



# EU Health Policy Debate - “BREAKFAST ON TRIAL” -

## EVENT SUMMARY

The **Breakfast is Best** campaign, whose aim it is to raise the importance of breakfast as a meal and is supported by DG Sanco<sup>1</sup> under the objectives of its white paper ‘Together for Health: A Strategic Approach for the EU 2008-2013’, successfully hosted a unique EU health policy debate on Wednesday 8<sup>th</sup> July 2009 in Brussels.

Hosted the evening prior to the ‘Plenary of the EU Platform on Diet, Physical Activity and Health’, the **Breakfast on Trial** debate took the form of a real trial which saw breakfast accused of negligence.

The purpose of putting **Breakfast on Trial** was to gather European and national level opinion formers and influencers to listen, think and discuss whether ‘Breakfast’, as a key component of public health is being recognised and communicated effectively, or whether it was indeed guilty of its charge of negligence.

The event was led by a Judge (MEP John Bowis), the Inquisitor (Dr Ian Banks (European Men’s Health Forum)), and expert witnesses Karin Hådel (European Federation of the Associations of Dietitians), Hugo Ramon (European Association of Teachers) and Dr Vincenzo Costigliola (European Medical Association), with the invited guests playing the crucial role of the Jury. Following a primary vote, which found nearly half the Jury supporting the charge, the panel of expert witnesses [who represent the four different pillars of the ‘Breakfast is Best’ campaign: health & nutrition, obesity, cognition and physical activity] were cross-examined by the Inquisitor.

Supporting witnesses and the event’s jury were drawn from industry, trade associations, the EU institutions, Permanent Representations and the media.

The testimonies provided by the experts fuelled lively discussions on each of the tables, the results of which were noted by the appointed foreman and shared with all the jury members during dessert.

The final verdict was clear – Breakfast was found **Not Guilty of Negligence**. The trial’s findings confirmed that breakfast has strong benefits ranging from general heart health and the reduction of obesity, to an increase in cognitive abilities and safety at the workplace. However, the trial demonstrated that more substantive actions need to be implemented to promote the important benefits of breakfast and to ensure that breakfast is treated as a serious public policy issue.



BIB members, jury experts and John Bowis MEP: From left to right: Sylvie Aitken (Aspect), Hugo Ramon (AEDE), Erick Savoye (EMHF), Dr Vincenzo Costigliola (EMA), MEP John Bowis, Dr Ian Banks (EMHF), Brenda O’Brien (OSHA), Karin Hådel (EFAD), Julia Hauk (CEEREAL), Marie-Josée Mozin (CEDE)

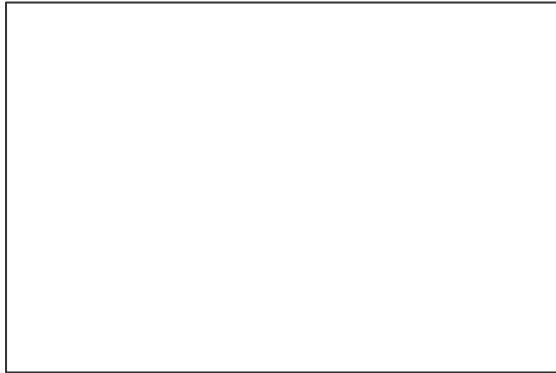
<sup>1</sup> EU’s Directorate General for Health and Consumer Affairs (DG Sanco)



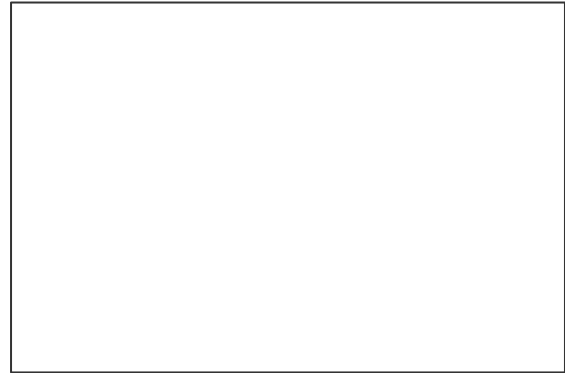
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### Event Photography



The Judge, MEP John Bowis



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Expert Witnesses 1 and 2:  
Karin Hådeli (EFAD) and Hugo Ramon (AEDE)



Inquisitor: Dr Ian Banks (EMHF)



Inquisition with Juror:  
Elizabeth Collett (EPC) and Dr Ian Banks (EMHF)



Inquisition with Juror:  
Herman Rutgers (EHFA) and Dr Ian Banks (EMHF)



Inquisition with Juror: Time to get up on the chair  
Sylvie Aitken (Aspect) and Dr Ian Banks (EMHF)



The Judge, MEP John Bowis



Inquisition with Jurors:  
Susanne Döring (CIAA) and Julia Hauk (CEEREAL)



Expert Witness 3 Testimony:  
Dr Vincenzo Costigliola (EMA) and MEP John Bowis



Members of the Jury



Expert Witness 1 cross-examination: Jury, MEP John Bowis,  
Dr Ian Banks (EMHF) and Karin Hädell (EFAD)