

**MNI activity report
January - March 2021**

13 April 2021

Topic	Objective	Update on recent developments and next steps
ONCA	Promote screening and nutritional care strategies at the national level under the banner “Optimal Nutritional Care for All” (ONCA)	<p>New ENHA Executive Director consults ONCA members/countries Niamh Rice took office on 4 January 2021 and is consulting with ONCA countries and members in Q1 2021.</p> <p>ENHA takes position on Europe’s Beating Cancer Plan ENHA is organising on 15th April a virtual event to make recommendations on the Europe’s Beating Cancer Plan, with the support of the Portuguese Presidency of the EU. The Deputy Minister of Health of Portugal and other key speakers are confirmed (ECPC, MEP Sara Cerdas, Portuguese Secretary of Health - António Sales, Belgian Ministry of Health - Laurence Doughan (TBC), Rocco Barazzoni, Alessandro Laviano). Preliminary programme available here.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • 15 April Implementing Optimal Nutritional Cancer Care virtual event with support of the Portuguese Presidency of the EU • Q2 Presentation of ENHA strategic plan by ENHA Executive Director (tbc)
Cooperation with patient groups	Leverage patients voice on nutrition	<p>The MNI is in discussion with four patient organisations to explore cooperation opportunities with a focus on cancer and COVID-19:</p> <ul style="list-style-type: none"> • Pancreatic Cancer Europe • European Patients Forum • European Cancer Patient Coalition • Patient-led website on nutrition <p><u>Next step:</u></p> <ul style="list-style-type: none"> • Q2 Options to be discussed with the Public Affairs WG and confirmed provided availability of budget

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Regulatory Affairs	Ensure an appropriate Regulatory Environment for Enteral Nutrition	<p>Organic claims for FSMPs MNI and SNE had a virtual meeting with the European Commission DG Agri and DG Santé in February. Main take aways:</p> <ul style="list-style-type: none"> • We did not sense any opposition to the concept of organic FSMPs • The WG is confident MNI can continue the exchange with the European Commission without endangering the FSMP category (concern on health claims or consumer-oriented labelling were not raised). • The Commission showed interest but has other priorities in 2021. To be re-assessed in 2022. • The Commission asked many technical questions, including on the feasibility to produce FSMPs organically (given that ingredients may not be available in organic form) <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • Q2: RAWG to prepare answers to the European Commission questions. • Q3: Objective to finalise FAQs on FSMPs (e.g. are there vegetarian FSMPs? what are the ingredients of FSMPs ? etc.)
Market Access	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>Market Access WG project on COVID-19 Following exchange of views with the COVID-19 TF and the Public Affairs WG, the Market Access WG decided to proceed in two steps to support the MNI COVID-19 project:</p> <ol style="list-style-type: none"> 1. analysis of the impact of malnutrition in COVID-19 patients in hospital (where there is data available) 2. analysis of the impact of malnutrition for outpatients e.g. in post-discharge to homecare and community, once data is available (probably during second half of 2021) <p>Country market access workshops The Market Access WG had offered to run market access workshops with National Industry Groups in Italy, Brazil and Portugal in 2021. The NIGs have declined the invitation due to timing/priorities and will reconsider when the time/context is right.</p>

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Communication	<ul style="list-style-type: none"> • Raise MNI profile • Position malnutrition as a public health issue • Educate on the role of medical nutrition in disease management • Center communications on 3 focal points: COVID-19, malnutrition in cancer and MN awareness. 	<p>COVID-19 and nutritional care</p> <ul style="list-style-type: none"> • COVID-19 infographic finalised and distributed via MNI channels, partner organizations, member companies' channels and Euractiv. • Google ads CPC campaign launched on 24 March with the objective of increasing the views of the COVID-19 webpage. The campaign continues, these are the results so far: <ul style="list-style-type: none"> ○ 1402 unique visits to the webpage. ○ Average time spent on the webpage: 5min. 44 sec. ○ 1302 clicks on the infographic. <p><u>Next step:</u> Communication WG to design a strategy to reach COVID-19 patient groups on social media.</p> <p>Social and website analytics</p> <ul style="list-style-type: none"> • Social media follow organic growth in Q1: Twitter 6%, LinkedIn 67% as a result of increased frequency of posts, use of images, hashtags and handles. • Website traffic increased by 49% compared to the same period last year (7018 unique visits in 2020 vs. 13932 unique visits in 2021). <p>Next steps</p> <ul style="list-style-type: none"> • Intensify the campaign for MNI Grant submissions deadline. • Influencer programme: Identify potential ambassadors/influencers from social media data and by recommendations of working groups. Design a toolkit for influencers.
Relationship with ESPEN	<ul style="list-style-type: none"> • Establish trust & ensure a good and sustainable relationship with ESPEN • Strengthen MNI's influence on ESPEN priority setting and activities 	<p>ESPEN guidelines/apps</p> <p>The practical & app version of ESPEN oncology guideline were launched in January and presented during an excellent webinar on 22 February (+2000 registered participants). The webinar is available on ESPEN website for two months (after the webinar date).</p> <p>Nutrition Education for Medical Students (NEMS)</p> <ul style="list-style-type: none"> • The project is progressing slowly as the leaders (Cristina Cuerda and Maurizio Muscaritoli) are taken up by their clinical duties. • One pilot University (Sapienza-Rome) is running a survey to measure the effectiveness of the vertical integration of medical nutrition into the medical curricula.

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		<ul style="list-style-type: none"> • Two universities in Italy have expressed interest to join the project - tbc. • WHO showed interest in the project but backed up due to project funding by industry: MNI and ESPEN need to explore ways to enable WHO support. <p>ESPEN 2021 Congress The ESPEN Congress will be fully virtual.</p> <p><u>Joint Session 2021:</u></p> <ul style="list-style-type: none"> • New Joint Session leader: Anette Jarvi (Nestlé Health Science) • ESPEN-MNI & ENHA agreed to address COVID-19 lessons and cancer. <p><u>MNI Grant 2021:</u></p> <ul style="list-style-type: none"> • New MNI Grant leader: Hélène Blanchard (Nutricia) • Submissions expected by 15 May deadline. <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • 11-14 Sept ESPEN 2021 virtual Congress • 13 Sept ESPEN-ONCA-MNI Joint Session • End 2021 Expected delivery of HPN, HEN, Geriatrics and ICU apps
Parenteral Nutrition and Home Parenteral Nutrition	Raise awareness on the benefits of parenteral nutrition in the ambulatory sector	<p>Discharge pathway for HPN patients ESPEN has not yet confirmed its engagement in the project. Sensitivities to be addressed during a call with Rocco Barazzoni (ESPEN Chair), Stephan Bishoff (guidelines office) and Loris Pironi (HAN CIF SIG) on 20 April.</p> <p>HPN Access Mapping project kick off The external agency started the interviews of KOLs in eight countries (Benelux, Croatia, Denmark, Spain, Italy, France, Poland) but is currently facing a modest response rate. Objective to finalise interviews and publish the report in Q2. The Public Affairs WG will contribute to the dissemination strategy in Q3.</p> <p>Animation video on HPN translated in Polish MNI has translated and published the video animation into Polish at the request of the Polish patient group ‘ Appetite for Life’. Watch video here.</p>

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		<p><u>Next steps:</u></p> <ul style="list-style-type: none"> • Q2 ESPEN decision on HPN discharge pathway project • Q2 Access to HPN mapping: completion of interviews • Q3 Access to HPN mapping: publication of report and dissemination
National Industry Groups / GROW Project	Grow the medical nutrition market in Europe	<p>Successful webinar on Europe Beating Cancer Plan – 31 March 80-90 participants from over 20 countries attended the webinar to learn about Europe’s Beating cancer Plan and how it can be leveraged by the National Industry Groups to support implementation of nutritional care at local level. MNI offered tailored workshops to helps NIGs identify relevant opportunities and build an effective public affairs strategy.</p> <p>GROW The MNI has not received submission by the 30 March deadline.</p> <p>MNI-NIGs annual meeting goes virtual – end September Considering that ESPEN 2021 Congress is virtual, the annual meeting with the NIGs is postponed to 27 September at 15:00 CET and will also be virtual.</p>
Code of Conduct	Develop a code of conduct to strengthen MNI reputation and credibility toward stakeholders	<p>The draft code of conduct for MNI and its member companies has undergone an anti-trust sanity check and will be submitted to the MNI Executive Committee for adoption on 29 April 2021.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • 29 April MNI Executive Committee to validate the draft Code of Conduct
Public Affairs	Advance MNI objectives by leading policy and advocacy initiatives	<p>MNI cancer advocacy programme</p> <ul style="list-style-type: none"> • The Europe Beating Cancer Plan was adopted on 3 February. The Plan recognises nutritional support, the need for well-trained multidisciplinary teams, supportive care and cancer-related comorbidities. The action plan proposes 42 actions. 5 actions are very relevant for the medical nutrition industry and/or for the nutritional care community (ESPEN, ENHA, EFAD, ECPC, EONS).

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		<ul style="list-style-type: none"> • MNI keeps engaging with members of the European Parliament and stakeholders to share recommendations. A position paper is in preparation. In Q1 the MNI secretariat has talked with: <ul style="list-style-type: none"> ○ Eduardo Pisani - All.can CEO ○ MEP Pietro Fiocchi ○ MEP Tomislav Sokol ○ European Cancer Patient Coalition (to discuss further cooperation in the context of the Europe's Beating cancer Plan) • MNI PAWG organised a joint webinar with SNE on 31 March to inform National Industry Groups on the actions of relevance to the Medical Nutrition Industry and to encourage them to take action at country level (see NIGs section page 4-5). • The MNI Executive Committee members have also sent a letter to instruct National Industry Groups (Germany, France, Italy, Spain, Czech Republic) to leverage the Action Plan. <p>EONS NutriCaNurse webinar recording available online</p> <ul style="list-style-type: none"> • The 26 November webinar recording is available on EONS website. German and Spanish sub-titles are in progress. • The booklet is expected by end of May. Translations in German / Spanish are under consideration. • The scientific article has been rejected for publication by EJON. The manuscript is now being submitted to the Journal of Clinical Nursing (JCN). Publication timeline still tbc. <p>MNI Public Affairs strategy</p> <p>The PAWG held a workshop with the consultancy APCO Worldwide to develop a cohesive strategy for the MNI (going beyond the cancer and COVID-19 advocacy programmes). While this is still work in progress three pillars are being defined:</p> <ol style="list-style-type: none"> 1. Maximise synergies across disease-areas 2. Address homecare – using COVID-19 as starting point 3. Develop indicators to measure value of nutritional care, and institutionalise them

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COVID-19 & nutrition	Establish the role of medical nutrition in the management of COVID-19 patients	<p>Deliverable 1: Infographic The infographic outlining the value of nutritional care throughout the patient pathway was disseminated early February 2021. Translations are ongoing in German, Spanish, Dutch (led and funded by NIGs and/or MNI member companies)</p> <p>Deliverable 2&3 - Narrative on the care of patients in the community, post discharge, in cooperation with EuGMS (European Geriatric Medicine Society) MNI and the EuGMS are discussing cooperation with following deliverables. Budget and timeline still tbc.</p>

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		<p data-bbox="707 304 846 464">Practical booklet</p> <ul data-bbox="869 304 2063 448" style="list-style-type: none"> • Practical tool for geriatricians and GPs highlighting the need for nutrition support and how to deliver it. • Focus on COVID-19 patients in the community, recovery after hospital stay, and addressing the post-pandemic of physical disability and frailty for those being isolated at home <p data-bbox="707 480 846 639">Publication</p> <ul data-bbox="869 480 2063 560" style="list-style-type: none"> • An introduction to the topic based on outpatient data (deadline July 2021) <p data-bbox="707 655 846 815">Call for action</p> <ul data-bbox="869 655 2063 767" style="list-style-type: none"> • In partnership with ONCA during the EUGMS Congress • Address concept of 'next' pandemic: frailty and disability pandemic among older adults <p data-bbox="707 831 846 991">Webinar</p> <ul data-bbox="869 831 2063 911" style="list-style-type: none"> • Present the deliverables at EuGMS with support of MNI/ONCA/possibly ESPEN (deadline EUGMS Athens congress) <p data-bbox="707 1023 846 1054"><u>Next steps:</u></p> <ul data-bbox="707 1086 1346 1182" style="list-style-type: none"> • April Finalise agreement with EuGMS • October EuGMS Congress
News from the MNI secretariat		<p data-bbox="707 1214 1682 1246">All MNI meetings in 2021 will be virtual, including the October workshop.</p> <p data-bbox="707 1278 1211 1310">Executive Committee meetings in 2021</p> <ul data-bbox="707 1310 1256 1383" style="list-style-type: none"> • 29 April & annual General Assembly • 24 June

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		<ul style="list-style-type: none"> • 14 September • 25 November <p>MNI WGs Workshop</p> <ul style="list-style-type: none"> • 14 October