

## **Content document**

This document contains the following information regarding the national workshop organised by the Hartstichting on 14 February 2014, to disseminate the information contained in the document *Diet, Physical Activity and Cardiovascular Disease Prevention in Europe* as part of the framework of the EuroHeart II project:

- Final programme
- Summary report of the meeting
- List of participants
- List of speakers
- News item and tweet announcing this event

## **Programma**

*De dag wordt begeleid door Jaap de Graaf, adviseur op het gebied van leefstijlthema's bij ZanskaR Consultancy.*

- 12.30 – 13.00      **Aanvang bijeenkomst met lunch**
- 13.00 – 13.15      **Opening**
- Welkomstwoord Marina Senten, Afdelingshoofd Onderzoekers, Professionals & Bestuurders, Hartstichting
  - Voorstelronde aanwezigen
- 13.15 – 13.45      **Kidsmarketing en Europa**  
Marleen Kestens, Network Coordinator, European Heart Network
- Het EuroHeart II project: de weg naar een betere hartgezondheid
  - Welke ontwikkelingen doen zich voor op Europees niveau?
- 13.45 – 14.15      **Kidsmarketing sinds 2007**  
Henry Uitslag, Campagnemanager, Consumentenbond
- Welke acties zijn er ondernomen in Nederland sinds het sturen van de brandbrief van 2007? Wat was het effect op het aantal op kinderen gerichte reclames in Nederland?
  - Welke stappen heeft de voedingsindustrie gezet?
  - Waar staan we nu en wat willen wij nog realiseren?
- 14.15 – 14.45      **Wetenschap en beleid**  
Jaap Seidell, Professor Nutrition and Health, Faculteit der aard- en levenswetenschappen, VU Amsterdam
- Wat is de stand van zaken ten aanzien van overgewicht bij jongeren? Welke koppeling kan er gemaakt worden tussen overgewicht en kidsmarketing?
  - Wat is er volgens de wetenschap nodig op het gebied van beleid, specifiek t.a.v. kidsmarketing?
  - Bieden voedingscriteria een uitkomst of zijn andere maatregelen nodig?
- 14.45 – 15.05      **Pauze**
- 15.05 – 16.50      **Discussie: Gaan we met elkaar verder en zo ja, hoe?**  
Onder begeleiding van dagvoorzitter Jaap de Graaf
- 16.50 – 17.00      **Afsluiting**

*Deze bijeenkomst komt voort uit het European Heart Health Strategy II project (EuroHeart II), dat cofinanciering heeft ontvangen vanuit het gezondheidsprogramma van de Europese Unie. De verantwoordelijkheid voor deze bijeenkomst ligt uitsluitend bij de Hartstichting.*

## **Summary report of meeting**

As part of the EuroHeart II Project, the Dutch Heart Foundation (herewith: Hartstichting) decided to focus on the recommendations regarding kidsmarketing as set out in the report *Diet and Physical Activity and Cardiovascular Disease Prevention in Europe*. This with the aim to tackle the obesity problem amongst our youth.

Seven years ago, the Hartstichting together with the Dutch Consumers' Organisation (herewith: Consumentenbond) sent an urgent letter to then government calling upon action against the rampant advertising of unhealthy foods aimed at children. This letter was signed by numerous health professionals and renowned scientists. Subsequently, the Consumentenbond and Hartstichting jointly continued to lobby for tougher rules around kidsmarketing.

On 14 February 2014, the Hartstichting organized a stakeholder meeting on kidsmarketing to investigate:

1. the extent to which parties were of the opinion that kidsmarketing in relation to obesity was still an important issue to tackle, and
2. whether parties were interested to become part of a broader movement and focus on limiting kidsmarketing of unhealthy food products, together.

A large part of the signatories of the 2007-letter was invited to the stakeholder meeting. We furthermore invited the Diabetes Foundation, Dutch Cancer Society and Dutch Association of Dieticians, for example.

The meeting started with three presentations, thereby providing all those present with a clear overview of the state of affairs on kidsmarketing for food products at European and national (Dutch) level.

- Marleen Kestens of the European Heart Network gave an introduction, in which the context of the stakeholder meeting (the EuroHeartII Project) was outlined and provided a summary of past and present developments at European level.
- Henry Uitslag of the Consumentenbond gave an overview of the developments in the Netherlands from 2007 to the present, making clear the tension that there is between self regulation aimed for by the industry and the demand for clear laws and regulations by parties such as the Consumentenbond.
- The focus of the presentation provided by Jaap Seidell, professor nutritional and health at the Vrije Universiteit, was on whether the discussion regarding kidsmarketing should be limited to unhealthy food products or whether the starting point should be kidsmarketing in general, regardless the product. The latter point of view is based on the idea that "every child has the right to grow up in an ad-free / sheltered environment".

After extensive discussion following the presentations, the question was raised whether or not the parties present were interested in working together to tackle child obesity by tackling kidsmarketing for (unhealthy) food products. All participants responded positively. Subsequently, it was agreed that the Hartstichting would take the lead in drafting a document based on the discussion. Together with three other organizations, we will finalize the draft document. Next, this document as well as the strategy and approach will be discussed with the stakeholders that were present on the 14<sup>th</sup> February, during a follow-up meeting.

## List of participants

<b>Organisation</b>	<b>Name</b>	<b>Title (in Dutch)</b>
Consumentenbond	H. Uitslag	Campaign Manager
Consumentenbond	M. Karskens	Manager Public Affairs
Diabetes Fonds	D. Hettinga	Adjunct directeur en Hoofd kennis en onderzoek
Diabetes Fonds	M. Schrijver	Teamleider Kennis en Onderzoek
European Heart Network	M. Kestens	Network Coordinator
foodwatch Nederland	F. Quik	Onderzoeker
Hartstichting	M. Bos	Beleidsadviseur
Hartstichting	M. Luif	Manager Public Affairs
Hartstichting	C. Martens	Public Affairs
Hartstichting	M. Senten	Afdelingshoofd
Hartstichting	D. Stolker	Teamleider Public Affairs
KWF Kankerbestrijding	T. Rombouts	Programmacoörd. Preventie
Nederlandse Obesitas Vereniging	A. Mulder	Bestuurslid Sport
Nederlandse Obesitas Vereniging	A. van Haaren	Bestuurslid pers & voorlichting
Nederlands Vereniging van Diëtisten	A. Evers	Directeur
PO-Raad	J. Vink	Beleidsmedewerker
Radboud Universiteit Nijmegen	M. Buijzen	Hoogleraar Communicatie Wetenschappen
Radboud Universiteit Nijmegen	E. Rozendaal	Universitair docent Persuasieve Communicatie
TNO (Sector Gezondheidsbevordering/Leiden)	M. L'Hoir	Onderzoeker
Universiteit Maastricht	M. van Baak	Bijzonder hoogleraar Fysiologie van Obesitas, vakgroep humane biologie
VU Amsterdam	J. Seidell	Professor Nutrition and Health, Faculteit der aard- en levenswetenschappen
Zanskar	J. de Graaf	External consultant (chairperson)

## **List of speakers**

### **Marleen Kestens, Network Coordinator, European Heart Network**

Marleen Kestens is highly knowledgeable in the area of CVDs and European political affairs.

### **Henry Uitslag, Campaign Manager, Consumentenbond**

As *Food Campaign Manager*, Mr. Uitslag is active in the field of marketing to kids, food labelling and product composition.

### **Jaap Seidell, Professor Nutrition and Health, VU Amsterdam**

Mr. Seidell is responsible for research and academic training in health sciences at the VU University of Amsterdam, The Netherlands. His research topics include:

- diet, nutrition and chronic diseases
- causes and consequences of overweight and obesity
- prevention and management of overweight and obesity

## Screenshot news item

On 13 February 2014, we placed a news item on our website mentioning that we were hosting a stakeholder meeting (see below).

This news item was not sent to a third party.



The screenshot shows a news item on the Hartstichting website. The page title is "Hartstichting houdt bijeenkomst voor maatregelen tegen kidsmarketing". The date is "13 februari 2014". The text describes a stakeholder meeting on marketing for children's products. The page includes a sidebar with navigation links and a search bar. At the bottom, there are social media sharing options for Facebook, Twitter, LinkedIn, and E-mail.

We also sent a tweet that same day:



The screenshot shows a tweet from Hartstichting (@Hartstichting) dated Feb 13. The tweet text is: "#Hartstichting organiseert op 14 februari een bijeenkomst over marketing gericht op kinderen ow.ly/tAqYV". The tweet includes a link to the news item and options to Reply, Retweet, Favorite, and More.