



**World Health
Organization**

REGIONAL OFFICE FOR **Europe**

Regional Committee for Europe

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**Ministerial lunch, Tuesday, 13 September 2016
12:30–14:00, Lounge area 1**

Health promotion throughout the life-course



A ministerial lunch, organized on the second day of the 66th session of the Regional Committee for Europe, will interactively lead guests through a series of health promotion issues. This health promotion lunch focuses on health throughout the life-course and will bring humour and innovation to the table of the ministers. The lunch will be an interlude of fun and novelty in the middle of an intensive technical agenda.

An interactive discussion of various themes will take place during the meal. A series of short blocks of entertainment will be performed between courses and will set the stage for interactive and dynamic pitches around nutrition and physical activity, tobacco and alcohol use.

Themes

Healthy diet

Ministers will be introduced to a healthy menu prepared by the UN City's catering service. The menu will include nutritional information in accordance with WHO guidelines and recommendations and also curiosities about the food items themselves and their impact on the environment.

Tobacco control playbook

The Regional Office for Europe has developed a *Tobacco control playbook* to assist ministries of health in making and supporting key decisions regarding tobacco use. Three professional actors will perform a sketch illustrating some of the arguments in the *Playbook* to demonstrate how a conversation might play out with different interlocutors such as journalists, other ministries and the tobacco industry.

Deaths caused by alcohol

The mortality directly attributable to alcohol has been estimated for all European countries for the first time in a publication that will be launched at this event. Professor Jurgen Rehm from Canada will present these brand new estimates on alcohol-attributable deaths with a focus on WHO European Region countries, in particular on the striking differences between countries.

How environments determine our choice of food

The WHO Secretariat will introduce the *Feed Cities Initiative* through a 3D video clip showing marketplaces and elements of food-related landscapes in different countries and how these different environments influence the food choices that people make. The presentation will include a summary of findings regarding the consumption of salt and *trans* fatty acids in central Asian and Caucasus countries.

Walk the talk

The session will close with a demonstration of the *Walk the talk* initiative of WHO headquarters. This will be an opportunity for guests to engage in on-the-spot light physical activity.

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