

**MNI activity report  
October - December 2020**

12 January 2021

Topic	Objective	Update on recent developments and next steps
ONCA	<ul style="list-style-type: none"> <li>Promote screening and nutritional care strategies at the national level under the banner “Optimal Nutritional Care for All” (ONCA)</li> </ul>	<p><b>New ENHA Executive Director takes office in January 2021</b>            Niamh Rice took office on 4 January 2021.            Her first steps will be consulting ENHA members, reviewing priorities and revisiting the strategic plan, aiming to ‘bring something new to ENHA’.</p> <p><b>ENHA work plan for 2021</b> (to be revisited in Q1 2021):</p> <ul style="list-style-type: none"> <li>EU level: Objective to strengthen ENHA’s voice at EU level, with the establishment of an EU affairs Focus Group (MNI is part of it) and the continuation of the ‘EU4Nutrition’ initiative.</li> <li>National level:               <ul style="list-style-type: none"> <li>Greece joins the network (19<sup>th</sup> ONCA country)</li> <li>Two events will support the campaign at national level: the Spring meeting and November conference (Nov/Copenhagen). Date, format &amp; content tbc</li> <li>Expand the national awareness week to more countries (in 2020 Israel, Portugal, France, Denmark, Portugal, Spain)</li> </ul> </li> <li>Strategic priorities:               <ul style="list-style-type: none"> <li>Education of medical students. ENHA will strengthen the relationship with the European Medical Student Association and their national affiliates.</li> <li>Accelerate collaboration with patient groups: European Patient Forum and European Cancer Patient Coalition.</li> <li>The role of medical nutrition in COVID-19 patients management is under discussion as a new area of work. To be confirmed in Q1 2021.</li> </ul> </li> </ul> <p><u>Next steps:</u></p>

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		<ul style="list-style-type: none"> <li>January 2021: MNI ONCA WG will align on 2-3 priorities with the new ENHA Executive Director</li> <li>25 February 2021: Niamh Rice participation to MNI Executive Committee (tbc)</li> </ul>
<b>Cooperation with patient groups</b>	<ul style="list-style-type: none"> <li>Leverage patients voice on nutrition</li> </ul>	<ul style="list-style-type: none"> <li>The EPF continues its nutrition agenda in cooperation with ENHA and ESPEN to develop lay version of ESPEN guidelines but has not requested financial support from the MNI.</li> <li>The ECPC continues its initiative on cancer-related comorbidities and complications (including malnutrition / nutritional care) and keeps involving MNI in the review of documents. Further cooperation is under discussion depending on content of the Europe Beating Cancer Plan (expected in January).</li> <li>MNI is discussing cooperation with Pancreatic Cancer Europe – an organisation gathering various stakeholders, including patients.</li> </ul>
<b>Regulatory affairs</b>	<ul style="list-style-type: none"> <li>Ensure an appropriate Regulatory Environment for Enteral Nutrition</li> </ul>	<p><b>Organic claims for FSMPs</b> MNI and SNE have agreed on the approach for the exploratory meeting with DG AGRI with the objective to understand the Commission’s state of mind with regards to organic labelling for FSMPs.</p> <p><b>In 2021 the RAWG will run three projects:</b></p> <ol style="list-style-type: none"> <li>Assess feasibility for organic labelling for FSMPs</li> <li>FAQs on FSMPs (e.g. what are the ingredients contained in FSMPs? Are there vegetarian FSMPs? What is the difference between an FSMPs and a protein-rich dairy product)?</li> <li>Develop a briefing document on issues of relevance to FSMPs at global level (e.g. definition, labelling, stability testing, manufacturing standards, etc)</li> </ol> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>January: Joint MNI/SNE meeting with DG AGRI (date tbc)</li> </ul>
<b>Market Access</b>	<ul style="list-style-type: none"> <li>Ensure that decision-makers and payers are aware of medical</li> </ul>	<p><b>In Q4 2020 the MAWG supported the cancer advocacy programme and the COVID project</b></p> <ul style="list-style-type: none"> <li>Input to the European Cancer Patient Coalition literature review on cancer-related comorbidities and complications</li> </ul>

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	<p>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>	<ul style="list-style-type: none"> <li>Finalisation of the NIGs' survey on the impact of COVID. The report was shared with MNI Executive Committee, working groups and NIGs. The findings served as the basis for developing the COVID project.</li> </ul> <p><b>In 2021 the MAWG will:</b></p> <ul style="list-style-type: none"> <li>Support the PAWG and COVID TF where needed</li> <li>Run market access (virtual) workshops for NIGs in Portugal, Brazil and Italy &amp; on-demand for other countries</li> <li>Explore value of self-assessment malnutrition tool – in cooperation with the Public Affairs and ESPEN WG.</li> </ul>
<p><b>Communication</b></p>	<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><b>MNI website SEO &amp; digital marketing campaign: metrics</b></p> <ul style="list-style-type: none"> <li>Users increased by 530%</li> <li>Page views increased by 273%</li> <li>Increased average time spent on thematic pages by users (up to 7'26" for Covid-19 page)</li> <li>Top 3 most visited webpages (besides the homepage): 1. ESPEN app news; 2. Malnutrition in Cancer; 3. Covid-19 (experts' recommendations).</li> <li>Twitter # impressions multiplied by 10 for ad tweets (Oncology dossier &amp; position paper; HPN video animation; MNI Grant 2021; EONS webinar)</li> </ul> <p><b>HPN website - digital marketing campaign: metrics</b> The campaign was launched in October 2020.</p> <ul style="list-style-type: none"> <li>Users increased by 395%</li> <li>Page views increased by 399%</li> </ul> <p><b>Dissemination of:</b></p> <ul style="list-style-type: none"> <li>HPN video animation</li> <li>Cancer position paper</li> <li>EU4Nutrition event key messages (short video, press release, opinion editorial)</li> <li>EONS #NutriCaNurse webinar</li> <li>MNI Grant 2021</li> </ul>

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<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>• Strengthen MNI's influence on ESPEN priority setting and activities</li> </ul>	<p><b>In Q4 2020, MNI confirmed financial support to key ESPEN activities:</b></p> <ul style="list-style-type: none"> <li>• Financial support to the <b>ESPEN guidelines app</b> programme confirmed for 40K€ for the development of 5 apps. <ul style="list-style-type: none"> <li>○ The oncology guideline app should be launched by end February 2021.</li> <li>○ The ICU, geriatrics, HEN and HPN apps are expected to be launched by end 2021.</li> </ul> </li> <li>• <b>Phase 3 of NEMS</b> project with a budget of 15K€ in 2021. ESPEN will focus on attracting more universities to the programme, publication of a scientific article and strengthening cooperation with the European Medical Student Association and its local members.</li> </ul> <p><b>Main take aways of Executive ESPEN-MNI meeting on 10 November</b></p> <ul style="list-style-type: none"> <li>• MNI shared its frustration over the technical issues during the ESPEN virtual Congress and MCI's management of the Congress. Rocco Barazzoni took note but hinted that ESPEN will renew the contract with MCI.</li> <li>• MNI invited ESPEN and PEN leaders to engage with decision makers/politicians.</li> <li>• MNI also invited ESPEN and PEN leaders to integrate advocacy and communication in their work (in addition to science and education) and advised to keep the ESPEN Congress partially digital in order to reach a broader audience.</li> </ul> <p><b>In 2021 the ESPEN WG will continue to drive the following projects:</b></p> <ul style="list-style-type: none"> <li>• Joint session</li> <li>• Guidelines and apps</li> <li>• MNI Grant</li> <li>• Education of medical students (NEMS)</li> </ul> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• Feb 2021: Expected delivery of oncology guideline app</li> <li>• End 2021: Expected delivery of HPN, HEN, Geriatrics and ICU apps</li> <li>• 11-14 September: ESPEN 2021 Congress- Milan (date and venue subject to change)</li> <li>• 13 September: ESPEN-ONCA-MNI Joint Session</li> </ul>

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<b>Parenteral nutrition and Home Parenteral Nutrition</b>	Raise awareness on the benefits of parenteral nutrition in the ambulatory sector	<p><b>ESPGHAN new series of guidelines on HPN (home parenteral nutrition)</b>            ESPGHAN has developed excellent abridged version of their clinical guidelines on HPN to make them more easily understandable by a lay audience. MNI has shared them with ESPEN, EPF, ENHA as inspiration for lay version of guidelines and to promote their dissemination. These documents will be available on the HPN website shortly.</p> <p><b>Discharge pathway for HPN patients</b>            The validation of the project by ESPEN is still pending due to internal politics and slow decision-process. Kick-off is postponed to later in 2021.</p> <p><b>HPN Access Mapping project kick off</b>            The objective is to understand the level of access to HPN in select European countries and identifies inequalities of access/quality between and within countries.            An agency has been contracted to interview 24 relevant stakeholders in Croatia, Denmark, France, Germany, Italy, Netherlands / Belgium, Poland, Spain.            Interviews will run in February-March, with a report expected in April. An infographic will be developed by the agency to showcase the findings of the interviews.            In a second step, the Public Affairs WG will exploit the findings to inform the European health authorities of these disparities.</p> <p><b>In 2021 the HPNTF will run three projects:</b></p> <ul style="list-style-type: none"> <li>• Discharge pathway for HPN patients in cooperation with ESPEN</li> <li>• Publication of HPN access mapping report &amp; infographic</li> <li>• Increase traffic to HPN website</li> </ul> <p><u>Next steps:</u></p> <ul style="list-style-type: none"> <li>• Q1: Align with ESPEN HAN &amp; CIF SIG on HPN discharge pathway</li> <li>• Q1: publication of HPN video animation translated into Polish following a request from the Polish patient association “Appetite for Life”</li> </ul>

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<b>National Industry groups / GROW project</b>	Grow the medical nutrition market in Europe	<p><b>Successful 24 November webinar</b> 80 to 100 participants attended the webinar to learn about Portugal, Italy and Brazil projects to grow the category. All presentations are posted on the MNI Intranet.</p> <p><u>Next steps:</u> 30 March 2021: Deadline for GROW 5 submissions</p>
<b>Code of Conduct</b>	Develop a code of conduct to strengthen MNI reputation and credibility toward stakeholders	<p>MNI decided to finalise the code of conduct independently from the EPF (who has not been responsive in the course of 2020). MNI has informed the EPF in order to maintain a good relationship. The final draft has been submitted to a law firm for anti-trust review end of December 2020. The Code of Conduct TF will revisit the code towards the end of 2021 to make any necessary adjustments.</p> <p><u>Next steps by end of year:</u></p> <ul style="list-style-type: none"> <li>• January 2021: CoC TF to review the legal assessment</li> <li>• Q1 2021: MNI companies to plan for the implementation of the code.</li> <li>• Q4 2021: Review of the code by COC TF</li> </ul>
<b>Public Affairs</b>	Advance MNI objectives by leading policy and advocacy initiatives	<p><b>MNI-SNE contribution to green paper on Ageing</b> MNI and SNE submitted a joint response to the European Commission consultation on the Green Paper on Ageing highlighting the high prevalence of malnutrition among older people and calling on the European Commission to support, coordinate and complement Member States' efforts to fight malnutrition to ensure a healthy and active ageing.</p> <p><b>Europe Beating Cancer Plan</b></p> <ul style="list-style-type: none"> <li>• The adoption of the Europe Beating Cancer Plan initially planned for 9 December 2020 has been postponed to January 2021 under the Portuguese Presidency. Exact date tbc.</li> <li>• Intelligence suggests that the issue of 'malnutrition' is unlikely to be addressed as such in the Europe Beating Cancer Plan.</li> </ul>

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		<ul style="list-style-type: none"> <li>MNI has refined its ask in line with the ECPC joint statement on cancer-related comorbidities and complications and asked for a recognition of the importance of 'supportive care' which includes nutritional care. MNI has also called for a non-binding recommendation to screen cancer patients for malnutrition.</li> </ul> <p><b>EONS NutriCaNurse webinar attracts 100 participants on 26 November</b></p> <ul style="list-style-type: none"> <li>The webinar – supported financially by MNI- took place on 26 November, with good quality content provided by EONS, EFAD and ESPEN. Some 100 nurses participated.</li> <li>The webinar recording will be posted on EONS website with German and Spanish subtitles in Q1 2021.</li> </ul> <p><b>MNI contributes to ECPC joint initiative on cancer-related comorbidities and complications</b></p> <p>During Q4 2020 the Public Affairs and Market Access WGs reviewed the literature review ran by the ECPC. The findings will feed into a White Paper addressed to the European Commission and will be translated into policy recommendations during national workshops with the objective to educate cancer patients and national decision makers.</p> <p><b>In 2021 the PAWG will:</b></p> <ul style="list-style-type: none"> <li>Monitor policy/legislative developments of relevance to the MN industry</li> <li>Lead the cancer advocacy programme and the political messaging on COVID-nutrition</li> <li>Explore coalition building on important topics (cancer, COVID, homecare)</li> </ul> <p><u>Next steps</u></p> <ul style="list-style-type: none"> <li>January: Expected adoption of the Europe Beating Cancer Plan</li> <li>Q1 2021: Continue outreach effort to Health attachés and the European Parliament Special Committee on Cancer</li> </ul>
<b>COVID-19 &amp; nutrition</b>	Establish the role of medical nutrition in the management of COVID-19 patients	The Executive Committee approved on 27 November the COVID project. Three deliverables are expected. Deliverables 1 and 2 aim to help NIGs establish the role of medical nutrition in their markets. Deliverable 3 is addressed to the European level.

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		<ol style="list-style-type: none"> <li>1. January: Infographic on COVID-related malnutrition throughout the patient journey</li> <li>2. Q1: Development of a narrative to establish the role of MN in the recovery of COVID patients</li> <li>3. April: Public webinar (MNI-driven or part of a broader event) to educate EU decision makers on COVID patients nutritional challenges.</li> </ol>
<p><b>News from the MNI secretariat</b></p>		<p><b>The MNI team has been reorganised:</b></p> <ul style="list-style-type: none"> <li>• Elena Miceli becomes project manager and supports the PAWG, RAWG, MAWG, ESPEN WG, and HPN TF.</li> <li>• Paulina Santiago becomes Communication Manager and is responsible for MNI communication strategy and execution, in addition to her role as Association Manager.</li> <li>• Genco Turkmen, who joined the MNI team in September, is responsible for events management and supports working groups when needed.</li> <li>• Léa Coulet, reduces her time on working group support and focuses on external engagement, including relationship with ENHA, ESPEN and providing support to the COVID project.</li> </ul> <p><b>Executive Committee meetings in 2021</b></p> <ul style="list-style-type: none"> <li>• 25 February</li> <li>• 29 April</li> <li>• 24 June</li> <li>• September (exact date tbc) – Milano (tbc)</li> <li>• 25 November</li> </ul> <p><b>MNI Workshops</b></p> <ul style="list-style-type: none"> <li>• 11 or 18 March - tbc – virtual</li> <li>• 14 or 21 October – tbc – format tbc</li> </ul> <p><b>MNI @ ESPEN (date/format/venue tbc)</b></p> <ul style="list-style-type: none"> <li>• 11-14 September – ESPEN Congress - Milano</li> <li>• 13 September – ESPEN-ONCA-MNI Joint Session</li> </ul>



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		<ul style="list-style-type: none"><li data-bbox="891 300 1464 331">• 13 September - Annual meeting with NIGs</li></ul>