CHILDHOOD OBESITY PREVENTION POLICIES

Weighing the impact of COVID-19: Nutrition, Overweight

27 August 2020

Elisa Prieto Lara, Advisor, Noncommunicable Diseases and Mental Health, PAHO

Pan American Health Organization
World Health Organization
Americas

PAHO

Childhood obesity undermines the physical, social and psychological well-being of children and is a known risk factor for adult obesity and NCDs. There is an urgent need to act now to improve the health of this generation and the next.

Report of the Commission on Ending Childhood Obesity. WHO, 2016.

GLOBAL AND REGIONAL COMMITMENTS AND ACCOUNTABILITY FRAMEWORKS

2007 — **Port of Spain Declaration**

2011 — **UN High-Level Meeting**

Political Declaration

2013 — **WHO Global Action Plan (2013-2020)**

PAHO Regional Plan of Action (2013-2019)

"WHO Best Buys"

2014 — **UNGA Outcome Document**

4 time-bound commitments

10 progress indicators

UNITED NATIONS DECADE OF ACTION ON NUTRITION 2016-2025

2016

2018 — **3rd UN High Level Meeting**

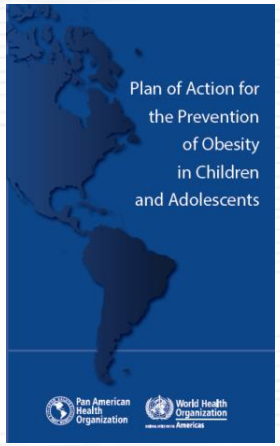
2025 — **WHO NCD Global Monitoring Framework and Global Nutrition Targets**

2030 — One **third reduction** in **NCD premature mortality**

Halt the **rise** in diabetes and **obesity**

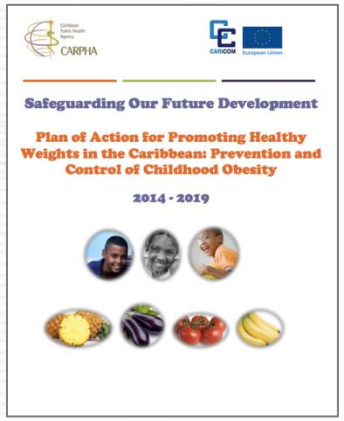
No increase in **childhood overweight**

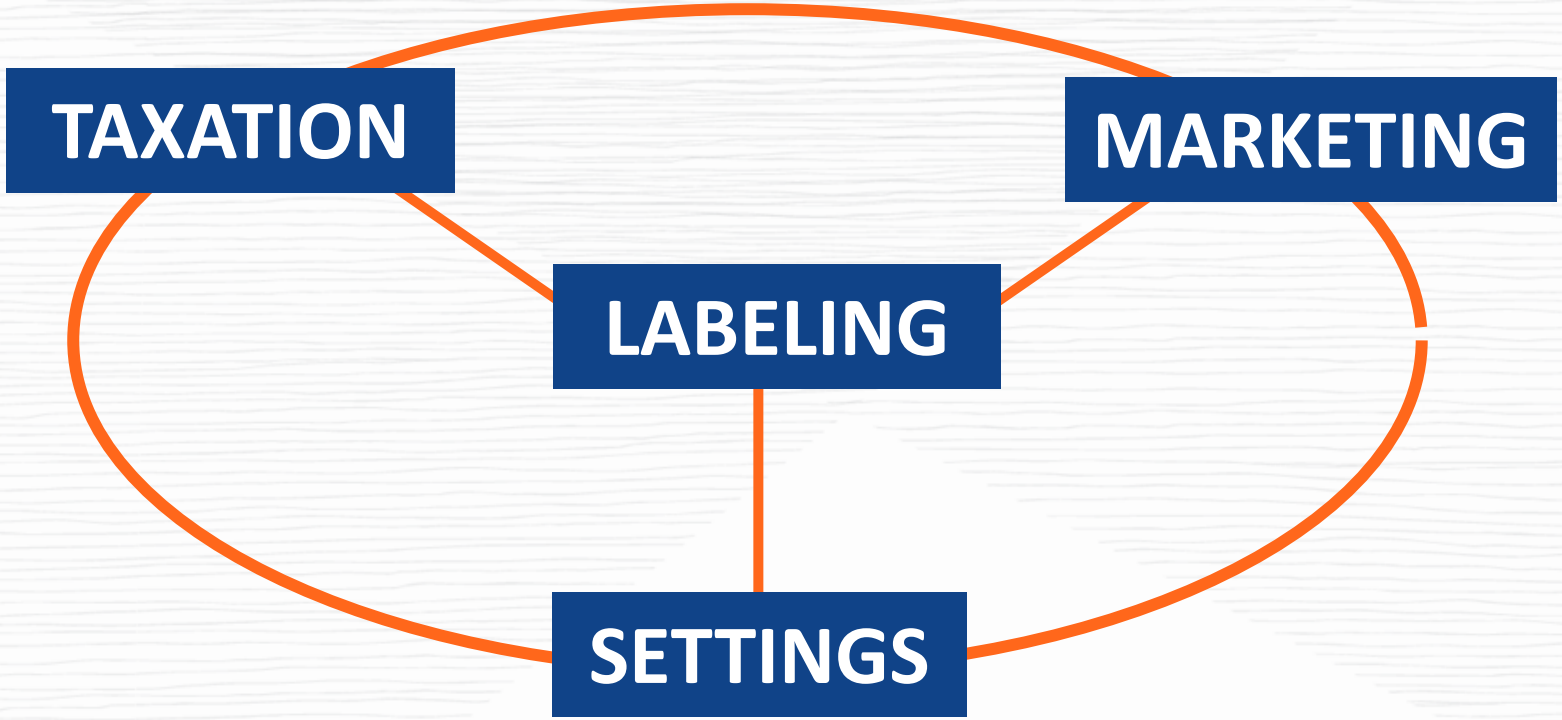
KEY POLICY AREAS:



PAHO Plan of Action for the prevention of obesity in children and adolescent 2014-2019
http://bit.ly/2ggClbl

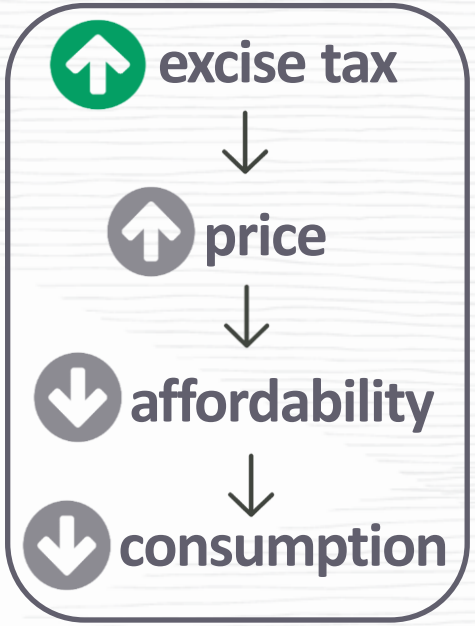
CARPHA Plan of Action for promoting Healthy Weights 2014-2019
https://bit.ly/2opgHXm





PAHO

KEY POLICY AREAS:



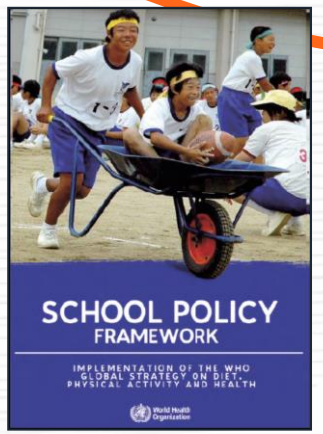
TAXATION

MARKETING

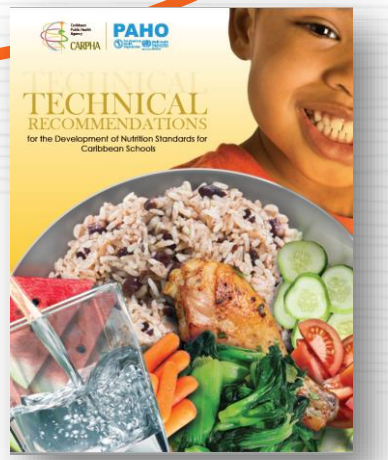
LABELING

SETTINGS

Available from:
https://bit.ly/2EqDbnr



Available from:
https://www.who.int/dietphysicalactivity/schools/en/



Available from:
https://bit.ly/3aWsIRM

Available from:
http://iris.paho.org/xmlui/handle/123456789/3594

PAHO

WHY FRONT-OF-PACKAGE LABELLING (FOPL)?

Serving Size
- All values on the label are based on 1 serving size.
- If you eat 2 servings, multiply all values by 2.
- If eating ½ the serving, cut all values in half.

Fat & Sodium
- Aim for less than 65g of Total Fat a day
- Aim for less than 300 mg of Cholesterol a day.
- Aim for less than 2,400 mg of sodium daily.
- Use fresh/frozen vegetables instead of canned.

Protein
- Aim for 20g per meal, 50-60g total each day.
- Eat small servings of lean meat, fish and poultry.
- Try to find proteins besides meat, such as beans.

Individual Needs
- The average person needs 2,000 calories a day
- An active person (exercising at least 1 hour a day) will need closer to 2,500 calories.
- To lose weight, reduce daily calorie intake by 500 calories, but no less than 1,500 total.

Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving	
Calories 90	Calories from Fat 30
	% Daily Value
Total Fat 3g	**5%**
Saturated Fat 0g	**0%**
Trans Fat	
Cholesterol 0mg	**0%**
Sodium 300mg	**13%**
Total Carbohydrate 13g	**4%**
Dietary Fiber 3g	**12%**
Sugars 3g	
Protein 3g	
Vitamin A	80%
Vitamin C	60%
Calcium	4%
Iron	4%

* Percent Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

Calories		2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400 mg	2,400 mg
Total Carbohydrate		300g	375g
Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Expiration Date: Always check the expiration date before purchasing the item.

Calories
- The energy that is supplied in food. If it is not burned up during the day, it will be stored in the body as fat.
- Try to limit calories from fat.

Carbohydrates
- Aim for 300g Total Carbohydrates each day.
- Aim for at least 25g of fiber each day.
- Fiber helps digest food and helps people feel full longer.

Nutrients
- Aim for a total of 100% in all nutrients and vitamins throughout the whole day.
- The food item is a good source of a vitamin or mineral if % Daily Value is 10% or greater.

% Daily Values(DV)
Based on your individual needs, the daily values are used as a general guide for the total amount needed each day. Listed are suggestions for the average or active individual.

Ingredient List: Ingredients are listed in order of total percent of the product with the largest amount of the product being listed first and the least amount being listed last.

PAHO

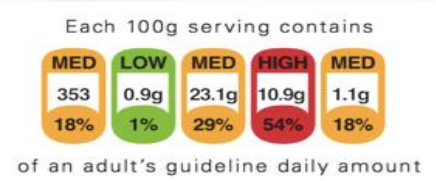
FRONT-OF-PACKAGE LABELING (FOPL)

IDENTIFY, IN A QUICK AND EASY WAY, PRODUCTS THAT ARE IN EXCESS OF CRITICAL NUTRIENTS (THOSE ASSOCIATED WITH NCDs): FREE SUGARS, FATS (TOTAL, SATURATED, TRANS), SALT/SODIUM

ENDORSEMENT SYSTEMS

MONOCHROMATIC GDA

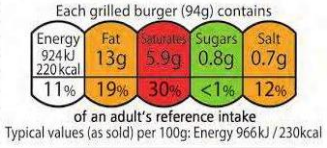
INTERPRETATIVE TEXTUAL AND COLOR-CODED SYSTEMS



THE WARNING OR "HIGH IN" APPROACH

SUMMARY SYSTEMS

COLOR-CODED GDA



REGULATIONS TO PROTECT CHILDREN AND ADOLESCENTS: A COMPREHENSIVE APPROACH

Chilean **Law 20.606** Nutritional Composition of Food and its Advertising: "**Food Act**"

- Improved nutritional labelling and **mandatory front-of-package (FOP) warnings** with the message **"HIGH IN" calories**, **sodium**, **saturated fats** and **sugar**
- **Restricting advertising** of "High in" products to children **under the age of 14**
- **Banning** the **sale** and **promotion** at **schools** of "High in" products
- **Education**, nutrition and the promotion of physical activity

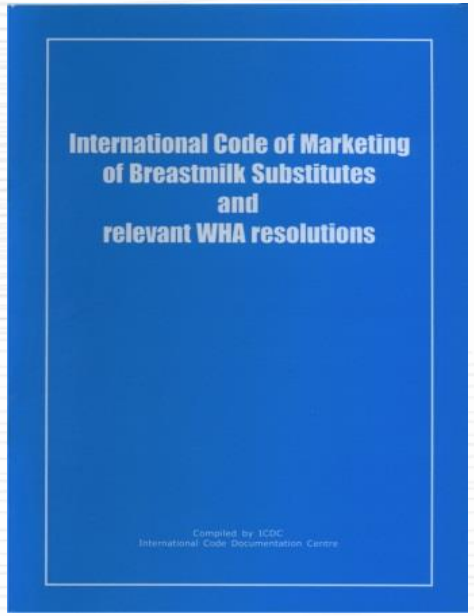
Source: PAHO/FAO Policy brief. Approval of a new Food Act in Chile: Process Summary. Available from: https://bit.ly/2ITh0Us

BREASTFEEDING

BABY-FRIENDLY HOSPITAL INITIATIVE (BFHI)

https://www.who.int/nutrition/bfhi/en/

THE INTERNATIONAL CODE



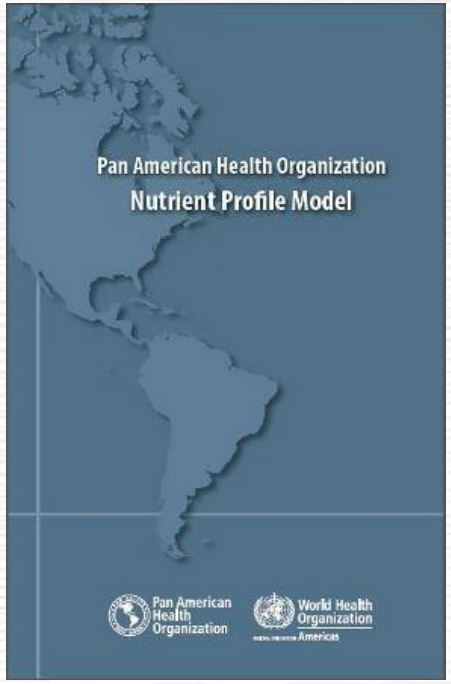
https://www.who.int/nutrition/publications/infantfeeding/9241541601/en/

Joint statement by the UN Special Rapporteurs on the Right to Food, Right to Health, the Working Group on Discrimination against Women in law and in practice, and the Committee on the Rights of the Child in support of increased efforts to promote, support and protect breast-feeding

https://www.ohchr.org/en/NewsEvents/Pages/DisplayNews.aspx?NewsID=20871&LangID=E

HIGHLIGHTS OF PAHO´S TECHNICAL COOPERATION

- Technical guidance, tools and resources in support of our MS and subregional Partners
- South-south cooperation and multisectoral/multistakeholder work:
  - Strengthening capacity for the use of law to address NCD
  - CCHD between Chile and CARICOM
  - Close collaboration with civil society, including HCC (e.g. healthy school settings, conflict of interests)
- Food and nutrition surveillance, in collaboration with CARPHA
- Advocacy and communications (https://www.paho.org/en/covid-19-communication-materials)



PAHO NUTRIENT PROFILE MODEL:
http://iris.paho.org/xmlui/handle/123456789/18621

SOCIAL MARKETING FOR PUBLIC HEALTH:
https://www.campusvirtualsp.org/en/course/introduction-social-marketing-public-health-2020

Statement by the UN Special Rapporteur on the right to health on the adoption of FOPL warning labelling to tackle NCDs

"Non-communicable diseases (NCDs) are a major challenge of this century highly rooted on overweight, obesity and unhealthy diets. As part of their **right-to-health duties**, States should address the diet-related NCDs preventable risk factors **and promote frameworks whereby the food and beverage industry convey accurate, easily understandable, transparent and comprehensible information on their products**. Front-of-package warning labelling regulations are much needed in this regard."

*"Within the **framework of the right-to-health**,*

- *States are required to **adopt regulatory measures** aimed at tackling NCDs, such as **front-of-package warning labelling** on foods and beverages containing excessive amounts of critical nutrients.*
- *States should **regulate the activities of the food and beverage industry**, which are increasingly implicated in the global obesity and NCDs epidemic, in order to mitigate the detrimental impact their actions have on the enjoyment of the right to health and other rights.*
- *States should **decisively counter undue influence** of corporations on government decision-making by strengthening legal frameworks and safeguard the policies that protect the right to health, such as the front-of-package warning labelling, from commercial and other vested interests of the food and beverage industry."*

https://www.ohchr.org/EN/NewsEvents/Pages/DisplayNews.aspx?NewsID=26130&LangID=E

THANKS!

prietoel@paho.org