

Diet, Physical Activity and Cardiovascular Disease Prevention:

A challenge for Europe

23 November 2011

Hotel Silken Berlaymont, Brussels

Morning chair and facilitator: Hans Stam, CEO, Dutch Heart Foundation and President of the European Heart Network (EHN)

- 09.30h **Welcome and introduction: From the UN Summit on non-communicable diseases to CVD prevention policy in Europe**
Hans Stam, EHN President
- 09.40h **Goals that are fit for purpose: science and policy**
Mike Rayner, Director, British Heart Foundation Health Promotion Research Group, University of Oxford and Chair of the EHN Expert Group on Nutrition
- 10.00h **Questions and answers**
- 10.15h **More about fat, salt, global developments and political urgency**
Philip James, President, International Association for the Study of Obesity and Hon. Professor of Nutrition, London School of Hygiene and Tropical Medicine
- 10.35h **Questions and answers**
- 10.50h **Coffee break**
- 11.20h **The economics of CVD prevention**
Franco Sassi, Senior Health Economist, Organisation for Economic Co-operation and Development (OECD)
- 11.40h **Questions and answers**
- 11:55h **The European Commission: taking on the challenge**
Paola Testori Coggi, Director General, DG Health and Consumers, European Commission
- 12.15h **Questions and answers**
- 12.30h **Lunch**

Afternoon chair and facilitator: Kate Trollope, Editor, EU Food Policy

- 14.00h **Panel discussion: To do and what to do**
- Despina Spanou, *Principal Advisor, DG Health and Consumers, European Commission*
 - Lars Hoelgaard, *Special Advisor, DG Agriculture and Rural Development, European Commission*
 - Linda McAvan, *MEP and Co-Chair of MEP Heart Group*
 - Else Molander, *Head of Division for Nutrition, Danish Veterinary and Food Administration, Danish Member of High Level Group*
 - Joao Breda, *Programme Manager, Nutrition, Physical Activity and Obesity Programme, Division of Noncommunicable Diseases and Health Promotion, WHO - Regional Office for Europe*
 - Ruth Veale, *Head of Food, Health, Environment and Safety Department, BEUC*
 - Marta Baffigo, *FoodDrinkEurope representative*
 - Mike Rayner, *Chair of the EHN Expert Group on Nutrition*
- 15.00h **Debate with panel**
- 16.00h **Coffee Break**
- 16.20h **European roll-out**
Susanne Løgstrup, Director, European Heart Network
- 16.35h **Summary and conclusions**
Kate Trollope, Editor, EU Food Policy
- 17.00h **End of conference**

This conference arises from the European Heart Health Strategy II project, which has received co-funding from the European Union in the framework of the Health Programme.