

**MNI activity report  
July-October 2021**

Final, 18 November 2021

Topic	Objective	Update on recent developments and next steps
<b>Relationship with ESPEN</b>	<ul style="list-style-type: none"> <li>• Establish trust &amp; ensure a good and sustainable relationship with ESPEN</li> <li>• Mission:</li> <li>• Establish MNI as expert collaborator in the field of medical nutrition with ESPEN in order to spread message on importance of nutritional care</li> </ul>	<p><b>Guidelines for comment</b></p> <ul style="list-style-type: none"> <li>• Micronutrients: MNI comments submitted – part I / July; part II / October</li> <li>• Obesity: MNI comments submitted</li> </ul> <p><b>Guideline App</b></p> <ul style="list-style-type: none"> <li>• Published: IBD; Liver; Cancer; Surgery; CIF</li> <li>• Well advanced: Geriatrics</li> <li>• In progress: ICU, HEN and HPN</li> </ul> <p><b>MNI Grant 2022</b> Criteria published – see <a href="#">here</a> Deadline: 15 May 2022</p> <p><b>ESPEN-ONCA-MNI Joint Session</b> Outcome: 635 attendees, 1/3 from the public live streaming, 2/3 from registered ESPEN congress attendees. Good flow and key messages from all speakers with <a href="#">Press Release</a> and <a href="#">Call to Action</a>. 2021 MNI Grant Winner awarded by MNI President to the Australian-Dutch project “An intelligent online platform to predict adverse outcomes from cancer-related malnutrition using the GLIM criteria” endorsed by AuSPEN, Australia.</p>

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ONCA/ENHA	Promote screening and nutritional care strategies at the national level under the banner “Optimal Nutritional Care for All” (ONCA)	<p><b>EU Thematic Network</b> ENHA project on “Integrated Nutrition Cancer Care” was selected as one of the three Thematic Network of the EU Health Policy Platform managed by the European Commission.</p> <p><b>Cooperation with EMSA</b> ENHA has teamed up with the medical students of <a href="#">EMSA</a></p> <p><a href="#">Malnutrition Awareness Weeks</a> Preliminary dates of the Malnutrition Awareness Weeks 2021</p> <ul style="list-style-type: none"> <li>• <b>United Kingdom:</b> 11-17 October</li> <li>• <b>Czech Republic:</b> 1-5 November</li> <li>• <b>Denmark:</b> 1-5 November</li> <li>• <b>Portugal:</b> 8-14 November</li> <li>• <b>France:</b> 12-20 November</li> <li>• <b>Spain:</b> 22-29 November</li> <li>• <b>Italy:</b> End of November, TBD</li> <li>• <b>Austria:</b> November/December, TBD</li> <li>• <b>Greece:</b> Around 10 December Conference</li> <li>• <b>Belgium:</b> TBD</li> <li>• <b>Netherlands:</b> TBD</li> </ul> <p><b>Next steps</b></p> <ul style="list-style-type: none"> <li>• 16-17 May 2022: Conference in Copenhagen</li> <li>• Pilots of ONCA Policy Seminars (<a href="#">example Italy</a>) are designed to bridge the gap to politicians and policymakers.</li> </ul>

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<b>Public Affairs</b>	Advance MNI objectives by leading policy and advocacy initiatives	<p><b>Europe’s Beating Cancer Plan</b></p> <ul style="list-style-type: none"> <li>• European Parliament BECA Draft Report: compromise amendments from various political groups include cancer-related malnutrition and nutritional support. Vote: 6 December. MNI continues advocacy to support those amendments, also through ENHA and the ECPC “complications and comorbidities initiative”.</li> <li>• The European Commission is organising thematic networks in relation to cancer and invited MNI to apply. MNI applied to the following thematic networks: i) Early detection &amp; Diagnosis; ii) Quality of Life; and iii) Reduce inequalities. The outcome will be known in the coming weeks. Furthermore, the Commission will publish a roadmap on cancer shortly.</li> </ul> <p><b>Cooperation with ECPC</b> A dedicated event on nutritional support will be organised during cancer week 2022.</p> <p><b>Next steps:</b></p> <ul style="list-style-type: none"> <li>• Align on the development of health indicators relevant for nutritional support and medical nutrition.</li> </ul>
<b>Regulatory Affairs</b>	Ensure an appropriate Regulatory Environment for Enteral Nutrition	<p><b>Repetition on Front of Pack of FSMPs</b></p> <p>The repetition of the properties and characteristics of FSMPs on the front of the pack (FOP) is a common and established practice for this category of products in order to provide clear information for HCPs and patients. However, recently some EU Member States (Ireland, Denmark, Sweden) are considering taking the position that information provided on these key nutrients on FOP constitutes a non-permissible repetition of the mandatory nutrition declaration. MNI and SNE have developed a position paper in support of keeping this information on Front of Pack of FSMPs. ESPEN representatives agree that they find the repetition useful for healthcare professionals and see no reason to argue for its removal. They offered to discuss internally to write a supportive statement.</p> <p><b>Next steps:</b></p> <ul style="list-style-type: none"> <li>• Organic labelling for FSMPs: exchange with Ecocert in order to prepare for the next exchange with the European Commission</li> <li>• Finalise an MNI Position paper FSMPs vs Dairy products</li> </ul>

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		<ul style="list-style-type: none"> <li>FAQs on FSMPs: finalise the document for publication on MNI Intranet (for members' use only)</li> </ul>
<b>Market Access</b>	Ensure that decision-makers and payers are aware of medical nutrition interventions' economic value and provide rapid and sustained access to all appropriate patients who would benefit from these interventions, when and where they need it	<p><b>Health Economic Model applied to COVID-19</b> The MAWG has developed a tool to extrapolate the key findings in relation to the use of medical nutrition in Covid-19 patients. The model applies to clinical use based on the available data. Data in the community were scarce and could not be included.</p> <p><b>Next steps:</b></p> <ul style="list-style-type: none"> <li>Infographic with key messages</li> </ul>
<b>National Industry groups / GROW project</b>	Grow the medical nutrition market in Europe	<p><b>GROW</b> Ongoing discussion on GROW project at MNI Executive Committee level.</p> <p><b>MNI-NIGs Annual Meeting</b> The annual meeting was cancelled (date tbd).</p>
<b>Home Parenteral Nutrition</b>	Raise awareness on the benefits of parenteral nutrition in the ambulatory sector	<p><b>HPN Access Mapping</b></p> <ul style="list-style-type: none"> <li>Interviews concluded and Report finalised.</li> <li>Finalisation of key messages in progress.</li> </ul> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>Q4: finalise contract with ESPEN on HPN discharge operational instructions.</li> </ul>

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<b>Code of Conduct</b>	Develop a code of conduct to strengthen MNI reputation and credibility toward stakeholders	<p>The lawfirm run an informal check with DG Competition at European Commission which had no concerns on it from a competition angle, but some minor suggestions for strengthening the competition wording.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• Q4: publication of the Code of Conduct on MNI Website.</li> </ul>
<b>COVID-19 &amp; nutrition</b>	Establish the role of medical nutrition in the management of COVID-19 patients	<p>The TF was successful in producing the Infographic. The MAWG work on the health economic model related to Covid-19 will be finished shortly. The exchanges with medical societies were not conclusive on cooperating on Covid-19.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• Disseminate the key messages of the health economic model.</li> <li>• Final presentation to MNI Executive Committee on 25 November to close the TF.</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>• Raise MNI profile</li> <li>• Position malnutrition as a public health issue</li> <li>• Educate on the role of medical nutrition in disease management</li> </ul> <p>To center communications on 3 focal points: COVID-19, malnutrition in cancer and MN awareness.</p>	<p><b>News published &amp; website updates:</b></p> <ul style="list-style-type: none"> <li>• 11 Oct, The Medical Nutrition International Industry welcomes Fonterra as new member</li> <li>• 21 Sep, 2022 MNI Grant criteria announced</li> <li>• 13 Sep, 2021 MNI Grant awarded to Associate Professor Nicole Kiss (Australia) for a project on cancer-related malnutrition</li> <li>• 13 Sep, Experts urge immediate action to make nutritional care mandatory in cancer care</li> <li>• 24 Aug, Policy Seminar "Delivering optimal nutritional care for all throughout the cancer journey: what will it take?"</li> </ul> <p><b>HPN videos campaign:</b> Google ads campaign launched on 15 June. Objective: increase number of views of the HPN video both in English and Polish.</p> <ul style="list-style-type: none"> <li>• 7 European Countries (UK, Belgium, France, Spain, Italy, Germany, Poland); 6 European Languages.</li> </ul> <p>Results:</p> <ul style="list-style-type: none"> <li>• More than 75.000 Impressions</li> </ul>

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		<ul style="list-style-type: none"> <li>• More than 34.000 views</li> <li>• More than 18.000 completed views</li> </ul> <p><b>COVID-19 and nutritional care:</b>  Google ads campaign launched on 24 March continues to date. Objective: increase the views of the COVID-19 webpage  Campaign targeting</p> <ul style="list-style-type: none"> <li>• 28 European Countries; 5 European Languages; All devices coverage.</li> </ul> <p>Results</p> <ul style="list-style-type: none"> <li>• More than 4.450.000 Impressions</li> <li>• More than 28.000 clicks</li> </ul> <p><b><u>Social media analytics (1 July – 20 November)</u></b></p> <ul style="list-style-type: none"> <li>• Social media follow organic growth in Q2: Twitter 5%, LinkedIn 17%</li> <li>• Twitter followers: 774 (goal for 2021 is 1.000)</li> <li>• Tweets impressions: 15,930</li> <li>• Number of tweets in (July-November): 24</li> <li>• Twitter profile visits have increased from to 5,029 (July-November) in comparison to last year (4,280)</li> </ul> <p><b><u>Website analytics Q2 (1 July – 20 November)</u></b></p> <ul style="list-style-type: none"> <li>• During this period we had 9,943 visitors.</li> <li>• New users: 9,578.</li> <li>• Top-3 pages visited: Home – COVID-19 – Oral Nutrition Supplements.</li> <li>• Top-5 countries: Italy – US – Spain – UK-Bulgaria.</li> <li>• Top-5 acquisition sources: 1. Paid search 2. Organic search 3. Direct 4. Social 5. Referral</li> <li>• This year in comparison to last year where we run Display/Branding campaigns we have more targeted traffic (9.943 users in comparison to 37,274 users) who engages more with the content.</li> <li>• 14,61% more Sessions per User</li> <li>• 67,53% increased Session Duration</li> <li>• -8,13% Bounce Rate</li> </ul>

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<b>MNI secretariat &amp; upcoming appointments</b>		<p><b>New MNI Executive Director</b> The MNI Executive Committee has finalised the recruitment process and the new ED will be announced soon.</p> <p><b>MNI current staff – transition period</b></p> <ul style="list-style-type: none"> <li>• Elena Miceli, Acting Executive Director</li> <li>• Genco Turkmen, Association Coordinator</li> <li>• Florian Cartoux, Project Manager</li> <li>• Panos Zachariadis, Communication activities</li> </ul> <p>Paulina Santiago left MCI and she is temporarily replaced by MCI Director for Marketing and Communication to support MNI. A new person is being recruited.</p> <p><b>Executive Committee meetings</b></p> <ul style="list-style-type: none"> <li>• 25 November 2021 – Projects’ updates 2021 and 2022 planning</li> <li>• 9 February 2022</li> </ul> <p><b>General Assembly</b></p> <ul style="list-style-type: none"> <li>• 16 December 2021 (tbc) Extraordinary GA</li> <li>• 28 April 2022</li> </ul> <p><b>MNI Workshops in 2022</b></p> <ul style="list-style-type: none"> <li>• 24 March</li> <li>• 13 October</li> </ul>