



**FOOD AND AGRICULTURAL ORGANISATION OF THE UNITED NATIONS
SUB-REGIONAL OFFICE FOR CENTRAL AND EASTERN EUROPE
Budapest, Hungary**

**WORLD FOOD DAY CELEBRATION NETWORK
IN CEE AND NIS COUNTRIES**

REPORT ABOUT COUNTRY ACTIVITIES IN 2003

WORKING TOGETHER FOR AN INTERNATIONAL ALLIANCE AGAINST HUNGER
16th October 2003 World Food Day

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Sub-Regional WFD Programme Coordinator**

(DRAFT)

INTRODUCTION

The World Food Day /TeleFood theme for 2003 International Alliance against Hunger is a call to action to encourage all those concerned about the problem of hunger to join a common effort for action against hunger. The International Government on Economic, Social and Cultural Rights recognizes that everyone has the fundamental human right to be free from hunger. Fighting hunger also makes good economic sense since people who are well nourished represent an excellent investment in a nation's economic health. Over the years, millions of people have graduated from the ranks of the hungry. But 840 million remain crippled by the indignity of not having enough to eat. The goal of cutting by half the number of hungry people by 2015-a target adopted at the World Food Summit in 1996 and reconfirmed in 2002 and reflected in the Millennium Development Goals-still lies out of reach. What is lacking is political will. Many nations have made verbal commitments to fight hunger, but few have done enough and on the scale required.

FAO Director –General’s Message on this World Food Day, was an appeal to one and all to join the fight against hunger. The "International Alliance against Hunger" gives us a way to move forward together, to reduce poverty and to guarantee the most basic of human rights - to be free from hunger.

Nations will need to work harder to create the policy environment, provide the funding and implement the programmes to allow people to overcome hunger and poverty. For this reason, the global community has resolved to work together within an International Alliance against Hunger. In 2002/2003 a WFD Network has been initiated for Central and Eastern European Countries with the support of the FAO SEUR in Budapest. The WFD Network, with FAO

SEUR coordination, will help the International Alliance against Hunger to fight effectively against hunger.

The aim of the WFD celebration in European countries is the promotion of healthy nutrition and lifestyles, fighting hunger from childhood in order to prevent nutritive disorders and improve health through mobilizing the whole of society at the local, regional national and international level with multidisciplinary activities. WFD activities are carried out with FAO SEUR assistance at local, national, regional and international level in the governmental coordination and with the participation of health and educational institutions, NGO's and individuals. Promotion and education in support of healthy nutrition and lifestyles in childhood are important because that is a period of learning habits that last throughout life. For effective nutrition promotion in Subotica, 1999 marked the first celebration of World Food Day (WFD) on October 16 with the Festival of Healthy Nutrition and Physical Activity Promotion. In 2001 in the Republic of Serbia, October was determined as the Month for promoting healthy nutrition and the model of the WFD celebration was accepted as a national model. The series of events were linked to the initiative of a "healthy nutrition promotion month". The formation of such an alliance envisions all partners working in concert, from government (Ministry of Agriculture, Health and Education), food producers and consumers to international organizations, private firms, scientists and academics to individuals, and non-governmental organizations. It also includes donors and policymakers. Events and activities were organized all around October 16 in relation with WFD in each participating country. All events included the main WFD theme as a basic topic, but the local and national events would aim to call attention to health, healthy food and nutrition and healthy lifestyle promotion. Based on the proposal of WFD Programme Coordinator on or around 16 October 2003, WFD events were organized in Azerbaijan, Bosnia and Herzegovina, Croatia, Czech Republic, Georgia, Hungary, Macedonia, Poland, Serbia and Montenegro, Slovak Republic. This initiative aims to give publicity to the different events and to act as a forum to share and exchange ideas. The new WFD Network portal has been created within the FAO SEUR website and AgroWeb Network as a virtual meeting place to promote WFD and TeleFood, as well as to collectively display the countries' activities related to the celebrations.

The World Food Day presentation on the FAO SEUR Website: <http://www.fao.org/Regional/Seur/> is presented on the Food and Nutrition Sub-portal http://www.zzzzsu.org.yu/aw/e_Food.html and in Programmes on WFD http://www.zzzzsu.org.yu/aw/e_Wfd.html.

Those events included organization of competition for the best fine arts, literary works and performances for children related to healthy nutrition, healthy lifestyle, physical activity, obesity and hunger. Events and contests were organized in cooperation with preschools and educational institutions under the patronage of Ministry of Health, Ministry of Education and Ministry of Agriculture. The celebration ended in some of countries with the Festival of Healthy Nutrition and Physical Activity Promotion and an exhibition of the awarded works, performances, a food exhibition with testing and a quiz about healthy nutrition. These activities contributed to the engagement and involvement of the whole community toward a healthy lifestyle and to the promotion of healthy nutrition. It promotes the importance of healthy nutrition as we perform organizing campaigns, provide free nutritional status and nutrition evaluations, festivals, workshops, scientific seminars, lectures and public education through the media, press conferences, internet communication, preparing video films and brochures with nutrition recommendations and guidelines and other educational materials. WFD celebrations are important for healthy

nutrition promotion and they are needed to create and develop WFD Networks in the CEE and NIS countries with FAO SEUR support.

WFD NETWORK 2003 COUNTRY ACTIVITIES

AZERBAIJAN

Coordinator: Majidov Rashad, Ministry of Agriculture of Azerbaijan

The Ministry of Agriculture of Azerbaijan, in cooperation with various agricultural organizations and scientific research institutions, organized a series of World Food Day and TeleFood events on 16th October 2003. Activities included seminars and exhibitions in Baku, Ganja, Quba, and Lenkaran regions.

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BOSNIA AND HERZEGOVINA

Contact: Smajil Durmisevic, Institute of Public Health Zenica

On the occasion of the WFD on October 16th 2003 the Regional Institute of Public health in Zenica sent the message and information about the WFD theme in 2003 and importance of healthy nutrition to all of health centers, Federal Institute of public health, Ministry of Health and Agriculture and to local and national newspapers radio and TV channels.

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CROATIA

Coordinator: Stipe Oreskovic, University of Zagreb Andrija Štampar School of Public Health

On the 19th of October 2003, Croatia celebrated World Food Day for the first time by holding the World's Largest Dalmatian Breakfast. In order to raise awareness and mobilize as many people as possible, the Andrija Štampar School of Public Health organized this large-scale social event under the patronage of the Government of the Republic of Croatia, the Ministry of Health, the Ministry of Tourism, the Ministry of Agriculture and Forestry, and the Croatian Tourist Board among others. The Andrija Štampar School of Public Health is known for its efforts in helping to improve the health of the people in Croatia, as well as those in other countries around the world. They used this event, dubbed "The Largest Breakfast - Dalmatian Breakfast", as a symbolic reminder of the need to share food with those who do not have enough, and to raise awareness that 800 million people in the world are hungry. Through these efforts, they contributed to the improvement of knowledge and understanding the health and well-being of the poor around the world. This project also aims to promote the importance of having a balanced diet. The Andrija Štampar School of Public Health believes that a balanced breakfast is one step towards the prevention malnutrition.

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CZECH REPUBLIC

Coordinator: Jiri Muchka, National FAO Committee, Ministry of Agriculture

The Ministry of Agriculture of the Czech Republic, in cooperation with the National FAO Committee, has organized a special seminar on the occasion of World Food Day (16 October) and the World Rural Women's Day (15 October). During this event, issues such as world hunger, poverty, food security, food safety, cardiovascular diseases, diabetes, obesity, healthy nutrition and lifestyles, and other nutrition topics were addressed. Czech Radio 1 - Radiožurnál featured the World Food Day (WFD) celebration in one of their programs.

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GEORGIA

Coordinator: Mamuka Meskhi *FAO National Correspondent , Ministry of Agriculture and Forestry*

The Ministry of Agriculture and Forestry of Georgia on 16.10.2003 spearheaded visited to FAO project sites in commemoration of World Food Day (WFD) 2003. The local media disseminated information and featured the FAO Director-General's WFD message with the theme, "International Alliance Against Hunger." WFD-related posters and other promotional materials were also distributed.

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HUNGARY

Coordinator: Maria Kadlecikova *Sub-Regional Representative*

FAO Sub-Regional Office for Central and Eastern Europe, Budapest

***Roundtable Discussion for World Food Day on 15.10. 2003.**

On the occasion of World Food Day (WFD) 2003, the Sub-regional Office for Central and Eastern Europe (SEUR) and Hungary hosted a Roundtable Discussion under the auspices of Her Excellency Dalma Mádl, First Lady of Hungary on 15 October 2003. The title of the said discussion was: "International Alliance against Hunger – Implications for Central and Eastern Europe." During the Roundtable Discussion, international and Hungarian experts dealing with food security, food safety, and nutrition, and representatives of various producers' organizations and civil society assessed the recent and most significant issues in the field of human nutrition. They also gave their inputs on significant issues such as undernourishment, hunger, and AIDS.

Caritas Hungarica participated in this event and Mr. László Adányi, Secretary-General of Caritas Hungarica was one of the keynote speakers.

Presentations were delivered by the following experts:

1. Mr. Péter Biacs, Deputy State Secretary of the Hungarian Ministry of Agriculture and Rural Development: “The Office for Hungarian Food Safety in Context of EU Enlargement”
2. Mr. Michael Canon, Food Standard and Nutrition Officer of FAO-SEUR: “FAO Technical Cooperation and Capacity Building Activities in Central and Eastern Europe related to Food Safety and Nutrition”
3. Mr. László Cserháti, Managing Director of the Hungarian Scientific Society for Food Industry (MÉTE): “The Role of a Civil Society (MÉTE) in the International Alliance against Hunger”
4. Mr. László Adányi, Secretary General, Caritas Hungarica: “Global Solidarity”
5. Dr. Zoltán Bedő, Director of the Agricultural Research Institute of the Hungarian Academy of Sciences: “Reduction of Hunger and Poverty for the Future of Rural Livelihood”
6. Prof. József Kiss, Head of the Plant Protection Department of the Szent István University, Gödöllő: “From Risk by a New Invasive Pest towards Regional Alliance in Europe”

***World Food Day Celebration at the Ministry of Agriculture and Rural Development**

On 16 October 2003, the Ministry of Agriculture and Rural Development, in collaboration with the Hungarian National FAO Committee and the Hungarian Scientific Society for Food Industry (MÉTE), organized a World Food Day (WFD) celebration in the Theatre room of the Ministry of Agriculture and Rural Development. Mr. Péter Biacs, Deputy State Secretary of the Ministry of Agriculture Rural Development, chaired the event, and Mr. Tibor Szanyi, Chairperson of the Hungarian National Committee and State Secretary of the Ministry of Agriculture Rural Development, opened the celebration.

The following officials gave presentations:

- * Mr. Imre Dávid, Director General, Agroinvest
- * Dr. Gábor Zajkás, Deputy Director General, National Institute of Food Hygiene and Nutrition
- * Dr. Livia Dömölki, Food Specialist, National Association for Consumer Protection in Hungary
- * Ms. Mária Kadlecíková, FAO Sub-Regional Representative for CEE

Ms. Kadlecikova delivered the WFD message of the FAO Director-General and awarded WFD medals to eleven Hungarian experts for the excellent support they have given to FAO, particularly to the SEUR Office.

Footage of the celebration was broadcasted on Hungarian Television and in other public and commercial media.

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Maria Kadlecikova, Sub-Regional Representative FAO SEUR Budapest

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MACEDONIA

Coordinator: Zlatanka Dimitrovska, Republic Institute for health protection Skopje

WFD 2003 was celebrated with activities such as:

- Preparing promotional material for healthy diet and life style and delivering the materials to 10 regional Institutions for Health Protection, primary health care institutions and clinics for pediatric diseases.
- Translation and adaptation of the brochure “Get the best from your food”. The FAO brochure translation was adapted according to the available food and it was published in 3000 units.
- A poster was prepared on the promotion of healthy diet and lifestyle and published in 3000 units.
- Lectures about healthy diet and nutrition in school and preschool objects. Press conference with the information about the WFD theme 2003.

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POLAND

Coordinator: Ms Eva Halicka, Warsaw Agriculture University

On the 17th October “Nutrition Sciences – New Age – New Challenges – New Chances” conference was held at the Warsaw Agriculture University.

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***University of Cracow in Poland**

The University of Krakow in Poland held a World Food Day (WFD) 2003 Seminar on the 16th of October. The following topics were discussed:

1. WFD 2003, its background and this year's theme, International Alliance against Hunger
2. The 9th European Nutrition Conference on the Right to Adequate Nutrition
3. Poland's contribution in the fight against hunger

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Dr. Pawel M. Pisulewski

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***The Federation of Polish Food Banks**

A photography exhibition entitled "Our Daily Bread" was opened on 16 October 2003, at the BIASE Gallery in Warsaw. The exhibition was organized with the support of the Federation of Polish Food Banks.

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SERBIA AND MONTENEGRO

Serbia Celebrates World Food Day with a Host of Health-Related Activities

***Coordinator: Mirjana Pavlovic, _Public Health Institute , Nutrition Department, Subotica
Serbia***

'Month of Healthy Nutrition Promotion-October 2003'

Serbia in cooperation with FAO SEUR Budapest and 23 Public health institutes under the patronage of Ministry of Health and Education celebrated World Food Day (WFD) 2003 with a host of health-related activities in 23 regions on a regional and finally on the national level. October is Serbia's national month for healthy nutrition promotion, so aside from the WFD theme, International Alliance against Hunger, the celebration also included other topics such as: nutrition, hunger, nutrition promotion, physical activity, and obesity.

The following activities have been lined up for this year's WFD festivities:

-9th European Nutrition Conference in Roma 1-4.10.2003: "World Food Day Celebration Network in Healthy Nutrition Promotion in Childhood in some European Countries" Mirjana Pavlovic, Michal Demes, Michael Canon, Zlata Kocik, Ildiko Pocza, Djordija Zvicer, poster presentation

-Monitoring and evaluation of the quality of diet and nutrition in schoolchildren in Serbia

-Press conference about importance of healthy nutrition and human rights to adequate food, WFD topic for this year and media promotion of WFD activities in Subotica on 13.10.2003. The WFD 2003 celebration were reported from Ms Mirjana Pavlovic on national and public TV and radio, and articles were published by leading national and regional daily newspapers and magazines as well.

-Exhibition of the best children's art and literature works 15-18.10.2003.

Children's art and literary competition based on these topics and the WFD theme. The best works were exhibited, and awards and certificates were given on a regional and national level.

- A "V Festival of Healthy Nutrition and Physical Activity Promotion"

The central celebration of WFD in Subotica on 16.10.200 for children included theatrical performances, song and dance numbers, and a quiz on healthy nutrition. Ms Mirjana Pavlovic delivered the WFD message of the FAO Director-General and gave the acknowledgement with certificates to sponsors from food industry which supported this event.

- Education about healthy nutrition of preschool and schoolchildren with lectures from teachers and educators
- Healthy-food presentations and exhibitions of healthy food products
- Free nutrition counseling, nutritional status and blood pressure monitoring in population during the whole month of October and the year in Nutrition Department.
- Video film about WFD activities and V Festival of Healthy Nutrition and Physical Activity Promotion
- Internet presentation about WFD activities 2003 <http://www.zzzsu.org.yu/aw>

-National and Regional Institutes of Public Health in Serbia celebrated WFD together the third time on the national level in Belgrade on November 5 2003, with performances for children, dances and a quiz about healthy nutrition, an exhibition of the best children's art work with awards and certificates.

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SLOVAK REPUBLIC

Coordinator: Eva Kolesarova FAO National Committee

***World Food Day Celebration**

On the 15th and 16th of October 2003, a radio and television campaign was organized by the Agricultural Marketing Agency of the Slovak Ministry of Agriculture. There were several World Food Day broadcasts in Slovakian TV, and a live interview with Ms. Maria Kadlecikova, FAO Sub-Regional Representative (SEUD), was aired on the Markiza Television Channel, one of Slovakia's biggest commercial television channels.

The Ministry of Agriculture of the Slovak Republic, in cooperation with Agroinstitut Nitra and ISTIA, commemorate World Food Day (WFD) 2003 with a National Seminar on the 16th of October at the Agroinstitut Nitra. Speakers for the seminar included representatives from the President's Office, the Ministry of Agriculture, and the Ministry of Health among others. The WFD 2003 theme, International Alliance against Hunger, was be the focal point of the seminar.

The Agroinstitut in the Slovak Republic organized a World Food Day (WFD) celebration on 16 October 2003. During the occasion, the WFD message of the President of the Slovak Republic was read, and Mr. Peter Michalica, a famous Slovakian musician, gave a performance with messages from all artists of Slovakia towards of the International Alliance Against Hunger.

Mr. Michael Canon, Food Standards and Nutrition Officer representing the Sub-regional Office for Central and Eastern Europe (SEUR), delivered the FAO Director-General's WFD message and awarded seven WFD medals to Slovakian institutes and individuals for the excellent support they have provided to FAO and FAO-SEUR. Medals were presented to Mr. Jan Plesnik, President of Agrofilm, the Food Research Institute, and the Slovak National

FAO Committee among others. H.E. Zsolt Simon, Minister for Agriculture of the Slovak Republic, was present to personally receive the medal awarded to the Slovak National FAO Committee.

Other events were also organized such as the following: cultural programmes, exhibits, internet and poster presentations, tasting of dairy products, promotional activities in department stores, with the aim to increase domestic trade and agro-food product consumption. Finally, talks by scientific research representatives were aired on Slovak TV Channel 1, Markiza TV, and Slovak Radio within the month of October.

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For further information on these topics please contact:

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Annex 1 .Summary list of countries and WFD 2003 activities with contact persons

Annex 2. World Food Day celebration Network in CEE and NIS countries (Methodology)

Annex 1.

SUMMARY LIST OF COUNTRIES AND WFD 2003 ACTIVITIES WITH CONTACT PERSONS

	Country	Institution /Organization	Address	Contact Person	Tel./Fax.	e-mail	URL
1.	AZERBAIJAN	Ministry of Agriculture	U.Hajibekov str., 40 Government House, Roo Baku	Majidov Rashad	+994129805259 + 99412980257	intagry @azerin.com	agroweb.bstc.azeri.com
2.	BOSNIA AND HERZEGOVINA	Kantonal Institute Public Health Protection	Fra Ivana Jakica 2 Zenica BIH	Smajil Durmisevic	0320404-578 032 406054	smaidur@bih.net.ba	
3.	CROATIA	"Andrija Stampar" School of Public Health	Rockefellerova 4 Zagreb	Stipe Oreskovic Danijela Rasic	+38512902442	soreskov@snz.hr drasic@snz.hr	
4.	CZECH REPUBLIC	Ministry of Agriculture National FAO Committee	Tesnov 17 11705 Prague 1	Jiri Muchka	+420 221 2452 +420 224810423	muchka@mze.cz	www.agronavigator.cz/fao/default.htm
5.	GEORGIA	Ministry of Agriculture National FAO Committee		Mamuka Meskhi	+995 32 333 112	faogeorgia@gol.ge	
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8.	POLAND	Warsaw gricultural University	ul.Nowoursynowska C, 02-776 Warsaw	Ewa Halicka	+4822843- 1 ext.110-31 +4822847-2783	halicka@alpha.sggw.waw.pl	
9.	SERBIA AND MONTENEGRO	Public Health stitute Subotica	Zmaj Jovina 30 24000 Subotica Serbia	Mirjana Pavlovic	+381 24 571074	mirasu@eunet.yu mirjana.pavlovic@doctor.co	www.zzzzsu.org.yu
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**FOOD AND AGRICULTURAL ORGANISATION OF THE UNITED NATIONS
SUB-REGIONAL OFFICE FOR CENTRAL AND EASTERN EUROPE
Budapest, Hungary**

**WORKING TOGETHER FOR AN INTERNATIONAL ALLIANCE
AGAINST HUNGER**

16th October 2003 World Food Day

***WORLD FOOD DAY CELEBRATION
WFD NETWORK IN CEE AND NIS COUNTRIES***

(DRAFT)

***Mirjana Pavlovic
FAO Expert TCDC/TCCT***

1. Summary

Promotion and education in support of healthy nutrition and lifestyles in childhood are important because that is a period of learning habits that last throughout life. For effective nutrition promotion in Subotica, 1999 marked the first celebration of World Food Day (WFD) on October 16 with the Festival of Healthy Nutrition and Physical Activity Promotion. In 2001 in the Republic of Serbia, October was determined as the Month for promoting healthy nutrition and the model of the WFD celebration was accepted as a national model. In 2002 a WFD Network has been initiated for Central and Eastern European Countries with the support of the FAO SEUR in Budapest. Based on the proposal of WFD Programme Coordinator on or around 16 October 2002, WFD events were organized in Subotica, Budapest, Nitra, Bucharest and Yerevan. These parallel organized events aimed to celebrate the WFD at the local and national level, as well as create the beginning of partnerships between participating organizers from Serbia and Montenegro, Hungary, Slovakia, Romania and Armenia. This initiative aims to give publicity to the different local events and to act as a forum to share and exchange ideas. The new WFD portal has been created within the AgroWeb Network as a virtual meeting place to promote WFD and TeleFood, food for all as well as to collectively display the countries' activities related to the celebrations. E.g., organization of competition for the best fine arts, literary works and performances for children related to healthy nutrition, healthy lifestyle, physical activity, obesity. Events and contests are organized in cooperation with preschools and educational institution under the patronage of Ministry of Health, Ministry of education and Ministry of Agriculture. The celebration ends with the Festival of Healthy Nutrition and Physical Activity Promotion and an exhibition of the awarded works, performances, a food exhibition with testing and a quiz about healthy nutrition. These activities contribute to the engagement and involvement of the whole community toward a healthy lifestyle and to the promotion of healthy nutrition. It promotes the importance of physical activities and healthy food as we perform organizing campaigns; provide free nutritional status and nutrition evaluations, festivals, workshops, seminars, lectures and public education through the media, press conferences, internet communication, preparing video films and brochures with nutrition recommendations and guidelines and other educational materials. This movement towards healthy nutrition and lifestyles promotion in childhood can be implemented in other countries, too.

The World Food Day /TeleFood theme for 2003 is **International Alliance against Hunger**. It expresses a call for action to encourage all those who are concerned about the problem of hunger to join in a common effort. The WFD Network built under the coordination of FAO SEUR will support the International Alliance against Hunger to fight against hunger.

2. Introduction

World Food Day (WFD) has been established by FAO Member Countries at the Organization's Twentieth General Conference in November 1979. The date chosen - 16 October - is the anniversary of the founding of FAO in 1945. WFD has been observed every year in more than 150 countries. Since 1981 an annual theme is chosen by FAO in order to provide a common focus for WFD activities. WFD activities are carried out with FAO assistance at local, national, regional and international level in the governmental coordination and with the participation of health and educational institutions, NGO's and individuals.

Promotion and education of healthy nutrition and lifestyle in childhood are important because that is a period of setting habits that can last throughout life. For effective nutrition promotion in Subotica, Serbia and Montenegro, 1999 marked the first celebration of World Food Day with the Festival of Healthy Nutrition and Physical Activity Promotion. In 2001, October has been identified as the month for promoting healthy nutrition in the Republic of Serbia, and the Subotica initiative for WFD celebration has been accepted as a national model. In 2002, a WFD Network has been initiated for CEE Countries in cooperation and with the support of FAO SEUR.

The World Food Day /TeleFood theme for 2003 **International Alliance against Hunger** is a call to action to encourage all those concerned about the problem of hunger to join a common effort for action against hunger. The International Government on Economic, Social and Cultural Rights recognizes that everyone has the fundamental right to be free from hunger. Fighting hunger also makes good economic sense since people who are well nourished represent an excellent investment in a nation's economic health.

Over the years, millions of people have graduated from the ranks of the hungry. But 840 million remain crippled by the indignity of not having enough to eat. The goal of cutting by half the number of hungry people by 2015-a target adopted at the World Food Summit in 1996 and reconfirmed in 2002 and reflected in the Millennium Development Goals-still lies out of reach.

What is lacking is political will. Many nations have made verbal commitments to fight hunger, but few have done enough and on the scale required. Nations will need to work harder to create the policy environment, provide the funding and implement the programmes to allow people to overcome hunger and poverty. For this reason, the global community has resolved to work together within an International Alliance against Hunger.

An alliance brings together the strengths of different groups to gain greater power to achieve a common goal. The formation of such an alliance envisions all partners working in concert, from food producers and consumers to international organizations from private firms, scientists and academics to individuals, religious groups and non-governmental organizations. It also includes donors and policymakers from both rich and poor countries.

As this Alliance takes shape, leaders in an increasing number of countries are boldly putting the fight against hunger at the forefront of national priorities, realizing that only when people are well-fed can they take part in their nation's economic and social advancement. FAO applauds their courage and urges others to join them.

The Alliance does not foresee the creation of new mechanisms to fight hunger. Major conferences have galvanized support among governments and international organizations and set clear goals for the road ahead and a wide range of development partners are using time-tested techniques to boost nutrition and income. Instead, the Alliance will strengthen political commitment for existing initiatives. At the same time it will help partners to develop a common vision on measures to take and build cooperation among diverse groups.

It will provide a forum for advocacy, promote joint actions by its members and facilitate information exchange-through web sites, newsletters and progress reports. Partners of the Alliance can offer assistance in their spheres of competence, which may include advocacy, technical training, policy advice and monitoring the progress of hunger reduction strategies. Together, these activities will help to attract increased funding from finance institutions, the private sector and other donors.

While everyone has a role to play in the Alliance, the main responsibility for reaching goals lies with a nation and its people. Each country should set its own national targets through its legislative bodies and lay out the steps to move forward, including implementing programmes that target the hungry.

The creation of an international Alliance is a pledge by all to work together to eliminate hunger. World Food Day and TeleFood activities around the globe will help to deliver this message while promoting the overall objective of this annual event: to raise awareness about the problems of hunger and to work towards long-term solutions to guarantee food for all.

In this time of ample world food production it is unacceptable that more than 840 million people remain hungry. This year's World Food Day theme, International Alliance against Hunger, will serve as a call for further action. Together, we must take the concept of a global partnership and make it a reality, with a view to guaranteeing the world's citizens a basic human right-to be free from hunger.

Aim

WFD provides a reminder of FAO's constant efforts for a long-term solution to the problem of hunger and poverty in the world. WFD was initiated with the goal that "food for all" should become a human right for present and future generations. An initiative of the FAO, TeleFood is an annual campaign of broadcasts, concerts and other events dedicated to helping the hungry help themselves. The aim of the WFD celebration in European countries is the promotion of healthy nutrition and lifestyles, fighting hunger from childhood in order to prevent nutritive disorders and improve health through mobilizing the whole of society at the local, regional national and international level with multidisciplinary activities

The WFD Network, with FAO SEUR coordination, will help the International Alliance against Hunger to fight effectively against hunger.

Recommendations

WFD celebrations are important for healthy nutrition promotion and they are needed to create and develop WFD networks in the CEE and NIS countries.

Countries are encouraged to use the information available through the institutional websites to develop their own WFD celebration strategies based on the proposed methodology. The program coordinator for the WFD program, in collaboration with FAO SEUR, can provide additional information and relevant educational materials.

For the continued success and further development of the WFD Network and information exchange through the WFD portal, it is important that participating countries improve communication and collaboration at the national and sub-regional level. This should include further building on the existing capacities in the sub-region, sharing experiences and skills, expanding existing networks e.g. including private sector, education, administrative bodies, NGOs, and CSOs in healthy nutrition promotion activities. The NGO, SEE Health Promotion Network of Greece, has expressed interest in WFD activities.

For further information on these topics please contact:

Sub-regional WFD Programme Coordinator:

Dr Mirjana Pavlovic

FAO Expert TCDC/TCCT

e-mail: mirjana.pavlovic@doctor.com

<http://www.zzzsu.org.yu/aw>

Attachment 1 Methodology of WFD Celebration

Attachment 2 Report on WFD 2003 in the CEE&NIS Countries

Attachment 3 WFD Questionnaire

Attachment 1

Methodology of WFD Celebration

Events and activities can be organized all around October in relation with WFD. The series of events can be linked to the initiative of a "healthy nutrition promotion month". The formation of such an alliance envisions all partners working in concert, from government, Ministry of Agriculture, Ministry of Health and Education, food producers and consumers to international organizations from private firms, scientists and academics to individuals, and non-governmental organizations. It also includes donors and policymakers.

A central event in each participating country can be organized on WFD, 16 October. FAO SEUR Office in Budapest can organize the main central celebration for CEE and NIS Countries from the WFD Network.

All events should include the main WFD theme as a basic topic, but the local and national events would aim to call attention to health, healthy food and nutrition and healthy lifestyle promotion.

Proposal for local and regional events will be organized within the WFD Network

The local organizers should focus on the children, because:

- they will then encourage the whole family and the local communities to get involved
- by the time they grow up, they will be able to improve their lifestyle by having enough information and knowledge.

What kind of events to be organized?

- Competition for the best fine arts and literary work for preschool and school children related to the WFD topic and healthy nutrition.
These competitions can be organized for preschool children, schoolchildren from I-IV grades and V-VIII grades of elementary school and for secondary school children. The structure and the awards can be decided locally and on national level.
- Exhibition of the children's art and essay- literary works; the best are chosen according to a jury's decision with awards and certificates for the best works. The best children art work can be chosen on national level for the WFD poster for next year.
- "Nutrition and physical activity promotion festival" for children and families.
- Performances connected to physical activity, food and nutrition topics, entertainment with songs and dance, quizzes about healthy food and physical activity.
- Healthy food presentations and exhibitions of food companies and food producers, food festivals, healthy cooking demonstrations, healthy recipe competitions.
- Healthy meals for preschool children and schoolchildren can be provided from donors.
- Organization of different kinds of physical activities in the community with a central gathering in the center of the town (walking, cycling, aerobics, jogging, group sport competitions) with demonstrations of exhibitions by various sport clubs and performances by individuals or groups.
- Preparing videos, CDs, brochures and posters about healthy nutrition, physical activity, obesity, healthy lifestyles, hunger, water, etc. and distributing these to participants and schools.
- Lectures (e.g. school lessons) about healthy nutrition, importance of physical activity and healthy lifestyles by educators-teachers. Translation to national languages of nutrition education materials such as "Feeding minds, fighting hunger-a world free from hunger".
- Scientific conferences, workshops, seminars, video conferences, round table discussions and forums can be organized with the participation of experts, or the local health-care activists (doctors, nurses). Topics can be on hunger, cardiovascular diseases, risk factors, obesity, diabetes, health, nutrition and physical activity promotion...etc.
- Free music concerts or other cultural events where donations can also be collected.
- Establishing a WFD Foundation at the local, national and international level for donors who will support the organization of events.
- Medical services: free blood pressure monitoring, BMI calculations, nutrition and nutritional status monitoring, professional nutrition and health advisory services, open free phone line for nutrition counseling for population.
- Organization of the agricultural fairs, exhibitions, visits to farms and /or farmer's markets to show the programmes carried out in the agricultural sector.
- Official recognition for food producers through prizes and /or trophies
- Training and support to individuals and groups in the preparation of family or school-kitchen gardens.
- Organization of WFD activities within FAO field projects
- Nomination the WFD Ambassadors on National and International level
- Media activities: press conferences about the WFD celebrations, written articles for national and local newspapers and radio and TV programs.
- Preparing internet presentations about all these activities to share the experience and ideas among participating communities and to attract others to join.

World Food Day Celebration Network on the Internet

Based on a proposal of the WFD Network Committee, around 16 October 2002, WFD events were organized in Subotica, Budapest, Nitra, Bucharest and Yerevan. These parallel organized events aimed to celebrate WFD at the

local and national level, as well as create the beginning of partnerships between the participating organizers from Serbia and Montenegro, Hungary, Slovakia, Romania and Armenia. This initiative aims to give publicity to the different local events, and to act as a forum to share and exchange ideas. The CEE AgroWeb Network as a virtual meeting place to promote WFD and TeleFood as well as to collectively display each country's activities included in the celebrations created the new WFD web sub portal. Competitions were organized for the best fine art and literary works and theatrical performances for children related to topics from nutrition, physical activity to obesity in cooperation with preschool and school institutions. The celebration ended as a Festival of Healthy Nutrition and Physical Activity Promotion with exhibitions of the best awarded works, theatrical performances, and food exhibitions and testing and quizzes about healthy nutrition. Engaging the whole community in education of the promotion of healthy nutrition, the importance of physical activity and healthy lifestyles we performed organizing campaigns, free nutritional status and nutrition evaluations, festivals, workshops, seminars, lectures, education through media, press conferences, internet communication and preparing CD, video films, and brochures with recommendations and guidelines and other educational materials.

All the activities in the World Food Day celebration and healthy nutrition promotion for children are according to Food and Nutrition Action plan in Europe 2000-2005.

World Food Day information related to CEE countries:

- on the FAO SEUR Website: <http://www.fao.org/Regional/Seur/>
- on the AgroWebFood and Nutrition Sub portal <http://www.zzzzs.org.yu/aw/eFood.html>
- Programmes on WFD <http://www.zzzzs.org.yu/aw/eWfd.html>

WFD presentation has links to:

- National coordinators on the national and sub national level
- World food day portal recommendations (for National Coordinators):
- World food day Background
- World food day Themes
- World Food Day 2002
- World Food Day 2003
- World food day Methodology
- World food day Network
- World food day Links
- World food day Ambassadors
- World food day Publications
- World food day Coming Event
- World food day News and Activities
- Other Links

Report on WFD 2003 in the CEE&NIS Countries

Please complete the attached report and send it to:

Mr Michal Demes, Information Management Specialist, Sub-regional Office for Central and Eastern Europe, Michal.Demes@fao.org;

with a copy to Dr Mirjana Pavlovic, Sub-regional WFD Programme Coordinator:

mirjana.pavlovic@doctor.com

We would be grateful to receive press articles and other information (photos, video, CD) relevant to the event.

This information will help us to improve our support for WFD events next year.

Location (country, city):

Event's title:

Date:

Venue:

Organizing institute:

Website:<http://www>.

Contact Person/WFD National Coordinator

E-mail:

Phone:

Fax:

Summary (3-5 sentences):

(Please mark (X) the appropriate bracket)

-Have you used the global theme of WFD?

Yes () No ()

- If not: What topic have you chosen?

Nutrition/ Diet ()

Healthy Nutrition Promotion ()

Hunger and Malnutrition ()

Food for all ()

Health and health Promotion ()

Physical Activity ()

Obesity ()

Diabetes ()

Hypertension ()

Cardiovascular diseases and risk factors ()

Other :

- Type of activities in your region/country

(Organized by your organization or by others)?

Scientific activities: ()

(Conference, panel discussion, workshop, seminar, lectures, forum for health professionals and population...)

Medical activities: ()

(Free professional health and nutrition counseling, blood pressure monitoring, BMI calculations and nutritional status monitoring, lipid profile analyses)

Physical activities, sports: ()

(Jogging, walking, skating, roller skating, skipping, cycling, dance, aerobic events, football matches...)

- Nutrition activities: (...)

(Food festival, healthy cooking demonstrations, healthy recipe competition, Food fair with exhibition and presentation...)

- Other activities :(...)

(Charity gala, reception, concert, carnival, other artistic events)

- Target population of the activities:

Patients (...)

Physicians (...)

Other health professional (...)

Women (...)

Children (...)

Family (...)

Elderly people (...)

Other

Media activities

- Have you prepared a Press release specifically for your country?

Yes () No ()

- If yes: Did the WFD Press release help you to prepare your Press release?

Yes () No ()

- If not: Have you used the WFD press release in your country?

Yes () No ()

Press Conference

- Did you have a Press Conference for WFD?

Yes () No ()

- How many journalists attended the Press conference?

Press Coverage

Articles have been published in:

Name of newspaper	Date	Title of Article

National press (...) or regional press (...)

Daily press (...) or weekly press (...)

Newspaper (...)

Medical magazine (...)

Medical Journal (...)

Consumer magazine (...)

Women's magazine (...)

Others:

Radio - TV coverage

Channel	Title	Date and time

Use of the FAO WFD CD-Rom and video marketing materials

-Have you used the FAO WFD CD and video materials prepared for WFD?

Yes () No ()

-

-Have you translated the WFD brochure?

Yes () No ()

If yes: How many brochures have you distributed?

-Have you distributed FAO posters, leaflets

Yes() No ()

- Did you use WFD as a fundraising event?

Yes () No ()

WFD Central manifestation-event

Event's title:

Location (country, city):

Date:

Venue:

Organizing institute:

Contact Person:

E-mail: Phone: fax:

Summary (3-5 sentences):

Please, attach programme if available.

-Did you have in the program?

Theater performance, songs, aerobics, dance,

-Did you organize competition - literary or art - for children?

Yes () No ()

If yes please fill the next part of this report:

Total report of competition for art and literature work

Age

Art works Number of works

*Preschool

*Lower classes of elementary school

*Higher classes of elementary school

*Secondary school

Literary works

- *Preschool
 - *Lower classes of elementary school
 - *Higher classes of elementary school
 - *Secondary school
-

Total

-Did you organize an exhibition of the best children's art and literature works?

Yes () No ()

-Write the number and professional profile of your team for WFD celebration
number
profile

-How many and what kind of institutions and associations participated in the WFD celebration?

*Preschool childcare institutions

*Elementary school

*Secondary school_

*Health centers

*Red Cross

*Local community

*NGO's

*Others

-Approximately how many people were informed and involved in the above events?

-Did you publish information on the Internet about WFD?

Yes () No ()

If yes please indicate the url: www.

Do you have additional documentation?

* Photos ()

*Video film ()

*CD ()

Please, share your ideas with us about the improvement of WFD celebrations!

Thank you very much for your cooperation!

Dr Mirjana Pavlovic, Sub-regional WFD Programme Coordinator: mirjana.pavlovic@doctor.com

WFD Network

**World Food Day 2003
Questionnaire**

WFD National Coordinator

Country/Region/City:
Institution /organization:
Contact person:
Address:
Url:<http://www>.
E-mail:
Tel:
Fax:

WFD related activities planned in 2003

Place of venue:
Date:
Type of event:
Contact:
Url:<http://www>

Contact: Url:<http://www>

Place of venue:
Date:
Type of event:
Contact:
Url:<http://www>

Place of venue:
Date:
Type of event:
Contact:
Url:<http://www>

Place of venue:
Date:
Type of event: