

Obesity Policy Implementation Oversight Group

Meeting 19th of October, 2017 at 2pm, Hawkins House

Present

Kate O’Flaherty	Department of Health (Chair)
Marian Byrne	Department of Agriculture, Food and the Marine
Josephine Monaghan	Department of Employment Affairs and Social Protection
Anne Marie Doherty	Department of Employment Affairs and Social Protection
Rita Sexton	Department of Education and Skills
Paul Lemass	Department of Housing, Planning and Local Government
Prof. Ivan Perry	UCC (joined by conference call)
Dr. Wayne Anderson	FSAI
Prof. Donal O’Shea	HSE
Sarah O’Brien	HSE
Dr. Cliodhna Foley Nolan	<i>safefood</i>

Also in attendance:

Nazih Eldin	Department of Health
Ursula O’Dwyer	Department of Health
Caitriona Connolly	Department of Health
Liam McCormack	Department of Health
Fiona Mansergh	Department of Health

Apologies

Department of Children and Youth Affairs

1. Welcome

The Chair welcomed everybody to this first meeting of the Group established to oversee implementation of the Obesity Policy.

2. Introductions

The Chair asked all members to introduce themselves to the group.

3. Terms of Reference

The Chair advised that the group has been constituted to reflect the important roles that particular Departments and organisations had in the implementation of the Policy. The Chair also advised that the Special Action Group on Obesity (SAGO) had completed its work and members had received letters of thanks from the Minister for Health. The group also wished to thank Nazih Eldin, advisor in the Department for his work on this agenda and wished him well on his forthcoming retirement.

The Chair emphasised that this area is very important work and that the Obesity Policy is a priority under the Healthy Ireland agenda. She clarified that an implementation oversight group has already been established for the National Physical Activity Plan. A progress report for this has been circulated to members given its link to the Obesity Policy and Action Plan.

The Chair presented draft Terms of Reference to the group. Comments were invited and the Chair advised that observations would also be welcome by email. Some discussion ensued on the draft Terms.

The question of engagement with industry was discussed. It was agreed that this engagement can be elaborated on in particular in the context of the OPAP action around establishing a forum with industry, as well as through consultation and engagement on specific issues.

4. Sub-Groups

The establishment of two specific sub-groups was proposed and discussed.

The Chair stated that work is already underway on some of the subjects covered by the proposed sub-groups.

Nutrition

The Chair presented the draft Terms of Reference and membership of this sub-group. Discussion ensued on these. A title of 'Healthy Eating' sub-group was proposed. It was agreed that DES and DAFM would participate and that DCYA would be invited to participate in this group. The Chair of this sub-group was agreed – Ursula O'Dwyer from the Health and Wellbeing Programme, and that the sub-group would further consider its terms of reference, membership and work programme at its first meeting.

Wayne Anderson FSAI updated the group on its current work on developing scientific guidance to underpin the proposed healthy eating guidelines for 1-5 year olds.

Reformulation

Draft Terms of Reference and membership for this sub-group were circulated. Further bilateral discussion would be required between the Department of Health and FSAI around the future monitoring of reformulation, as FSAI already has a key role in this domain, and Wayne Anderson (FSAI) provided some background on the processes that the FSAI employs in this area already. The Chair also referred to the need to have an approach for monitoring and evaluating the efficacy of the Sugar Tax and that the sub-group would have an important input on that. It was stressed that the evaluation of the Sugar Tax would have to be a holistic one in order to inform future fiscal and health policy in this area. It was also agreed that consultation and engagement with industry would be an important aspect of the work of the reformulation sub-group.

It was agreed that Prof. Ivan Perry would chair this sub-group.

The Chair proposed that the Group discuss agreeing to establish both of these sub-groups. Other sub-groups to consider

The Chair advised that there are a number of other action areas under the OPAP where the Group will want to consider sub-groups to help progress the work, referring to research and monitoring, industry forum, built environment, among others. The question of other sub-groups will be reviewed by the group on an on-going basis. The Chair advised that the input of children and young people into the implementation work will be explored with DCYA in the context of the Consultation with young people which informed the development of the Policy. The Chair also referred to the new Healthy Ireland Network and the broader infrastructure for implementation which will be important in supporting implementation of the OPAP.

5. Progress Reports

The Chair noted that Progress Reports on the Obesity Policy and Action Plan and the National Physical Activity Plan were circulated and taken as read, as an update for members of the group.

6. Presentations

HEAL Programme

Sarah O'Brien, Healthy Eating and Active Living (HEAL) Programme Lead in the HSE presented on this programme to the group. This included a presentation by Prof Donal O'Shea HSE on the remit and work involved as Clinical Lead for Obesity in the HSE.

Childhood Obesity Campaign (*safefood*)

Dermot Moriarty, Marketing and Communications manager *safefood* provided an update to the group on the new START, 'Healthy Weight for Children' campaign and its development. Further discussion ensued on the campaign and the detail of it. The campaign is due to be launched by the Minister for Health and Minister of State for Health Promotion in the coming weeks.

7. Schedule of Meetings

A broad schedule was agreed by the group as Q1 and Q2 2018 and Q 4 2018.

Actions Agreed

No.	Action	Person(s) responsible
1	Draft terms of reference to be re-circulated for final comments to the group by email.	DH team
2	Progress 1 st meeting of Healthy Eating sub-group	DH team (Ursula O'Dwyer as Chair)

3	Progress 1 st meeting of Reformulation sub-group	DH team and Ivan Perry as Chair
4	Dates for meetings in 2018 to be identified and circulated to the Group	DH team
5	Group to be informed about START campaign launch	DH team and safefood

OPIOG Meeting 28 Feb 2018

Present

Kate O'Flaherty	Department of Health (Chair)
Josephine Monaghan	Department of Employment Affairs and Social Protection
Prof. Donal O'Shea	HSE
Sarah O'Brien	HSE
Dr. Clíodhna Foley Nolan	<i>safefood</i>
Ursula O'Dwyer	Department of Health
Caitriona Connolly	Department of Health
Liam McCormack	Department of Health

Apologies

Department of Children and Youth Affairs
Department of Agriculture Food and Marine

Anne Marie Doherty	Department of Employment Affairs and Social Protection
Rita Sexton	Department of Education and Skills
Paul Lemass	Department of Housing, Planning and Local Government
Prof. Ivan Perry	UCC (joined by conference call)
Dr Pamela Byrne	FSAI

1. The Chair welcomed everybody to the meeting.

2. Minutes

The Minutes of the last meeting of the 19th of October 2017 were agreed.

3. Updates

The Chair referred to the presentation on START to the BOBF Consortium at its first meeting of 2018. This was received very well per Sarah O'Brien who was involved in making the presentation with BOBF endorsing both START and the work envisaged with stakeholders. The next phase of the media campaign will be after Easter with a number of activations envisaged. A briefing note on this will be circulated on this by Sarah O'Brien.

The Chair referred to the launch of the new Healthy Ireland 2018 Communications Campaign by An Taoiseach on the 6th January this year. Further planning on this campaign will continue this year.

The Chair updated the Group on the Seanad statements by Minister Catherine Byrne on Obesity on the 25th of January.

The Chair briefed the Group on the recent launch of the Codes of Practice and the current position with the process for the SSD Tax.

An update was provided on the last two Reformulation Sub Group meetings. The question of some products being reformulated in other EU countries but not in Ireland was raised. Material in relation to such products being reformulated differently in EU countries will be sourced and provided to the Sub-Group by Clíodhna Foley Nolan. This practical issue will be raised at the next sub-group meeting on Reformulation and it has been agreed that the targets of the Irish Reformulation Roadmap will be in line with UK targets. Portion size will also be specifically looked at by the Sub-Group.

An update on the Healthy Eating sub-Group was provided. One meeting has been held with good interdepartmental engagement on the issue. A work programme has been agreed for this sub-group. Some of the work elaborated on included the 1-5 year old scientific recommendations being developed by the FSAI and current key messages for this age group. The HSE Nurture and Child health programme is being finalised.

Josephine Monaghan provided an update on the School Meals programme and the new Nutrition Standards. The suppliers are positively engaged on this with the Department of Employment Affairs and Social Protection. €54m is being spent annually on the School Meals programme with no top shelf foods being funded. Suppliers are also engaging their own dietitians on their work, especially with respect to menus.

An All-Island Food Poverty network has the active membership of the DoH and the HSE along with Safefood. The question of working on this issue with other Departments in the context of the BOBF Consortium will be examined by the Department of Health for the purposes of initiating a cross-sectoral discussion.

4. 2018 Priorities and Work Programme

Reformulation and HEG Sub-Groups were mentioned but also an evaluation framework for the SSD Tax. A monitoring group for the CoP was also referred to and the need to set up this framework in an early timeframe this year.

The 10 Steps in the OPAP was referred to by the Chair and the opinions of OPIOG members on the 2018 work programme were sought. It was agreed that a lot of the recommendations under the 10 steps of the OPAP are already well underway.

Prevention, Early Identification and Treatment of Obesity was raised. The Chair referred to the work of the ESRI on behavioural analysis on how calorie posting should be displayed and proceed in order to maximise awareness of food calories content. Work on the built/obesogenic environment will be looked at in the context of the NPAP Stakeholder forum that is expected to take place this year. The current position with the GP contract and the available statistics on current examination with respect to weight management were raised for future reference.

Prof Donal O'Shea advised that a programme manager is in place for the HSE Obesity Clinical Advisory Group and nominations to the group are underway. Working Groups will be established for developing models of care, especially with respect to the new Children's Hospital. A Working Group will also look into the area of Mental Health and Obesity. The issue of Obesity Treatment will be discussed within the context of this Group.

5. Reporting Template

The Chair updated the group on the drafting of a reporting template for the action in the OPAP. Sarah O'Brien will provide material on progress with respect to training of health care professionals on obesity this year and undergraduate training modules already rolled out.

6. 2018 Meetings schedule and agenda items/presentations

This was discussed.

The Chair thanked all for participating in the meeting.

Minutes of OPIOG Meeting 24 May 2018

Present

Kate O'Flaherty	Department of Health (Chair)
Prof. Donal O'Shea	HSE
Prof. Ivan Perry	University College Cork
Grainne Mulligan	Department of Agriculture, Food and the Marine
Dr. Pamela Byrne	FSAI
Gary Ryan	Department of Housing, Planning and Local Government
Hazel O'Byrne	Department of Children and Youth Affairs
Rita Sexton	Department of Education and Skills
Ursula O'Dwyer	Department of Health
Caitriona Connolly	Department of Health
Ashley Lowry	Department of Health
Liam McCormack	Department of Health

Teleconference

Dr. Clíodhna Foley Nolan	<i>safefood</i>
Sarah O'Brien	HSE

Apologies

Josephine Monaghan	Department of Employment Affairs and Social Protection
Anne-Marie Brooks	Department of Children and Youth Affairs

1. Welcome

The Chair welcomed everybody to the meeting.

2. Minutes

The Minutes circulated were adopted.

3. Chair Update

The Chair referred to the introduction of the Sugar Sweetened Drinks Tax from the 1st of May 2018 and the Chair advised the Group that the Dept has started work on formulating and designing an evaluation framework for the efficacy of the Sugar Sweetened Drinks Tax.

The Chair also referred to the forthcoming launch of the next phase of the Healthy Ireland 2018 communications campaign.

The Chair also mentioned the work of the Physical Activity Group (NPAP) and the imminent launch of the WHO Global Physical Activity Plan. This will help with opportunities for Healthy Ireland and its communication in this domain.

4. Presentation by Food Drink Ireland

The Chair then introduced Paul Kelly, Director of Food and Drinks Ireland, Kevin McPartlan, Director of Prepared Consumer Foods, and Aoife Moran, Regulatory Affairs Executive, from FDI/IBEC. They then made a presentation on their work, especially in the area of their own reformulation work with industry, all of which was captured on their slides (on file). A report on the repeat analysis carried out from 2012-2016 on the FDI/Crème Global reformulation project is expected before end 2018. Supplementary reports on package/portion size and on fortification are also planned.

FDI also updated about a new PCF technology centre to support reformulation and other innovations by the industry.

Following the presentation, a discussion ensued around the area of Reformulation. FDI clarified that the repeat analysis will not quite be the same sample size as the previous one but they don't consider the variation to be significant, as almost all of the products used in the previous work will be included.

Pamela Byrne (FSAI) referred to their work on validation of FDI's 2012 report and the reductions seen on salt content, and that they consider the studies they conduct on such products on the industry's claims of reformulation are robust enough to validate their reformulation work. Prof Ivan Perry repeated the importance of validating work such as the salt reformulation.

The Chair referred to the current focus on yoghurts and cereals. FSAI clarified that a tender is issuing to look for providers of analysis of sugar and fat in cereals and yoghurts. In this regard the FSAI works closely with laboratories that do the testing to ensure that the data is robust.

The Chair referred to the work of on the sub-group on Reformulation. Prof Ivan Perry provided an overview of the sub-group's work and referred to its terms of reference that included how best to engage with the food industry. It is intended to have a report from this sub-group by the end of year and that consultation would take place with industry on the 'roadmap' for reformulation. Reference was also made to the influence of the work of Public Health England in this area given the proximity of markets.

The FDI mentioned the need to have in mind the work done already on reformulation when setting new targets, such as those that may emanate from the Reformulation sub-group.

Prof O'Shea referred to the fact that industry can also take a lead in this area and determine a new appetite in the market and so industry also has this responsibility and must be conscious of it.

The Chair referred to the Dept's work on getting a Monitoring Body for the Codes of Practice set up. She elaborated that work is continuing in this vein. FDI referred to the importance of the technical guidance for the Codes.

The FDI delegation left the meeting after the discussion, and the Chair thanked them for their attendance.

5. Updates

>Subgroup on Reformulation

Prof Ivan Perry updated the group on work in developing an overall framework to direct reformulation. The group is conscious of the work required in the area of implementation and monitoring. It is a significant part of the work of Reformulation and added that safeFood and FSAI will be important partners in this regard. The Group was updated that the targets that Public Health England has set will help determine the targets of the Sub-Group, which is a technical group by its nature.

>Update from Healthy Eating Subgroup

Ursula O'Dwyer referred to previous meeting of the group and the key priority being to develop health eating guidelines for the 1-5 year old age group. Expectation is that the recommendations of the FSAI Scientific Committee will be available by year end and that parallel work on key messages and communication approaches on healthy eating is also being progressed. This includes work by Janas Harrington in consolidating key messages on healthy eating from other international organisations which will inform the development of the guidance outputs for parents and the public. The next meeting of this sub-group is scheduled for the 24th of July. Ultimate output from the Sub Group will be guidance for parents, teachers, etc on what is appropriate for healthy eating for this age group of children. The importance of the work to the forthcoming DCYA Early Years Strategy was also discussed, particularly around the area of dissemination of the outputs/guidance to parents and the wider public.

Grainne Mulligan (DAFM) referred to some research on the development of eating habits in children that may be relevant for the work of the sub-group and agreed to share it with the members of the OPIOG.

6. HSE Update on Action 1.5

Sarah O'Brien from the HSE elaborated on the work around universal parenting programmes that incorporate health lifestyles and behavioural change. This was encapsulated in the briefing circulated to the group. The START campaign and the NURTURE programme are progressing.

Again, the link with the Early Years Strategy was emphasised given that parenting is a core theme of the Strategy.

7. Update on Policy Evaluation Framework

Prof Perry gave an overview of an approach for developing an evaluation framework for the Obesity Policy and Action Plan. The team in the HRB Centre for Health & Diet Research (CHDR) are progressing work to develop an annual scorecard and has received one-year funding under the Knowledge Exchange and Dissemination Project (KEDS) 2018 to support the initial work. This would include hosting a workshop in Q3 with the OPIOG and other key stakeholders to agree details of the scorecard and the framework for a mid-term review of the OPAP, as well as establishing a working group to support production of annual reports.

This proposed approach also includes conducting a benchmark of food environment aspects of the OPAP against a number of key comparator countries using a 'Food-Epi' evaluation tool. This work will be funded under an EU Joint Programming Initiative.

The Group discussed and endorsed the proposed approach. Next steps will include organising the proposed workshop, possibly in Q3. The relevance of fiscal policies and both the sugar tax and the UN Special Rapporteur report on Obesity that referred to subsidies for food ingredients as a means to influence policy on obesity were also referred to in considering the overall evaluation.

The Group also noted the importance of being able to fund the policy evaluation work, and of continuing to explore potential founding sources to support the cross-departmental work in this area.

8. Next Meeting

The next meeting will be scheduled for a date after the workshop discussed at Item 7.

Minutes of OPIOG Meeting 23 October 2018 at 11am Miesian Plaza

Present

Kate O'Flaherty	Department of Health (Chair)
Prof. Donal O'Shea	HSE
Prof. Ivan Perry	University College Cork
Grainne Mulligan	Department of Agriculture, Food and the Marine
Dr. Pamela Byrne	FSAI
Hazel O'Byrne	Department of Children and Youth Affairs
Rita Sexton	Department of Education and Skills
Ursula O'Dwyer	Department of Health
Caitriona Connolly	Department of Health
Liam McCormack	Department of Health
Dr. Clíodhna Foley Nolan	<i>safefood</i>
Sarah O'Brien	HSE
Josephine Monaghan	Department of Employment Affairs and Social Protection
Anne-Marie Brooks	Department of Children and Youth Affairs

Apologies

Gary Ryan	Department of Housing, Planning and Local Government
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1. Welcome

The Chair welcomed everybody to the meeting and outlined the agenda for the day.

2. Minutes of last meeting

Typo was identified in the minutes and this was noted for update. Minutes agreed by all present.

3. Chair Update

The Chair updated the group on a number of areas.

The Sláintecare Implementation Strategy was launched and published in August, and Laura Magahy has taken up the position leading a new Sláintecare Programme Office within the Department. An implementation plan is in development and expected to be finalised before the end of the year. Healthy Ireland is a key part of the Sláintecare strategy.

The Healthy Ireland Outcomes Framework went to Government during the summer and this was approved by the Cabinet. It is planned to publish it before the end of the year. A Healthy Ireland Office was also approved for establishment and additional resource requirements for the office will be addressed in the near future. The alignment of this framework with Sláintecare is being examined.

The Chair provided a summary of a hearing with the Joint Oireachtas Committee on Children and Youth Affairs on Childhood Obesity. Presentations were provided to the committee on

the same day by the Dept of Health, Dept of Education and Skills and Dept of Children and Youth Affairs. The Committee's report is expected before the end of the year.

The Chair updated the group on the reply of the Minister of State Catherine Byrne to the follow-up report by British Irish Parliamentary Assembly following the Minister's hearing with the Assembly in May this year.

An updated on the National Early Years Strategy was provided to the group by DCYA. The Government has approved the publication of the report and it is expected to be published in November.

4. Progress Update on OPAP

The Chair referred to a draft being prepared with updates on the 60 actions in the OPAP. The Chair advised that updates from members of the Group on specific areas relating to their work will be sought.

5. Updates

Subgroup - Reformulation

Working towards finalising its report by the end of January next. An update was also provided on the workshop held in September with industry at the Teagasc building in Ashtown. There was a good attendance at this event. Some UK representatives from industry also attended. It was explained to the workshop that this would be the first of a series of engagements with industry. It was flagged that the report of the sub-group would build on the Public Health England framework for reformulation and the issues arising were noted, including the year to be defined as the baseline. The importance of the contribution of Safer Food and the Food Safety Authority of Ireland (FSAI) from a technical perspective in particular was noted in the update provided.

The next wave of the Creme report by Food Drinks Ireland is to be launched in December. Some discussion ensued about the Creme report and the issues around validation that may be involved.

Subgroup - Healthy Eating

The Healthy Eating Subgroup has met three times and they are working on developing 1-5 year olds Healthy Eating Guidelines. The FSAI are finalising a report on Scientific Recommendations for 1-5 year olds, which will help inform the consumer Guidelines. The Subgroup have reviewed international guidelines for this age group and have drafted key healthy eating consumer messages, in line with the START campaign. A scoping paper on developing a National Nutrition Policy is being drafted in line with the action in the OPAP (Step 5).

6. Presentation on Behavioural Research Study on Calorie Posting

Prof Pete Lunn, Associate Research Professor, and Dr Deirdre Robertson, Research Officer, both from the ESRI, provided their presentation on this study. Discussion ensued on the presentation and preliminary results of the survey.

7. Evaluation of Obesity Policy and Action Plan Implementation

Dr Janas Harrington, Senior Lecturer in the Department of Epidemiology & Public Health, University College Cork, provided presentations to the Group on the Evaluation of the Obesity Policy and Action Plan, and on Food EPI (Food Environments and their drivers, Industry, Governments, Society). This follows on from the discussion at the last meeting around the overview provided by Prof Ivan Perry on the development of an evaluation framework and the subsequent endorsement of the process.

The Chair informed the group that all members on behalf of their organisations and related agencies will be involved in contributing to the evaluation of the OPAP in conjunction with the work of the Centre for Health and Diet Research at UCC. Further discussion around the presentation ensued.

8. HSE Healthy Weight for Children (0-6 years) Framework

Presentation on behalf of the HSE Healthy Weight for Children Working Group involving Dr Phil Jennings was provided by Dr. Fionnuala Cooney. Focus is on prevention in the development of the framework. The working group was convened in 2016 under public health leadership.

The Chair expressed the Group's gratitude for the presentation and welcomed the need to elaborate on how the OPIOG works with the Working Group. And in this regard, it was proposed that the new Early Years strategy from DCYA represents an opportunity to examine further how the various elements of the outputs from the Healthy Weight for Children Working Group are integrated within the umbrella of the national mandate of the OPIOG with respect to adult and child obesity policy and implementation.

The importance of inter-sectoral working in this area was again emphasised.

9. Next Meeting

Proposed dates for a meeting early next year (probably February) will be circulated.

10. AOB

The Group were advised of the FSAI report on salt reduction by 11% in cheese. The report is available on the FSAI website.

Minutes of OPIOG Meeting 21 February 2019, 11.30am, Miesian Plaza

Present

Kate O'Flaherty	Department of Health (Chair)
Prof. Donal O'Shea	HSE
Grainne Mulligan	Department of Agriculture, Food and the Marine
Dr. Pamela Byrne	FSAI
Olive O'Neill	Department of Education and Skills
Aisling Holohan	Department of Housing, Planning and Local Government
Dr. Clíodhna Foley Nolan	safefood
Sarah O'Brien	HSE
Anne-Marie Brooks	Department of Children and Youth Affairs

Apologies

Prof Ivan Perry	University College Cork
Josephine Monaghan	Department of Employment Affairs and Social Protection

Department of Health officials

Ursula O'Dwyer
Liam McCormack
Caitríona Connolly

1 Welcome

The Chair welcomed everyone to the meeting.

2 Minutes of last meeting

The Minutes of the meeting of 23 Oct 2018 were agreed

3 Chair Update

The Chair provided some background to the JOC CYA report and the presentation of the Departments of Education and Skills, Children and Youth Affairs and Health to the Committee leading up to its report.

The Chair referred to the publication of the Healthy Ireland Outcomes Framework and the launch by the Government in November 2018 of the *First 5, A Whole-of-Government Strategy for Babies, Young Children and their Families*. The Chair pointed also to the importance of the built environment recommendations in the National Physical Activity Plan and the OPAP in the context of the significant stakeholder meeting on the built environment that took place in November, organised by the cross-Governmental Implementation Groups overseeing the National Physical Activity Plan and the OPAP.

The FSAI also launched the healthy eating guidelines for health professionals and a successful Food Environment Policy Index forum, organised by HRB Centre for Diet and Research at UCC, also took place in the interim since the last meeting.

4 Progress Report on OPAP

The Chair introduced the draft OPAP progress report which will be published with a short Executive summary. The Chair asked that the current draft should now be circulated by email to all on the group for their observations.

Further input provided by all members on completing the table of actions.

The question arose as to whether some actions are still relevant in a changing environment. It was agreed that this would be closely monitored as progress continues.

Agreed to circulate the draft for further comments and allow 2 weeks for further observations and then arrange publication of agreed document.

In regard to Action 10.6, and the utilisation of the dataset arising from the under-6 checks by GPs, it was agreed there was a need for the data to be available as quickly as possible. The Chair undertook to communicate with the appropriate organisations in that regard.

5 Updates from Sub-Groups

Subgroup on Reformulation

UOD referred to the launch of the Crème report mark II by FDI. UOD updated the group on the work of the Reformulation sub-group. A writing Group of the sub-group has been set up for the purposes of drafting the Reformulation sub-group report. UOD referred to the forthcoming meeting with industry scheduled for Monday the 26th of February in relation to working with FDI on reformulation and in particular for addressing targets with industry for reformulation. The targets encompass calories, HFSS, portion size, etc and timeframes for reformulation. A draft reformulation report should then be prepared for the purposes of presenting to the OPIOG for consideration. The work of the FSAI on yoghurts and cereals was referred to. The FSAI are preparing a report on labelling of products due for publication before the next OPIOG meeting. Laboratory analysis of products for reformulation has also been taking place and this methodology for verification of future reformulation of relevant products may prove important on an ongoing basis for verifying claims of product reformulation. The FSAI referred to the importance of robust methodology to confirm product reformulation.

The purchasing patterns of own-brand products within different cohorts of society was also referred to.

Subgroup on Healthy Eating

UOD updated the OPIOG on the work of the Healthy Eating Sub-Group (HEG). The HEG had the benefit of various presentations of different report and studies of relevance to its remit. The work of the Scientific Committee of the FSAI on healthy eating guidelines for 1-5 year olds was discussed and update received from PB of the FSAI and the processes around the publication of this document.

The Chair also referred to work on Food Poverty that the HEG would be supporting as part of its remit. UOD also advised the group of the DEASP pilot that is underway and this may be a template for a potential meals programme being sponsored by the DCYA.

UOD updated the group on a National Nutrition Policy. The Institute of Public Health has been asked by the Department to develop a scoping paper and this is progressing. PB raised the potential for the agri-food business area to contribute positively to the nation's nutrition in the context of the national nutrition policy earmarked for development. PB also referred to the potential for engagement with various policy labs ongoing by the HEG. FM referred to the funding being provided by the Dept of Agriculture in this area.

6 Joint Oireachtas Committee on Children and Youth Affairs: Report on Tackling Childhood Obesity

The Chair introduced the alignment of recommendations document prepared for the purposes of its consideration at this meeting of the OPIOG. The OPIOG agreed that the report of the JOC CYA is a very important document for the purposes of advancing work in the area of obesity and is pleased to note that almost all of the recommendations have been aligned with the Actions in the OPAP.

The Chair then led the group through each recommendation of the JOC CYA and its alignment with the OPAP was discussed. DES referred to the Lifeskills survey that is currently ongoing and its input into Recommendation 12 of the JOC CYA. The question of any further circular in this area was also raised around the process for communication with schools.

The progress with Recommendation 10 on normalising the drinking of water was noted. The issue of whether all schools have access to drinking water will be looked at by the DES.

Alignment of recommendations 1, 2, 3, 5, 6, 7, 8, 9, 13, 14, 15, 16, 17, 18, 19, 20 were noted and discussed by the Group.

The Chair referred to the Youth Health Programme under DCYA that will be of direct relevance to recommendation 4 which should be aligned to Action 5.5.

7 Presentation on the Irish Heart Foundation Schools Health Literacy Project: Ms Janis Morrissey Head of Health Promotion, Information and Training (IHF)

Tim Collins CEO and Janis Morrissey from the IHF provided the group with a presentation on the initiative under development. Discussion ensued afterwards and in particular around the multi-factors that contribute to obesity and hence the need for whole-system and whole-of-society approach to tackling it and its contribution to NCDs, especially Cardiovascular Disease.

8 Next Meeting

Scheduled for Wednesday the 29th of May at 11.30AM.

Minutes of OPIOG Meeting 29 May 2019, 11.30am, Miesian Plaza

Present

Kate O'Flaherty	Department of Health (Chair)
Prof. Donal O'Shea	HSE
Grainne Mulligan	Department of Agriculture, Food and the Marine
Dr. Pamela Byrne	FSAI
Prof Ivan Perry	University College Cork
Martin Colreavy	Department of Housing, Planning and Local Government
Sarah O'Brien	HSE
Anne-Marie Brooks	Department of Children and Youth Affairs

Apologies

Josephine Monaghan	Department of Employment Affairs and Social Protection
Dr. Cliodhna Foley Nolan	<i>safefood</i>
Ronan Kielt	Department of Education and Skills

Department of Health officials

Ursula O'Dwyer
Seamus O'Reilly
Caitríona Connolly
Ashley Lowry

1. Welcome

The Chair welcomed everyone to the meeting. She welcomed the new member to the Group, Martin Colreavy, Senior Advisor, Department of Housing, Planning and Local Government who is also joining the Physical Activity Implementation Group, as well as Seamus O'Reilly who has replaced Liam McCormack in Healthy Ireland. Ronan Kielt, from the Curriculum and Assessment Policy Unit of the Department of Education and Skills, is also joining the Group, but was unable to attend the meeting.

2. Minutes of last meeting

The Minutes of the meeting of 21 February were agreed with minor amendments.

3. Chair Update

The Chair provided an update on some matters that had arisen since the last meeting:

- Expediting delivery of under-6s data: it is an opportunity for formal communication in relation to the GP Contract.
- Food Poverty Initiative: HI is working with DCYA and its Advisory Council to progress this, with a view to then opening it to a wider forum. Important issues are to better join the dots around the obesogenic environment, and to support parents.
- Public communications campaign: In April the next wave of the HI campaign, which concentrates on brand awareness was launched with the Taoiseach. The next phase of the START campaign has also been rolled out, with a focus on treat foods.

- DOS has met with Minister Harris and also with Laura Magahy (Sláintecare). DOS added that he is engaging with colleagues in HSE on estimates process 2020. Currently bariatric surgery funded through NTPF is suspended.
- Minister Harris has received correspondence from Prof. Francis Finucane regarding the “Reformulating Reformulation” report and this will be responded to.
- Minister Harris launched the HSE Food, Nutrition and Hydration Policy for Adult Patients in Acute Hospitals: this should have a transformative impact and the Chair thanked the HSE dieticians for their work on the policy.
- The BAI are undertaking a review of the Children’s Commercial Code. This will be followed by a public consultation on the preparation of a revised Code. HI will have an early bilateral with BAI in this regard and will engage with the Group in order to have a substantial input.
- Surveys: the HI Survey 2019 will be launched in October and the COSI survey results are expected by the end of the year, both of which will have updated data on levels of overweight and obesity in children and adults.
- AMB referred to the publication by Minister Zappone of the First 5 Implementation Plan which focuses on detailed milestones over the next 3 years.
- SOB referred to the signoff of the progress report of the Breastfeeding Action Plan: this would be forwarded for circulation to the wider group.

4. Progress Report on OPAP

The Chair thanked the members who had submitted material on the progress report. Some editing work was required and some of the material submitted was more relevant to 2019, and this would be included in the next progress report. The Physical Activity Group are close to finalising their report and are formatting it; the template will be used for this report.

5. Presentation on Reformulation Roadmap: Prof Ivan Perry, Chair, Reformulation Sub Group

IP circulated a document containing an extended summary of the core background issues with observations and recommendations, which is close to what will be in the final report, and outlined the key points of the document. Overall, he saw a huge potential to advance the anti-obesity agenda through reformulation, and Ireland has led in this area in the past. It is a complex and highly technical issue with political implications, but it is important not to get buried in these and make the perfect the enemy of the good. He stressed the need to engage with industry and with other stakeholders, and the importance of intervention at every level of production. It was also necessary to have proper governance, through an oversight and monitoring group with an independent chair. Regarding the FDI report, its limitations were recognised and will be pointed out, but industry was a key player; however, it was now possible to engage with industry at a level of detail which was not feasible previously.

Regarding monitoring and validation, it is intended to work within the broad PHE framework. While it can be criticised, it is among the more ambitious programmes worldwide, and it would be a missed opportunity not to leverage the work that has been done in UK/NI. IP acknowledged the significant concerns which FSAI have with the use of the KANTAR consumer

panel data, and it is planned to also leverage the work done by FSAI and EU initiatives (one of the proposed JANPA 2 packages is on reformulation).

The document received a general welcome. The Chair stated that a costings piece for 2 to 3 years was needed including the implications for the FSAI. A dedicated resource and a reaffirmation of political commitment was required. DOS stated that it was the foundation for tackling chronic disease, agreeing that it needed to be translated into government policy, and that it underpinned Sláintecare. SOB emphasised the role of OGP regarding procurement – UOD pointed out that there was a work package in JANPA 2 on public procurement and it was agreed to contact OGP regarding the possibility of expressing an interest in this work package. PB thanked IP for raising some of the challenges faced by FSAI regarding KANTAR, and pointed out the costs of getting the KANTAR data. The data also may not capture the complexity of the Irish agri-food sector. She noted, however, that a combined approach was proposed here. She stressed the importance of consulting with industry which in some areas was very innovative, e.g. the artisan sector. GM acknowledged the importance of the work of the Committee and highlighted the role which the agri-food Industry has already played in responding to the evolving changes in consumer demands in relation to health and diet and their role in reformation of food products. DAFM has Invested €10m in the PCF centre in Ashtown to help companies to pilot equipment and to develop new products and also reformulation with a view to scaling up their production. However, we must recognise the costs to industry of reformulation, in particular the SME sector, while the timescale is very ambitious given the time taken to research reformulation and to address issues such as shelf life, etc.

It was agreed that the document would be circulated to the Group for comments by late June, followed by consultation with industry and other stakeholders with responses required by the end of August. Work on costing will be done in parallel.

6. Update on 1-5 year old Healthy Eating Guidelines: Ursula O’Dwyer, Chair, Healthy Eating Subgroup

UOD circulated an update and outlined that a writing group has been set up with a leaflet and meal plan approach. Key messages have been drafted which were also circulated. The Healthy Ireland communications team are now on board and the Subgroup is looking at getting a project dietitian involved. The FSAI scientific recommendations are expected in the coming weeks. The Chair stressed the need to develop resources, work on dissemination and ensure that partners are aligned. It is expected to have the work completed by the end of the year. DCYA and *safefood* will be involved in translating the outputs of the Subgroup into nutrition standards.

7. AOB

- A paper by Prof. Michael Turner on maternal obesity trends in a large Irish university hospital was circulated.
- The Chair referred to the follow up from the Stakeholder Forum on the Built Environment. A discussion has taken place between the Departments and, as the Physical Activity Group are the main drivers, they will consider first how to progress

matters at its next meeting in June, following which this Group will consider how it can contribute. MC welcomed this and pointed to relevance with NDP implementation and funds.

- SOB raised the voluntary code on non-broadcast media. The Chair replied that options are being examined, including with the WHO, and that this was always going to be a very challenging area. Minister Byrne recently met the IHF parents campaign group regarding targeted online marketing.
- The Chair alerted the Group to the Healthy Ireland/An Bord Bia garden at Bloom “*The Healthy Way*” (which was subsequently awarded Gold for best large garden).

8. Next Meeting

Date to be scheduled.