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## Supplementary Material

Assessment of Evaluations made to Healthy Eating Policies  
in Europe: A review within EATWELL Project

List of Policy interventions by country

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Belgium

Country	Policy	Impact on Awareness	Impact on consumption	Impact on health	Cost effectiveness
BE	BE Tutti Frutti - Fruit at School	No increased knowledge about fruit à educational interventions can be a solution	After two years of the program, a significant increase is measured in fruit consumption	in secondary education: less fruit consumption and level of unhealthy snack does not change after program	no
BE	BE Thursday Veggie Day	no	Planned: From interview: VD made small baseline survey and intends to do a later data collection: Samples of 300 ind.	no	no
BE	BE VIASANO	Yes, own collected data in each participating centre	no	Yes, own data on obesity prevalence. Heights and weights measured each two years at school	no
BE	BE Happy Body Project	no	no	no	no

Germany

Country	Policy	Impact on Awareness	Impact on consumption	Impact on health	Cost effectiveness
DE	DE KiGGS	no	Yes, own survey	Yes, own survey	no
DE	DE The German Platform Diet and Physical Activity	no	no	no	no

## France

Country	Policy	Impact on Awareness	Impact on consumption	Impact on health	Cost effectiveness
FR	"EPODE (Ensemble, Prevenons l'Obésité Des Enfants / Together, let's prevent obesity in children)"	Sociological evaluation: pilot studies including Stakeholders' involvement; Stakeholders' and population perception; Target population perception; level of commitment of the local stakeholders (schools, sports association, catering, distributors...)	no	Improvements in the body mass index (BMI) of children involved in the program (2 age groups: 5 to 6 and 10 to 11): overall decrease in the prevalence of overweight including obesity of 1.88% in 2005/2007 (to be published)	no
FR	Campagne média du PNNS (PNNS media campaign)	In general, the campaign has achieved a satisfactory impact	no	no	no
FR	Un fruit pour la récré (a fruit for recreation time)	no	no	no	no
FR	Suppression des distributeurs automatiques dans les écoles (removal of vending machines from schools)	no	no	no	no
FR	"Publicité alimentaire: messages sanitaires obligatoires (Food advertising: mandatory health messages)"	The study showed a good recognition of messages and a positive impact on eating behaviors.	The survey showed a positive impact on eating and purchasing behaviors: 21% aged over 15 express having changed their eating habits and 17% their food or drink purchasing habits.	no	no
FR	" Lait scolaire" (School Milk)	no	"The expenditure relates to near 10 302 tons of cheese and 27.722 million litres of milk. For almost ten years the installation of milk fountains in the canteens of colleges and high schools has been encouraged. Today, more than 1700 machine have been installed	no	no

## France 3

Country	Policy	Impact on Awareness	Impact on consumption	Impact on health	Cost effectiveness
FR	<b>FLVS - Fleurbaix Laventie Ville Santé Study</b>	Compared to children from the control towns, Fleurbaix and Laventie children have a better nutritional knowledge. Families in Fleurbaix and Laventie whose children have received nutritional information have changed their lifestyle habits towards current P	no	During the first period of the study (from 1992 to 2000) the prevalence of childhood overweight and obesity first tended to increase. During the second period (from 2000 to 2004), the prevalence of childhood overweight and obesity decreased in Fleurbaix a	no
FR	Programme national de réduction des risques cardiovasculaires (National program to reduce cardiovascular risk)	no	no	no	no
FR	"Diabète, halte aux complications (Diabetes, stop the complications)"	no	no	no	no

ITALY

Country	Policy	Impact on awareness	Impact on consumption	Impact on Health	Cost Effectiveness
IT	GUADAGNARE SALUTE (Gaining Health- To make healthy choices easier)	no	no	no	no
IT	CULTURA CHE NUTRE (Feeding culture)	no	no	The impact on health was evaluated at INRAN (by D. D'Addesa) for EATWELL. The data utilized were those of INRAN (Manuale di Sorveglianza Nutrizionale. INRAN 2003. Roma. pp. 105-133) and those of ISS 2008 "OKkio alla salute" surveillance project results. In Trentino region where the campaign has been continuing, the monitoring conducted every 10 years shows that the prevalence of goiter is fallen from 24% to 1.5%	no
IT	IL SALE NELL'ALIMENTAZIONE PER LA PROFILASSI DELLA CARENZA IODICA E LA CURA DELL'IPERTENSIONE" (Salt in food and the prevention of iodine deficiency and hypertension)	At the end of campaign, a random sample telephone survey was made to assess the level of reception and acceptance of the information campaign. It showed that 50% of respondents knew the existence of iodized salt (1)	"A survey by CIRM Market Research conducted at the end of 1997 showed that the iodine salt consumption araised from 3% to 6% (1).		
IT	DIABETE (Diabetes)	no	no	no	no
IT	MANGIA BENE CRESCI MEGLIO (Eat well grow better)	no	no	no	no
IT	VIVI SANO, MANGIA BENE (Eat well, live healthy)	A telephon survey made by Centro Studi Investimenti Sociali (CENSIS) showed that people knew the content of the campaign and considered the objectives as beneficial (1, 2)	The same survey showed a good impact of the campaign on the Italian people (37.8% improved their dietary habits) (1,2)	no	The funds allocated for the communication campaign was approximately 15 million euros but the cost/effectiveness was not avalueted.
IT	SAPERMANGIARE.MOBI (To know how to eat. mobi)	no	no	no	no

Country	Policy	Impact on awareness	Impact on consumption	Impact on Health	Cost Effectiveness
IT	NUTRITEVI DEI 5 COLORI DELLA VITA (I 5 COLORI DEL BENESSERE) (Feast of the colours of life, the 5 colours of wellness)	77% of consumers who had seen the nutritional messages had correctly remembered after more than 10 days, the name and content of the campaign and 56% of those who stated to consume less than 5 servings of fruits and vegetables a day, were willing to in	no	no	no
IT	LA PAUSA CONSAPEVOLE: NUTRIVENDING (Aware break: Nutrivending)	no	The first evaluation only in the schools (2006/2007) showed an increase of healthy snacks consumption of 21% (1). In 2008 the average increase of healthy snacks consumption distributed through all the vending machines was 15,6% (2)	no	no
IT	"ATTIVITA' DI ORIENTAMENTO DEI CONSUMI E L'EDUCAZIONE ALIMENTARE(Guidance activities in foods consumption and nutrition education)"	It is reported on the interventions: Eating Together (ID 25) A healthy diet for your son (ID 15)	It is reported on the interventions: Eating Together (ID 25) A healthy diet for your son (ID 15)	The impact on health was evaluated at INRAN (by D. D'Addesa) for EATWELL. The data utilized were those of INRAN (Manuale di Sorveglianza Nutrizionale. INRAN 2003. Roma. pp. 105-133) and those of ISS 2008 "Okkio alla salute" surveillance project results.	To develop the Program the Regional Council allocated annually to each province a sum 260,000 Euros, but the cost/effectiveness was not evaluated.
IT	SAPERE I SAPORI (Know the flavours)	no	no	The results of nutritional status obtained from the surveillance project "Okkio alla salute" (2008) (1) and INRAN data (1999) (2) show no substantial decrease of overweight/obesity percentage (38.8% in 2008, 39.0% in 1999) in the Lazio Region (INRAN, D	no

Country	Policy	Impact on awareness	Impact on consumption	Impact on Health	Cost Effectiveness
IT	UNA SANA ALIMENTAZIONE PER TUO FIGLIO (Healthy eating for your child )	A survey carried out only at the end of the intervention on students, through questionnaires showed that 72% of children knew more about organic food and liked school lunch prepared with organic food (2).	No	no	no
IT	PROGETTO OBESITA' PIEMONTE (POP) (Piemonte Obesity Project)	no	no	The project has shown that obese people can lose in a year 5% of excess weight, without regaining it (38% of participants), or otherwise don't put on weight (41% of participants), if supported by a specialist in dietetics and clinical nutrition and the family	The intervention cost is about 90 Euros per patient for one year of therapy (paid by National Health Service, NHS). Such expenditure is lower than the estimated costs of treating health complications of obesity.(2) Moreover its effectiveness was clear in
IT	I COLORI DEL CIBO (The colours of food)	no	no	no	no
IT	LINEE GUIDA PER LA RISTORAZIONE SCOLASTICA (School catering guidelines)	no	no	no	no
IT	L'ORTO A SCUOLA (The school vegetable garden yard)	no	no	no	no
IT	"ALIMENTAZIONE, MOVIMENTO, STILI DI VITA: ISTRUZIONI PER L'USO (Diet, physical activity, lifestyles: instruction for use)	no	no	Questionnaires and tests filled in by students showed that after the project they changed a bit their personal lifestyles; these data were obtained by contacting the regional school office of Piemonte, but they are not available .	no

Country	Policy	Impact on awareness	Impact on consumption	Impact on Health	Cost Effectiveness
IT	PROGETTO REGIONALE DI SORVEGLIANZA ED EDUCAZIONE ALIMENTARE NELLA POPOLAZIONE SCOLASTICA (Regional project for nutritional surveillance and education in schools)	Questionnaires administered to children before and after the intervention showed that they improved their knowledge about food.	"From questionnaires administered to children emerges that: - after the project a greater number of children have breakfast every day (pre-intervention 70,9% - post-intervention 72,1%); Increase of yoghurt consumption as a snack : (60,3% vs 46,6% among children of kiindergarten and 37,6% vs 29,8% among primary school children ). Fruit consumption as a snack in the morning among children of middle school increased (6,5% vs 3,6%); fruit	no	no
IT	MANGIARE INSIEME (Eating together)	no	Increase of yoghurt consumption as a snack : (60,3% vs 46,6% among children of kiindergarten and 37,6% vs 29,8% among primary school children ). Fruit consumption as a snack in the morning among children of middle school increased (6,5% vs 3,6%); fruit	no	no
IT	FRESH BREAK - FRUTTA SNACK. PIU' GUSTO E PIU' SALUTE NELLE SCUOLE E NEI POSTI DI LAVORO (Fresch break - Fruit Snack. More taste and more health in schools and places of work)	100% of the sample studied for evaluation considered positive the installation of vending machines for fruit, vegetables and yoghurt.	At the end of the project about 270.000 healthy snacks were consumed. Before the project no heathy snacks were consumed.	no	no
IT	FRUTTA SNACK (Fruit snack)	67% of the students involved in the project, answering a questionnaire administered to them at the end of the initiative, stated that his nutritional knowledge about the importance of fruit and vegetables consumption was improved.	54% of the students declared through questionnaires that they were of the idea that their consumption of fruit and vegetables was increased. Nevertheless the collection of monthly consumption data of fruits and vegetables made by the owners of the school	no	no



Country	Policy	Impact on awareness	Impact on consumption	Impact on Health	Cost Effectiveness
IT	"CONTRATTO DELLA MERENDA(Snack agreement)"	The participation of the families to the Contract was on average 87.6% (range 78.8-92.2) at the beginning of the school year (2003-2004) and remained at a mean of 82.3% (range 72.9-95.3) at the end The main reasons for participating in the Contract and th	Children's appreciation for fruit increased during the first school year in the classes where the teachers developed initiatives to support the intervention (p<0.005 between final and initial appreciation in the intervention class). The yogurt showed a s	The analysis of the baseline anthropometric data revealed that 19.6% of the boys and 15% of the girl were overweight while 15.1% and 16.5% respectively were obese. As expected, given the short time interval, repeated measurements a year later showed	no
IT	EDUCAZIONE ALIMENTARE: UN INTERVENTO INTEGRATO (Nutritional education: an integrated intervention)	no	The percentage of children who stated to consume snacks (not fruit) at school was 16% among children involved in the project and receiving fruits at school, while it reached 76% among control children (not participating to the project and not receiving fr	no si no	no
IT	LO SPAVENTAPASSERI (The scarecrow)	no	No	no	no

Portugal 1

Country	Name	Impact_on Awareness	Impact_on consumption	Impact on Health	Cost effectiveness
PT	Platform against obesity (Plataforma contra a obesidade)	No	No	No	No
PT	Projecto Obesidade Zero (Project Zero Obesity)- Platform against obesity	No	No	No	No
PT	Programa Educativo "apetece-me"- Platform against obesity	No	The program had an impact on behaviours, in particular on food habits. Two evaluation strategies have been implemented: quantitative evaluation (through questionnaires ) and qualitative (trough working groups with teachers and pupils)	No	No
PT	Projecto com Peso e Medida - Platform against obesity	No	No	No	No
PT	Progama Peso Comunitario - Platform against obesity	No	A reduction in total calories intake, colesterol, fat and saturated fat has been registered in participants (before and after data have been collected and compared)	Weight loss after the program has been registered (46% of people with a BMI>30 lost weight with respect to the priod before the beginning of the program. -4kg average)	No
PT	Rituais de vida saudavel - Platform against obesity	No	No	No	No

## Portugal (2)

Country	Name	Impact_on Awareness	Impact_on consumption	Impact on Health	Cost effectiveness
PT	"Por Nós" - Obesity and Diabetes prevention in Salvaterra de Magos - Platform against obesity	No	No	The following parameters will be recorded before and after: 1) BMI 2) weight 3) Glicemia 4) Type 2 Diabetes parameter risk 5) Physical Activity Data (through household questionnaires) on weight, BMI, lifestyle, physical activities, using of health service, daily activities, life quality..will be collected (before and after)	No
PT	Saúde Contra Obesidade - "PróSaúde" - Platform against obesity	No	No		No
PT	Programa 5 ao dia (5 a day program) - Platform against obesity since Jan 2008)	No	No	No	No
PT	Programa 5 ao dia (5 a day program) - Platform against obesity since Jan 2008)	No	No	No	No
PT	Selfregulatory Code of Good Practice in Commercial Communication to Minors	No	No	No	No
PT	PASSE*	Yes	Yes	Yes	Yes

\* The Program PASSE has set up a monitoring and evaluation system, however, it has not yet made publicly available its results.

## Spain

Country	Name	Impact_on Awareness	Impact_on consumption	Impact on Health	Cost effectiveness
ES	Spanish Self-Regulatory Code on Food Advertising to Children (Codigo PAOS)	No	No	No	No
ES	Strategy for Nutrition, Physical Activity and the Prevention of Obesity (NAOS)	No	No	No	No
ES	PERSEO program - NAOS strategy	No	No	Antropometric values are recorded before and after the intervention	No
ES	Five a day (5 al dia)	No	No	No	No
ES	Thao Project	No	No	No	No
ES	EDAL	No	No	No	No
ES	Agreement between Spanish Ministry of Health and Spanish Bakers Confederation.	No	No	No	No
ES	Agreement between Spanish Ministry of Health and Spanish National Association of Vending Machines Providers	No	No	No	No
ES	Agreement between Ministry of Health and Spanish food and drinks Industries Federation.	No	No	No	No
ES	Agreement between Ministry of Health and Restaurants and Hotels Federation	No	No	No	No

Poland

Country	Policy	Impact on Awareness	Impact on consumption	Impact on Health	Cost effectiveness
PL	Mlekoslaw	Advertisement was remembered by 27% of mothers and 44% of children.	campaign did not influence significantly the consumption habits of Poles, did not increase significantly the consumption of milk,	No	No
PL	"Get KNow Good Food" Pozaj Dobra ZywNosc	No	No	No	No
PL	"State aid for feeding program" (pomoc panstwa w zakresie dozywiania)	No	No	No	Maybe
PL	"The National Primary Prevention Programme of Neural Tube Defects in Poland" Program Pierwotnej Profilaktyki Wad Cewy Nerwowej	No	No	Maybe	No
PL	"The National Programme for the Elimination of Iodine Deficiency" (Program eliminacji niedoboru jodu w Polsce)	No	No	Maybe	Maybe
PL	"National Cholesterol Prevention Programme" (Narodowy Program Profilaktyki Cholesterolowej)	No	No	No	No
PL	CINDI (Countrywide Integrated Noncommunicable Diseases Intervention) Poland	No	No	No	No
PL	"The POLKARD Programme" (POLKARD Narodowy Program Profilaktyki i Leczenia Chorób układu sercowo-naczyniowego)	No	No	No	No
PL	Euroaction Poland	No	No	No	No
PL	"Programme for the Prevention and Treatment of Diabetes in Poland for the years 2006-2008" (Program Prewencji i Leczenia Cukrzycy w Polsce)	No	No	Maybe	Maybe
PL	National Program for Prevention of overweight and obesity, and Chronic Noncommunicable Diseases Through Improved Nutrition and Physical Activity POL-HEALTH	No	No	Maybe	Maybe

UK

Country	Policy	Impact on Awareness	Impact on Consumption	Impact on Health	Cost Effectiveness
UK	5 a day Programme (Department of Health)	The Big Lottery Fund (2006) Overall, this evaluation has found that there have been greater levels of improvement in awareness and understanding of the issues and implications of eating fruit and vegetables than in overall consumptions levels. Data used :	EPIC's "PILOT EVALUATION": found to have had a positive effect in people with the lowest intakes – this is important for addressing inequalities in health. Those who ate less than five a day at baseline increased their intakes by 1 portion over the cour	No	No
UK	Junk Food Ban since 2006 although initially on a recognize basis. Then around 2007-2008 compulsory for primary schools. The rules became compulsory for secondary schools this year (2009) (Department for children, schools and families)	No	No	No	No
UK	Ofcom Restrcitions: The restrictions on advertising for foods high in fat, salt and sugar (HFSS)	No	No	No	No
UK	Healthy Start (Department of Health)	No	No	No	No
UK	Change4Life (Department of Health)	No	No	No	No
UK	Take life on, one step at a time (NHS Health Scotland- Scottish Government)	No	No	No	No
UK	FSA's salt campaign (Food Standards Agency)	No	No	No	No
UK	Value Added Tax Policy in the UK	No	No	No	No
UK	Fuel Zone	No	Healthy food intake by pupils was 39% before Fuel Zone, increasing to 74% in 2004. DATA: Webpage statistics. (Not available to us)	No	No

## UK 2

Country	Policy	Impact on Awareness	Impact on Consumption	Impact on Health	Cost Effectiveness
UK	Traffic light recogniz (Food Standards Agency)	no	No	No	No
UK	Food and Well Being: Reducing Inequalities through a Nutrition Strategy for Wales (FSA-Wales)	Awareness and commitment to the Strategy are particularly high among professionals and practitioners where nutrition activities and capacities, including local food and nutrition plans, have been developed. There is evidence from consumer interview survey	There are as yet few useful comprehensive data on dietary impacts; however it seems that the situation has not worsened since Food and Well Being began, with, for instance, 41% of adults reporting in 2003-5 that they eat five or more portions of fruits and vegetables	No	No
UK	Eat Well to keep well (Public Health Agency, June 1998, October 1999)	71% of respondents were aware of healthy eating publicity, and over 52% recognized the 'Eat well to keep well' publicity specifically. Over 80% had seen or heard publicity relating to fruit and vegetables and 69% of these said the advertising had increase	Twenty four per cent of those surveyed said they had increased their consumption of fruit and vegetables in the previous six weeks. Data: The evaluation involved interviewing 602 people over 16.	No	No
UK	Points4Life, by Manchester City Council and Manchester NHS. The scheme will be launched to the public in early spring 2010	No	No	No	No
UK	Scottish Grocer's Federation (SGF) Healthy Living Programme. (Scottish Government , 2004)	No	No	No	No
UK	Liverpool's Challenge (Liverpool NHS Primary Care Trust 2008-2009)	No	No	No	No

UK AND IRELAND

Country	Policy	Impact on Awareness	Impact on Consumption	Impact on Health	Cost Effectiveness
UK	Healthy Towns' programme (cross-government strategy for England between 2008/09 and 2010/11 )	No	No	No	No
IE & N.Ire	Little Steps Campaign (Health Service Executive, safefood (ROI), Health Promotion Agency (NI) 2008)	No	HSE/safefood Obesity Research – Millward Brown IMS, September 2008 , suggests that parents are making positive changes to their children’s diet and physical activity levels. 51% of parents stated they are replacing unhealthy food with healthier options	No	No
IE	Every Step Counts - Small Changes Make The Difference	No	No	No	No
IE	Ban on television advertisements for sweets and fast food	No	No	No	No



Scandinavia

Country	Policy	Impact on Awareness	Impact on Consumption	Impact on Health	Cost Effectiveness
DK	Everything about nutrition - taste for life,	51% of evaluated visits had a policy of school food. 39% of all now have school food. 96% are satisfied with the program.	None	no	no
DK	Get healthy having fun (part of Everything about nutrition.	no	no	no	no
DK	The 8 nutrition recommendations (part of Everything about nutrition)	no	no	no	no
DK	Food in motion, developed and implemented by Ministry of health and interior and Danish Cancer Society.	no	15-29% increase of fruit consumption in sports centres.	no	no
DK	An easier childhood, developed and implemented by Board of Health.	no	no	no	no
DK	Danish Whole Grain campaign, developed and implemented by 23 partners. Private, NGO's and public (Board of Food).	no	no	no	no
DK	6 a day, developed and implemented by Danish Meat Association, FDB, Danish Horticulture, Danish Fruit, vegetable and potato board, The Heart Society, The Danish Cancer Society, Board of Food and Board of Health.	no	no	no	no

Country	Policy	Impact on Awareness	Impact on Consumption	Impact on Health	Cost Effectiveness
FI	North Karelia	YES	no	no	no
N	Physical activity and meals in schools, developed and implemented by the directorate of Education and the Department of public health.	no	10-15% increase in number of pupils eating their lunch in the canteen.	no	no
N	More fruit campaign, developed and implemented by the Information office for fruit and vegetables.	no	no	no	no