CHILDHOOD OBESITY PREVENTION POLICIES

Weighing the impact of COVID-19: Nutrition, Overweight
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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.

GLOBAL AND REGIONAL COMMITMENTS AND ACCOUNTABILITY FRAMEWORKS

- 2007: Port of Spain Declaration
- 2011: UN High-Level Meeting
- 2013: Political Declaration
- 2014: UNGA Outcome Document
  - 4 time-bound commitments
  - 10 progress indicators
  - “WHO Best Buys”
- 2014: 3rd UN High Level Meeting
- 2016: UN High Level Meeting
  - Halt the rise in diabetes and obesity
  - No increase in childhood overweight
- 2030: Sustainable Development Goals
  - One third reduction in NCD premature mortality
PAHO Plan of Action for the prevention of obesity in children and adolescent 2014-2019

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

KEY POLICY AREAS:

- TAXATION
- MARKETING
- LABELING
- SETTINGS

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

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

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

Available from:
**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.

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### Nutrition Facts

<table>
<thead>
<tr>
<th>Serving Size</th>
<th>1 cup (228g)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Servings Per Container</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>Calories</th>
<th>Calories from Fat 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories 90</td>
<td>% Daily Value</td>
<td></td>
</tr>
<tr>
<td>Total Fat 3g</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Saturated Fat 0g</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Trans Fat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cholesterol 0mg</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Sodium 300mg</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Total Carbohydrate 13g</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Dietary Fiber 3g</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Sugars 3g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Protein 3g</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>Vitamin A</td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>Vitamin C</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Calcium</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Iron</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

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

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### 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.

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**% 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.

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**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.
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

**FRONT-OF-PACKAGE LABELING (FOPL)**

**ENDORSEMENT SYSTEMS**

**MONOCHROMATIC GDA**

**INTERPRETATIVE TEXTUAL AND COLOR-CODED SYSTEMS**

**THE WARNING OR “HIGH IN” APPROACH**

**SUMMARY SYSTEMS**

**COLOR-CODED GDA**

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**Color Coding:**
- **HIGH IN SUGAR:** Exces50 Grasas
- **HIGH IN SODIUM:** Exceso Sodio
- **HIGH IN FAT:** Exceso Azúcares

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**Each 100g serving contains:**
- **MED:** 35g
- **LOW:** 0.9g
- **HIGH:** 6.9g
- **EXCESS:** 12.9g

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**Percentage of an adult’s guideline daily amount:**
- **MED:** 12%
- **LOW:** 1%
- **HIGH:** 13%
- **EXCESS:** 22%
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

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

PAHO/WHO

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:
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."
