



Mikkelsen, BE & Jørgensen, MS:

# Best practice analyses in the Obesity Governance project

The objective of this presentation is to present and discuss the results from an EU financed project OBESITY GOVERNANCE project (<http://www.sifo.no/obesity-governance/>). The project has been analyzing public-private partnerships (PPP's) aiming at contributing to the governance of obesity in Europe. National reports about PPP's within were collected from 28 European countries (27 EU and Norway) during 2010. The project analyzed the relationship between two major dimensions: regulatory politics on the one hand and healthy eating policies on the other. The project has given an overview of the actual situation in all EU member states, and carried out in-depth research within four different geographical areas: 1. The Anglo-American zone: 2. The Mediterranean 3. The Nordic zone and 4. The Eastern Europe. These zones are regarded as representations of various regulatory regimes. The project has carried out an in depth analysis of initiatives within five thematic areas: schools, workplaces, campaigns, labeling and drinking. The paper concludes by critically assessing the potential value of PPP as an approach to obesity governance.

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Original article

Partnerships for better nutrition – an analysis of how Danish authorities, researchers, non-governmental organizations and practitioners are networking to promote healthy eating

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WHO Global Strategy

Declining role of governments in promoting healthy eating: time to rethink the role of the food industry?

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Abstract

The increasing incidence of overweight and obesity calls for strategies to influence individuals' lifestyle. There is increasing acceptance of the idea that such strategies should go further than to stress the responsibility of the individual and focus on wider socioeconomic and environmental factors. This is true also for the promotion of healthy eating, and as industry increases its awareness towards corporate social responsibility



# Setting the scene

## two approaches

- Upstream: PPP's that target structure. Obesity is regarded as a structural problem, it is up to authorities, non-profit actors and for-profit actors to regulate.
- 
- Downstream: PPP's that target individuals. Obesity is seen as an individual problem, which it is up to individual consumers to regulate

# **Setting the scene**

## **2 competing views**

### **Industry cannot be trusted.**

"Don't take money from the industry"

"Tobacco industry as the scary case"

### **Industry needs to be trusted**

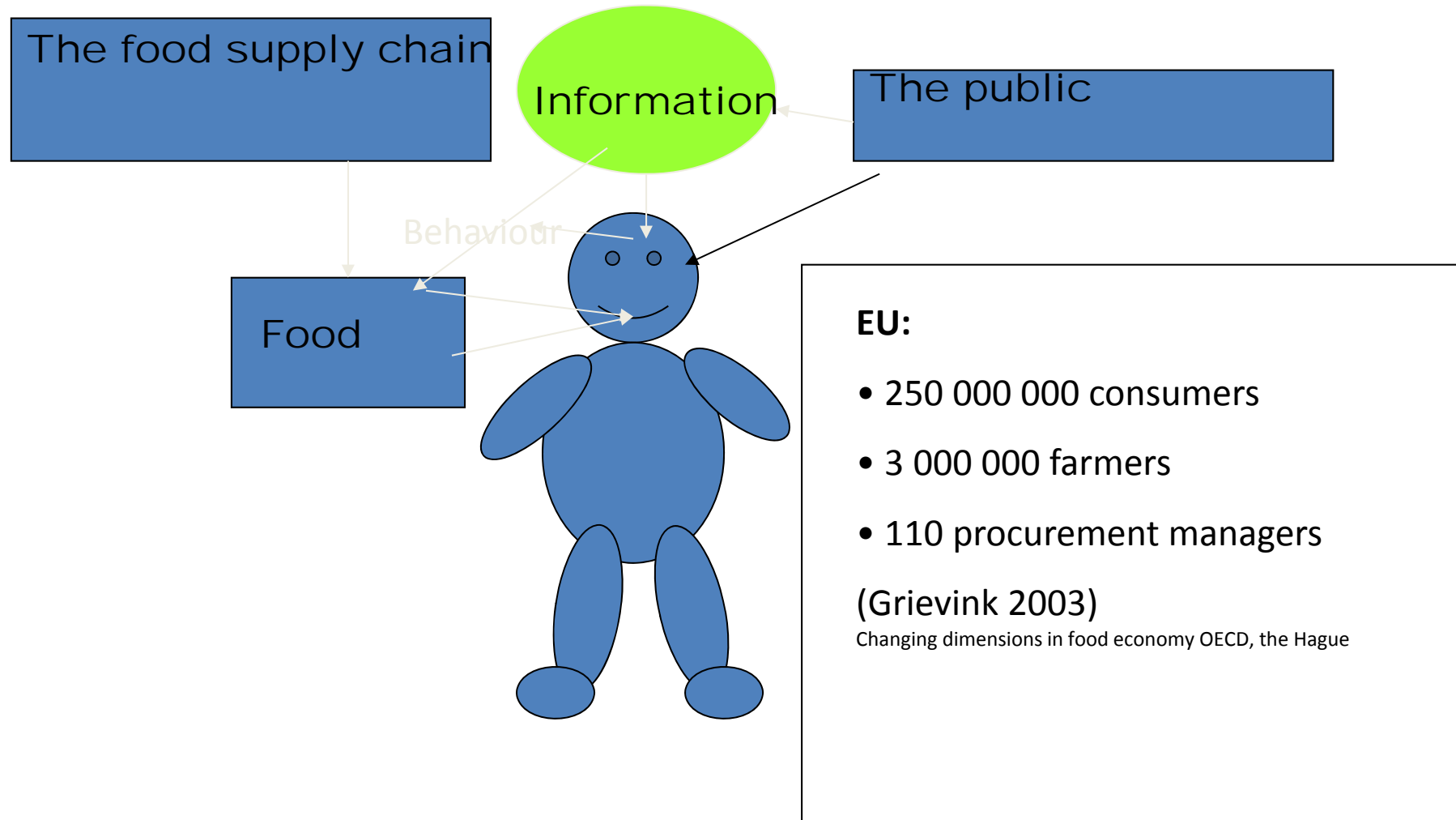
"Industry is responsible for the supply chain therefore cooperation is essential"

"Governments and enterprises both prefer deregulation"

"CSR will sooner or later force corporations to 'think healthier'"

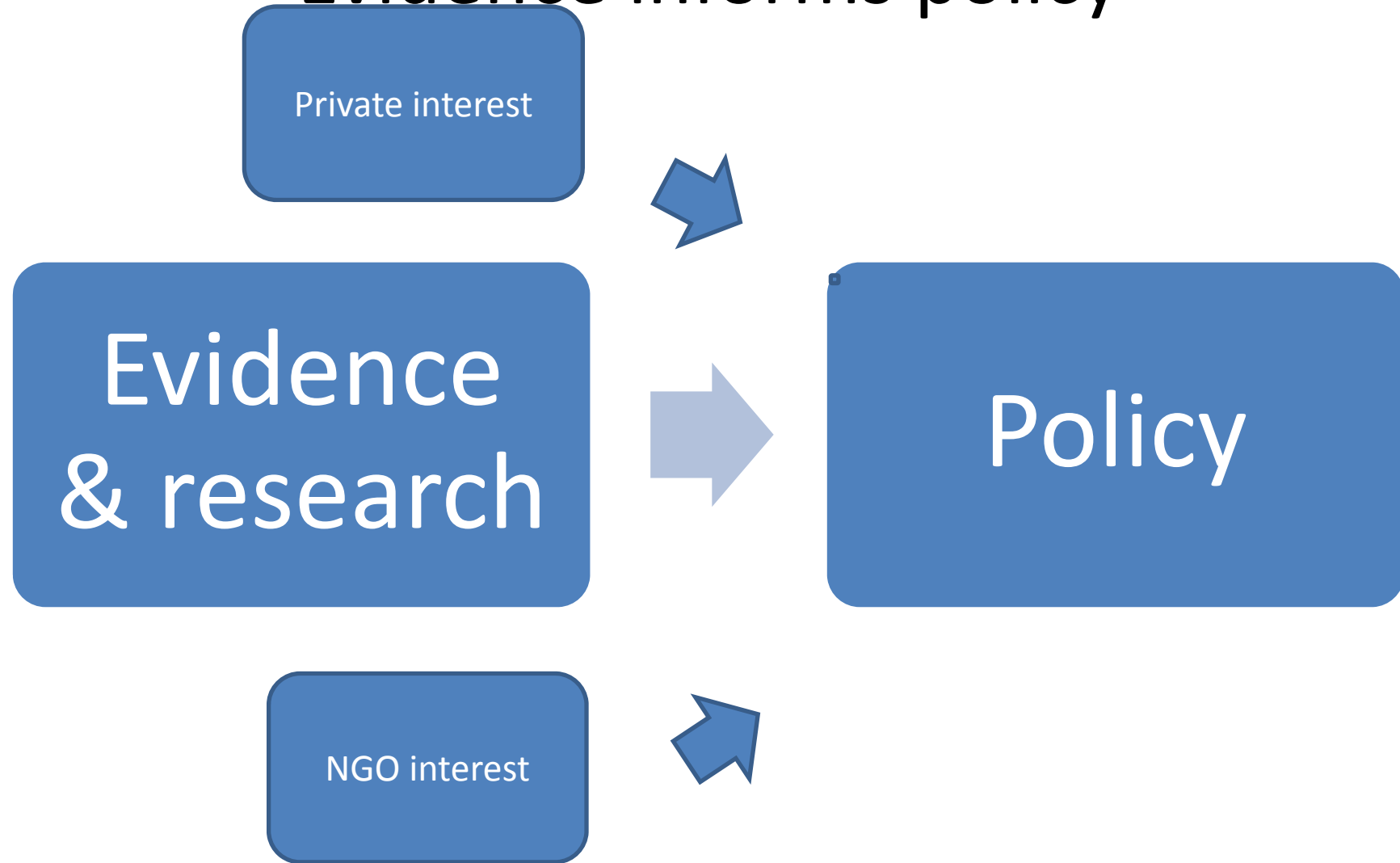


# Why "extra governmental" governance



# The dream of every scientist:

Evidence informs policy



# Aim of ObGov

- Identify and map European PPP's in a governance perspective
- Develop a framework for assessing PPPs
- Discuss the transferability of good practices to other settings



# Methods/Protocol

## **Case collection:**

Literature review, internet search and interviews  
235 PPP cases from 27 EUMS +NO



## **Best practice screening by template:**

Planning of initiative  
Implementation of initiative  
Sustaining initiative  
Embedding of initiative



## **In depth analysis:**

Focus: transferability  
& reg. regime  
23 PPP cases



Tool

# Protocol

## 1<sup>st</sup> data collection (screening)

- The template included the following elements:
- Name of the initiative
- Source of information
- Description of the case
- Goals of the case
- Which stakeholders were involved in the case?
- Who took the initiative?
- Financial matters
- Legal matters
- Conflict and alliances
- Results
- Other relevant information
- Candidates to best-practices.

# **Inclusion criteria for selection of good practices**

- **Overall criteria for good initiatives:**
  - Information available
- **Information on results available**
  - OUTPUT/Compliance : number of children in an obesity program
  - OUTCOME : changes in children's health due to a program
- **Broad geographical coverage =>**
  - Good practices in different countries



# Criteria based sampling resulted in 23 cases of best practises candidates

Type	# cases	# countries
Pre-schools	4	3
Schools	9	7
Workplaces	2	2
Labelling	5	3
Drinking	3	3
Campaigns	4	4

# Good Practice Analysis

## protocol 2<sup>nd</sup> data set

- **Background of initiative:** Why 6-a-day: US => DK
- **Planning of initiative:** NGOs cooperate and invite business and authorities
- **Implementation of initiative:** Secretariat. Board. Action plans. Specific campaigns
- **Results (output; outcome):** How many workplace fruit schemes? How does fruit consumption change?
- **Sustainability of results:** Consumption 5 years later?
- **Embedding of results:** NGO hosts secretariat
- **Dissemination of initiative:** New partnerships
- **Transfer of initiative:** Inspired EU fruit scheme

# Types of good practice PPP's (1)

- **School children (target group):** *EPODE in different countries*
- **Pre-school children (target group):** *Moving Kids*
- **Drinking (activity):** *Clever drinking*
- **Campaigns (initiative):** *Change4Life*
- **Labelling (tool):** *Key hole labelling (tool)*
- **Workplaces (setting):** *The FOOD programme*





# How to assess effect of PPP

## Methodological challenges

- Short intervention period
- Different outcome measures: compliance, biophysical, awareness etc
- How to sample. Best practice or best available ("convenience" )?
- Target audience (subjects) and sample not well defined
- Target group tends to be unevenly affected by PPP

# Transferability of initiatives

- Within and between geographical regions
  - EPODE. Keyhole labelling. School fruit
- Between same and different types of societies
  - EPODE. Keyhole labelling. School fruit
- Cautious about transferability:
  - Initiatives develop in social context
  - Similarities and differences among countries
- Differences might limit transferability to other countries and regions:
  - Democratic tradition, national legislation, strength of civil society organisations etc.

# Conclusion

- In some cases PPP might be contributing positively in cases idea is clear and evidence based
- In other cases it might simply delay and inflict the necessary decisions/regulations
- PPP are some time based on “convenience” assumptions. Where consensus can be reached rather than on analysis of what might be most effective
- PPP offer a multi stakeholder platform unlike corporate non PPP initiatives and as such can be platforms for influence

# Discussion

- Simple win-win ideas seems to work best
- PPP's that align with evidence seems to spread easily
- PPP are loosely coupled – self contained, self governed and thus impossible to govern

[www.menu.aau.dk](http://www.menu.aau.dk)

**ObesityGovernance**

Partnership, healthy eating and innovative governance  
as tools to counteract obesity and overweight



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