



Best Practices in action: how to transfer, implement, and sustain effective health promotion interventions for children (0-12)

Module 1 - Transferability and Sustainability of Best Practices in Health Promotion and Childhood Obesity Prevention

Session 1.1 - Transferability and sustainability: an overview across EU Joint Actions and other initiatives

Unit 1.1.3 - “JA Prevent NCD - WP4 Sustainability”

Lecturer: Léopold Vandervliet (Sciensano, Belgium)

Slide 1 & 2

So, good morning, everyone. My name is Léopold Vandervliet. I work at the Cancer Center of Sciensano in Belgium, and I'm involved in Joint Action (JA) Prevent NCD in the Work Package 4 (WP4) on Sustainability.

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So, now I will give you a quick overview of the JA, also explain you the objective of WP4 on the structure and then move to the accountability approach we're taking in WP4. And then move to the European Consortium on Cancer Prevention that we aim to establish in the JA.

Slide 4 - Aim and objectives

So, regarding an overview of the JA, the aim is to reduce the burden of cancer and other NCDs and the common risk factors both at a personal and societal level, taking a holistic approach to prevention. There are 4 main objectives. The first one is to improve joint capacity of Member State to plan and implement cancer and other NCD prevention policy and activities at national, regional and local level. The second one is to improve data and monitoring system for cancer and other NCDs. The third one is to contribute to reduce social inequalities in cancer and other NCDs. And the last one is to engage with and support key actors in the field of cancer and NCDs prevention to facilitate corporation JA effort. An important thing to mention is that the project really aligned with the objective of the European Building Cancer Plan and the Healthy Together EU Non-Communicable Disease Initiative.

Slide 5 - About JA PreventNCD

So, the project started this year in January (2024) and the last four years until December 2027. It is led by Norway; there are 25 countries involved and 106 partners. The total budget is around €95.5 million euro, with the European Commission contribution of 76 million. And there are around 98 pilots' action that will be implemented both at the personal and societal level in different WPs.

Slide 6 - Structure of JA PreventNCD

So, this is an overview of the structure of the JA. So, it is a transversal WP. So, WP4 is led by the National Public Health Institute of Slovenia and co-lead by Sciensano. And then these 6 technical WP working on regulation and taxation, healthy living environment, individual at risk, social inequalities, health and health policy as well as monitoring.

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So, moving to WP4...

Slide 8 - WP4: Sustainability

...the aim is really to foster the transfer and sustainable integration of the result and outcome of the core JAPreventNCD WP5 to 10 into national and European policies. We have 6 objectives within WP4. The first one is to collect all the sustainability element of the JA policy and inform decision makers on sustainable approaches to improve health determinant and healthy lifestyle. The second one is to identify windows of opportunities within EU governance mechanism for facilitating the sustainability of the JA integrated intervention after the JA ends. The third one is to ensure sustainability in the field of cancer through the establishment of the European Consortium on Cancer Prevention. The fourth one is to foster the transfer a sustainable integration of the results of the different WP into regional, national and European policies. The fifth one is to foster synergies with JACARDI with the aim for higher level of sustainability of the actions while sharing a good approach, knowledge and experience. And the last one is to encourage integration of best practice results into EU and national system aligned with the principle of well-being economy.

Slide 9 - WP4 Tasks

So, this is a bit the structure that we're taking in WP4. So, it's divided in 7 different tasks. They're all a bit related to the objective I just mentioned. The really important things to mention is the task 4.2 with the engagement with policymakers at different level. So, we're gonna establish a policy, we actually establishing a policy decision making form. So, it will be a policy Advisory Board to the JA consisting of relevant DGs and European Commission Agency, and the body will be asked to provide critical feedbacks on the feasibility of the implementation of the proposed action recommendation and action at national and EU level. Then, we have the national intersectoral group. So, we expect the different WP5 to 10 to support those groups, and we hope that they will function as tool for cooperation between various stakeholders connected to different aspect of NCDs prevention. Then we have the Network of Health Attaches at the European level and the WHO level. And the idea is for the network to be approached and regularly informed by the JA on development at the policy and practice level at least four times during the JA. And the network will be consulted regarding specific policy approach when appropriate. So, we have the first meeting coming with the Health Attaches coming this month and then we have the networking with EU organization at EU and national level. And the idea is to engage resource organization in the comprehensive WP4 working process. And then the really important task is also the synthesis and recommendation based in the outcome recommendation inputs for sustainability, healthy public policy and action from WP5 to 10.

Slide 10 - In 4 years where will we be...

So, before delving into the accountability cycle, I want to share the vision concerning sustainability and stakeholder engagement we have in the WP4. So, in four years, we really expect to have a recommendation for the sustainability implementation of prioritized action and policy. We also expect the Member States to have a clear understanding of their roles in the accountability cycle of the Sustainability Plan. We also expect that the European Commission will support Member States in the implementation of the Sustainability Plan. And finally, we expect that the European Consortium on Cancer Prevention will be established and that it will actively contribute to the accountability cycle.

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So, as a workshop today really focus on how to make health promotion practice transferable and sustainable across the different EU context, I will explain you a bit more the accountability framework by Kraak from 2014 that will allow us to conceptualize the approach of the of WP4.

Slide 12 - Accountability cycle

So, when we talk about accountability, we refer to the principle that individual organization and the community are responsible for the action and might be required to explain them to others. So, accountability is about creating moments of dialogue to share what is happening but to ask why this is happening. So, when discussing accountability, these two quick questions that need to be considered which is accountable and to whom are they accountable? So, accountability system established the process for monitoring, analysing and improving the performance of individual and institution and as such it is a clear mechanism for achieving good governance outcome. So, the framework we're using in WP4 include 4 key stages: taking, sharing, holding and responding to the account. So, the first one is to take the account. So, it's about the assessment. So, the aim is to measure the situation and progress towards targets. So, one of the subtasks here will be to full up the work of WP5 to 10 by searching and exploring the potential of sustainability element in the JA policies and practices. The second one is to share the account. So, it's about the communication. So, the aim here is to communicate the results to decision-makers and other actors to translate information from monitoring into accessible and compelling evidence for action. So, one of the subtasks will be to leverage the Policy Decision Making Firm, members of the UE-CCP as well as other key experts identified in WP4 to communicate best practices from pilots and related sustainability actions. The third one is to hold the account, it's the enforcement. And this is one of the most challenging steps of the accountability cycle. So, the aim is to provide appropriate incentives and disincentives to drive desired actions from each set of stakeholders. And one of the subtasks will be to focus on identifying the implementation roles of actors at EU and national levels. And the last stage of the accountability cycle is, respond to the account. It's about the improvement and it aims to take actions to improve specific areas, environments and other domains.

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So, now I will explain you a bit more the European Consortium on Cancer Prevention (EU-CCP) that will ensure the sustainability results of the JA.

Slide 14 - European Consortium on Cancer Prevention - EU CCP

So, the main goal of the EU-CCP is to build a momentum on cancer prevention and health promotion at EU level around a common agenda. So, over the four years and the time of the project, the body will determine its scope, governance and responsibility in ensuring the sustainability of the action in cancer prevention and health promotion in the EU. And the body will be composed of cancer policy, prevention and the health determinant decision-makers, and experts from all EU Member States and European Economic Area, as well as representative from high level Health Bodies such as WHO and DG SANTE. The second goal is to strengthen and expand evidence-based prevention culture across the relevant chronic disease spectrum and provide for inclusive action in the broader context of health determinant and structure agency relationship. The third one is to strengthen advocacy by providing information and science-based evidence in the public debate. The fourth one is really to combat lobbies and misinformation and disinformation. And the last one is to help to deploy validated disease prevention and health promotion interventions at EU level in accordance with the content of JA Prevent NCD. So, there will be 4 key annual EU-CCP events. The first one took place this September (2024) in Brussel, where all members were invited, as well as the Commission and the WHO to meet in Brussel and to discuss the need of the EU-CCP. The next one will take place in Katowice in Poland in June (2025), during the time of the Polish presidency. And this one will be really important because it's going to discuss the term of reference of the body. Then we'll have a third meeting in Ljubljana in 2026 and a final one in

Brussel in 2027. And we hope that the body will be implemented at the time established. So, the sustainability elements to allow the Consortium to function in the next decade will be explored and recommended as one of the top priorities really regarding the scope, the government, also the financing and the responsibility. So that thing will really be discussed in Katowice in June. And when we talk about the EU-CCP, what are the potential for sustainability? So, the EU-CCP is a potential form of guarantee for the accountability cycle. So, the body could act as a forum to foster collaboration, knowledge sharing and implementation across member states. So, it's really both sharing and holding the account. And then the body's potential lies in ensuring that advances in one country can be translated and apply across the EU, addressing institutional weakness in governance and financing.

Slide 15 - Thank you

So, that's it for my site. Thank you.