



"EPODE, une mobilisation réussie des villes pour la prévention de l'obésité des enfants"


JM BORYS
EPODE European Network coordinator
borys@villesante.com

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- **Why EPODE?**
- **FLVS**
- **EPODE: concept, methodology, organisation and philosophy**
- **EPODE today**
- **EPODE tomorrow**

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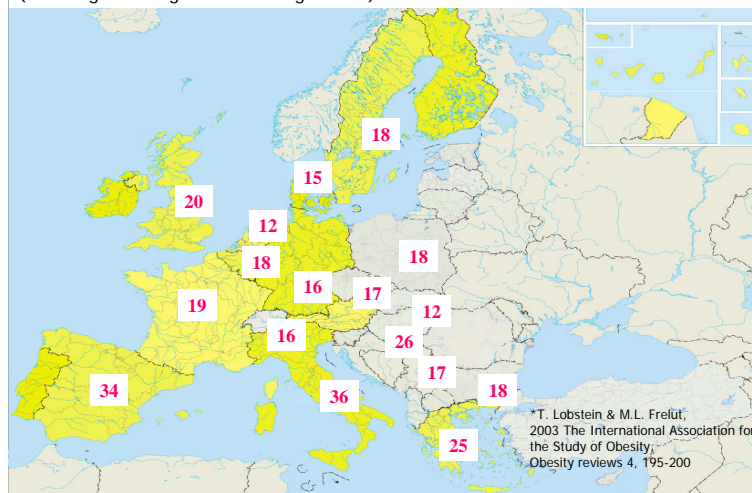
WHY EPODE ?

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Rates of childhood obesity in Europe

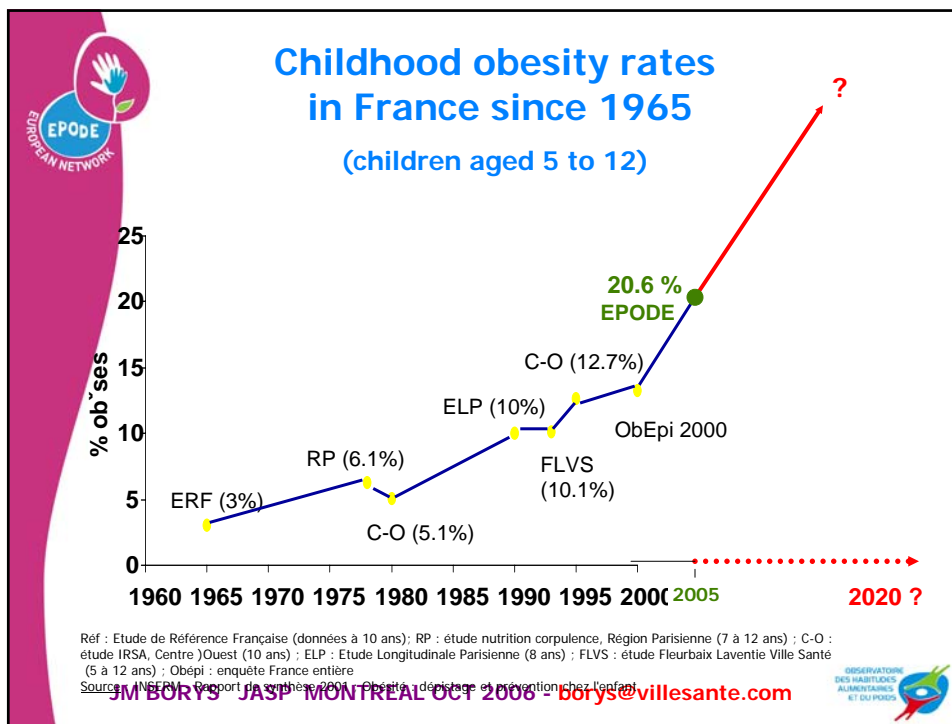
Rates of childhood obesity prevalence in Europe (including overweight - children aged 7-11)*



*T. Lobstein & M.L. Frelut, 2003 The International Association for the Study of Obesity; Obesity reviews 4, 195-200

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Now, EPODE because:

- Obesity **prevention** may be the **only way to struggle this « epidemic »**
- **Strong necessity to put in place long-term and federative obesity prevention actions, that will mobilize all the stakeholders closely to the population**

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The question is not anymore

what to do

but...

how to do it?


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FLVS

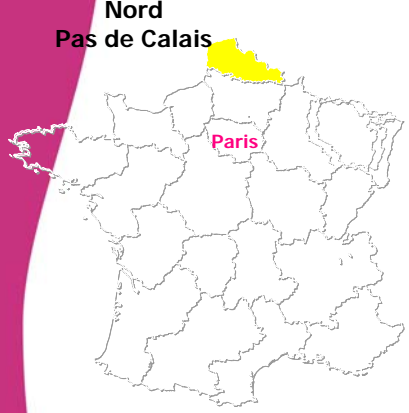
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FLVS (Fleurbaix Laventie Ville Santé) STUDY

**Nord
Pas de Calais**





Paris

**Fleurbaix
Laventie
Lille**

Fleurbaix : 2 222 inhabitants
Laventie : 4 444 inhabitants


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EPODE: a project inspired by the “Fleurbaix Laventie Ville Santé Study”

- A study designed in 1991-1992
- Two parts:
 - 1992/2000: in order to evaluate whether or not integrating some nutritional education into school programs can modify children's and their families' eating habits
 - 2000/2004: to evaluate the influence of a program including local stakeholders to modify lifestyle
- Methodology
 - ✓ 2 « **intervention** » towns: Fleurbaix and Laventie
 - ✓ 2 « **control** » towns

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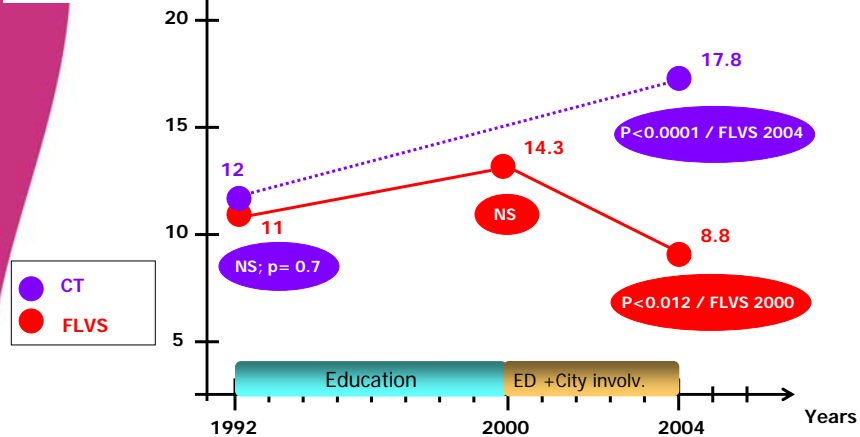
FLVS results

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Évolution de la prévalence de l'obésité 1992/2004

Childhood obesity rate (%)



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EPODE: concept, methodology, organisation and philosophy

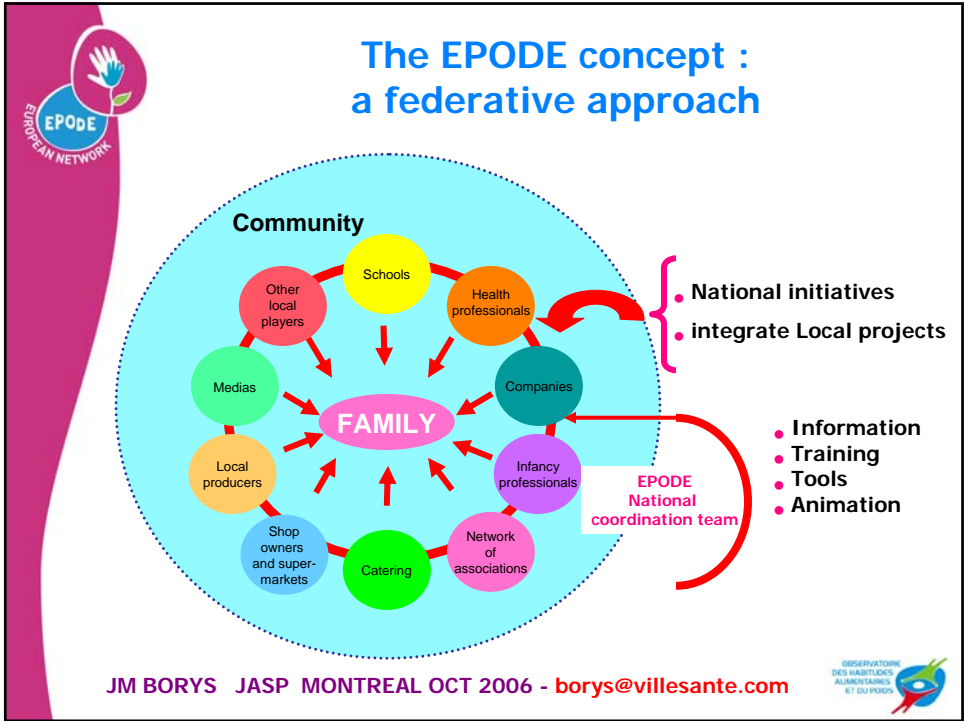
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Concept

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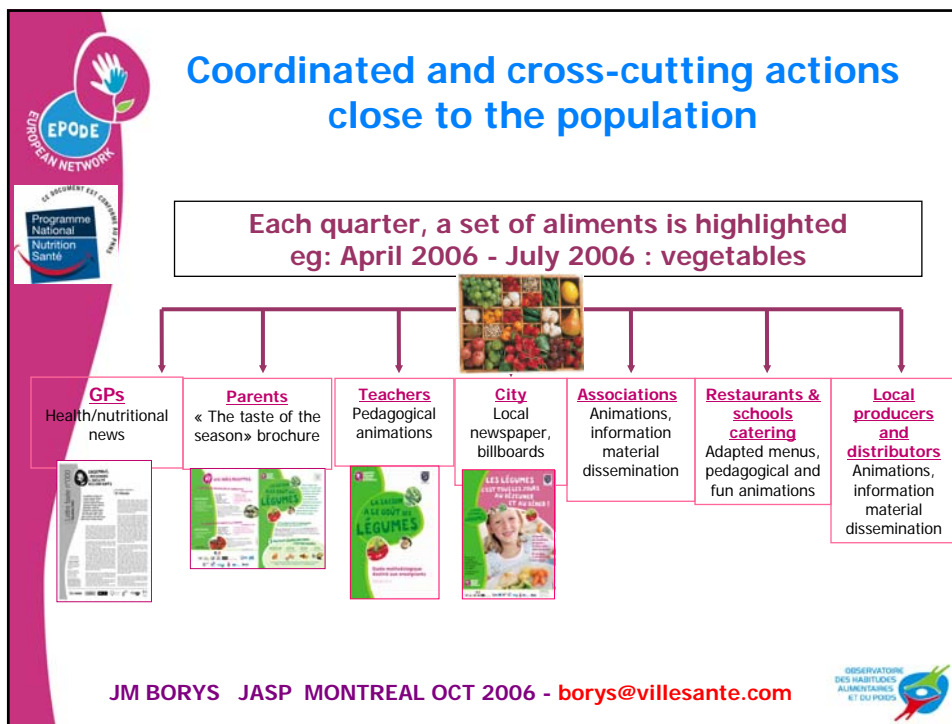




Methodology

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OBSERVATOIRE DES HABITUDES ALIMENTAIRES ET DU PAYSAN



The EPODE program: childhood obesity prevention

- **PRIMARY PREVENTION:**
 - ✓ **Target:** the whole population
 - ✓ **Goal:** avoid significant overweight to take place
 - ✓ **Tools:** concrete local actions to “eat better and move more” and improve healthy lifestyle
 - ✓ **Players:** local stakeholders
- **SECONDARY PREVENTION:**
 - ✓ **Target:** families of overweight children
 - ✓ **Goal:** stabilize or reduce overweight
 - ✓ **Tools:** Families phone coaching (under medical prescription)
 - ✓ **Players:** dieticians, GPs, paediatricians

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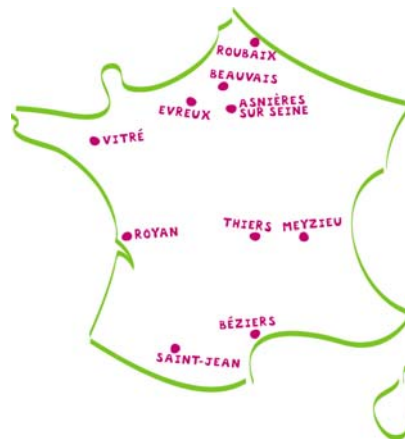
EPODE today

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The EPODE program in France

- ✓ 10 pilot cities involved since June 2004
- ✓ Commitment for at least 5 years
- ✓ 500 000 inhabitants involved
- ✓ 50 000 children involved



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**Principle of the program:
promote a healthy lifestyle by**




- Promoting a **balanced, diversified, affordable and pleasant diet**
- Encouraging children and families to be **less inactive** and to **exercise on a regular basis**



Validation (labels) of over 1000 projects since the launching of the program

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Examples of tools dedicated to local action Coaching




CME CD Rom



Quarterly worksheets for local project managers



Training tool for morning break

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Examples of tools dedicated to local action Physical activity

« We move and we like it ! » leaflet
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ENSEMBLE, MARCHONS VERS L'ÉCOLE
ALLER À L'ÉCOLE, C'EST PLUS RIGOLE À PIED AVEC LES COPAINS!
 LOGO VILLE

Set up methodology for a pedestrian bus

DESERVATOIRE DES HABITUDES ALIMENTAIRES ET DU PAYSAGE

Examples of tools dedicated to local action Nutrition

« The taste of the season: milk and dairy products » teaching kit cycle 2 & 3

« The taste of the season: vegetables » leaflet

« The taste of the season: fruits » teaching kit cycle 1

« The taste of the season: starchy food » poster

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ENSEMBLE, MARCHONS VERS L'ÉCOLE
LA SAISON À LE GOUT DU LAIT ET DES PRODUITS LAITIERS
 Guide méthodologique destiné aux enseignants
 CYCLES 2 ET 3

LES IDÉES RECETTES
 LA SAISON À LE GOUT DES LÉGUMES
 5 FRUITS ET LÉGUMES PAR JOUR
 CET PAR EXEMPLE

PETIT-DÉJEUNER, DÉJEUNER, GÔTER, DÎNER... PAS UN REPAS SANS FÉCULENT!

DESERVATOIRE DES HABITUDES ALIMENTAIRES ET DU PAYSAGE



A continuous communication serving the program

- **Mobilization of all media** to involve local and national players, as well as all expertise and good will around a linking theme
- **Dedicated** Internet and Extranet websites



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The costs of the program

Intervention

2 euros (2.5 US\$) per year & per inhabitant

→ 50% from public funds

→ 50% from private funds

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EPODE: a public/private partnership

- **Public partnership:**

- ✓ Ministries: health, education, sports, agriculture, research, finances, cities...
- ✓ National Institute for health prevention and education (INPES)
- ✓ National program for nutrition and health (PNNS)
- ✓ Cities

- **Private partnership:**

- ✓ Nestlé company
- ✓ APS (Insurances Consortium)
- ✓ Fondation International CARREFOUR (Distributor Foundation)

(no brand/product promotion, no intervention in the program content, corporate communication)



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Evaluation of the program - 1: children obesity

- ✓ **Yearly BMI calculation** for all children involved in the program:
 - 27 000 children weighted and measured in 2005, 30000 in 2006
- ✓ **Statistical analysis** of obesity rate for each town, by school, by sex, ...
- ✓ Evaluation of the **"family lifestyle coaching"**
- ✓ **Final evaluation of childhood obesity rate** after 5 years in each city

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Evaluation of the program - 2: sociological aspects

- ✓ Stakeholders' involvement
- ✓ Stakeholders' and population perception
- ✓ Target population perception
- ✓ Rate of participation and level of commitment of the local stakeholders (schools, sports association, catering, distributors,...)
- ✓ Behavior assessment of target population regarding lifestyle
- ✓ Number and quality of spontaneous actions undertaken
- ✓ Level / frequency of tools use

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Evaluation of the program - 3: media and economic related aspects

- ✓ Quality and frequency of media coverage
- ✓ Evaluation of direct and non direct costs


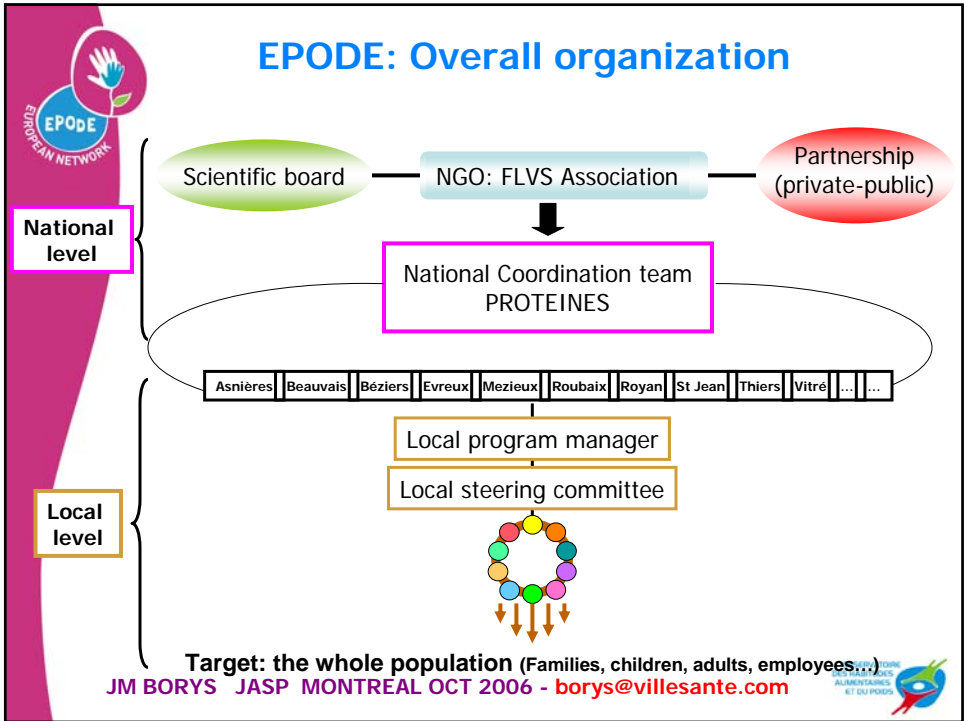
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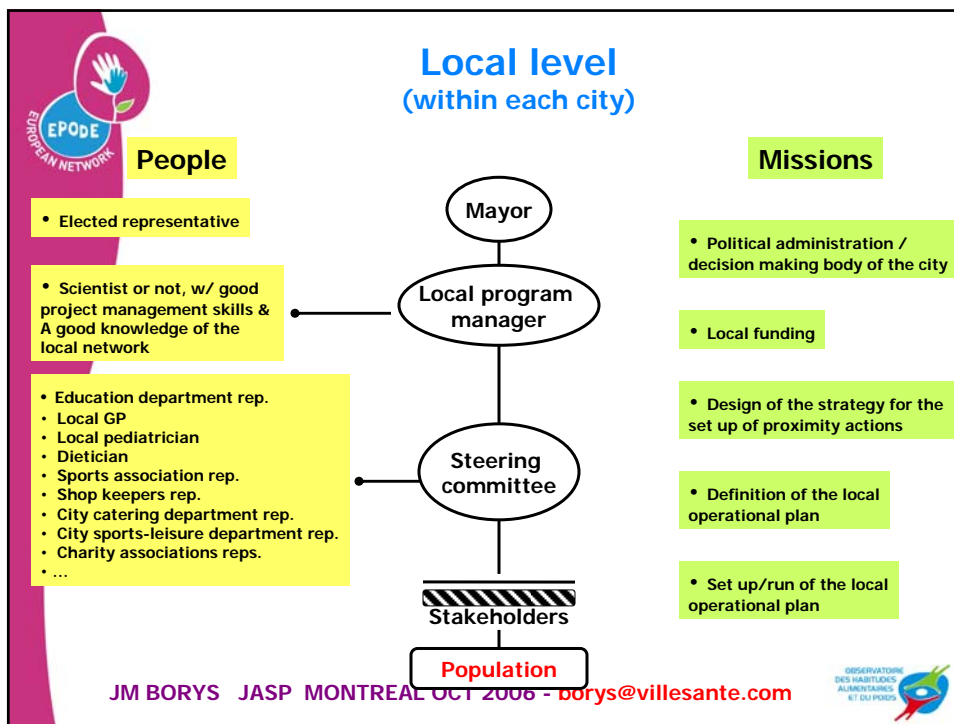




Organisation

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Philosophy

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The EPODE philosophy

- Messages based on **scientific recommendations**
- **Promotion of healthy lifestyle** (no specific messages stigmatizing obesity)
- A **smooth awareness** of the obesity issue, both collectively and individually, with **no stigmatization** of overweight and obesity
- A **positive, constructive, concrete** and “**step by step**” **apprenticeship** of nutritional balance & physical activity points of reference for all the family

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The EPODE philosophy - Cont

- An educational method based on **apprenticeship through experience**, identification of the brakes encountered by the parents and the repetition of the key messages
- A “**behavior**”-centered approach, with an educational philosophy focused on **pleasure and non-stigmatization of any food**
- A long term program respecting each city’s specificities by **integrating existing initiatives and projects** provided that there are compliant with the EPODE philosophy

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EPODE tomorrow

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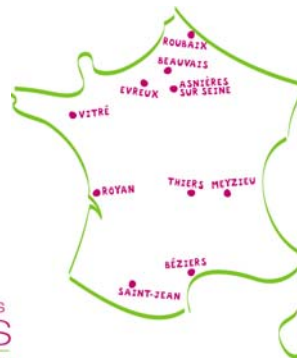


The french EPODE Cities Network: objective = 100 cities in 2007

- **Extension of the program:**

- ✓ Project supported by the EPODE Mayors' Club, association created by the mayors of the cities already involved in the program
- ✓ Launching in 2006
- ✓ Objective : integration of 100 cities in the program before end of 2007
- ✓ With the sponsorship of

CLUB des
MAIRES
EPODE



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Extension of the program across Europe: now starting in

Belgium and Spain



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The EPODE European Network

- Objective : deliver an "EPODE methodology book" "ready to adapt and to use" throughout all EU countries
- Process :
 - "lab test" the existing EPODE methodology in several operational pilot countries
 - create a network by best practices sharing and methodology enrichment from pilot and additional non operational EU countries concerned either now or in the future by the childhood obesity issue



Initiative submitted to the European Commission via
an application to the 2006 DG SANCO call for proposal

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Acknowledgments: teams, population, partners...

- **Sponsor:** the Fleurbaix Laventie Ville Santé Association (Pr Fossati, and Senator Brigitte Boute)
- **INSERM** (French Institute of Health and Medical Research) (Pr Eschwege & Ducimetiere)
 - **From 1992 to 1997**, under the supervision of Eveline Eschwège, Head of U 21 Unit (Villejuif) Marie Aline Charles, Annick Fontbonne, Lionel Lafa, Gauthier Maillard, Nadine Thibul, Frédérique Thomas, Muriel Vray
 - **From 1997 to 2005** under the supervision of Professor Pierre Ducimetière & Marie Aline Charle Head of U 258 Unit (Villejuif) : Jérémy Botton, Sophie Daniel, B. De Lauzon, Valérie Deschamps, Murielle Tafflet, Barbara Heude, Adrien Kettaneh
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- FLVS **practitioners and nurses:** G.P Desbonnets, Chantal. Desbonnets, Luc Feutrie, Nathalie Feutrie, Didier Delcourt, Henri Meriot, Augustin Rohart, Sophie Rohart, Bernadette Emery, François Vandecandelaere, Dominique Vandecandelaere, Vincent Hulin, Véronique Sys, Mariline Verwaerde
- FLVS local team: **Dieticians:** Carole Debailleul, Emmanuelle Lecuyer, Hélène Sabbre; **Nurse:** Sylvie Cuppens; **Assistants:** Claudine Halut, Sandrine Cruzol, Anita Canavèze, Fabienne Sabre
- Institutional supports
- The private partners (Nestlé, APS insurances, Carrefour International Foundation...)
- The FLVS population



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Thank you for your attention!

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