

Obesity Governance: Best practice at

Workplaces

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BEM1

OBESITY GOVERNANCE

Stakeholder conference

Bruxelles

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Abstract: Modern governance of counteracting obesity seems to increasingly to be based on networked approaches involving alliances of different types of partners at government, company and NGO level, rather than on traditional government lead initiatives. This paper reports on a screening of obesity governance best practices at workplaces and identified on the basis of a collection of cases from across the EU. Two cases are analysed: the FOOD project that evolved in 6 different countries, 2009-11 and the 6-a-day workplace taking place in Denmark, 2001-2. The paper reports on how the best practices came into being, some of the determinants for Sustainability of Intervention (SoI) and ends by listing some of the lessons that can be learnt.

Prepared in cooperation with Michael Sjøgaard Jørgensen

Slide 1

BEM1

Organisation of discussion panels:

First, findings from the different European intervention initiatives mapped as best cases will be presented by a person from the Obesity Governance project team (15 min). After each presentation, 4-5 stakeholders will sit in a panel and discuss the respective intervention strategies and the possibility of transferring these also to other European countries. The panels will be chaired by Eivind Stø and Siv Elin Ånestad from SIFO, Norway. The Chair will shortly introduce the panelists and keep track of time and who's turn it is to speak. Each of the 4-5 stakeholders in the panel is first given 2 minutes each to present themselves and their role in relation to the topic / the best cases mapped (10 min total). The chair will then ask the panel to discuss 2 central questions (10 min total):

The effect of the intervention strategy they have been a part of

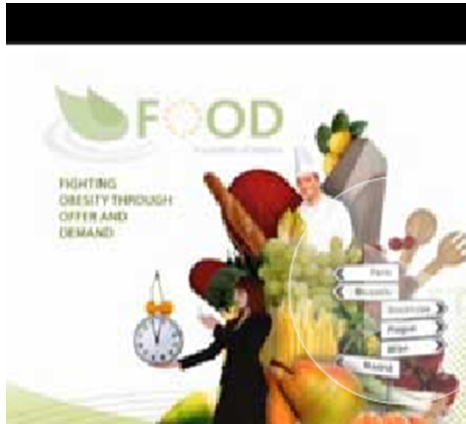
The possibility of transferring the intervention strategy to other European countries

Thereafter the floor is opened for remarks and questions from the other conference participants (10 min total). Each panel will thus last 30 minutes.

Bent Egberg Mikkelsen; 20-09-2011

Method

- Collection of cases across EU (WP4)
- Analysis and screening for best practices
- Analysis of best practices (WP5)
- What can be learnt from best practices



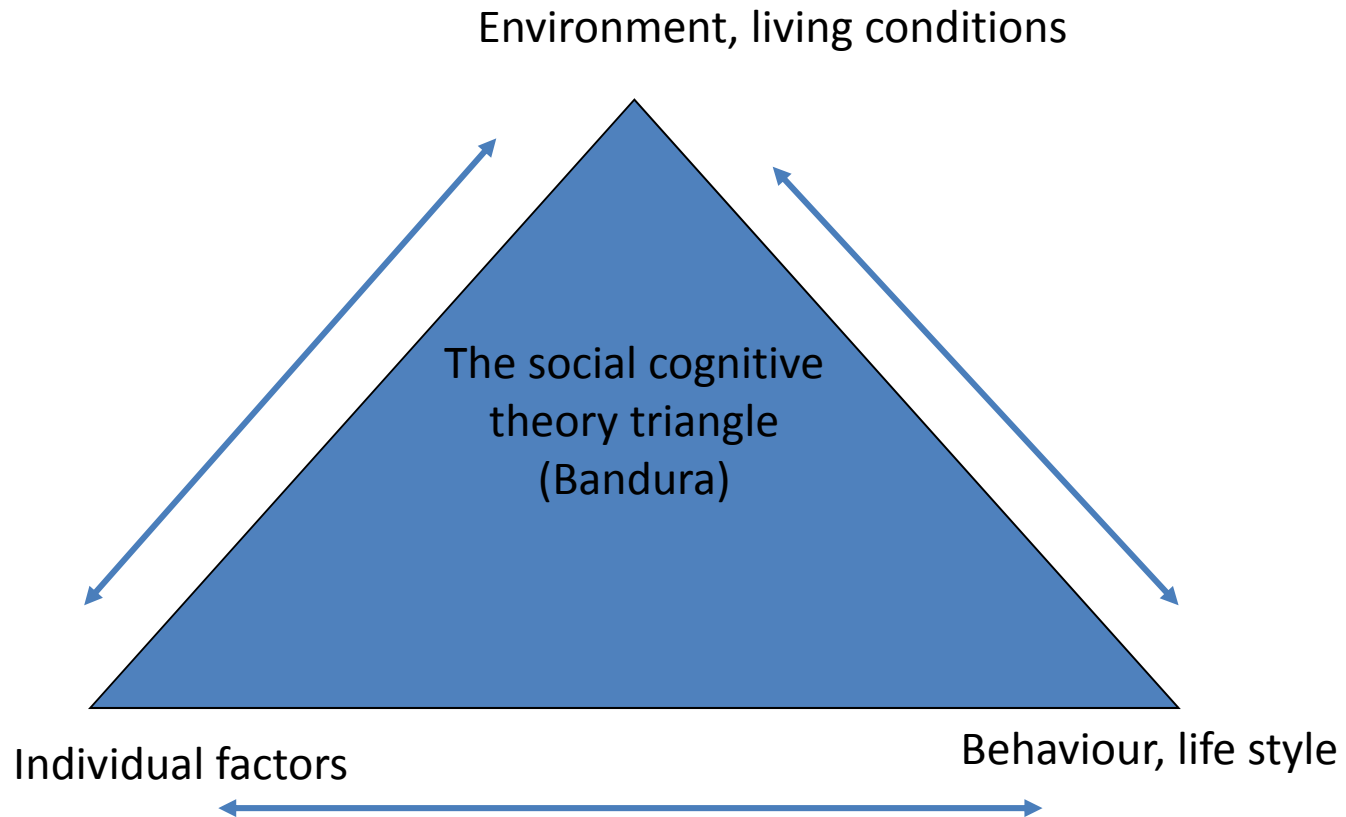
Cases

- FOOD project, 6 countries, 2009-11
- 6-a-day workplace, Denmark, 2001-2
- Key Hole restaurant (labelling) (SE; DK), 2000-



Theoretical model

behavioral change



Results

How BP works

- Primarily based on KAP/B approaches although environmental ones are present in 6/day
- Both mediators and end users are targetted

Results

Strategies identified

- In house – out of house
- End user strategies & Mediator strategies
- Communicative strategies
- Availability strategies
 - Meeting fruit
 - Recipe redesign
- Labelling strategies

Results

How BP came into being

- Workplaces are “enabled” – ready & widely accepted settings for interventions
- Workplaces seems to be win-win platforms for health interventions
- Workplace health programs seems to fit well in CSR strategies

Results

How BP were sustained

- History and “social constitutions”
- Interventions seems to be based on “convenience” assumptions – politics
- Where consensus can be reached rather than on theoretical analysis of what might be most effective
- Acceptance of loose coupling

Results

Sustainability of Intervention (Sol)

- Financial support (Government / EAHC)
 - 6 a day: High
 - Food: not assessed but results are promising

Results

Lessons learnt

- PPP evolves over time - proces
- PPP evolves in small steps
- Publicity seems to create momentum
- Business opportunities should not be overlooked
- Financial support can help
- Evidence plays an important role

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Thanks for your attention

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