



Photo: peb

In Equilibrium for a Healthy Life

– The German Strategy for the
Prevention of Obesity Among Children
and Young People



plattform
ernährung und
bewegung e.v.

Brussels, 20 February 2006



 **Largest platform in the EU**

 **Interdisciplinary network for the whole community**

 **Politically and socially accepted**

 **Causal approach in line with WHO requirements**

 **Focussed on children and their environment**

 **High-calibre committee of experts**



Photo: photocase.com

peb: **Balanced** – for a **healthy lifestyle**

The **prevention of excess weight** in children and youths is the aim of peb, the **plattform ernährung und bewegung e.V.** (Platform Diet and Physical Activity).

peb promotes a **healthy lifestyle**, comprising of **balanced nutrition** and a lot of **physical activity**.

peb as a platform combines all the **relevant social powers**: it is only through collaboration between many players that the necessary influence and weight is established in order to make lasting changes to the lifestyles of children, youths and families in the area of nutrition and physical activity.

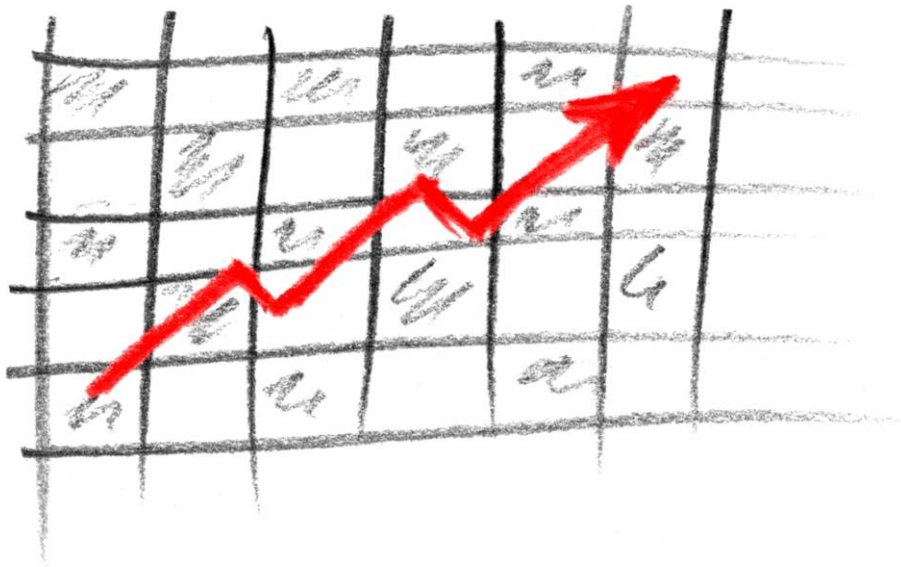
The biggest initiative on nutrition and physical activity in Europe

This common German initiative between politicians, associations and industry is the largest European network for the prevention of excess weight in children and youths **with approx. 100 members**.

peb sees itself as **open to all** organisations and groups already involved in promoting a healthy lifestyle, whether they are national, state-level or local, health or education sector, scientific, economic or civilian initiatives. This **network** will significantly strengthen out success.



The platform's development



peb

peb was founded in **September 2004** on the initiative of the Federal Ministry for Nutrition, Agriculture and Consumer Protection as well as the founding members.

A **committee of experts** was set up in October 2005. Since then, it has been supporting peb's work with scientific expertise.

peb's **headquarters** were opened in Berlin in November 2005 and the platform's activities are coordinated from there. peb is currently involved in **300 campaigns** nationwide.

Platform structure



Chairman

Prof. Dr. Erik Harms

Vice President of the Deutsche Gesellschaft für Kinderheilkunde und Jugendmedizin e.V. (DGKJ)

Acting Managing Committee

Susanne Langguth

Member of Board of Directors of the Bund für Lebensmittelrecht und Lebensmittelkunde e.V.(BLL)

Ingo Weiss

Chairman of Deutsche Sportjugend (dsj)

Clemens Neumann

Dept. leader of Management of Policy Issues, Planning, and Renewable Resources in the Federal Ministry of Food, Agriculture and Consumer Protection



Management

Dr. Anna Oldenburg

Manager of the plattform ernährung und bewegung e.V.

Founding Members:



Prof. Dr. Klaus Bös,
University of Karlsruhe

Prof. Dr. Wolf-Dietrich Brettschneider,
University of Paderborn

Prof. Dr. Johannes Hebebrand,
University of Duisburg-Essen

Prof. Dr. Klaus Hurrelmann,
University of Bielefeld

Dr. Mathilde Kersting,
Research Institute for Child Nutrition Dortmund

Dr. med. Ulrike Korsten-Reck,
Medical University Hospital Freiburg

Dr. Bärbel-Maria Kurth,
Robert Koch Institute Berlin

Reinhard Mann,
Federal Centre for Health Education Cologne

Prof. Dr. med. Manfred J. Müller,
Christian Albrechts University in Kiel

Prof. Dr. Ralf Schwarzer,
Free University of Berlin

Prof. Dr. Peter Stehle,
Rhineland Friedrich Wilhelm
University, Bonn

Dr. Helga Theunert,
JFF – Institute for Media Research and
Media Education, Munich

Prof. Dr. Walter Tokarski,
German Sports Academy, Cologne

Prof. Dr. Wolfgang Tietze,
Free University of Berlin

Scientific advice

The work of peb is accompanied by expert advice.


14 scientists represent the areas of:

 Child Nutrition

 Prevention

 Psychology

 Sports Science

 Epidemiology

 Public Health

 Communication

 Education

 Social and Health Science





Background: Alarming figures

In the last three decades, the **frequency of cases of excess weight** and obesity (adipositas) in children and youths has increased dramatically all over the world.

10 to 15 percent of children and youths in Germany are estimated to be overweight, and 4 to 8 percent even obese.

One of the consequences: **decline in performance.**

Physical and motor performance in children has declined in some cases by more than 10 percent in comparison with children of the same age 25 years ago.

peb - balance between nutrition and exercise

There are **many causes** of excess weight:

The dramatic increase is mainly due to a change in lifestyle: too little physical activity and diets overly rich in calories and the close relationship between energy intake and its consumption leads to excess weight.

Limited physical activity, reduced need for energy, lack of knowledge on food and its content, absence of family meals are only some of the causes.

In its programme, peb combines the areas of nutrition and physical activity – for a balanced lifestyle.

peb - networking and education

Children's behaviour is marked by people in their environment such as parents, relations and friends, as well as by nurseries and schools.

A successful strategy to fight excess weight must therefore be both **widely positioned** and above all work as part of a **network**. In order to be widely effective, the media play an important role.



peb promotes the exchange of knowledge and experience and bringing together existing initiatives. As a result, the necessary influence and weight in order to make lasting changes to lifestyles are bound together.

peb – prevention rather than cure

Nutritional behaviour is learnt as early as infancy and is kept up throughout lifetime. Theory and practice both agree that preventive measures against excess weight must be taken **by nursery age at the latest**.

Bans and recommendations to avoid certain foods directed at children, parents and carers have proven not to be successful. **Positive messages** help to make lasting changes to lifestyles.



For peb, prevention is the top priority, i.e. informing children, parents and carers early on. peb reinforces authority and decision-making abilities within the family for the benefit of a balanced lifestyle.

Four campaign areas

peb concentrates on the prevention of excess weight in children and youths in the following four campaign areas:



1

**Determining causes
and developing “good
practice”**

2

**Knowledge transfer
and training players**

3

**Informing the public
and extending the
work of the platform**

4

**Trying out new
approaches**


Campaign area 1: Determining causes and developing “good practice”


peb brings **players and scientists** together in order to identify problems and come up with solutions.




Photo: photocase.com

Examples:

 “Prävention von Übergewicht - Ansätze in Kindertagesstätten” – workshop on “Prevention of Excess Weight – Approaches in the Nursery Environment”

 “Prävention von Übergewicht in sozialen Risikogruppen” – forum on “Prevention of Excess Weight in High-Risk Social Groups”

 “Lebensmittel für die Zukunft” – conference on “Food of the Future” (planned)





Campaign area 2: Knowledge transfer and training players

Concrete projects and campaigns are developed from the knowledge gained in workshops and forums.



Examples:

-  Platform project on “Nutrition, Physical Activity, Relaxation“ in nurseries
-  “Im Gleichgewicht - für ein gesundes Leben” (Balanced for a Healthy Lifestyle) - campaign, through which parents receive information and assistance on nutrition and physical activity right from the beginning of their child’s life



Campaign area 3: Informing the public and extending the work of the platform

peb develops information and media campaigns in order to transfer the basic message to **target groups**.

Kinder und Jugendliche
Kampf dem Übergewicht

peb ist in Berlin - Europas größte Initiative zur Prävention von Übergewicht eröffnet Geschäftsstelle

Künast-Erbe durch Koalitionsvertrag gesichert

Bei den Kleinen soll das Fett schmelzen

VORSORGE Bundesregierung unterstützt „Plattform Ernährung und Bewegung“

peb is currently setting up a campaign aimed at children.





Campaign area 4: Trying out new approaches

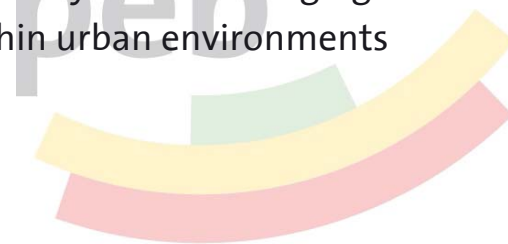
peb supports the development and implementation of **innovative concepts**, but also of networking existing campaigns.



Examples:

 “Besser essen. Mehr bewegen.” - Federal Ministry for Nutrition Agriculture and Consumer Protection’s competition for concepts, which supports the networking of local and regional players and initiatives on the prevention of excess weight in children

 A symposium “Bewegungs(t)räume” (planned), which will demonstrate possibilities for improvements for regular physical activity and encouraging motor activity within urban environments



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peb logo as a seal of quality

peb would like to boost the **quality** of activities in the area of nutrition and physical activity.

Therefore, peb assists in projects that are outstanding and worth following. They carry the **peb logo** granted under strict criteria and which is to become a seal of quality.

First success stories



peb



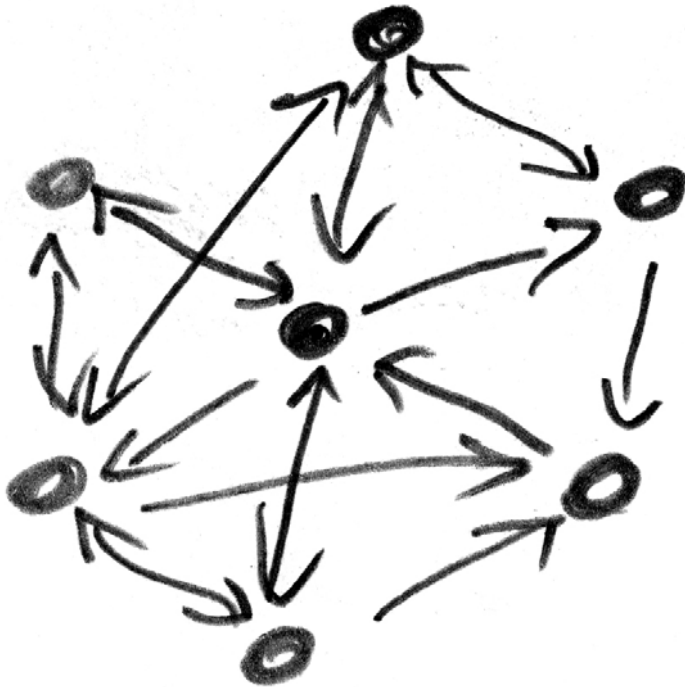
Since being launched a year ago, the platform has already a good performance record:

At the end of 2005 the **number of members** has already increased to **almost 100**.

More than **10 innovative projects** are currently being promoted by peb or peb members.

Overall, peb is involved in **around 300 campaigns** nationwide.

Outlook



“Success, that is to say a significant decline in the number of overweight children and youths, requires patience. In the short term though, we are hoping for **stronger networking** on this subject.

The aim is to be able to get to information more easily and quickly, simply being able to be **more active**, to increase the number of people involved and through networking, to work more efficiently.”

(Prof. Dr. Erik Harms, Chairman of peb)

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Plattform Ernährung und Bewegung - Microsoft Internet Explorer

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Adresse <http://www.ernaehrung-und-bewegung.de/>



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Aktionen und Veranstaltungen

Die Plattform Ernährung und Bewegung e.V. ist ein breites Bündnis ges...
Kin...
vor...
da...



Aktionen und Veranstaltungen

- Die Plattform
- Ziele und Programm
- Mitglieder
- Verein
- Expertenforum
- Projektbank
- Tipps zum Einsteigen



Mitgliedschaftsantrag

Hiermit beantrage/ich/wir, in den Verein „Plattform Ernährung und Bewegung e.V.“ aufgenommen zu werden.

Institution/Firma:

Ableitung:

Bei Firmenorganisationen bitte vorrangigbeschäftigte Person eintragen!

Anrede: o Herr o Frau Titel:

Vorname:

Name:

Straße/Nr. ggf. Postfach:

PLZ/Ort: PLZ:

E-Mail:

Telefon:

Telefax:

Satzung, Wahlordnung und Beitragsordnung des Vereins liegen mir/uns vor und sind mir/uns bekannt, ich/wir beantrage/o ein

Ordentliches Mitglied Fördermitglied zu werden.

Seite 1

Die Unternehmensmappe „...ichtige Ernährung“ ist Basis des Programms und wird Schulen und Lehrern über die Kultusministerien aller Länder direkt zur Verfügung gestellt. Die Mappe enthält neben Informationen auch Arbeitsblätter, mit

How to become a member

peb is open to anyone interested.

Companies, organisations and individuals are invited to support the activities of the plattform ernährung und bewegung e.V. as a full member or patron.





Contact

For more information, contact us:

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Around 100 members are currently involved

Ärztegesellschaft für Naturheilverfahren (Physiotherapie) Berlin-Brandenburg e.V.; aid infodienst Verbraucherschutz, Ernährung, Landwirtschaft e.V.; Ansari, M.D. Ghulam M. (Bremen); Apetito AG; Arbeitsgemeinschaft der Eltern & Kind Kliniken; Bayerische Sportjugend im BLSV e.V.; Bayerisches Staatsministerium für Umwelt, Gesundheit und Verbraucherschutz; Berufsverband der Kinder- und Jugendärzte; Berufsverband für Kinder- und Jugendpsychiatrie, Psychosomatik und Psychotherapie in Germany e.V.; BildungsCent e.V.; Bund für Lebensmittelrecht und Lebensmittelkunde e.V.; Bundeselternrat; Bundesfachverband Deutscher Reformhäuser e.V.; Bundesfachverband Essstörungen; Bundesministerium für Ernährung, Landwirtschaft und Verbraucherschutz; Bundesverband der Deutschen Süßwarenindustrie e.V.; Bundesverband der Innungskrankenkassen; Centrale Marketing-Gesellschaft der Deutschen Agrarwirtschaft; Charité – Medical University Berlin, Sozialpädiatrisches Zentrum; Coca Cola GmbH; Danone GmbH; Deutsche Gesellschaft für Ernährung e.V.; Deutsche Gesellschaft für Kinder- und Jugendmedizin; Deutsche Gesellschaft für Kinder- und Jugendpsychiatrie, Psychosomatik und Psychotherapie; Deutsche Gesellschaft für Sozialpädiatrie und Jugendmedizin; Deutsche SiSi-Werke GmbH; Deutsche Triathlon Union e.V.; Deutsche Turnerjugend im Deutschen Turner-Bund e.V.; Deutsche Vereinigung für Sportwissenschaft e.V.; Deutscher Hotel- und Gaststättenverband e.V., DEHOGA Bundesverband; Deutscher LandFrauenverband (dlv); Deutscher Süßstoffverband e.V.; Deutscher Sportbund/Deutsche Sportjugend; Deutscher Tischtennis-Bund e.V.; Deutscher Verband der Aromenindustrie e.V.; Deutscher Verband für Gesundheitssport und Sporttherapie e.V.; Deutscher Verband für Physiotherapie - Zentralverband der Physiotherapeuten / Krankengymnasten e.V.; Deutsches Netz Gesundheitsfördernder Krankenhäuser gem. e. V.; Die VERBRAUCHER INITIATIVE e.V.; Dr. August Oetker Nahrungsmittel KG; Fachverband Fußverkehr Germany FUSS e.V.; Ferrero Germany GmbH; Fisch-Informationszentrum e.V.; Forschungskreis der Ernährungsindustrie e.V.; G.C. HAHN & Co. Stabilisierungstechnik GmbH; Getreidenährmittelverband e.V., Bonn; Gewerkschaft Erziehung und Wissenschaft; Gewerkschaft Nahrung-Genuss-Gaststätten; Hauptverband des Deutschen Einzelhandels e.V.; Heinrich Nölke GmbH & Co. KG "Gutfried"; Info-Zentrum Schokolade; Intersnack Knabber-Gebäck GmbH & Co. KG; J. Rettenmaier & Söhne GmbH & Co. KG; Juventus e.V. Verein zum Schutz für Kinder und Jugendliche; Kamps Brot- und Backwaren GmbH; Katjes Fassin GmbH & Co. KG; Kaugummi-Verband e.V.; Kraft Foods Germany GmbH; Landessportbund Berlin e. V., Sportjugend im Landessportbund Berlin e. V.; LAPPSET Spiel-, Park-, Freizeitsysteme GmbH; Margarine-Institut für gesunde Ernährung; Masterfoods GmbH; McDonald's Germany Inc.; Mechler, Christel, Ernährungs- und Gesundheitsberatung (Grebenhain); medinet Comenius-Schule Bad Orb gGmbH; Melchior, Klaus-Dieter (Eichwalde); Milchindustrie-Verband e.V.; Ministerium für Umwelt und Naturschutz, Landwirtschaft und Verbraucherschutz Nordrhein-Westfalen; Nestlé Germany AG; Neues Wohnen im Kiez e.V.; PepsiCo Germany GmbH; POWERBREAK e.V.; praemed - Institut für Prävention und Gesundheitsförderung; Puppentheater Dieter Kussani; Rudolf-Ballin-Stiftung e.V.; Schwartauer Werke GmbH & Co. KGaA; Schweisfurth-Stiftung; Slow Food Germany e.V.; SUBWAY International Friedrich & Friedrich GmbH; Sweets Global Network e.V.; Unilever Bestfoods Germany; Verband Bildung und Erziehung e.V.; Verband der Deutschen Fruchtsaft-Industrie e.V.; Verband der Diätassistenten Deutscher Bundesverband e.V.; Verband der Diplom-Oecotrophologen e.V.; Verband der Reformwaren-Hersteller e.V.; Verband für Unabhängige Gesundheitsberatung e.V. – Germany; WAS?! Werbeagentur Schmitz; Weight Watchers (Germany) GmbH; Wirtschaftsvereinigung Alkoholfreie Getränke e.V.