



# CLOSING MEETING OF THE EU PROGRAM **FRUIT & VEG 4 HEALTH**

## BOOK OF ABSTRACTS

NOVEMBER 5<sup>TH</sup> AND 6<sup>TH</sup>, 2020

Les fruits  
et légumes  
un choix  
de vie



### CO-CHAIRS

Elio Riboli & Martine Laville

### SCIENTIFIC COMMITTEE

M. Laville (Univ. Claude-Bernard Lyon 1, FR)  
JM. Lecerf (Institut Pasteur Lille, FR)  
E. Riboli (Imperial College London, UK)  
A. Stavdal (WONCA Europe, NO)  
D. Weghuber (ECOG, AU)

As part of the European program FRUIT & VEG 4 HEALTH, Aprifel is organizing a European meeting on November 2020 (5<sup>th</sup> and 6<sup>th</sup>). This meeting will allow the program to be assessed and to disseminate its results on a European scale while enhancing the awareness of European doctors.

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# SUMMARY

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## FRUIT & VEG 4 HEALTH

### NUTRITION AND HEALTH: FROM SCIENCE TO PRACTICE

The European programme “*Fruit & Veg 4 Health - 2018-2020*” aims to encourage the adoption of healthy eating practices by increasing the consumption of fruit and vegetables. It is in direct response to community public health challenges and notably the European strategy of combatting health problems linked to nutrition, overweight and obesity.

In a context of increased obesity and noncommunicable diseases, awareness has emerged about the need to promote a healthy diet rich in fruit and vegetables. Although the “health” aspects of fruit and vegetable consumption are now beginning to be understood by consumers, this awareness is not always accompanied by a “move into action” as consumption of these products stagnates or even declines, especially among the younger generations.

Fruit & Veg 4 Health has proposed an innovative system using the leverage of general practitioners, paediatricians and gynaecologists to help them provide nutritional advice to their patients and move from public health recommendation to practice.

With 40 years of expertise dedicated to nutrition and the health benefits of fruit and vegetables, Aprifel is an appropriate choice to drive this innovative system: more than 135,000 practitioners and 2,000,000 patients have increased their awareness and have been equipped with innovative tools ranging from training for health professionals to dedicated practical fact sheets.

This system on its own is not sufficient: it must be accompanied by public policies and more proactive collective actions between professionals and their patients, so promoting a healthy, balanced and diverse diet for all. Aprifel and its stakeholders will be mobilised to translate science into action and action into results, so enabling a system of prevention primarily through diet.

**Christel Teyssedre**, *Aprifel President*

## NOVEMBER 5<sup>TH</sup>, 2020

14:30 - 14:40

### INTRODUCTION

**E. Riboli** (*Imperial College London, UK*)

14:40 - 14:55

### PRESENTATION OF THE EU PROGRAM « FRUIT & VEG 4 HEALTH »

**D. Tailliez** & **M. Fillon** (*Aprifel, FR*)

14h55-16h30

### EGEA 2018 : NUTRITION AND HEALTH : FROM SCIENCE TO ACTION (ACTION 1)

#### › Presentation of EGEA Conference 2018

**E. Riboli** (*Imperial College London, UK*)

#### › Benefits of F&V are scientifically proven

- On human health

**E. Riboli** (*Imperial College London, UK*),

**D. Weghuber** (*ECOG, BE & Paracelsus Medical School, AT*)

- On the planet

**C. Reynolds** (*University of London, UK*)

#### › Food system and environment

- Role of marketing in food choices

**F. Folkvord** (*Open Evidence Research, ES - Tilburg School of Humanities and Digital Sciences, NL*)

- Why is nutrition a priority in the medical education?

**M. Touvier** (*INSERM, FR*)

16:30 - 16:50

### ACTIONS TOWARD HEALTH PROFESSIONALS

#### › Practical sheets, delivery to medical offices, attendance to medical congresses and insert of a newsletter in medical press

**J. Calvarin** & **N. Komati** (*Aprifel*)

16:50 - 17:30

### RESULTS OF THE EU PROGRAM « FRUIT & VEG 4 HEALTH »

#### › Evaluation of the fruit & veg 4 health program: intermediate results and recommendations

**K. Sage** & **A. Williams** (*Quadrant Conseil, FR*)

#### › Results of the French barometer GPs, pediatricians and gynaecologists

**J. Soffer** (*CSA Research Institute, FR*)

## NOVEMBER 6<sup>TH</sup>, 2020

10:00 - 12:15

### HOW TO LEARN FROM THE EXPERIENCE, SPREAD IT TO OTHER COUNTRIES AND IMPROVE IT?

#### › Round table

Animated by **M. Laville** (*Univ. C . Bernard Lyon 1, FR*) & **E. Riboli** (*Imperial College London, UK*)

#### With the participation of health professionals and European representatives:

- **WONCA members:** **R. Zoitano** (*Vasco da Gama Movement, RO*) & **K. Nessler** (*Vasco da Gama Movement, PO*)
- **ECOG members :** **M. Frelut** (*ECOG, FR*) & **A. Vania** (*Sapienza Rome University, IT*)
- **Members of the steering committee:** **JM. Lecerf** (*Pasteur institute Lille, FR*), **A. Stavdal** (*WONCA Europe, NO*) & **D. Weghuber** (*ECOG, BE & Paracelsus Medical School, AT*)

12:15 - 12:20

### CONCLUSION

**E. Riboli** (*Imperial College London, UK*)

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## PRESENTATION OF THE EU PROGRAM « FRUIT & VEG 4 HEALTH »

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*M. Fillon & D. Tailliez (Aprifel, FR)*

Co-financed by the European Union, the information program «Fruit & Veg 4 Health» aims to extend good dietary practices, encouraging the adoption of a healthy diet and in particular the regular consumption of fruit and vegetables. The direct link between our diet and our health is now long established: the beneficial effects of regular consumption of fruit and vegetables are no longer in doubt. Moreover, the World Health Organization (WHO) considers under-consumption of fruits and vegetables as a risk factor: in 2017, in the world, 1/3 of deaths related to malnutrition were directly correlated to under-consumption of fruits and vegetables. Despite these established scientific facts, increased attention from public policies to improve nutrition, and local food policies encouraging a balanced diet, the consumption of fruits and vegetables in Europe and France continues to decline, especially among young people: more than 1/3 of Europeans do not consume any portion of fruits and vegetables and 1/3 of the French do not respect the recommendations of 5 daily portions. Hippocrates, a Greek physician of Antiquity, has affirmed since the 5<sup>th</sup> century BC affirmed the primacy of food in health: "Let food be thy medicine". Encouraging the multiplication of nutritional prevention acts by healthcare professionals would make it possible to educate patients about a diet richer in F&V: several recent studies in France and Europe show that the patient-physician relationship is based on a relationship of trust, with patients expecting nutritional advice from their doctor. However, these same studies indicate that practitioners need tools and information to enable them to play this role. Aprifel, the Agency for Research and Information on Fruit and Vegetables, and Interfel, the Interprofession of Fresh Fruit and Vegetables, have partnered to implement the information program for health professionals and patients. Combining exchange actions via congresses, explanatory leaflet equipment, supports for waiting rooms and thematic events, the Fruit & Veg 4 Health program aims to support the action of health professionals in terms of nutritional advice by giving them access to current consensus so that they can engage in conversation with their patients. The objective is to raise awareness and improve the knowledge of 11,500 practitioners over the 3 years of the program, while also improving the knowledge of 50,000 people each year. Targeting these two audiences in parallel will create a virtuous circle between patients and health professionals in order to encourage prevention through a balanced diet, with a significant increase in the consumption of fruit and vegetables.

## PRESENTATION OF EGEA CONFERENCE 2018

*E. Riboli (Imperial College London, UK)*

Since 2003, Aprifel has developed the EGEA Conferences, a unique series of international scientific conferences on nutrition and health with a special focus on fruit and vegetables. EGEA Conferences bring together multidisciplinary knowledge and stakeholders to explore and develop concrete recommendations for policy and practice changes. EGEA has received support and recognition from the European Commission, in particular DG AGRI and DG SANTE. EGEA statements have played an active role providing support for European policies and in setting up the European School Scheme. The 8th edition of EGEA, EGEA 2018, was part of the European program «FRUIT & VEG 4 HEALTH - 2018-2020», co-funded by the European Union and intended to promote healthy eating practices among health professionals and the general public. Indeed, health professionals can and should play an essential role in the prevention of chronic diseases. Aware of the important role that nutrition can play in the prevention of these diseases, health professionals have a key role in health promotion toward their patients. For these reasons and within the framework of the decade of action for nutrition, Aprifel and the scientific committee of EGEA have chosen to put at the heart of this 8th edition the complementarity between scientists and clinicians and thus move “from science to practice». EGEA 2018, co-chaired by Prof Martine Laville and Prof. Elio Riboli, is a concise knowledge module based on international consensus and nutritional knowledge adapted for various stages of life (preconception, childhood, adolescence and adulthood). Controversies and current knowledge were dealt with by applying the latest scientific evidence. EGEA 2018 included original research through keynote lectures, sessions, poster presentations, debates and panel discussions with active audience participation. Discussions covered results from basic science, lifestyle and prevention research, health services, cost-effectiveness, school food procurement, food systems, marketing and behavioral nutrition. The conference was accredited by the European Accreditation Council for Continuing Medical Education (EACCME®) with 16 European CME credits and by the University College of general practitioners of Lyon 1 university. It gathered approximately 50 international speakers: researchers, scientists, health professionals such as general practitioners, pediatricians, gynecologist, nutritionists, members of international (WHO, OECD) and European institutions (EFSA, DG Agri, DG SANTE, DG JRC), members of the European parliament as well as professionals from the fruit and vegetables sector. The main conclusions of EGEA 2018 were the necessity to improve eating habits and increase fruit and vegetables consumption especially among the youngest. EGEA 2018 also highlighted the key role of health professionals by including regular advice on lifestyle and diet and collaborating with dietitians. It was also recommended that the training course for medical doctors should be reviewed by integrating more theoretical and practical knowledge of nutrition. Finally, the conference emphasized the strategic importance to improve the food production system for improving both human and planet health.

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## BENEFITS OF F&V ARE SCIENTIFICALLY PROVEN ON HUMAN HEALTH

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*D. Weghuber (ECOG, BE & Paracelsus Medical School, AT)*

### THE EARLIER THE BETTER: THE FIRST 1,000 DAYS

Healthy eating is essential to obtaining adequate amounts of nutrients required for good health, growth, and development. Healthy eating is also essential to achieving and maintaining a healthy weight and for reducing the risk of developing chronic diseases and premature mortality. Children develop eating habits and food preferences during the early years of life. The dietary patterns learnt during the early years of life track into later childhood and adulthood and form the basis for future eating patterns. Therefore, it is important to establish healthy eating patterns early in life. Infants are exposed to flavor experiences early in life through tastants and odors transmitted in the amniotic fluid and breastmilk. Food diversification establishes future healthy eating habits in children. A variety of foods including fruits and vegetables should be introduced during complementary feeding, to set the pattern for a diverse diet later in life. Parents, the texture and taste of food, and the home-food environment play an important role in shaping the infant's eating habits and food preferences.

### HEALTH BENEFIT OF FRUIT AND VEGETABLES FOR ADULTS

*E. Riboli (Imperial College London, UK)*

Fruit and vegetables have been thought to be beneficial for good health for long time in many traditional societies around the world. However, it is mainly in the past two decades that scientific evidence has accrued and has allowed to quantify the reduction of the risk of developing different chronic diseases associated with fruit and vegetable consumption. The most compelling evidence has emerged from the new generation of very large prospective cohort studies, involving hundreds of thousands of participants, conducted in several countries around the world. These studies have confirmed that regular fruit in vegetable consumption in the order of 300-400 grams per day or more, is associated with a reduction of 20 to 30% of the risk of developing cardiovascular diseases, particularly myocardial infarction and stroke, as well as the risk of developing type 2 diabetes. Fruit and vegetable consumption is also associated with a 10 to 20% reduction of cancer risk. The strength of these large studies is that it was possible to control for many other risk factors that modulate disease risk, such as smoking, drinking, physical activity and overweight/obesity. Current scientific evidence fully support public health efforts to improve healthy diet by increasing fruit and vegetable consumption.



## BENEFITS OF F&V ARE SCIENTIFICALLY PROVEN ON THE PLANET

**C. Reynolds (University of London, UK)**

There are multiple global sustainability related challenges that increasing consumption of fruits and vegetables can help with. This presentation outlines the main challenges facing our planet and highlights how increasing fruit and vegetable consumption as part of a sustainable healthy diet (such as the EAT-Lancet, or national dietary guidelines) can help. Challenges like climate change, agricultural production, biodiversity issues, urbanisation, and improving rural livelihoods could be overcome with an increased consumption of fruit and vegetables. The presentation concludes with recommendations for moving towards increased fruit and vegetable consumption. Fruit and vegetable consumption can be a good measure to monitor progress towards a sustainable and healthy diet. Across the EU-28, fruit and vegetable consumption is a core requirement of National Dietary Guidelines (NDGs); however only 14.1% of the EU-28 population are eating at least five portions of fruit and vegetables a day (a requirement of many NDGs). Modelling has shown that consuming diets that meet NDG (including increased fruit and vegetable consumption) would be lower in carbon footprint than current EU-28 and global dietary patterns. A good example of consumer facing messaging regarding this is from the EU funded Small Change, Big Difference campaign, which had the slogan *"Good for you, is good for the planet too"*. However, it has also been shown that NDGs are not an ambitious enough target to reduce diet related carbon footprints to meet climate change targets, and stay within planetary boundaries. The EAT-Lancet report was a scientific review of what constitutes a healthy diet from a sustainable food system, and proposed actions to support and speed up food system transformation. The EAT-Lancet report set scientific targets for healthy diets and sustainable food production. These dietary guidelines included increasing consumption of fruits (100-300g/day) and vegetables (200-600g /day). This represents the majority of the global population dramatically increasing daily fruit and vegetable intake. A positive signal of this global shift already occurring is that younger generations are eating more fruit and vegetables than 30, 50 or 100 years ago. This transformation of diets has also led to sustainability improvements. Indeed, food habits of the new generations in the UK have decreased their embodied GHGE. This means that a 20 year old born in 2000 consumes more fruit and vegetables (and has a lower carbon footprint), than a 20 year old born in 1950. However these health and sustainability gains are being cancelled out by increased consumption of (ultra-) processed foods. The food system shocks and supply chain disruptions of COVID-19 also illustrate how increasing fruit and vegetable consumption and production can help us "build back better" sustainable food systems. Over the first weeks of the COVID-19 pandemic (March and April 2020) food supply chains were disrupted with many countries experiencing empty shelves and food shortages. Fruit and vegetables are one of the main products of urban horticulture, and local small holder farmers (such as those that provide community supported agriculture schemes). These farms support local economies, and typically encourage the biodiversity of crops grown and surrounding wildlife. The increased consumption of locally produced fruit and vegetable from these schemes helps support the wider urban society and environment to become more resilient.

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## FOOD SYSTEM AND ENVIRONMENT

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*F. Folkvord (Tilburg School of Humanities and Digital Sciences, NL)*

### ROLE OF MARKETING IN FOOD CHOICES

During the last decades, our food environment has evolved in such a way that it is simple to get access to inexpensive and palatable food, often referred to as the obesogenic food environment. High accessibility to energy-dense foods and repeated exposure to food cues, such as the sight and smell of food, stimulate individuals to consume more energy than required. As a consequence, experts have concluded that the global rise in overweight and diet-related noncommunicable diseases is the result of a food and beverage environment that perpetuates poor dietary behaviors and that major improvements in the healthiness of food environments are needed if the global targets of halting the rise in obesity are to be met. One main aspect of the food environment that is known to exert a powerful influence on children's and (young) adults' eating patterns is food marketing. In this presentation, food marketing is understood as any form of commercial advertising that is designed to increase the recognition, appeal, and/or consumption of particular food products, brands, and services. Within this context, food advertising provides the essential link between the products produced and the creation of demand for these products. To date, food advertising almost exclusively promotes ultra-processed food and beverage products high in fats (i.e. saturated and *trans* fats), free sugars, and sodium (HFSS) associated with poor diet quality. There is abundant evidence that this type of advertising not only enhances consumers' attitudes, but also increases the consumption of marketed foods. In the past years, countries have globally enacted policies designed to promote responsible marketing, from national legislations relating to unhealthy food advertising to children and adolescents in broadcast or non-broadcast media to restriction of food advertising in schools. Despite this, marketing for low nutrition, energy dense foods and drinks continue to be highly salient features of the current food environment. In light of the current obesogenic food environment, it is therefore essential to modify towards a 'healthogenic' food environment in which strategies that promote availability, accessibility, and affordability of healthy foods are implemented across the food system. As part of this, new and innovative methods are needed to increase attention toward healthier foods and reinforce its value to consumers. In line with the Promotion of Healthy Food Model, it is proposed that healthy food advertising may be a means to do so. This presentation aims to gain insight into the potential effects and mechanistic underpinnings of healthy food promotion, thereby building on existing knowledge on underlying mechanisms of effective unhealthy food marketing. To achieve this, I will first discuss the three foundational assumptions that aim to explain the mechanisms behind unhealthy food marketing using the Reactivity to Embedded Food Cues in Advertising Model (REFCAM). After this, I will discuss some research that I have conducted recently on the effects of healthy food promotion on children's and adults' eating behavior, describe salient research gaps, and I will present the five foundational assumptions of the Healthy Food Promotion model that may help to guide future research and practice in this area.

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## WHY IS NUTRITION A PRIORITY IN THE MEDICAL EDUCATION?

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**M. Touvier (INSERM, FR)**

Globally, according to the WHO, cardiovascular diseases (17.9 M deaths per year), cancers (9.0M), respiratory pathologies (3.8M) and type 2 Diabetes (1.6M) represent ≈80 % of premature deaths from non-communicable diseases. One in five deaths worldwide are due to unhealthy nutrition. Thus, along with tobacco, nutrition (diet, physical activity, nutritional and weight status, alcohol intake, non-nutritional dietary factors) represents a key modifiable risk factor on which it is possible to act at individual and collective levels to improve the prevention of chronic diseases. Patients and more generally citizens are exposed to a wide range of information regarding nutrition and health (including through the Internet and social networks), many of which are not scientifically validated. This results in some knowledge gaps and erroneous beliefs and opinions regarding the impact of diet on health. Physicians are a source of health information in which patients strongly rely. As such, they must be able to provide reliable nutrition-related information to their patients, for primary and secondary/tertiary prevention, both regarding 1) updated official nutritional recommendations and 2) simple and practical advice on how to attain these recommendations (e.g. use of the scientifically validated Nutri-Score food label, already recognized as the official label by health authorities in 7 European countries; use of food apps that are in line with current scientific knowledge such as *Open Food Facts*). Nutrition and health is a rapidly evolving science field. Thus, nutrition should occupy a privileged place in the initial medical curriculum but also in continuing training. Courses of critical reading of scientific articles are important for medical doctors to be able to read, understand and interpret the latest publications, in order to guide their clinical practice but also to answer the questions of their patients on current nutritional topics and debates. Clinicians should also encourage their patients to take part in cohorts and clinical trials in nutrition (e.g. NutriNet-Santé). Adequate nutrition training should help medical doctors to identify the reliable sources of information at the national and international levels and raise their attention regarding the potential issues related to conflict of interest in this particularly sensitive field.

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## ACTIONS TOWARD HEALTH PROFESSIONALS

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*J. Calvarin & N. Komati (Aprifel, FR)*

### **PRACTICAL SHEETS, DELIVERY TO MEDICAL OFFICES, ATTENDANCE AT MEDICAL CONGRESSES AND INSERT OF A NEWSLETTER IN MEDICAL PRESS**

A poor diet is considered to be one of the principal risk factors for health, the same as the consumption of tobacco or alcohol, and a major cause of non-communicable diseases and death. In terms of benefits, consuming at least 400g of fruit and vegetables per day (five portions) is the internationally agreed intake. According to patients, GPs are the most trusted and credible source of information when it comes to diet and nutrition. The literature shows that the majority of patients expect nutritional advice from their doctor and that nutritional advice provided by a health professional is the most effective. The European Fruit and Veg 4 Health 2018-2020 program aims to raise awareness among health professionals - GPs, paediatricians and gynaecologists - of the health benefits of fruit and vegetables, notably with regard to chronic diseases, and to give them practical advice and information to provide to their patients. To develop tools aimed at health professionals, a group of experts composed of scientists and health professionals was created at national and international level, involving European partners such as the University College of General Practice (CUMG Lyon 1), the European Childhood Obesity Group (ECOG) and the European branch of the World Organization of Family Doctors, (WONCA Europe).

As part of the program, a training module took place over three days at the international "EGEA 2018 - Nutrition and Health: from Science to Practice" conference, accredited for continuing medical education by the European Accreditation Council (EACCME®) and by the University College of General Practice of the University of Lyon. The outcome of this conference was the development of fact sheets for health professionals. These fact sheets are based on scientific consensus regarding diet and chronic diseases prevention. They were created following a process of validation by scientists and doctors. Their short and practical messages aim to facilitate the patient-doctor dialogue and improve the population's eating habits. Around 15 sheets have been created and are freely available at the [www.egeaconference.com](http://www.egeaconference.com) website. The sheets have been widely distributed through visits by medical representatives to doctors' surgeries, clinics and health centres, our attendance at medical conferences in France and through inserts in specialist publications. Over 135,000 health professionals have been contacted this way over the three years of the program. Aprifel has also carried out actions to distribute the supporting material beyond the European program. In total, 23,000 sheets have been downloaded since September 2019.

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## EVALUATION OF THE FRUIT & VEG 4 HEALTH PROGRAM: INTERMEDIATE RESULTS AND RECOMMENDATIONS

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*K. Sage & A. Williams (Quadrant Conseil, FR)*

The European funding assigned to the Fruit & Veg 4 Health Program requires that an independent evaluation be carried out to assess the relevance and effectiveness of the campaign. Carried out by the cooperative company Quadrant Conseil, it will be concluded in 2021 but its assessors Alexandra Williams and Karine Sage can already share the preliminary results. The evaluation is primarily based on understanding the program's intervention logic. It will show how the actions implemented - attending conferences, the creation of medical fact sheets, distributing leaflets in waiting rooms, etc. - could achieve the desired results in terms of fruit and vegetable consumption. How does the program hope to change the practices of health professionals and the habits of the general public? This attempt to explain is based on a transposition of the transtheoretical model of change which positions the campaign's actions in relation to the attitude of the target audience towards the prescription for fruits and vegetables by health professionals and with regard to the consumption of fruit and vegetables by the general public.

The first collected results show that the campaign has already achieved its quantitative objectives with more than 135,000 health professionals and over 2 million patients contacted. A detailed analysis identifies which actions are the most effective and where obstacles lie. Do health professionals need to be convinced of the impact of nutrition on health? Is there consensus on the protective role of fruit and vegetables? How can they be encouraged to prescribe the regular consumption of fruit and vegetables more often and in a better way? Is the general public receptive to "health" messages relating to the consumption of fruit and vegetables? How best to change perceptions around the subject? Evaluation of the program is still ongoing and will be completed in 2021, and can be usefully informed by feedback, comments and suggestions for improvement from participants.

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## RESULTS OF THE FRENCH BAROMETER ON GP'S, PAEDIATRICIANS AND GYNAECOLOGISTS

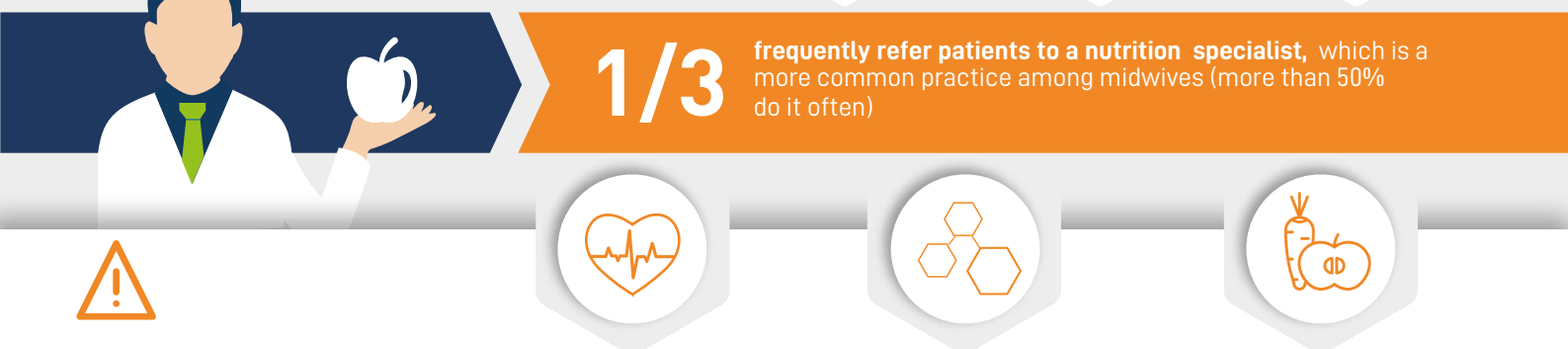
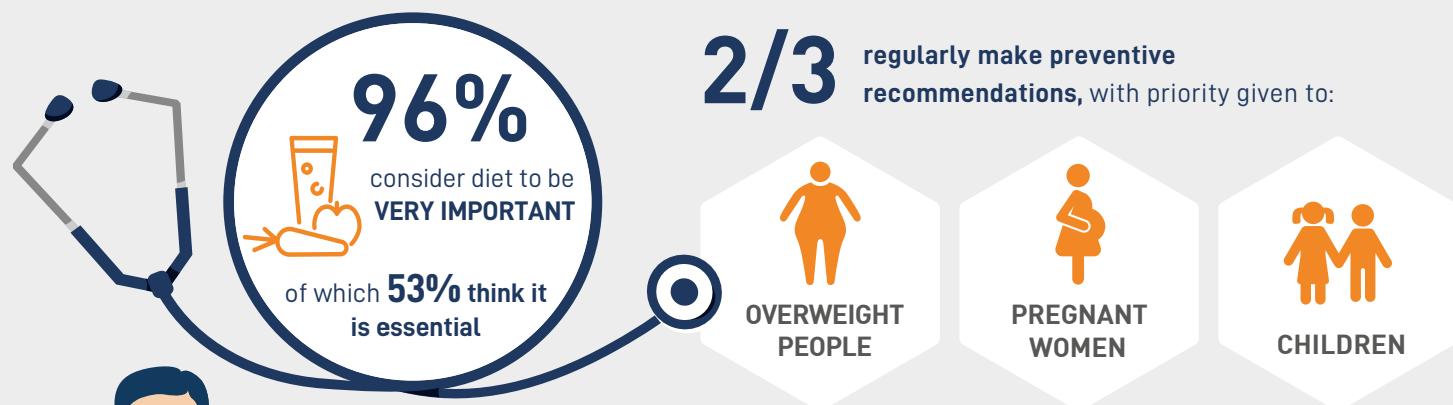
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*J. Soffer (CSA Research, FR)*

For the past three years, Aprifel has communicated extensively with health professionals to raise awareness, inform and train them about the health benefits of daily fruit and vegetable consumption. In this context, Aprifel has commissioned CSA to analyse and measure the evolution of the knowledge of health professionals and their involvement in this area after two years of action and campaigning. CSA carried out an initial survey in 2016 and an updated one in January 2020, after three years of communication. CSA used a fully digital system and carried out surveys interviewing 500 health professionals, most of them GPs. Interviews were carried out via a self-administered online questionnaire taking around 15 minutes. This robust system enables a comprehensive analysis of the specialties interviewed and also gives a perspective by specialty, general practitioners, paediatricians, gynaecologists and midwives, analysing the differences. The principal results of this latest survey and the developments will be presented. First, we will discuss the involvement of health professionals with their patients regarding the role of diet on health. Of particular note is that 96% of practitioners surveyed consider that diet is essential or very important for health. Two out of three practitioners regularly make preventive recommendations primarily to overweight patients, pregnant women and children. From a professional perspective, three out of four practitioners find the recommendation «at least five portions of fruit and vegetables per day» appropriate and regularly deliver it to patients. We interviewed health professionals about the tools they use to supplement their nutritional advice, and more specifically about the documentation distributed by Aprifel. The expectation of using documentation remains high: nine out of 10 practitioners want fact sheets and 80% consider the documentation available to patients useful. Notably, 68% of the professionals who received the Aprifel documents say they have used them and 87% would recommend them to a colleague.

# HEALTHCARE PROFESSIONALS & NUTRITIONAL COUNSELING

## DIET, A MAJOR DETERMINANT OF HEALTH



**THE BENEFITS OF FRUIT AND VEGETABLES ARE YET TO BE FULLY UNDERSTOOD**

**50%**

of healthcare professionals do not link fruit and vegetables to chronic disease prevention

MAIN BENEFIT THEY MENTION:

supply of vitamins, minerals and fibers

**3/4**

consider recommending "at least 5 F&V a day" is suited and they promote it frequently to their patients



**17%** consider it too high

## STRONG EXPECTATIONS FOR DOCUMENTATION ON HEALTHY EATING

**80%**

consider useful the documentation dedicated to patients



**9 HEALTHCARE PROFESSIONALS OUT OF 10**

want fact sheets to support their speech

### SOURCE OF INFORMATION

**N°1 MEDICAL PRESS**

**- 7 pts**



**ASSOCIATIONS & ORGANIZATIONS**

**+9 pts**



**INFORMING ABOUT PESTICIDES IS A REQUIREMENT**



**THE MEDIA** is the first source of information

**45%** have changed their fruit and vegetables recommendations following the news



**ORGANIC FOOD**



**SEASONAL PRODUCE**



**LOCAL PRODUCTS**

**HEALTHCARE PROFESSIONALS WHO HAVE RECEIVED APRIFEL DOCUMENTATION**



**68%** used them



**87%**

would recommend it to fellow professionals

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## ROUND TABLE: HOW TO LEARN FROM THE EXPERIENCE, SPREAD IT TO OTHER COUNTRIES AND IMPROVE IT?

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*Moderators: Martine Laville & Elio Riboli*

### PARTICIPANTS:

- › WONCA members: **Anna Stavdal, Katarzyna Nessler, Raluca Zoitanu**
- › ECOG members: **Daniel Weghuber, Marie-Laure Frelut, Andrea Vania**
- › Member of the scientific board of Aprifel and EGEA : **Jean-Michel Lecerf**

### QUESTION 1

#### COMMITMENT OF THE MEMBERS OF THE ROUND TABLE IN THE EUROPEAN PROGRAM «FRUIT & VEG FOR HEALTH»

- › What does your commitment to the European program “Fruit & Veg for Health” consist of?
- › What was your feedback about the EU program? Did the program impact your daily practice?

### QUESTION 2

#### HOW TO OPTIMIZE THE CONTINUATION OF THIS PROGRAM?

- A1.** Create new practical sheets or other tool?
- A2.** Target other health professionals? Maybe pharmacist awareness? Multi-professional healthcare center currently developing in France: what opportunities?
- A3.** How to unite the community of doctors around prevention through food?
- B.** What actions could be considered with the Universities and the training program in the medical education?
- C.** What partnerships could be envisaged?
- D.** How to expand the program to other member states?

### QUESTION 3

#### WHAT OTHER ACTIONS COULD BE CONSIDERED TO DEVELOP PREVENTION THROUGH FOOD?

- › How to promote access to fruit and vegetables to populations in a situation of medical precariousness? What do you think of a «fruit and vegetable» prescription?
- › What do you think about actions targeting other than health professionals (for example, targeting the food environment, school, Etc.) ?
- › What would be the marketing innovations necessary to carry out preventive actions through fruit and vegetables?



## Johanna CALVARIN

### HEAD OF NUTRITION/HEALTH AND FOOD SAFETY

*Aprifel, France*

Evaluation Unit on Nutrition and Nutritional Risks. She joined afterwards Aprifel, the Agency for Research and Information on Fruit and Vegetables in 2011. Currently Head of Nutrition and Health within the Scientific Pole at Aprifel, she manages scientific projects and partnerships regarding nutrition/health and food safety, including recently the nutritional analysis program of fruit and vegetables, in partnership with Anses (Ciquel 2020 update). She coordinated more than a dozen national and international symposiums since 2011. She presents and coordinates the Scientific Council of Aprifel on issues related to the fruit and vegetables' sector, which broadcasts analysis, opinions and recommendations on the state of the up to date knowledge. She is also managing the edition of the scientific monthly scientific reviews of Aprifel, distributed to more than 18,000 copies: Equation Nutrition and The Global F&V Newsletter ([www.aprifel.com](http://www.aprifel.com)). Finally, her expertise is put at the service of the European programs (« F&V 4 Health » for example).

## Marie FILLON

### INFORMATION MANAGER

*Aprifel, France*

Marie Fillon is in charge of information for the Agency for Research and Information on Fruits and Vegetables With of a Master 2 in virology and a Master in information and scientific and technical, Marie promotes science and information to different audiences: the scientists, practitioners and also the general public. Marie has accompanied many agencies such as the ANSES, and ANR (the French National Research Agency). Within Aprifel, she coordinates all the information actions, to develop the valorization of scientific information for different audiences. Marie is in charge of European projects, in particular Fruit & Veg for Health and the 400g challenge for a young audience.

## Frans FOLKVORD

### ASSISTANT PROFESSOR

*Tilburg School of Humanities and Digital Sciences, The Netherlands*

Dr. Frans Folkvord is currently working as an assistant professor at Tilburg School of Humanities and Digital Sciences, Communication and Information Science, Tilburg University in the Netherlands. Furthermore, Dr. Folkvord is a senior policy researcher at Open Evidence, in Barcelona and Milan, respectively Spain and Italy. Next to a master degree in Psychology and Sociology, Dr. Folkvord has obtained a PhD in Social Science on children's reactivity to embedded food cues in advergames. He has published over 40 articles in highly ranked journals, two books and several book chapters, in which he examined mainly the effects of (digital) food marketing on children's eating behavior. As a result, he developed an empirical-driven theoretical framework that describes the underlying mechanism of unhealthy food marketing on the intake of energy-dense snacks that create overweight and obesity. Next, he was the editor of the most recent textbook on the psychology of food marketing, in which he describes the potential effectiveness of the promotion of healthier foods. Final, Dr. Folkvord is actively working as an expert on different projects for the European Commission focusing on food marketing and consumer behavior.

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## Marie-Laure FRELUT

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### PAEDIATRICIAN

*Member of the European Childhood Obesity Group (ECOG), France*

Dr Marie-Laure Frelut is a pediatrician and nutrition and child obesity specialist who has been a Senior Consultant in Paris University Hospital until 2017. She was a founding member and past president of the European Childhood Obesity Group (ECOG) and is Editor of the first free eBook on Child and Adolescent Obesity. She has worked as a national and international expert in the field of child and adolescent nutrition for the French government and national research agency (INSERM), with the AFERO (French association for the Research and Studies on Obesity) and WHO. She currently is a member of the Nutrition Committee of the French Pediatric Society, of the European Committee for the teaching of obesity (SCOPE), of the European Association for the Study of Obesity (EASO) and of the AFERO. She is Deputy Chair of the clinical committee of the World Federation of Obesity.

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## Nathalie KOMATI

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### SCIENTIFIC PROJECT MANAGER

*Aprifel, France*

Nathalie has an engineer degree in Food and Health as well as a bachelor's degree in nutrition and dietetics. She is currently a scientific project manager at Aprifel, the Agency for Research and Information on Fruit and Vegetables since 2017. She supports the scientific division on scientific projects and partnerships, particularly those related to nutrition such as the coordination of Aprifel's monthly newsletter (*The Global Fruit & Veg Newsletter* and Equation Nutrition) and the scientific coordination of conferences. Nathalie also coordinated the writing and validation process of the practical sheets for health professionals developed within the framework of the European program « *Fruit & Veg for Health 2018-2020* ».

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## Martine LAVILLE

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### PROFESSOR OF NUTRITION

*Université Claude Bernard Lyon 1, France*

Martine Laville is a MD-PhD, Professor of Nutrition at Medical school in Lyon 1 University. She is involved in teaching nutrition and in diabetes and obesity care. She is the president of CENS (Center European for Nutrition and Health). She is the leader of FORCE (French Obesity Centre of Excellence) a network devoted to development of trials for obesity treatment. She is involved in of European infrastructure projects ECRIN (WP Nutrition leader), and coordinates JPI HDHL (healthy diet for healthy life) initiatives like @OBEDIS on phenotyping in obesity. Past president from the French Society for Obesity (AFERO), she organised the ECO meeting in 2012. Her major research interest is about the mechanisms involved in obese and diabetic patients with different approaches from food habits to molecular biology. She is investigator and co-investigator in many clinical trials on obesity and diabetes. She has published more than 300 papers in paired reviewed journals with a h-index of 65.

## Jean-Michel LECERF

### **MEDICAL DOCTOR, ENDOCRINOLOGIST AND NUTRITIONIST**

*Head of the Nutrition Department, at Institut Pasteur de Lille, France*

Medical doctor since 1981. Endocrinologist and nutritionist. In 1982, he created the Nutrition Department of the Institut Pasteur de Lille. Associated professor at Institut Pasteur de Lille – Nutrition Department. Medical practitioner in the Internal Medicine Department in the University Hospital of Lille (metabolism and lipidology).

Member of many scientific societies (For exemple, the French Nutrition Society...) and Scientific Advisory boards. Member of the Académie d'Agriculture de France. Expert for the French Nutrition Security Agency, and for the Haute Autorité de Santé. Author of 19 books, 850 scientific and medical papers and 50 chapters of books on nutrition, obesity and metabolism. Redactor in chief of *Pratiques en Nutrition – Médecine des Maladies Métaboliques – Métabolisme Hormones Diabète Nutrition*.

## Katarzyna NESSLER

### **FAMILY DOCTOR**

*President of "The Vasco da Gama Movement: For Young & Future Family Doctors", WONCA Europe*

Dr Nessler is a specialist in the field of family medicine, since 2017. She is working as a family physician in a GP practice which now takes care of over 4500 of adults and children in Kraków, Poland. She has also worked and trained in a few foreign countries, like Australia, The Netherlands, Portugal, Spain and Ireland. She holds a position of Assistant Professor at the Department of Family Medicine at Jagiellonian University Medical College, in Krakow, Poland. Before that, she was a PhD student in the same department for four years. Besides her medical research and GP practice work, she is the supervisor of a family medicine interest group for medical students, at the Jagiellonian University Medical College and a school doctor in an International School of Krakow. Dr Nessler is a member of the Executive Board of Polish College of Family Physicians and has also been in the Executive Group in the Polish Young Family Physicians Movement. Since 2014, she has been the Polish Representative for the Vasco da Gama Movement. Since 2019, she is the president of The Vasco da Gama Movement, WONCA Europe: For Young & Future Family Doctors,

## Christian REYNOLDS

### **SENIOR LECTURE**

*At the Centre for Food Policy, City, University of London, United-Kingdom*

Dr Christian Reynolds is Senior Lecturer at the Centre for Food Policy, City University, London; and an adjunct Research Fellow at the Institute for Sustainable Food, University of Sheffield, and at the Barbara Hardy Institute for Sustainable Environments and Technologies, University of South Australia. Christian's research examines the economic and environmental impacts of food consumption; with focus upon sustainable, healthy and affordable diets; food waste; and the how to shift towards sustainable diets and cookery. Christian was formerly employed as a Public Health Research Fellow at the Rowett Institute of Nutrition and Health, University of Aberdeen, where he looked at healthy sustainable diets for high and low income groups using linear programming and agent based modelling. From 2017-2020 Christian Reynolds was on secondment to WRAP as Technical Specialist in international food sustainability. In this role Christian worked on integrating healthy sustainable eating and food waste reduction messages.

## Elio RIBOLI

### **PROFESSOR OF CANCER EPIDEMIOLOGY AND PREVENTION & HYGIENE AND PUBLIC HEALTH**

*School of Public Health, Imperial College London, UK & Humanitas University, Rozzano, Milan, Italy*

Professor Elio Riboli's career started at the Department of Epidemiology of the National Institute of Cancer, Milan (1978-1983). In 1983 he was appointed Medical Officer in Epidemiology at the International Agency for Research on Cancer of the World Health Organisation-United Nations (IARC-WHO) based in Lyon, France. While at IARC in the mid 1980's, he engaged a novel area of research focusing on the role of diet, nutrition and endogenous hormones in cancer aetiology. In 1990 this materialised into the initiation of the European Prospective Investigation into Cancer and Nutrition (EPIC), and its subsequent funding by the "Europe Against Cancer" programme of the European Commission. Professor Riboli has since been the European Coordinator and Principal Investigator of EPIC. In 2006, he moved from IARC to Imperial College London where he was initially appointed Professor and Chair in Cancer Epidemiology and Prevention and one year later Head of the Division of Epidemiology, Public Health and Primary Care. He subsequently led the establishment of the Imperial College School of Public Health, of which he was Director from 2010 to 2017. His research is focused on the identification of the role of nutritional, metabolic and behavioral risk factors in the causation of cancer. He has contributed to the identification of the role of insulin resistance as one of the underlying metabolic mechanisms involved in the development of the cancers of the colorectal, breast and endometrium. He has led research on the role of abdominal obesity in cancer and in premature adult mortality. While retaining his primary academic appointment at Imperial College London, he holds a professorial appointment at the School of Medicine of Humanitas University, Milan, is Visiting Professor at Lee Kong Chuan School of Medicine of Nanyang Technological University, Singapore and Adjunct Professor at the New York University Medical School, New York.

## Karine SAGE

### **ASSOCIATE CONSULTANT**

*Quadrant Conseil, France*

Karine Sage, a political scientist by training, is an associate consultant and has been a founding member of SCOP Quadrant Conseil since 2013. She has nearly 15 years of experience in evaluation and support for the design of public interest programs at local, national and international level. In addition to impact analysis, her expertise focuses on collective facilitation techniques to design and implement pluralistic studies that take into account the views of all legitimate stakeholders. Karine teaches also each year professionals in monitoring and evaluation of public policies, as well as students from the University of St Etienne in the framework of their Master's Degree in «Consulting in territorial development ». She is currently leading the evaluation of the "Fruit & Veg 4 Health" program. Previously, she has also evaluated many initiatives in favour of a healthy diet, notably those carried out by the Health Insurance.

## Anna STAVDAL

### **PRESIDENT-ELECT**

*WONCA World and Immediate Past President of WONCA Europe, Norway*

Dr Anna Stavdal is a family medicine specialist who has worked for 30 years in inner-city Oslo, Norway. As Associate Professor at Oslo University since 1996, she teaches undergraduate students and trains family medicine residents. She is active in public debate, has been a columnist for many years, and is an experienced speaker and passionate advocate for primary care and family medicine. Dr Stavdal has held leading positions in family medicine organizations for 25 years, at the Norwegian, Nordic, European and now global level. She has been President-elect of the World Organization of Family Doctors (WONCA) since 2018, and will take office as president in November 2021. WONCA represents more than half a million family doctors engaged in research, education and professional development worldwide. Her main area of interest is how family doctors can be enabled to adapt to current trends – such as digitalization, increased fragmentation and specialization in medicine – and still provide personal, continuous and comprehensive care at the first point of contact.

## Delphine TAILLIEZ

### DEPUTY DIRECTOR

*Aprifel, France*

Delphine Tailliez is Deputy Director of the Agency for Research and Information on Fruits and Vegetables. Trained as an agronomist, Delphine Tailliez is involved in the progress of agro-environmental initiatives in horticulture's sector. Within Aprifel, in addition to her operational management functions, she ensures the supervision of the environmental expertise for Healthy and Sustainable Diet. She has authored (/co-authored) several publications in international peer-reviewed edition papers, notably on the robustness of farms in France and on the interest of modeling in crop protection. She is an expert within the Scientific Committee of the Permanent Technical Committee for Crop Plant Breeding (CTPS) and the Scientific Committee of the Finagreen Association (financing of the agro-environmental transition).

## Mathilde TOUVIER

### RESEARCH DIRECTOR

*Nutritional Epidemiology, INSERM, France*

Dr Mathilde Touvier is a Research Director at INSERM, principal investigator of the NutriNet-Santé cohort. She is the Director of EREN (U1153 Inserm – Nutritional Epidemiology Research Team). She coordinates researches on the associations between nutrition and disease risk in primary prevention (PI of several projects funded by ERC, INCa, IRESP, Cancéropôle Ile de France, Fondation de France etc. and WP leader in a H2020 JPI HDHL project). She is an author (/co-author) of >215 publications in peer-reviewed international journals. She is expert in several workshops at the French National Cancer Institute (INCa), French Agency for Food, Environmental and Occupational Health & Safety (ANSES) and International Agency for Research on Cancer (WHO-IARC), European Commission (EU DG Health and Food Safety) and for the Global Burden of Disease.

## Andrea VANIA

### PAEDIATRICIAN

*ECOG, Italy*

Paediatrician since 1986, Aggregate Professor, Dept. of Paediatrics, Faculty of Pharmacy and Medicine, "Sapienza" Rome University. Author/co-author of >600 items (>200 of international relevance, ≈90 books' chapters/Congress Proceedings). Up-to-dated IF: ≈200. Responsible for the Centre for Paediatric Nutrition and Dietetics in the same Dept. Teacher in several Graduation and Post-Graduation Courses of "Sapienza" Rome University. Organizer and teacher at the 7th-13th Upgrading Course in Paediatric Nutrition. Past-President of ECOG (European Childhood Obesity Group) and EAPE (European Association for Paediatric Education, also: Honorary Member). Board member of SINUPE (Italian Society for Paediatric Nutrition), SIMA (Italian Society for Adolescent's Medicine), SIO-Lazio (Obesity Italian Society, Regional Branch of Latium). Ordinary member of several National Scientific Societies (SIPPS – Italian Society of Preventive Paediatrics, SINU – Italian Society for Human Nutrition, ADI – Italian Association of Dietetics, SIO). Coordinator of the Transversal Group for Paediatric Age, in the Joint Committee for 2014 Italian RDA. Until 2014 "expert" in the CME Programme of the Italian Health Ministry. Component since 2015 of the CNSA (National Committee for Food Safety) of the same Ministry. Invited Opinion Leader in several Broadcasting Programmes of National TV/radio chains RAI. Responsible and/or expert of various websites interacting with the audience in topics related to Paediatric Nutrition ([www.cibo360.it](http://www.cibo360.it) ; [www.alimentazionebambini.e-coop.it](http://alimentazionebambini.e-coop.it) ; [www.ok-salute.it](http://www.ok-salute.it)).

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## Daniel WEGHUBER

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### PROFESSOR OF PEDIATRICS

*Paracelsus Medical School (PMU), Salzburg, Austria*

Daniel Weghuber, MD, is an alumni of Vienna Medical School. He is Professor of Pediatrics at Paracelsus Medical School (PMU) in Salzburg, Austria. Clinically, he works as a consultant at the Department of Pediatrics, heading the Division of Pediatric Gastroenterology, Hepatology and Nutrition and the Obesity Research Unit at PMU, focusing on metabolic comorbidities including glucose and fat metabolism (in particular disturbed insulin sensitivity and secretion) and phenotypes of preclinical atherosclerosis. Other areas of interest include orthopedic and psychological comorbidities, interdisciplinary diagnostics, mitochondrial genetics, lifestyle and pharmacological treatment as well interdisciplinary bariatric surgery of children and adolescents with obesity.

In addition, is involved in several training and educational activities of health care professionals on a national and international level in regard to obesity management. He is currently elected President of the European Childhood Obesity Group (2017-2021).

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## Alexandra WILLIAMS

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### ASSOCIATE CONSULTANT

*Quadrant Conseil, France*

Alexandra Williams is an Associate Consultant at SCOP Quadrant Conseil. She has been involved in public policy and programme evaluation missions for European and national administrations and local authorities for nearly 5 years and has been a lecturer at the IEP of Lyon in the framework of the Master «Evaluation and monitoring of public policies» since 2020. She is currently involved in the evaluation of the “Fruit & Veg 4 Health” program and evaluates also the “Follow me to be Healthy with Europe” program, an information program in favour of a healthy diet aiming at 18 to 30 year old Europeans run by Aprifel and Freshfel.

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## Raluca ZOITANU

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### PAST VASCO DA GAMA MOVEMENT (VdGM)

*Member-at-large in the WONCA Europe Executive Board, Romania*

Family doctor in Bucharest, Romania with a special interest in quality improvement and patient safety, health systems and digital health. President of the National Federation of Family Medicine Employers in Romania and vicepresident of the Family Medicine Employers Association in Bucharest and Ilfov county. Founder and former national coordinator of the Young Family Doctors' Group of the Romanian National Society of Family Medicine.

Member at large of the WONCA Europe Executive Board, between 2015-2019, and of the Vasco da Gama Movement, the European Young Family Doctors' organisation, between 2012-2019.