the year we will collect testimonials from educators and families participating in the program in order to publicize their experience and motivate other social centers to be part of this great movement.

## INTERNAL:

- Organization of a webinar with educators in social centers, which will include the participation of Pau and sponsor of the initiative. Serve to present the program internally and motivate them to face to its implementation.
- PRE-SAFALIN Community. We maintain an active communication throughout the program to ensure that the p rogram is developed with success. To do this, we will hold follow - up meetings by video call and / or face-to-face whenever possible with the 8 centers participating in the project.

For further information, do not hesitate to contact with Ana Lorenzo, head of public and corporate affairs of Grupo IFA: [alorenzo@grupoifa.es](mailto:alorenzo@grupoifa.es)