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Mexican National Institute of Public Health



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# Mexico: National Obesity strategy and salt reduction initiative

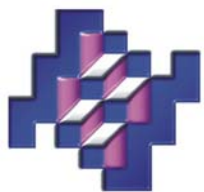
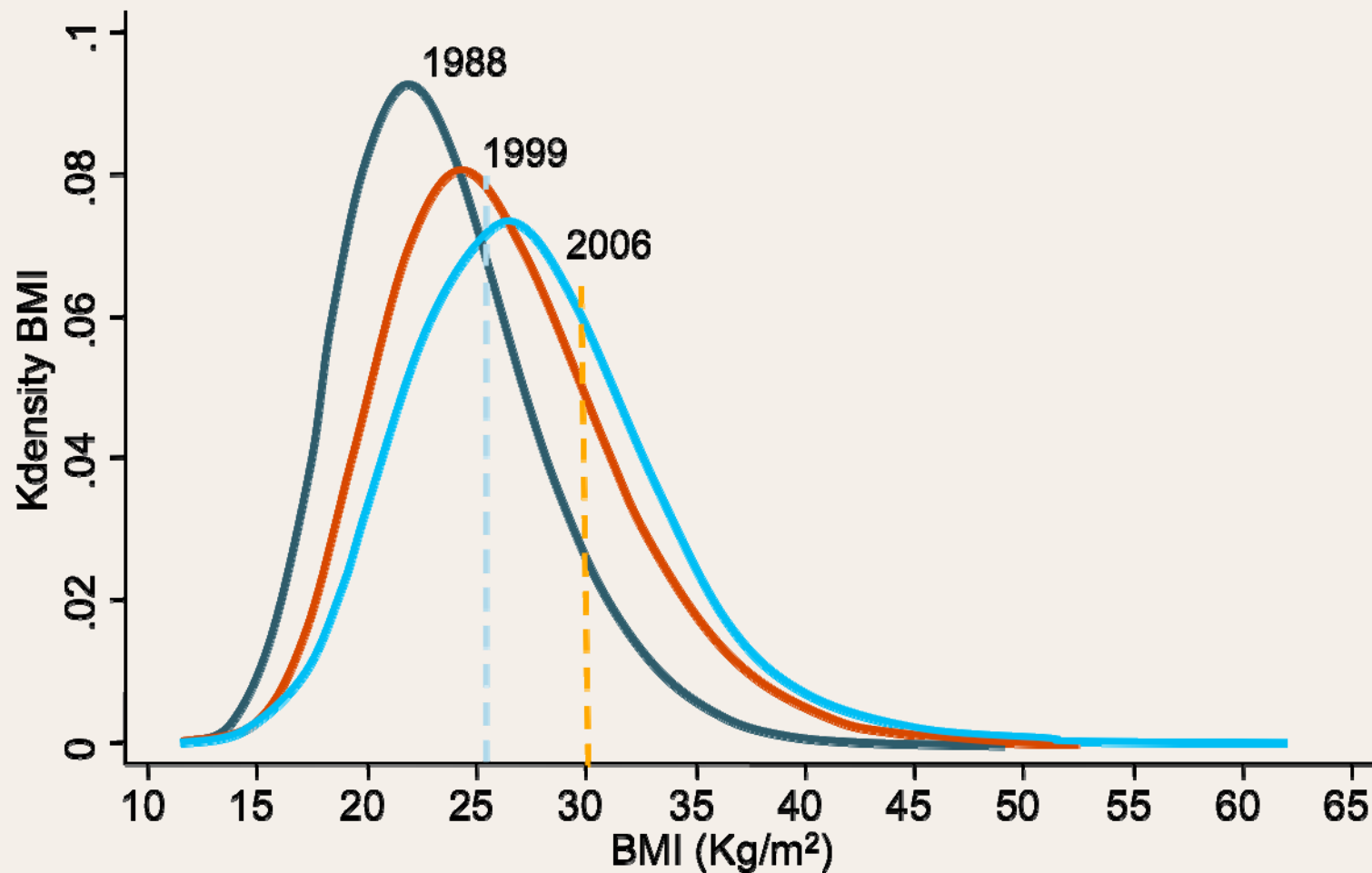
**Simón Barquera, MD, PhD**  
**Director Nutritional Epidemiology,**  
**Nutrition and Health Research Center,**  
**Mexican National Institute of Public Health**  
**Member PAHO expert group on Sodium Reduction**



Pre-CCNSDDU technical workshop on sodium/salt and sugars  
Santiago, Chile, 31 October 2010  
Hotel Crown Plaza

# Background:

## BMI trends in Mexico (1988-2006)

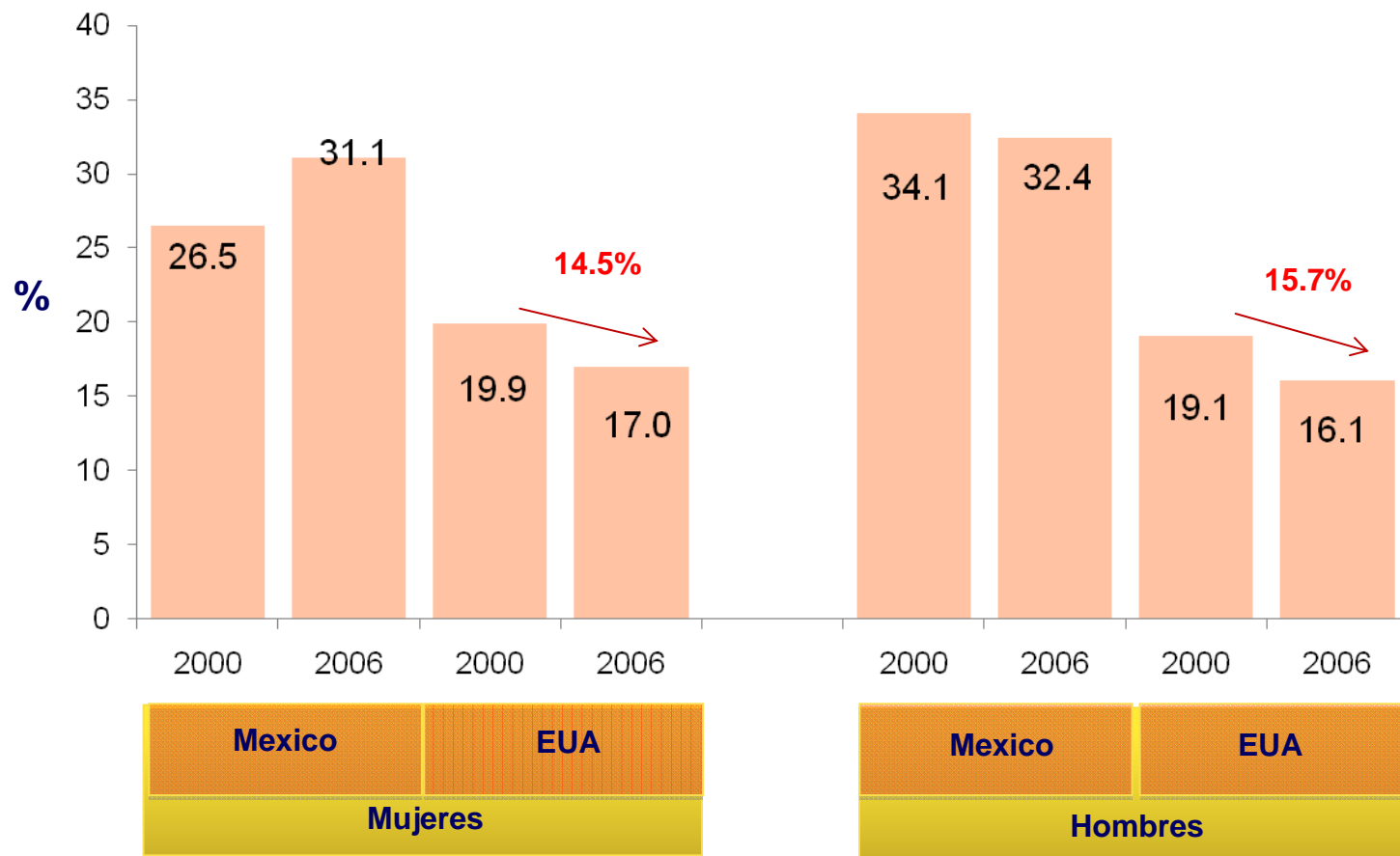


✓ (\*) Women 18-49y  
✓ Mexican Nutrition surveys (1988, 1999) and Mexican Health and Nutrition survey (2006)

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## Resultados principales: tendencias

### Hipertensión



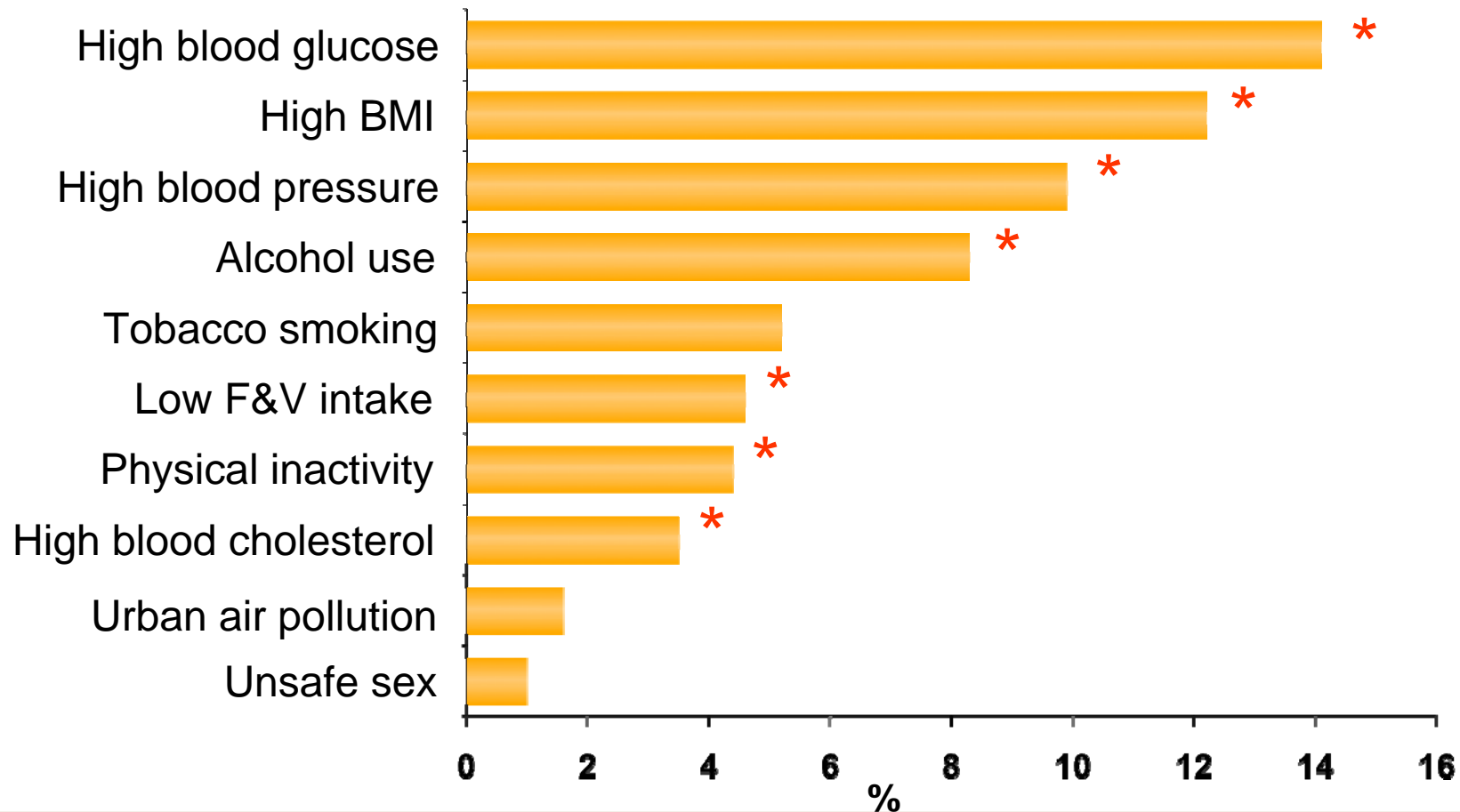
### Tendencias de Hipertensión arterial en México y mexicanos residentes en EUA.

México: ENSA 2000 y ENSANUT 2006; Mexicanos en EUA: NHANES 1999-2000 y 2005-2006

Utilizando puntos de corte de JNC; Datos ajustados por el diseño de la encuesta. Fuente: Barquera et al, SPM (2010)

## Background:

### Main risk factors associated to mortality in Mexico



(\*) Diet related

Stevens G, et al. 2008. PLoS Med 5(6): e125.

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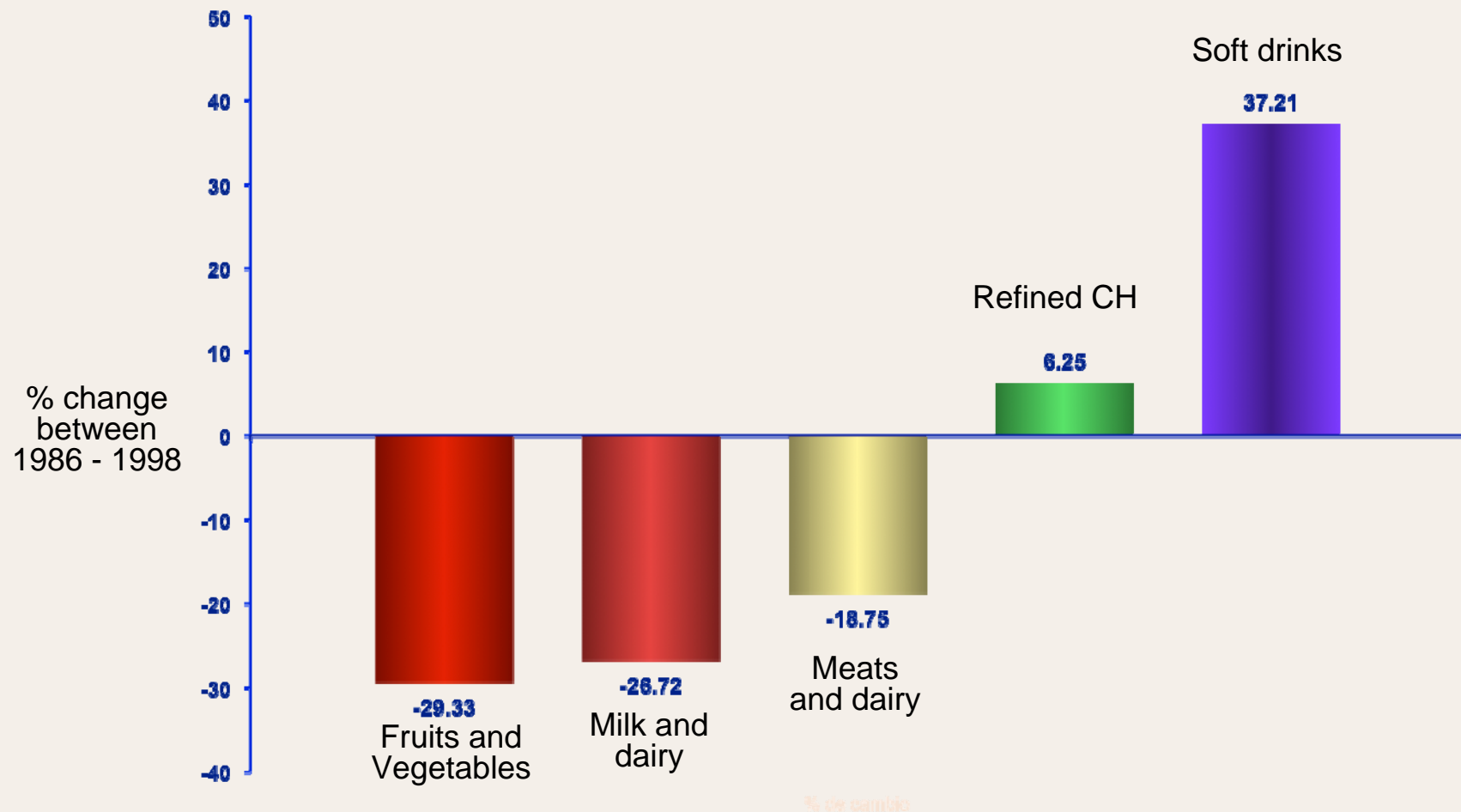


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## Background:

### Changes in food expenditure between 1986 and 1998

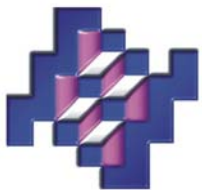


Source: Rivera-Dommarco J, Barquera et al. Public Health Nutrition, 2002: 5(1A), 113-122

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# Background: School environment



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# Ministry of health response

## National and International Expert meetings

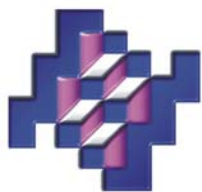


## Ministry of Health Response: Front of Pack Actions

Consensus of experts to reduce the following nutrients in industrialized products:

- Saturated and trans fats
- Added sugar
- Sodium

... in addition to energy density



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## Ten Objectives of the Mexican National Policy to Prevent Obesity

1. **Promote physical activity** (in school, work community, leisure environments)
2. Increase availability, access **and consumption of water**
3. Reduce consumption **of sugar and fat in beverages** \*
4. Increase consumption of **vegetables and fruits, legumes, whole grains and fiber** in the diet
5. Improve the capacity for decision making for a healthy diet (**nutrition literacy**) \*
6. Promote and protect exclusive **breast-feeding** until 6 months of age and adequate complementary feeding starting at 6 months of age
7. Reduce the quantity of **added sugar** in industrialized foods \*
8. Reduce consumption of **saturated fats** and eliminate consumption and production of **trans fats** of industrial origin \*
9. **Reduce portion sizes** of dishes, snacks and industrialized foods in restaurants and sale points \*
10. Limit the quantity of added **sodium** in foods and reduce its consumption \*

✓\* **Actions in which industry cooperation and participation and social responsibility are needed**

## National Policy Plan to prevent Obesity and Chronic Diseases 2010



**Prevención de la obesidad  
y las enfermedades crónicas  
asociadas**

Bases para una política  
de Estado con énfasis  
en la alimentación



# Ministry of Health Response

The INSP has coordinated the development of the following policy projects for the MOH until now to prevent obesity \*:

- 🎯 Expert Panel for Beverage Recommendations
- 🎯 Front-of-pack Labelling to orient consumers
- 🎯 Development of the National Policy for a Healthy Nutrition: strategy for the prevention of Obesity
- 🎯 Guidelines for the regulation of food access at schools



\* In addition to other programs such as “Five steps” and NCCD clinics

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# Front of the package labeling

- The MOH commissioned one set of studies to INSP showing that simplicity in a FOP labeling would be important.
- The FOP meetings came up with a series of recommendations.
- These recommendations were quite similar to those of Choices International.



# CHOICES INTERNATIONAL FOUNDATION

Choices International Foundation  
Wetstraat/Rue de la Loi 28, B.18  
B-1040 Brussels  
Belgium  
+32 2 502 13 51  
[www.choicesprogramme.org](http://www.choicesprogramme.org)  
[info@choicesprogramme.org](mailto:info@choicesprogramme.org)

## Generic criteria

Based on WHO international nutrient recommendations +30%<sup>1</sup>

Nutrient	WHO/FAO <sup>1</sup>	+30%	Generic criteria
Saturated fat [en%]	< 10	+3	≤ 13
Trans fat [en%]	< 1	+0.3	≤ 1.3
Sodium [mg/kcal]	<1*	+0.3	≤ 1.3
Added sugar [en%]	< 10	+3	≤ 13
Fibre [g/100 kcal]	> 1.3**		≥ 1.3

\* Based on 2000 kcal/day and WHO sodium recommendation, 2 g/day

\*\* Based on 2000 kcal/day and WHO fibre recommendation, 25 g/day

In addition: for low energy foods, insignificance levels are defined as 5% of recommendations<sup>1</sup> per 100g

<sup>1</sup>Calorie based translation of Joint WHO/FAO Expert Consultation on Diet, Nutrition and the Prevention of Chronic Diseases (2003)



# Food industry round tables

**International efforts** in development of effective policies to prevent obesity will benefit the country.

Chamber of food industry does **not want members participating** individually.

Some groups want the front of the pack **agenda developed by the industry**.



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# Ministry of Health Response: Expert Panel on Beverage Recommendations for Health

Ministry of  
Education

Ministry of  
Health



Fundación  
InterAmericana  
del Corazón



Federación Mexicana  
de Diabetes, A.C.



✓ Rivera J, Popkin B, Aguilar-Salinas CA, Willet W, et al (2008)

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# Next Steps

- 2010-2011:
  - MOH Industry meetings
  - Front-of-pack logo
  - SALMEX
  
- 2011-2012:
  - ENSANUT 2012 (Mexican Health and Nutrition Survey) sodium and diet subsample

Estudio transversal y creación de una cohorte de trabajadores del Valle de México para evaluación de hábitos alimentarios, **consumo de sal** y otras variables y su relación con prevalencia de enfermedades crónico-degenerativas (**SALMEX**)

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**Dr. Ricardo Correa-Rotter**

Dra. Olynka Vega-Vega

Dra. Florencia Vargas

Dra. Ángeles Espinoza Cuevas

Dr. Simon Barquera (INSP)

Dra. Luz Ma. Sanchez Romero



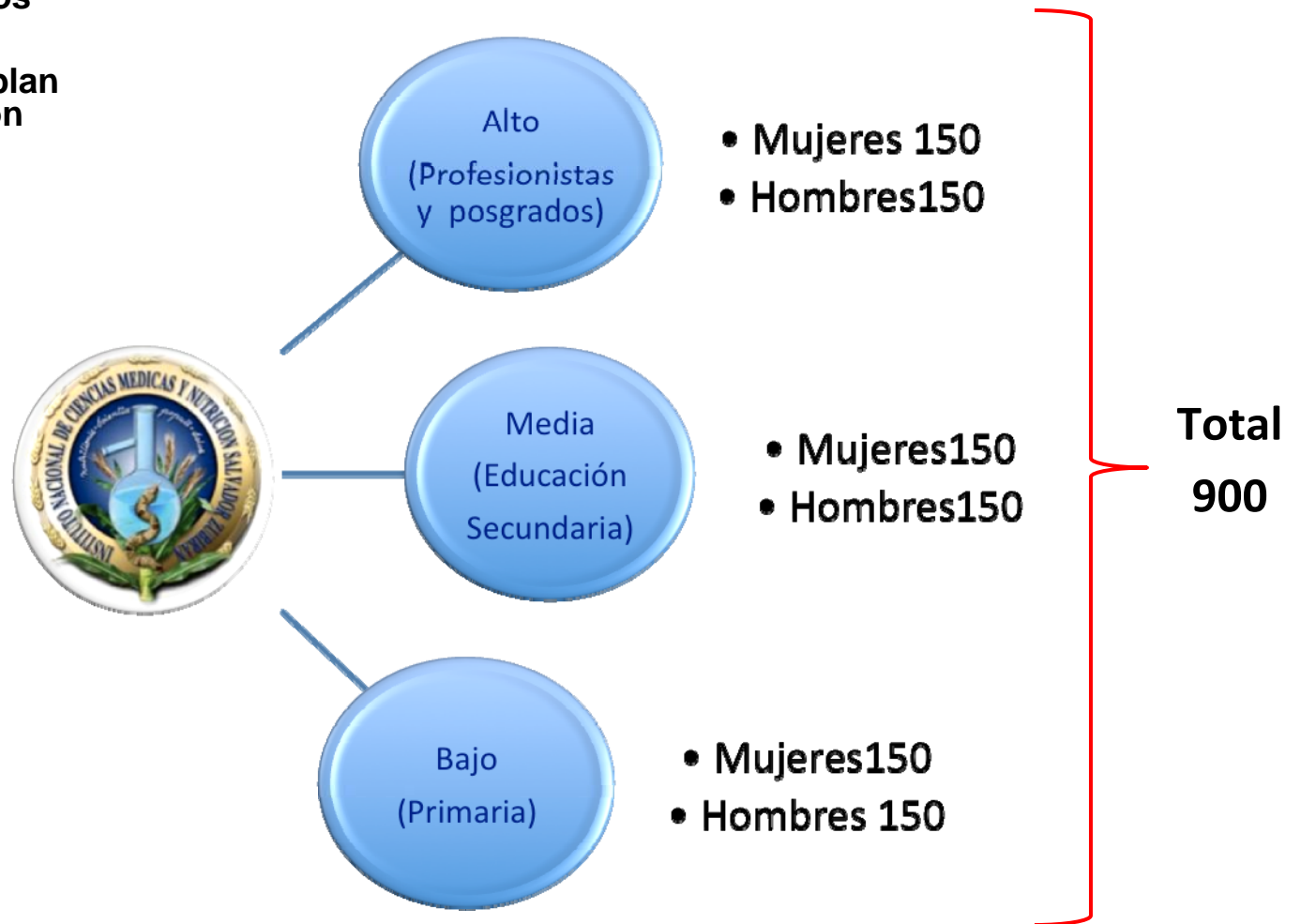


# Diseño del estudio



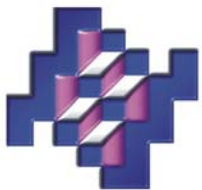
Invitación a todos los  
trabajadores  
del Instituto que cumplan  
criterios de inclusión

## Nivel Educativo



# Conclusions

- For the first time in history Mexico has an explicit national policy plan to prevent obesity
- This policy has identified and **defined key necessary actions** in order to prevent obesity and key sectors
- Food Industry has not been supportive of any regulatory actions
- The policy plan will stimulate an important number of preventive actions

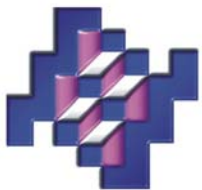


# Acknowledgements

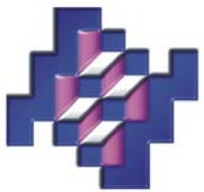
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