

THE EPODE INTERNATIONAL NETWORK (EIN) <http://epode-international-network.com/>

The EPODE International Network (EIN), a not-for-profit association created in 2011, is the **world’s largest obesity prevention network** with a presence on **three continents** through **46 member programmes** from **29 countries**. EIN supports and promotes the **deployment and advancement of community-based programmes (CBPs) for obesity and non-communicable disease prevention across the globe** through sustainable, multifactorial strategies and the promotion of healthier lifestyles.

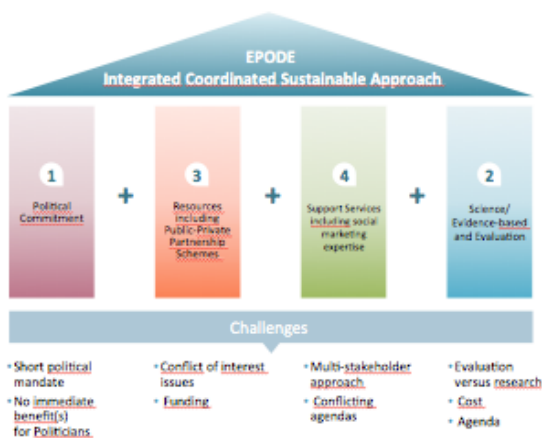
With its **3 platforms**: scientific, political and public-private, EIN plays a **pivotal role between the global leaders and experts in the field of obesity prevention** and its own **programme members** to collectively **create a better society through health**.



- EIN optimizes the effectiveness of its programme members by:**
- **advocating for increased political attention** to obesity prevention
 - **encouraging expansion of the scientific evidence base** relating to obesity prevention
 - **facilitating information sharing** between programmes
 - **generating global visibility** for the EPODE approach and the members of EIN
 - **fostering links** between relevant stakeholders across the public and private sectors

EPODE METHODOLOGY (MODEL) <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3492853/>

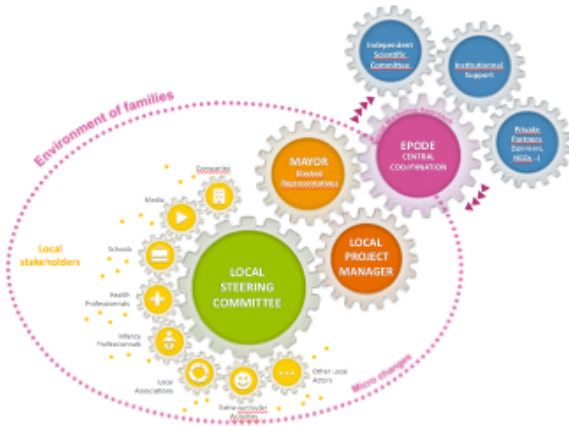
The EPODE methodology, or model, which is a **coordinated, capacity-building, approach for communities to help them change the local social norms, behaviours, environment and encourage healthy lifestyles** is replicable and transferable to facilitate whole community (teachers, school catering, health professionals, parents, media...) impact and enable social and behavioural change. It is based on multiple components: a **positive approach to tackling obesity, with no cultural or societal stigmatisation; step-by-step learning, and an experience of healthy lifestyle habits, tailored to the needs of all socio-economic groups**. Through initiatives and sustainable programmes, stakeholders foster and promote healthy lifestyles in families in a sustainable manner.



EPODE methodology has **four pillars**: the first is a **political commitment** –to prevent obesity, we need a very strong political will. The second is to **mobilize resources**: human and financial resources. The third is to have **coordination and support services**. The fourth is to have an **evidence-base and evaluation**. These pillars facilitate implementing effective and sustainable strategies to prevent childhood obesity through a **bottom-up and top-down multistakeholder approach**.

EPODE IN PRACTICE

In each country or region, EPODE promotes **the involvement of a multi-level and multiple stakeholders approach at central level** (endorsement from ministries, support from health groups, NGOs, and private partners) and benefits from the expertise and guidance of **an independent scientific advisory board** that provides general recommendations related to the implementation and the transferability of the methodology in other contexts.



A central coordination team, using social marketing and organisational techniques, trains and coaches a local project manager appointed in each community by the **local political leader** (e.g. the Mayor) **able to champion the programme**.

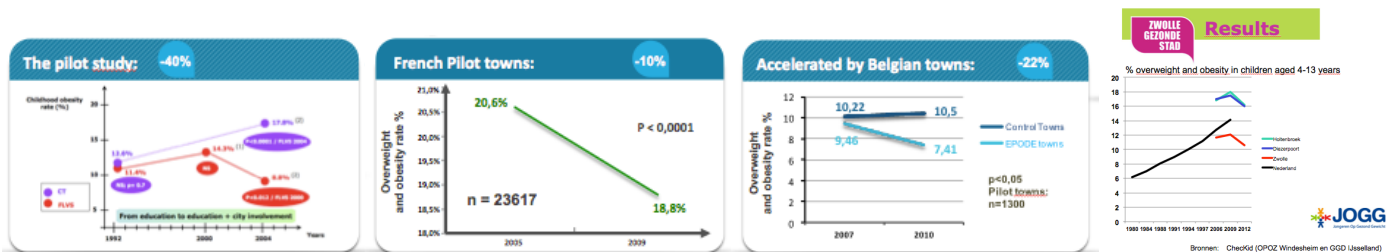
The role of the local project manager is to **mobilize a multidisciplinary local steering committee and, by peer-to-peer dynamics, a diversity of local stakeholders** - in schools, pre-schools, extracurricular organizations and social network of associations, which are key settings to implement activities with children and families. The city or town is at the heart of the system.

The whole aim is to have childhood obesity reduced by local environments, childhood settings and family norms all being strongly supportive of children enjoying healthy eating, active play and recreation. **The social mobilization group dynamics**, involving a wide diversity of local stakeholders should play a role in impacting on local living conditions of the family, in order to facilitate the adoption of healthier lifestyles.



EPODE - A PROVEN METHODOLOGY

For promising results - a decrease in the prevalence of obesity by **-10% TO -20% IN EPODE (France), VIASANO (Belgium), JOGG (The Netherlands)** in communities that have implemented the EPODE model.



From 1992-2004, the Fleurbaix–Laventie towns in the Ville Santé Study (FLVS) demonstrated a -40% decrease in the prevalence childhood overweight and obesity.¹

From 2004-2009 the EPODE methodology launched in 10 pilot towns across France over 5 years demonstrated a -10% downward trend in the prevalence of childhood overweight and obesity.

Most recently 1) from 2007-2010 the Viasano CBP in Belgium towns Marche-en-Famene & Mouscron show a significant -22% decrease in the prevalence of overweight after 3 years when compared to children with normal BMI levels ($p < 0.04$).¹

JOGG shows similar results in the EPODE towns versus the national trend in The Netherlands.

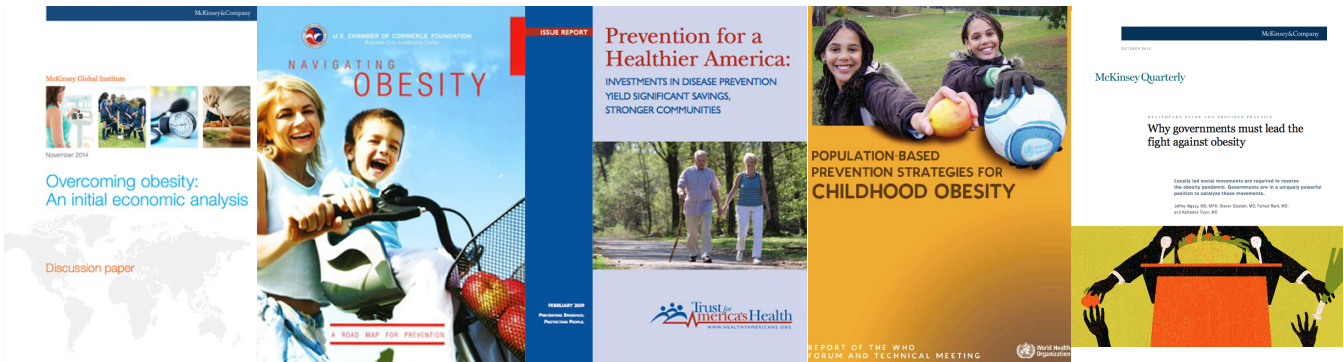
EPODE APPLIED RESEARCH PROJECTS IN EU: EPHE and OPEN

EPHE's (EPODE for the Promotion of Health Equity 2013-2015) objective is to evaluate the efficiency of EPODE methodology to reduce the health gap in deprived populations in pilot communities in Belgium, Bulgaria, Greece, France, the Netherlands, Portugal and Romania by determining whether the specific tailored interventions have had a positive impact among all populations. EPHE will contribute to the EU Commission's long-term public health strategies, supporting the sustainability of the CBP approach to obesity prevention and reducing health inequalities across EIN programme members. <http://www.epehistory.eu/>

OPEN (Obesity Prevention through the EPODE European Network 2014-2016), led in partnership with 13 programmes, 3 Universities and 9 collaborating partners, aims to reduce overweight and obesity-related diseases among children and adolescents, including socially deprived groups by the end of 2016. Through customised best practice sharing, capacity building workshops and practical recommendations from recent research findings, the coordination teams of 13 programmes will be strengthened in scope of action, design, implementation and evaluation methods. This will accelerate behaviour and environmental change to reduce overweight and obesity related diseases among European children and adolescents. <http://openprogram.eu/>

EPHE and OPEN are European projects co-funded by the European Commission and private partners - EPHE: Danone, Ferrero, Mars; OPEN: EIN thanks to a grant from The Coca-Cola Foundation.

REPUTATION – A GOLD STANDARD IN OBESITY PREVENTION



PUBLICATIONS – 8+ SINCE 2010



EIN ADVOCATES PPP

EPODE Public Private Partners at Global & EU levels

INSTITUTIONS	
UNIVERSITIES AND SCIENTIFIC ASSOCIATIONS	
PROGRAMMES	
PRIVATE	

Global partners:

European partners:

CBPS PREVENTION NETWORK

INTERNATIONAL SCIENTIFIC CONFERENCES AND INSTITUTIONAL MEETINGS

<p>2011</p> <ul style="list-style-type: none"> Leading Social Change Conference - Toronto ICM Roundtable on the Promotion of Health Equity - Washington USA EPODE Presentation to the Childhood Obesity Taskforce - White House High Level Pan-American Ministers of Health Conference on Nutrition and Obesity - Mexico 2nd EIN Symposium - Brussels World Non Profit and Social Marketing Conference - Dublin The Pediatric Conference on Nutrition - Montreal Happy Body - Namur WHO Meeting Europe - Brussels SOED Conference - Bulgaria European Congress on Obesity - Istanbul SOED Conference - Budapest The New York Forum International Conference on Childhood Obesity - Portugal Polish Presidency Conference for European Ministers of Health International Food Information Council Foundation's - New York Pan American Forum for Action on Chronic Diseases - New York High Level Meeting on Nutrition, Scaling Up Nutrition (SUN) New York Symposium on Cardiometabolic Diseases - Taiwan 	<p>2013</p> <ul style="list-style-type: none"> The Sirah World Cuisine Summit - Lyon The 2nd American Society for Nutrition Middle East Congress - Dubai Symposium on Maternal and Child Nutrition - Porto Portugal ASO Conference: Healthy Communities: Tackling obesity in local areas - London Debating Europe, Health Issues - Brussels Childhood Obesity Forum - Mississauga, Canada World Social Marketing Conference - Toronto 15th IOC World Conference on Sport for All Lima The Food Cluster Initiative - Stuttgart ECO - Liverpool ARESO: John Moores University - Liverpool EU Commission European Economic and Social Committee - Brussels ISNPA Research Satellite Symposium - Ghent The role of civil society in Diabetes 2 care - The Netherlands PAHO PAO III, Aruba EPOD - Evaluation Platform on Obesity Prevention - Quebec The Economic Healthy Europe - Zurich "Risk Behavior Regional Observatory" - Colima Mexico 20th International Congress of Nutrition - Granada 4th International "Better Food for Better Health: Challenges and Solutions", France European Association for the Study of Diabetes, Barcelona ISS Chamber of Commerce, Washington EU Obesity Forum - Bucharest TCCC EU Partner Lifestyle Event, October 23-24, London, UK International Congress on Clinical Nutrition - Sofia Obesity Week - Atlanta Dubai Food Conference Oman Ministry of Health Meeting Training and Coaching session for Prevention Community Model (PCM) Victoria's Programme, Melbourne International Diabetes Federation - Melbourne PEARL Summit: Tackling Obesity Through Promoting Physical Activity - Doha 	<p>2014</p> <ul style="list-style-type: none"> The Healthy Weights in Children Forum - Toronto European Platform for action on diet, physical activity and health - Brussels EUROBIS Conference - Preroga 3rd Middle East Congress American Society for Nutrition - Dubai Latin America Regional Obesity Forum - Mexico Croatian Medical Association Conference - Zagreb University of Salzburg, EPODE Kick-off Meeting International Congress on Obesity - Kuala Lumpur COOBS EIN Parallel Symposium: CIP Interventions for Obesity Prevention - Kuala Lumpur Italian Embassy to Belgium, EPODE for the Promotion of Health Equity - Brussels Italian Conference on Sustainable Living in Cities March 20, Brussels SMA, Public Policy Workshop - National Harbor World Obesity Toybox - The future of research on childhood obesity - Brussels Tackling Childhood Obesity in Europe through Prevention and Partnerships - Brussels Active Healthy Kids Canada - Toronto CSR Summit - Dubai European Congress on Obesity - Sofia Get Fit Philly, Philadelphia Nutrition and Health Foundation - Dublin ICM Roundtable on Obesity CEO Collaborative - Washington International Chamber of Commerce & United States Council for International Business Public-Private Partnerships Addressing NCDs - New York City World Health Organisation (WHO) Hearings on Ending Childhood Obesity, Geneva Milan Protocol Workshop, Barilla Center for Food and Nutrition Foundation, October 14, Milan, Italy EU Social Marketing Conference - Rotterdam Google Innovation Lab/Bagan NIH: Preventing Childhood Obesity in Latin America - Bethesda Obesity - Boston PACO Foundation/EIN Partnership Declaration, Mexico The WHO Collaborative Workshop for Improvement of Health in Latin America 1st World Conference of Public Health Nutrition - Las Palmas de Gran Canaria European Obesity Forum - Lisbon Nutrition Forum, American University of Beirut, Lebanon 6th Annual Excellence in Pediatrics Summit, Dubai 8th International Forum of the BCIN Foundation - Brussels
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@EPODE_network contact@epode.be +33 142 12 81 94 epode.international@ecncrpf.com

LIST OF PROGRAMMES DEMONSTRATED TO WORK
 Among EIN's 46 member programmes are the EPODE global gold references:



BEAT THE STREET UK, EPODE Flandre Lys France, EUROBIS Italy, HEALTHY KIDS Bulgaria, HEALTHY LIVING Israel, HEALTHY TRADITIONS FOR HEALTHY KIDS Romania, I'M LIVING HEALTHY TOO! Romania, JOGG The Netherlands, KEEP FIT Poland, MUN-SI Portugal, PAIDEIATROFI Greece, PHUNKY FOODS PROGRAMME UK, SPORTTUBE Slovakia, THAO Spain, VIASANO Belgium, PETICA Croatia, SALTO Austria, CESIPS Cyprus, PROJECT SPRAOI Ireland, SWEET Northern Ireland, HEALTHY KIDS Lebanon, GYERE Hungary, ADELANTE CON 5 PASOS Mexico, AGITA SAO PAULO Brazil, ELIGE VIVIR SANO Chile, MUEVETE Y METETE EN CINTURA Mexico, REAL FOOD FOR REAL KIDS Canada, WORLD FIT USA, 5 PASOS POR TU SALUD PARA VIVIR MEJOR Mexico, YA BAJALE Mexico, 5 PASOS - SONORA Mexico, 5 PASOS POR UN AGUASCALIENTES SALUDABLE Mexico, 5 PASOS POR TU SALUD EN FAMILIA Mexico, ATREVETE VIVE SALUDABLE EN 5 PASOS Mexico, 5 PASOS POR TU SALUD, Mexico, 5 PASOS - CONTROL DE PESO EN CAPULHUAC Mexico, NUTRIR - NESTLE HEALTHY KIDS Venezuela, HEALTHY KIDS COMMUNITY CHALLENGE Ontario Canada, FitWorth USA, ENERGIZE New Zealand, HEALTHY TOGETHER VICTORIA Australia, NATIONAL HEALTH RESEARCH INSTITUTE Taiwan, OPAL Australia, CAMP GROUP Berlin, GO Golborne UK, Health Promotion Board Singapore