

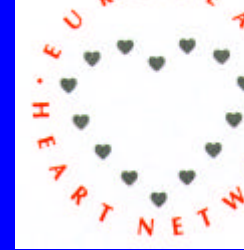


**BEUC Consensus Workshop on Nutrition
Budapest, 7-9 July 2003**

**The Role of Public Health Organisations
Nutrition and Heart Health**

**Susanne Løgstrup
European Heart Network**

European Heart Network (EHN)



- ♥ Brussels-based alliance linking national heart foundations and other non-governmental organisations in 25 countries

Mission



- ♥ The mission of the European Heart Network (EHN) is to play a leading role through networking, collaboration and advocacy in the prevention and reduction of Cardiovascular Disease (CVD) so that it will no longer be a major cause of premature death and disability throughout Europe

Burden



- ♥ More than 4 million people die from cardiovascular diseases (CVD) in Europe each year
- ♥ About one third of CVD deaths are caused by nutritional factors and inactive lifestyles
- ♥ Total percentage of DALYs related to nutrition and physical inactivity is 9.7% in the European Union (compared with 9% related to smoking)
- ♥ Obesity is increasing throughout Europe

Activities



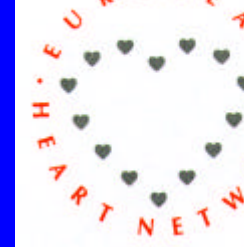
- ♥ Informing and educating the population and segments hereof about the relation between diet and CVD and what a balanced and healthy diet looks like
- ♥ Stimulating concerted action at both national and international level in order to develop and/or implement food and nutrition policies, including quantified dietary goals
- ♥ Advocacy

Campaigns

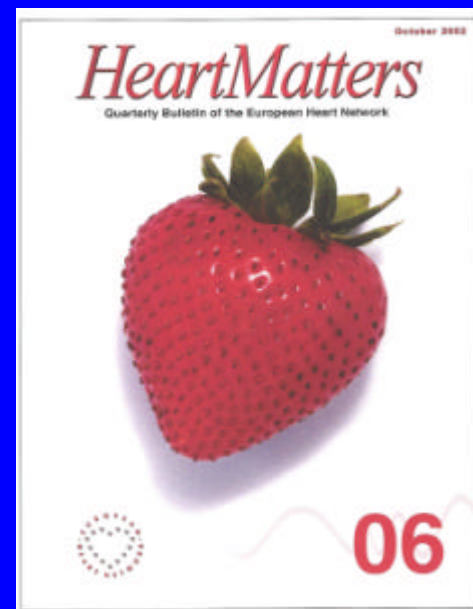
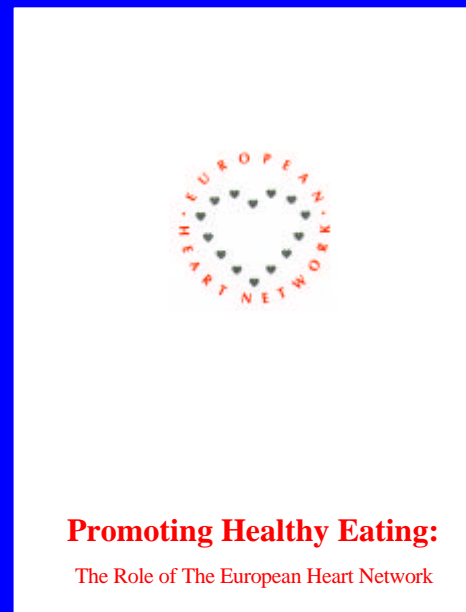
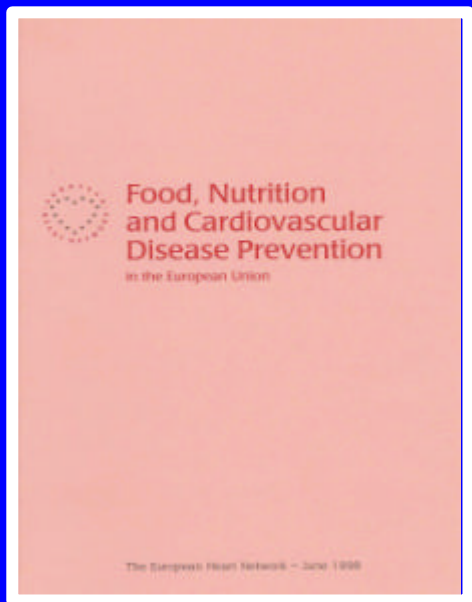


- ♥ Heart Symbols
- ♥ Healthy Range of Food in Company Canteens
- ♥ Healthy Food Choices in Restaurants
- ♥ Community-based Nutrition Education and Cookery Programmes
- ♥ Healthy Breakfast

Publications



- ♥ Promoting Healthy Eating: The Role of the European Heart Network (November 1992)
- ♥ Food, Nutrition and Cardiovascular Disease Prevention in the European Union (June 1998)
- ♥ Food, Nutrition and Cardiovascular Disease Prevention in the European Region: Challenges for the New Millennium (May 2002)
- ♥ Heart Matters (June 2001 and October 2002)



Advocacy



- ♥ Work with the World Health Organization, the European Commission and Parliament and the national governments
- ♥ Overall Policy issues such as the need for a comprehensive and integrated food and nutrition policy
- ♥ Specific policy issues such as nutrition and health claims

Claims



- ♥ Nutrition and health claims should be allowed only if they are scientifically valid, are relevant to public health, are worded in such a way as to ensure that they are not confusing to the public, and apply to foods which also meet safety and other criteria such as labelling and compositional standards



www.ehnheart.org