



EUROPEAN COMMISSION
HEALTH & CONSUMER PROTECTION DIRECTORATE-GENERAL

Director-General

Brussels, 25 July 2005
SANCO/C/RM/FS/MR/MS/ww D(2005) 340307

Subject: “Diet, Physical Activity and Health - a European Platform for Action” –
Practical information on ways forward and an invitation to a meeting on
21 September 2005 at the Institute of Directors, 116 Pall Mall, London.

Dear Madam, dear Sir,

I am glad to announce that the submission form for the baseline now has been finalised and is ready for use. It is likewise a pleasure to invite you to the third official meeting of the European Platform for Action on Diet, Physical Activity and Health.

Finalising of the baselines:

I would emphasise again that the database will be the first, visible milestone of our work and that its usefulness to the Platform, as well as how it is perceived externally, will be dependent on the quality of the data submitted. Please remember that it must be possible to monitor the baseline activities. Indicators as well as evaluation are needed in order to evaluate the Platform process and commitments.

The submission form for the baseline database can now be found on the dedicated Circa site. Instructions for use are in the attached revised guidance document. I would urge all of us to use the form to submit or resubmit your actions as quickly as possible and **by 7 September** at the latest. I accept that this will mean additional work for those members who have already submitted baselines, as they will now have to transfer the information to the electronic form. However, hopefully this will not be too difficult a task.

The intention is to have a working version of the database available to Platform members from early September, with this forming the basis for discussion at the meeting on 21 September. It is anticipated that the database will go live on the Europa website a day or so after the September meeting.

When the Platform was launched it was made clear that members were committing themselves to providing information for the baseline. Whilst most have done so, we are

still missing some baselines and I should inform you that it is my intention to exclude from the Platform any member who has not submitted a baseline by 7 September.

Plenary Platform Meeting 21 September

The Plenary Platform meeting will be held on **21 September from 10.00 to 18.00** at the Institute of Directors, 116 Pall Mall, London (near Trafalgar Square and Piccadilly Circus) in co-operation with the UK Presidency.

The agenda for the meeting is enclosed and you will note that the morning session will be the main business meeting of the Platform whilst for the afternoon session, in discussions with the UK Presidency, we have agreed on the specific subject of reformulating foods to reduce salt, fats and sugars.

The afternoon session will commence at 14.00 with a brief introduction followed by a presentation on the joined up approach in the UK to tackle salt. The meeting will then break into three workshops groups. These will cover:

- Reformulation of foods where fats are concerned
- Reformulation of foods to help lower sugar intakes and
- Other means of gaining reductions (such as lower portion sizes via catering outlets).

The aim for the first two groups will be for participants to explain what is being done now, before discussions moves on to what barriers need to be surmounted to go further. The third group should also consider what steps are currently being taken, as well as ideas for what could be done in future.

Each group will be asked to report back on its main conclusions when the meeting reassembles, before the afternoon concludes with a general discussion on lessons learnt and on what can be taken forward in practical terms.

I would therefore ask you to consider inviting representatives to the Platform meeting who are willing and able to participate in the afternoon event.

I would ask you to send your confirmation of attendance, including what session you would prefer to participate in to the following e-mail address: nutrition-platform@cec.eu.int by 1st September, indicating if you need reimbursement for travel.

The UK Presidency can arrange for participants to be collected on 21 September from the 08.13 Eurostar train from Brussels arriving in London at 09.28, and taken to catch the 19.13 return train arriving in Brussels at 22.35. Please inform us by 1st September if you are interested in this option.

I am looking forward to seeing you all in London.

Working groups

I would like to remind you of the working groups. If we want them to be successful we need your input. So far, to my knowledge the rapporteurs/friends of the chair have received few comments or suggestions from members of the groups.

Yours sincerely,

signed:
Robert Madelin

Enclosures: Draft agenda for the meeting of 21 September 2005
Summary report of