

EATWELL final workshop at the European Public Health Conference, Malta 7-10 November 2012

EATWELL session at 8.30-11.30 on 8 November 2012

Title: Policies for a healthier European diet: are they effective?

European Union Member States have initiated various national policy interventions to encourage physical activity and healthier diets. Ensuring the success of such interventions requires systematic evaluation of their impact to find out what works and what doesn't. The EU (FP7) funded EATWELL (Interventions to Promote Healthy Eating Habits: Evaluation and Recommendations) project was devised to identify the successes, failures and uncertainties of these campaigns and use the results to provide advice for policy makers on creating more successful healthy eating policy interventions. In this session, the project shares its final findings.

Part 1:

8:30 – 8:40 Introduction to EATWELL

Prof. W. Bruce Traill.

University of Reading, United Kingdom

8:40 – 9:00 Evaluations of past interventions

Prof. Wim Verbeke

Ghent University, Belgium

9:00 – 9:20 How to understand if your intervention policy has worked

Prof. Bhavani Shankar

Leverhulme Centre for Integrative Research on Agriculture and Health and School of Oriental and African Studies, University of London, United Kingdom

9:20 – 9:40 Success factors in private and public sector food promotion in Europe

Prof. Tino Bech-Larsen

Aarhus School of Business, Denmark.

9:40 - 10:00 What do consumers think?

Prof. Mario Mazzocchi

University of Bologna, Italy

10:00 – 10:20 Break

Part 2:

10:20 – 10:40 Presentation of the final recommendations

Prof. Bruce Traill

University of Reading, United Kingdom.

10:40 – 11:30 Panel Discussion