



CPME/AD/Brd/110904/102.1/EN

At its Board meeting, Brussels, 11 September, 2004, the CPME adopted the following policy : CPME views on Obesity (Based on CPME 2004/102 Final EN/fr)

Obesity in Europe is a problem of society, public health and economy warns CPME.

Obesity has reached epidemic proportions globally, with more than 1 billion adults overweight. It is a complex condition, with serious social and psychological dimensions, affecting virtually all ages and socioeconomic groups.

CPME is particularly concerned with the gravity of the problem in children as overweight affects 1 in 10 children worldwide. As such, the following has to be taken into account to fight the disease:

- In the area of preventive measures, healthy diet, sensible life style and regular physical activity should be promoted
- Regarding education and information, emphasis should be put on messages that are simple and understandable for children. CPME suggests for example using colour coding.
- In connection with Research: psychological determinants and eating behaviours should be analysed and the outcomes widely circulated
- Issues that are dealt with at EU level are labelling, health claims and advertising. CPME urges to look for further harmonisation