



JA PreventNCD

Joint Action Prevent Non-Communicable Diseases

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Norwegian Institute of Public Health

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ABOUT

This JA represents an ambitious effort – both from the EC and from the participating countries - to provide strategic guidance and consolidated efforts to the field of cancer and other NCDs prevention.



Duration:

January 2024 - December 2027



Project Lead:

The Norwegian Directorate of Health and the Norwegian Institute of Public Health



Number of countries: 25

Number of parties: 99



Associated Partners: 7



Total budget: € 95.5 mill.

EC contribution: € 76.5 mill.



Beneficiaries: Public health authorities such as directorates of health and ministries, public health institutes and universities

AIM & OBJECTIVES

The aim of this JA is to reduce the burden of cancer and other NCDs and common risk factors, both at a personal and societal level, and support MSs by taking a holistic approach for the prevention, through coordinated action.

The **specific objectives** are to:

- Improve joint capacities of MSs to plan and implement prevention policies and activities both at a national, regional, and local level
- Contribute to reduced social inequalities
- Engage with and support key actors including decision makers, civil society, professionals, general population, and patients' groups
- Improve data and the monitoring system for cancer and other NCDs and their common risk factors

EXPECTED IMPACT



SHORT-TERM IMPACT

Strengthened holistic and coordinated efforts targeting the burden of cancer and other NCDs among the Member States



MEDIUM-TERM IMPACT

Improvements in disease prevention and health promotion, which will increase the impact of actions and allow MSs to target their specific needs for cancer and other NCD prevention



LONG-TERM IMPACT

Reduction in the overall burden of cancer and other NCDs, as well as less social inequalities in health in the Member States

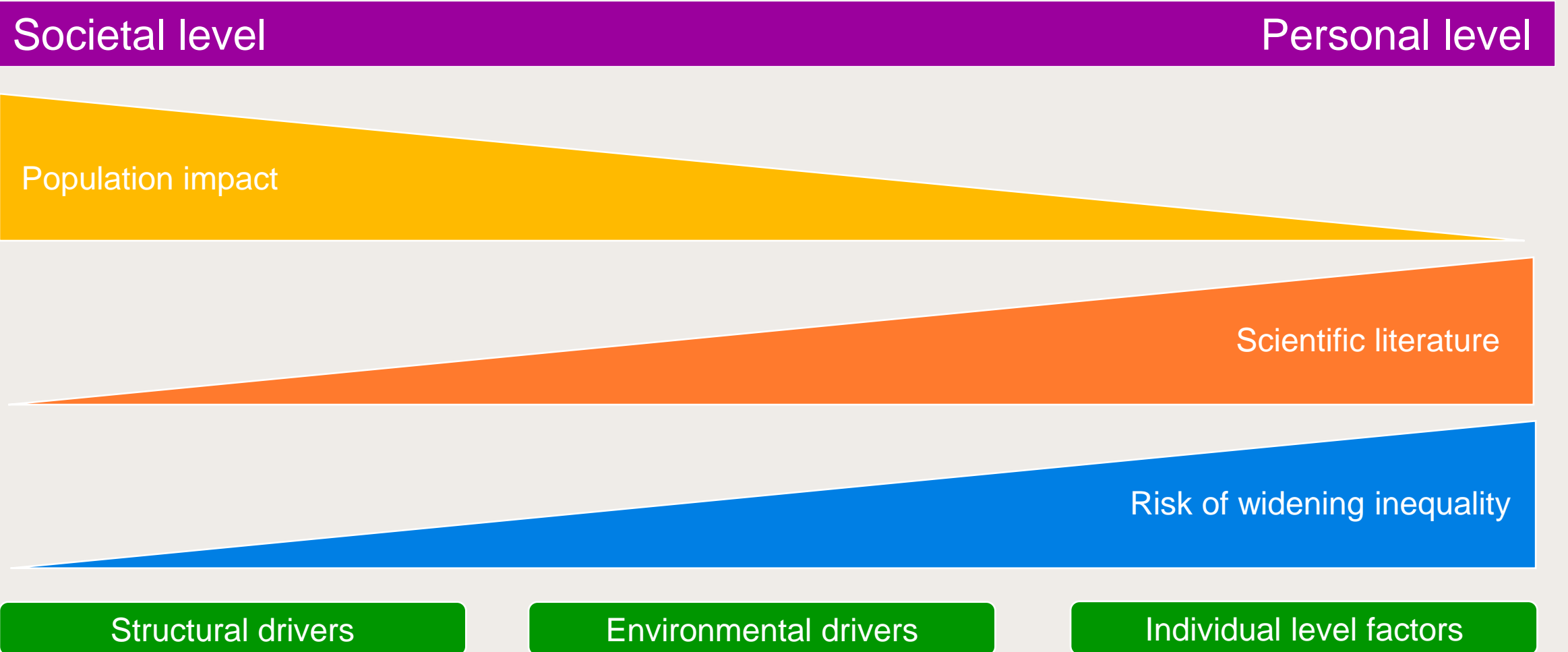


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POLICIES VS INDIVIDUAL LEVEL INTERVENTIONS



WORK PACKAGES

Coordination (WP1)

Lead: HDIR, Linda Granlund, Norway
Co-lead: NIPH, Knut-Inge Klepp, Norway

Dissemination and Communication (WP2)

Lead: DOHI, Sólveig Karlsdóttir, Iceland
Co-lead: HDIR, Anita Thorolvsen Munch, Norway

Evaluation (WP3)

Lead: RKI, Martin Thissen, Germany
Co-lead: INSP, Carmen Ungurean, Romania

Sustainability (WP4)

Lead: NIJZ, Mojca Gabrijelčič, Slovenia
Co-lead: Sciensano, Gabrielle Schittecatte, Belgium

Health in all policies (WP9)

Lead: THL/CSF (SSY), Eeva Ollila, Finland; **Co-lead:** DOHI, Gígja Gunnarsdóttir, Iceland

Social Inequalities (WP7)

Lead: ISS, Raffaella Bucciardini, Italy; **Co-lead:** NNGYK, Peter Csizmadia, Hungary

Regulation and taxation (WP5)

Lead: NIPH, Arnfinn Helleve, Norway
Co-lead: MS DGS, Maria João Gregório, Portugal

Healthy living environment (WP6)

Lead: FISABIO, Rosana Peiró Perez, Spain
Co-lead: SUM, Katarzyna Brukało, Poland and CIPH, Anja Đurić, Croatia

Identify individuals at risk (WP10)

Lead: Sciensano, Marc Van Den Bulcke, Belgium
Co-lead: RSYD, Torben Hansen, Denmark

Monitoring (WP8)

Lead: RSYD, Emil Høstrup and Torben Hansen, Denmark; **Co-lead:** ISS, Giovanni Capelli, Italy

CROSS-CUTTING ACTIVITIES

Ensuring added value of our innovative WP structure



Cross-cutting themes coordinators

- Tobacco, Alcohol, Unhealthy Diets, Physical Inactivity



Equity group

- Equity lense
- Indicators related to equity



Additional potential cross-cutting themes

- Citizen engagement, commercial determinants, innovative policies and interventions, using a climate lens, scaling-up of effective practices



Glossary group

- Foster common understanding of key terms and ensure clear, consistent communication from the project perspective

Thematic coordination of the four major NCD risk factors

Activities include

- Overview of relevant activities across WPs
- Collaborating on strategic coordination
- Facilitating coordination between WPs
- Facilitating contact with WHO, central focal points and other relevant organizations, groups, events

Thematic coordinators



Alcohol

Kristiane Bugge Dugstad
Directorate of Health
Norway



Unhealthy diets

Katarzyna Brukała
Medical University of Silesia
Poland



Physical inactivity

Gíjja Gunnarsdóttir
Directorate of Health
Iceland



Tobacco

Hanna Ollila
THL
Finland

SYNERGIES WITH ACTION GRANTS and JOINT ACTIONS

JACARDI

Joint Action on Cardiovascular Diseases and Diabetes



PEACHED

Piloting European Action on Cancer Health Determinants

FILTERED

From Silos to Synergies to Prevent NCDs



ELISAH

European Lifestyle Intervention Strategies for Active Health

ShowUp4Health

Building Trust in Roma Communities and Internally Displaced People for NCD Prevention



JA MENTOR

Joint Action Mental Health Together





**World Health
Organization**

Europe



OECD



WP5

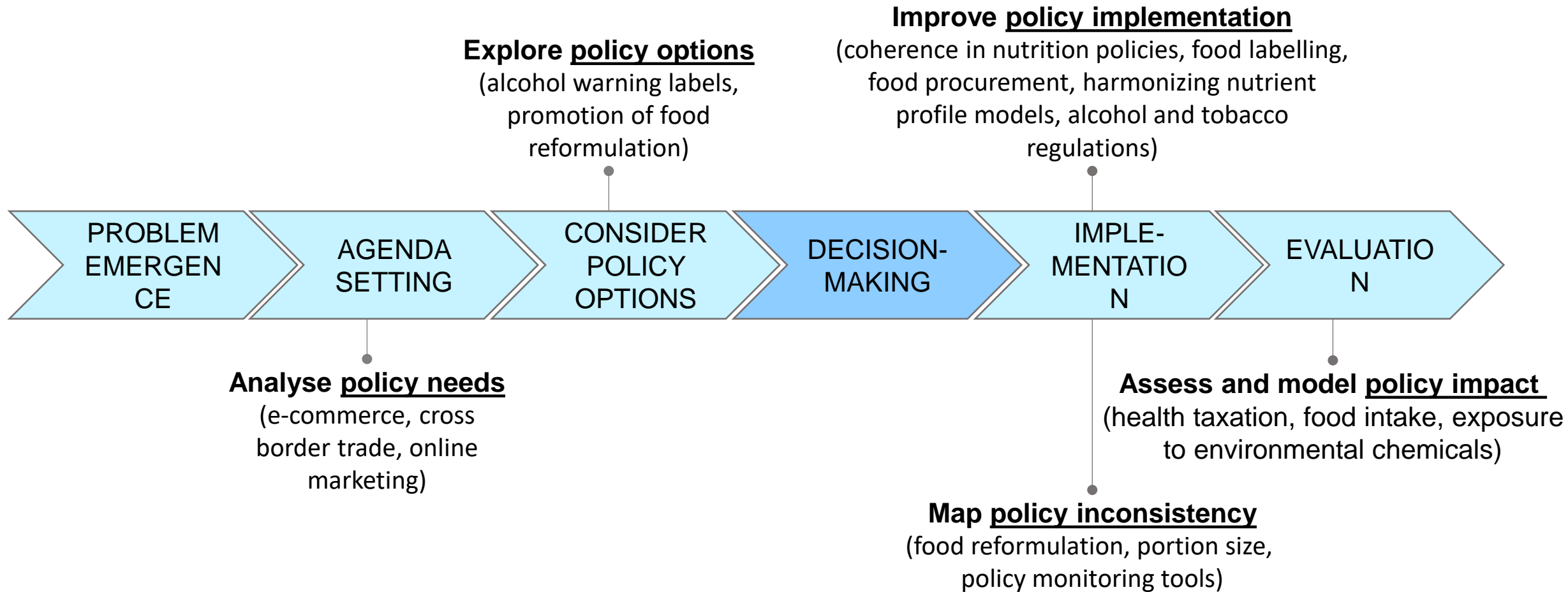
Arnfinn Helleve, Norwegian Institute of Public Health

Maria João Gregório, Portugese Directorate-General of Health



Objectives of the WP

- Overall objective: To improve compliance, coherence, wider implementation and enforcement of fiscal and regulative measures targeting major NCD-risks factors
- Specific objectives:
 - (i) To map and analyse policies and legislative frameworks targeting trade of tobacco, alcohol, foods and non-alcoholic beverages as well as exposure to environmental factors
 - (ii) To provide knowledge on the use of health taxes and fiscal policies with the aim to enable healthier behaviours
 - (iii) To promote food reformulation, health-sensitive public food procurement, food portion size standards and the use of a joint nutrient profile model to set different policy actions to address unhealthy diet
 - (iv) To assess and monitor the impact of product labelling for healthier behaviour
 - (v) To support the implementation of policies to reduce the impact of harmful marketing
 - (vi) To strengthen regulatory provisions related to pollution, exposure to hazardous substances



WP5, content overview

Improving existing alcohol and tobacco regulations – Mikalela Lindeman, THL, Finland

Regulation of online tobacco and alcohol sales - Thomas Karlsson, THL, Finland

Coherence in fiscal policies relevant to prevention of cancer and NCDs – Daniel Bergsvik/Tord Finne Vedøy, NIPH, Norway

Harmonizing nutrient profile models - Maria João Gregório, DGS, Portugal

Support of public policies to promote food reformulation – Karine Vin, ANSES, France

Promotion of reduced portion sizes – Marco Silano/ Valentina De Cosmi, ISS, Italy

Public procurement in public EU settings – Neza Fras/Moja Gabrijelcic, NIJZ, Slovenia

EU Network of National Focal Points for Food Procurement - Betina Bergmann Madsen and Mette Svendgaard, Municipality of Copenhagen, Denmark

Alcohol Warning Labels - Karine Gallopel-Morvan, EHESP, France

Front of Pack Labelling in EU – Sabrina Teyssier, INRAE, France

EU operational structure to reduce harmful marketing of food, tobacco and alcohol - Maria João Gregório, DGS, Portugal

Policies to reduce air and noise pollution – Taina Siponen, THL, Finland

Policies on environmental chemicals use – Line Småstuen Haug, NIPH, Norway

The impact of policies to reduce environmental chemicals on prevention of cancer and NCDs– Anette Kocbach Bølling, NIPH, Norway

Alcohol warning labelling

- Review and update evidence
- Update and map existing, proposed regulations
- Explore effectiveness of various formats
- Assessing the influence of commercial actors to counter decision making

- Leader: Prof. Karine Gallopel-Morvan, EHSP, France
- Formal partners: Norway, Slovenia, Lithuania, Italy, Belgium, Sweden, Estonia and Germany
- Other partners

Alcohol online sales

- Map existing legal framework of e-commerce
 - Identify monitoring practices
 - Map e-commerce of alcohol
 - Identify and assess enforcement mechanisms
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- Leader: Mikaela Lindeman, THL, Finland
 - Partners from Belgium, Estonia, Norway, Iceland, Italy, Lithuania, Slovenia, Spain

Fiscal policies

- Review current EU taxation and national taxation policies
- Create data and modelling structure to support design and implementation of new fiscal policies
- Simulation of tax policy developments
- Map and analyse cross-border trade

- Leader: Daniel Bergsvik, NIPH, Norway
- Partners: Estonia, Finland, Italy, Norway, Slovenia, Portugal, Sweden, Belgium

Advertisments and online marketing

- Provide evidence for decision making
 - Support development of monitoring tools of digital marketing
 - Support for Member States to implement regulatory restrictions
 - Increase awareness
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- Leader: Maria João Gregório, DGS, Portugal
 - Partners: Austria, Belgium, Croatia, Estonia, Finland, France, Iceland, Ireland, Lithuania, Norway, Slovenia, Spain, Sweden



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Thank you!



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