

EurActiv.com launches policy section on Health & Lifestyle

EurActiv.com, the independent policy portal on EU affairs, has renamed its health policy section Health & Lifestyle. This change highlights the growing role attributed to lifestyle-related health determinants in European health-policy debates.

The new section name announces a more focused coverage by EurActiv.com on topics including smoking, alcohol consumption, nutritional habits and physical activity.

EurActiv.com will also launch a special dossier on HIV/AIDS to highlight EU efforts to fight the epidemic in Europe and the developing world.

This change in focus is made possible with the support of SABMiller, one of the world's leading brewers.

The new section can be accessed free-of-charge at the following address:
<http://www.euractiv.com/en/health>.

Director-General of the Commission's Health DG (DG SANCO) Robert Madelin told EurActiv.com: "The European Council has set healthier, longer lives as one of the Lisbon Key Performance Indicators. This means that Europeans must learn healthy behaviour and that society must make the healthy choice the easy choice for everybody across the EU. Too much sitting, bad nutritional habits, smoking and excessive use of alcohol are the top drivers of premature death and disease. Through partnership among all potential actors, business and civil society we can help to change this."

Alan Clark, Managing Director of SABMiller Europe said: "The ability to share knowledge, experience and views among a wide range of stakeholders makes a significant contribution to the progress of those public policy areas which are central to the wellbeing of European societies, such as health and lifestyle. EurActiv has been playing an outstanding role disseminating information and encouraging dialogue within the European Union and we are pleased to contribute to this good cause."

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Note to the editor:

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certified figures – January 2007), the portal is an important working instrument for the majority of EU Actors (institutions, industry federations, NGO's, think tanks, the press and others) involved in defining or influencing EU policies.

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