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and stroke

european heart network

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## **EHN welcomes WHO's nutrient profile model – a job well done to help curb the marketing of unhealthy food to children**

In 2013, EHN compared several nutrient profile models. The EU Pledge and the FSA/Ofcom models were found to classify foods in a very similar way. We observed that, although both models classify foods in ways which are reasonably consistent with dietary recommendations, they are not particularly strict. We urged, then, the EU Pledge members to commit to reviewing their criteria within a specific timeframe. WHO Regional Office for Europe (WHO Europe) has now presented a nutrient profile model. The model has been developed in close cooperation with the Member States of WHO Europe and is based on existing models that have been either developed or endorsed by European governments. The criteria in the WHO model are generally stricter than those in the EU Pledge.

The WHO report, presenting the European nutrient profile model, notes that only a few European countries have fully implemented marketing restrictions for foods to children. WHO further notes that only four countries in Europe base their marketing restrictions to children on a nutrient profile model.

Considering that levels of overweight and obesity among children are high in the EU – 1 in 3 children in the EU aged 6-9 years old are overweight or obese – EHN believes that all of Europe needs a robust intervention to curb marketing to children of foods that are high in fat, trans-fatty acids, salt/sodium and sugars – so-called HFSS food.

Therefore, EHN urges the European Commission to review the Audiovisual Media Services Directive (AVMSD) and to adopt a mandatory approach to commercial communication to children for HFSS food instead of relying on codes of conduct. We believe that the newly adopted WHO Europe nutrient profile model provides excellent input for a harmonised EU approach.