

**MNI activity report
July-September 2020**

7 October 2020

Topic	Objective	Update on recent developments and next steps
ONCA	<ul style="list-style-type: none"> Promote screening and nutritional care strategies at the national level under the banner “Optimal Nutritional Care for All” (ONCA) 	<p>New ENHA Executive Director to start in January 2020 Niamh Rice was selected as the future Executive Director for ENHA. Niamh Rice will start the role on January 2020, alongside the current ENHA team: Joost Wesseling (Communication and Operations) and Patrick Praaning (Events). MNI will share priorities and objectives with Niamh Rice.</p> <p>EU4 Nutrition event 1st October ENHA delivered a powerful digital event, with excellent speakers representing a broad range of important stakeholders:</p> <ul style="list-style-type: none"> European Commission – DG Santé Members of European Parliament ESPEN, ENHA, EFAD, EMSA (European Medical Student Association), HOPE, EUGMS. <p>The event addressed important themes:</p> <ul style="list-style-type: none"> Including nutrition(al care) in health policy (1) Implementing COVID-19 lessons learnt Beating cancer with nutrition(al) care The future of nutrition(al care) education <p><u>Impact:</u> This event – together with the MNI-ESPEN-ONCA joint session - is the landing of many years of patient and constructive relationship building with key stakeholders to increase the share of voice of the nutritional care community in the European health agenda. If properly leveraged and sustained, this type of effort can have a real impact on the health agenda in the mid-term.</p>

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		<p><u>Reach:</u> Despite the initial technical issues, 715 persons attended the online event. An opinion editorial signed by Olle Ljungqvist and Frank de Man was published on Euractiv and a press release was circulated to the media and via ENHA members' channels. All sessions are now available on demand on ONCA website – also shared via social media.</p> <p>Series of national Malnutrition Awareness Weeks:</p> <ul style="list-style-type: none"> • 5-12 October – Portugal • 5-12 October – UK • 8-12 November – France • 16-22 November - Denmark <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • Oct/Nov 2020: Leverage outcomes of EU4Nutrition event • Oct/Nov: National malnutrition awareness weeks in Portugal, UK, France, Denmark • Q4 2020: Share MNI priorities with Niamh Rice • January 2021: New ENHA Executive Director takes office
Cooperation with patient groups	<ul style="list-style-type: none"> • Leverage patients voice on nutrition 	<p>Cooperation with the European Patient Forum The EPF is not seeking MNI financial support for their nutrition agenda in 2021.</p> <p>ECPC: Making cancer-related complications an EU health priority See update under Public Affairs WG</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • October: Follow up with EPF to understand what their nutrition agenda entails and status of Lay version of ESPEN guidelines.
Regulatory affairs	<ul style="list-style-type: none"> • Ensure an appropriate Regulatory Environment for Enteral Medical Nutrition 	<p>Global (non-EU) topics of interest The mapping of regulatory developments and key topics of interest from priority countries previously identified (China, Brazil, India, Indonesia, Turkey, Canada, South Africa, Colombia, Saudi, Taiwan, Mexico and Russia) has been finalised.</p>

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		<p>The Regulatory affairs WG agreed on the priority to develop high level/general messages on FSMPs through a series of papers - or one final document - on FSMP based on EU/CODEX and other geographies, with the following angles:</p> <ul style="list-style-type: none"> • Definition and composition of FSMPs (nutritional and ingredient) + innovation in the category • Scientific evidence to support the use of FSMPs, clinical trials and pre-market approval • Labelling and nutrition labelling of FSMPs (including FOP) • Manufacturing standards for FSMPs - based on global food standards • Stability testing requirements for FSMPs (including variations) – Align with ISDI future Guidelines <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • By end 2020: priorities and next steps, including priorities to be cascaded to ISDI • Q1-Q2 2021: identification of existing material that can support this work <p>Organic claims for FSMPs</p> <p>MNI and SNE agreed on the principles of a joint fact-finding meeting with the European Commission, DG Agriculture in a first step and DG Santé in a second step and are developing a one pager outlining the strategy, for approval by the MNI Executive Committee.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • 15 October: Finalise strategy one pager during MNI workshop <p>Vegan / Vegetarian Q&A and aligned message</p> <p>The Regulatory affairs WG is developing a Q&A for EU and Global regarding the concept of Vegan/Vegetarian vs. FSMP. This could also be linked to the organic discussion at some points.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • 21 October: Revision of the draft Q&A by the Regulatory affairs WG • Q1-Q2 2021: Alignment of high-level message with SNE and ISDI • Finalisation: TBD

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Market Access WG	<ul style="list-style-type: none"> 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>Value dossier on cancer-related malnutrition The oncology value dossier '<i>Value of Medical Nutrition in Oncology</i>' is finalised. It was announced by MNI President during the ESPEN-ONCA-MNI Joint Session; it is published on MNI channels and has been disseminated to all relevant stakeholders:</p> <ul style="list-style-type: none"> European Commission (DG Santé) Nutritional care community (ESPEN, ENHA, EFAD, ECPC, EPF, EUGMS, etc.) Members of European Parliament active in the Europe Beating Cancer Plan discussions Health attachés <p>Survey on impact of post-COVID-19 on access to medical nutrition The Survey is finalised. The findings were presented to the Executive Committee on 22 September and shared with relevant working groups: ONCA, Public Affairs and COVID Task Force to discuss next steps.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> Q4: Keep disseminating the value dossier and cancer-related materials Q4: Leverage the findings of the COVID survey in partnership with MNI WG and NIGs
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 	<p>SEO for MNI website and Digital Marketing Campaign – outcome in Q3 2020 The campaign has been successful in increasing by 10 times the number of average page views and by 8 the users – respectively 37k and 26k - per quarter of MNI website. Furthermore, paid tweets have increased the number of impressions on MNI Twitter account by 4 times per quarter hitting 110k impressions in Q3 2020.</p> <p>MNI publications and dissemination:</p> <ul style="list-style-type: none"> HPN video animation Joint Session call for action, presentations and recording MNI Grant 2021 Flyer Cancer related: Ad-hoc webpage; oncology dossier; position paper

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		<p>Other projects:</p> <ul style="list-style-type: none"> • Support to ONCA on communication about EU4Nutrition event. <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • Support to EONS on communication about #NutriCaNurse project
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 virtual Congress The Congress suffered from many delays and technical issues, for scientific sessions and symposia which seriously undermined the quality and reach of the Congress. MNI is compiling a list of issues faced by MNI members to discuss with Rocco Barazzoni.</p> <p>ESPEN-ONCA-MNI joint session (JS) With the theme '<i>Living Healthier Lives during cancer Treatment with Optimal Nutritional Care</i>' the JS had a very strong programme, excellent speakers and an intense up-stream communication. The main outcome is a call for action signed by ESPEN, ENHA, EFAD, ECPC and MNI to make nutritional care a pillar of the Europe Beating Cancer Plan. The reach of the event was however undermined by important technical issues (1238 persons connected to the web streaming link according to MCI). The call for action was nevertheless shared with the media and all relevant stakeholders including the European Commission DG Santé cancer team. The recording and call for action are available on MNI website.</p> <ul style="list-style-type: none"> • <u>Next steps:</u> keep leveraging the Call for Action <p>MNI Grant 2020 award goes to Spain The 2020 MNI Grant was awarded to Professor Carmen Gomez-Candela - Hospital Universitario La Paz, Madrid - for a project on the "Identification of the most effective and fastest tool for nutritional diagnosis in hospitalised patients" which aims to validate the GLIM criteria in clinical practice.</p>

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		<p>MNI Grant 2021 – criteria announced The criteria were announced by MNI President during the ESPEN Congress Joint Session on 21 September and are published on MNI website. This includes a new requirement for a letter of endorsement to ensure full endorsement by the PEN societies.</p> <p>ESPEN guideline app programme IBD guideline pilot: ESPEN reports over 2700 downloads of the app which is very encouraging. Next short guidelines and related app planned by ESPEN: liver and oncology.</p> <ul style="list-style-type: none"> • <u>Next steps</u>: Get confirmation on other KPIs and confirm MNI financial support asap. <p>NEMS (Nutrition Education for Medical Students) The NEMS projects seems to be gaining momentum and support. The NEMS session during ESPEN Congress and during the EU4Nutrition event, showed strong support by university deans and a clear ask for more education on nutrition and nutritional care by medical students (EMSA).</p> <ul style="list-style-type: none"> • <u>Next steps</u>: Discuss the next steps and funding request with Cristina Cuerda. <p><u>Next steps</u>:</p> <ul style="list-style-type: none"> • 10 Nov: MNI-ESPEN Executive meeting gathering Rocco Barazzoni and Fernando Mateus. MNI will share concerns about technical issues during Congress.
PN	Raise awareness on benefits of parenteral nutrition in the ambulatory sector	<p>Support to Home Artificial Nutrition week in the UK MNI supported the HAN awareness Week promoted by PINNT in the UK in August with Tweets, a short video and key messages on HPN.</p> <p>Discharge protocol for HPN patients The HPN TF had a first discussion with the ESPEN HAN SIG group on the discharge protocol. ESPEN HAN SIG showed will to cooperate but outlined political considerations within ESPEN, among other the articulation between the HPN guideline and the discharge protocol.</p>

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		<p>'From hospital to home with HPN' video animation published The video explaining the feasibility and safety aspects of receiving parenteral nutrition at home was published on MNI channels on 13 October, ahead of the World HAN day (15 October) and shared on social media. MNI is also translating the video animation into Polish to support 'Appetite for Life' (Association of Polish patients on HAN).</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • Q4: Access mapping - agency selection for data collection • Q4: HPN website: continue SEO google ad campaign • Q4: Finalise discharge protocol concept paper with ESPEN
National Industry groups / GROW project	Grow the medical nutrition market in Europe	<p>GROW4 The GROW4 award was split between three countries:</p> <ul style="list-style-type: none"> • Czech Republic: 'Unleash the power of nutritional care in oncology' • Poland: 'Ensuring integrated clinical nutrition therapy in entire oncology treatment' • Denmark: 'Ernæringnytter: awareness raising campaign on malnutrition' <p>Each beneficiary had the opportunity to present their project during a webinar addressed to national industry groups on 29 September, which attracted some 100+ participants.</p> <p>GROW 5 The request for proposal is in the continuity of GROW 4. The RFP is published, posted on MNI Intranet, and disseminated to NIGs. Deadline for proposals 30 March 2021.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • 24 November: MNI webinar to show achievements and challenges of previous GROW beneficiaries.
Code of Conduct	Develop a code of conduct to strengthen MNI reputation and credibility toward stakeholders	<p>No relevant development to report since the last report. MNI is still awaiting to close the loop on EPF comments.</p> <p><u>Next steps by end of year:</u></p> <ul style="list-style-type: none"> • Legal review of final draft by Clifford Chance, before publication • MNI companies to plan for the implementation of the code. • CoC WG to be discontinued once the code is published.

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Public Affairs	Advance MNI objectives by leading policy and advocacy initiatives	<p>MNI Oncology Toolkit The Market Access WG and the Public Affairs WG have worked intensely in August and September to finalise the Oncology Value Dossier and develop the MNI position paper ‘ <i>Improving Cancer Outcomes – The Value of Medical Nutrition in Cancer Treatment</i>’ which outlines 5 recommendations.</p> <p>All cancer-related materials were packaged in a communication toolkit addressed to MNI members and NIGs to support their advocacy efforts at the national level. The toolkit includes:</p> <ul style="list-style-type: none"> • Oncology value dossier • Position paper • Country fact sheets, summarising evidence available on cancer-related malnutrition per country • Cancer infographic <p>The Value dossier and position paper were disseminated to relevant stakeholders and decision makers.</p> <p>Cancer advocacy programme The cooperation with SNE to reach out to more European decision makers started in September, with the first joint meeting on 12 October with a member of European Parliament. We start to get more concrete feed-back on our recommendations (positive and less positive) and will finetune strategy during the 15 October workshop. It is still too early to confirm if the Joint Session and the EU4Nutrition event had any direct impact.</p> <p>EONS project #NutriCaNurse</p> <ul style="list-style-type: none"> • EONS organized a Twitter chat on the role of nurses in the management of cancer-related malnutrition on 8 October. • The educational webinar addressed to (oncology) nurses is confirmed on 26 November. It will be in English, with subtitles planned in German and Spanish (post-production). French subtitles to be confirmed for 2021. • The first manuscript for the scientific publication was drafted by EONS (based on literature review) and is being reviewed by the co-authors (including EFAD and ESPEN). Publications planned for 2021 Q1 in European Journal of Oncology Nursing.

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		<p><u>Next steps</u></p> <ul style="list-style-type: none"> • Oct-Nov: Leverage the EU4Nutrition and Joint Session call for action • Oct-Nov: Follow up with ECPC joint initiative on cancer-related complications • Oct-Nov: Continue outreach effort to Health attachés and the European Parliament Special Committee on Cancer • 9 Dec: Publication of the Europe Beating Cancer Plan
COVID Task Force		<p>On 22 September the Executive Committee approved the establishment of a temporary Task Force to address the nutritional needs of COVID-19 patients, with a focus on the post discharge phase, rehabilitation and recovery at home or in the community.</p> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> • 15 October: COVID TF to brainstorm during MNI workshop and develop a project proposal, looking at existing competencies and synergies with MNI working groups.
News from the MNI secretariat		<p>Important dates in 2020:</p> <ul style="list-style-type: none"> • 27 November: Executive Committee virtual meeting