



Nationaal  
Preventie  
Akkoord



**A healthier  
Netherlands:  
it's up to  
us**





# Introduction

“ Urgent action is required. That’s why we’ve launched the **National Prevention Pact**, on top of all the other initiatives that are already in place. I’m really proud of the constructive approach being taken by all the parties involved. It’s the start of a whole new movement.

**A healthier Netherlands: it’s up to us.** ”

Paul Blokhuis ·  
State Secretary for Health, Welfare and Sport

## Improving the health **of everyone** **in the Netherlands.** That's what the National Prevention Pact is all about.

All children are entitled to a good start – a start that will benefit them for the rest of their life. Adults want to stay active for as long as possible and still be fit when they retire. They want to live longer in good health, so they can continue to take part in society. Who wouldn't want that?

Our aims are set out in the National Prevention Pact. It has been agreed with many different parties, including patient organisations, care providers, health insurers, municipalities, sports associations, businesses, funds, educational institutions, civil society organisations and central government.

### What does it involve?

The aim of the National Prevention Pact is to reduce smoking, overweight and problematic alcohol use through three separate, binding agreements.

We're not starting from scratch. Some initiatives are already up and running. We'll be building on these wherever possible. At the same time, we want to see prevention become part of everyday life. A healthy lifestyle should be second nature for everyone, wherever they live. To achieve that, we need to work together in a more joined-up approach that also tackles any underlying problems such as debts, unemployment or loneliness. Municipalities can play an important role in this. They know what the main issues are in their regions, cities, villages and neighbourhoods, and can translate the undertakings of the National Prevention Pact into a specific approach tailored to local circumstances.

## Why?

Smoking, overweight and problematic alcohol use damage people's health and cause a high disease burden. That's not only bad for the individuals affected; it also has a high cost to society.

### Some interesting facts:

- Every day 75 young people take up smoking. Each year 20,000 people die from the effects of smoking.
- The number of people who are overweight is growing year on year. Overweight often leads to cardiovascular disease and diabetes.
- On average, young people have their first drink when they are 13 years old. And if they drink regularly, they're almost certainly drinking too much.
- Too many adults drink too much. Too much is more than 14 standard drinks a week for women and 21 standard drinks a week for men.
- People with a lower level of education and a structurally low income are more likely to smoke and be overweight than people with higher levels of education and income. Stress caused for example by unemployment, debts or loneliness plays a major role, as does lack of exercise and a poor diet. People in this category experience 18 more years of poor health, and die 7 years earlier than people with higher levels of education and income.

## What do we want to achieve?

We're focusing on the year 2040, with the aim that a healthy lifestyle will by then be the norm.

In 2040, no child will take up smoking. Smoking will be prohibited near children and young people – at the playground and at sports clubs.

There will no longer be facilities for smokers at work.

In 2040 it will be normal for teenagers not to drink alcohol. Adults will be aware that, while it's okay to occasionally have a beer or glass of wine, alcohol is a major health risk factor.

Overweight will be less common in 2040 than now. People with obesity will receive good care and support. People will make healthier food choices. Children and young people will get more exercise – at home, at childcare facilities, at school and at sports clubs. Adults will also be more active. More journeys will be made by bike and our surroundings will be designed to facilitate making healthy choices.

## Mandatory

The National Prevention Pact consists of three sub-agreements. Organisations that sign one or more agreements will be committed to achieving the objectives. The National Institute for Public Health and the Environment (RIVM) will monitor progress to see whether the measures taken are enough to achieve our aims for 2040. Where necessary, this will allow us to make adjustments or introduce new measures.

## It's up to us

We realise we have bold ambitions. Achieving them will take a tremendous effort – by the signatories to the National Prevention Pact and by us all. A smoke-free generation is within our grasp. But the fight against overweight and problematic alcohol use will be a tougher challenge. We'll need to take more steps to get there, and we'll need as many partners as possible. So we're calling on everyone to get involved – we'll only achieve a healthier Netherlands if we're all committed.

## The themes

The National Prevention Pact focuses on three themes:

**smoking**, **overweight** and **problematic alcohol use**.

Below, we examine our aims for 2040, theme by theme, looking in more detail at what they mean and who will help us achieve them.

# 01

# Smoking

“ If children see people smoking, they'll copy them. That's why NUSO and playgrounds are committed to children being able to **play in clean air!** ”

Pauline van der Loo •

Head of Programmes and the Dutch Federation of Playgrounds (NUSO)/ Jantje Beton

## Aim for 2040:

**a smoke-free generation.**

Specifically, this means that no child will take up smoking in 2040 and only 5% of adults will still smoke, compared to 23% today. There will be no more women who smoke during pregnancy (the current figure is 9%).

### How are we going to achieve this?

We're going to create a **tobacco and smoke-free environment**. In 2040 it will be unusual to see someone smoking, so that fewer people will be tempted to try it. Smoking will be prohibited in many places, especially those associated with children – schools, petting zoos, playgrounds and sports clubs. The first step will be taken in 2020, when many playground and sports facilities will become smoke-free.

“ Together with our 125 partners, we'll do all we can to let children **grow up** in a **smoke-free** environment. ”

Floris Italianer · Chair of the anti-smoking alliance Nederland Rookvrij!

All care professionals will actively **help people to stop smoking**. And, as of 2030, smoking will be prohibited in and around all healthcare facilities. The health insurance excess will no longer apply to treatment and medication to help people stop smoking, and only programmes that have been proved to be successful will be used. Buying cigarettes or tobacco will be made as unappealing as possible; they will be much more expensive thanks to **increased duties** and will all have the same, plain packaging. In addition, the packets may no longer be displayed in shops, and tobacco advertising will be banned.

# 02

## Overweight

“ We will ensure that care professionals are better informed about the best way to **tackle overweight**. And we'll help them refer their patients to the right form of support, as close to home as possible. ”

Liesbeth van Rossum ·  
Chair, Partnership on Overweight in the Netherlands

## Aims for 2040:

***fewer people with overweight and obesity,  
and a healthier environment.***

We want to reverse the trend of increasing overweight, returning to the level we were at 22 years ago. We will tackle overweight and obesity by making healthier choices easier and supporting people in this where necessary. This means promoting better nutrition, sport and exercise (in partnership with the National Pact on Sport) and closer cooperation between professionals.

## How we are going to achieve this?

Through **healthy eating** for example. We will make it easier for people to choose healthier foods, in the supermarket, in the school canteen, at the sports club and in hospital. We want there to be a single, widely recognised healthy choice logo by 2020, so that people can see at a glance what the best option is. Soft drinks, biscuits, sweets, chocolate and dairy products will contain less sugar and fewer calories.



“ You can't change an environment if you're not part of it. That's why JOGG is working with parties in the community to **create a healthy environment** for children – at home, at school and in their neighbourhood. ”

Marjon Bachra · Director of JOGG, a national foundation aimed at helping young people to maintain a healthy weight

“ **All supermarkets** in the Netherlands will gradually reduce the amount of salt, sugar and saturated fat in their products. ”

Marc Jansen · Director of the Dutch Supermarkets Association (CBL)

**Sport and physical activity** will become part of our daily routine. It will be easier to cycle to school or work, wherever you live. Children with delayed motor development will receive extra support. Sponsoring of sports events for children must be by companies that promote a healthy lifestyle. It will also become easier for people to participate in sport, especially those who are not yet active. A healthy lifestyle and plenty of physical activity will be the norm in childcare. In half of day nurseries, this will be achieved with a specially trained health worker.

Municipalities will ensure that professionals **work together** better. People or families struggling with obesity will get **support** in the form of care and appropriate guidance.

As of 1 January 2019, lifestyle intervention will be covered by healthcare insurance, allowing adults to make changes to their lifestyle with the help of a coach. The JOGG programme for children with overweight will be expanded. By 2020 a quarter of all primary, secondary and secondary vocational schools will have joined the programme to provide health education in schools.

# 03

## **Problematic alcohol use**

“Businesses from a range of sectors are committed to supporting people to achieve a healthier lifestyle. Together we’ll make ***the Netherlands fitter!***”

Hans de Boer · Chair of the Confederation of Netherlands Industry and Employers (VNO-NCW)

## Aims for 2040:

**Under-18s will not drink alcohol.**

**The group of excessive and heavy drinkers will be much smaller and drinking during pregnancy a thing of the past.**

### How we are going to achieve this?

Everyone knows the risks alcohol poses to health. We will make people more aware of their drinking habits, and of the impact drinking alcohol has on their health. People need to get away from seeing **alcohol as just part of life**. This means drinking less, and less often.

**Sports clubs**, for example, will make it easier to choose from a selection of alcohol-free drinks. They will also set clear rules about when alcohol is and isn't served, for example not during events for under 18s. In addition, there will be no adverts for alcohol around the pitch.

**Discounts on alcoholic drinks will be subject to limits.** This will discourage people from buying more alcohol than they planned to. We also want to make agreements with producers on reducing the amount of adverts for alcohol seen by under-18s. The Advertising Code for Alcoholic Drinks will also be carrying out an independent evaluation.

“ We'll be helping consumers to choose **low-alcohol** and **alcohol-free** beer more often. ”

Cees-Jan Adema ·  
Director, Dutch Brewers



# Conclusion

We're aware that we're setting the bar high. At the same time, we can't afford to set it lower. After all, it's about the health and wellbeing of everyone in the Netherlands. It's about improving their lives.

***A healthier Netherlands: it's up to us.***

“ This Pact is the starting point of the shift towards a much healthier Netherlands ”

Hugo Backx · Director of the Association of Community Health Services and Regional Medical Emergency Preparedness and Planning Offices in the Netherlands (GGD GHOR Nederland)





This is a publication of the  
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It summarises the content of the National  
Prevention Pact, on how we aim to improve  
the health of everyone in the Netherlands.

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