

# National Strategy for the Prevention and Control of Overweight, Obesity and Diabetes in Mexico

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## INTRODUCTION

In Mexico, overweight and obesity are one of the major Public Health challenges in terms of magnitude, frequency and negative effects. According to the National Survey on Health and Nutrition 2012 (ref 1), approximately 7 out of 10 adults are overweight or obese, 19% of school age children are overweight and 14.6% obese and 35% of teenagers are overweight or obese.

The consequences of the high prevalence of non-communicable diseases are fatal to the population and the country due to the impact on human development and the stressed on the health system. If not to be responded accordingly, the viability, as a nation would be compromised.

In light of this epidemic, the Federal Government designed and implemented the National Strategy for the Prevention and the Control of Overweight, Obesity and Diabetes, which is an organized multisectoral response from the government, private sector and the society as a whole to tackle this epidemic.

The National Strategy for the Prevention and Control of Overweight, Obesity and Diabetes establishes four premises:

1. Health must be present in all public policies
2. The focus of attention must be based on social determinants, under integral approach that includes interventions from health promotion to medical care.
3. The sum of efforts and alignment of actions of all sectors and all actors is a priority.
4. The measuring of impact of committed actions and accountability are fundamental elements for the correct operation of the Strategy

## OBJECTIVE

To describe the National Strategy for the Prevention and Control the Overweight, Obesity and Diabetes as a means to improve the well being of the Mexican population and to contribute to the sustainability of national development by slowing down the increase in the prevalence of overweight and obesity, through public health interventions, a complete health care model and intersectoral public policies

## METHODS

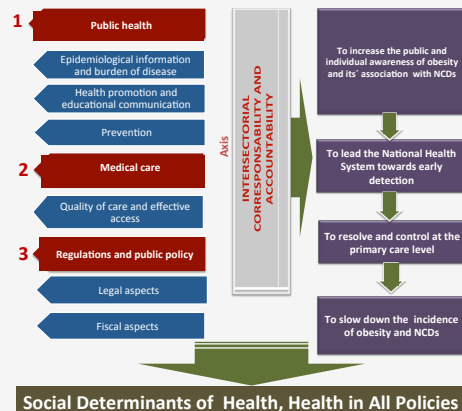
The National Strategy was launched in October 2013 by the president Enrique Peña Nieto. The Strategy is an innovative, multi-sectoral policy that involves different levels of government, key sectors of society and promotes actions at an individual, community, state and national level. Seeks to promote an accomplishment of a culture that facilitates the adoption of healthy lifestyles that preserve the health of the people; detecting timely and ponderously the cases of overweight, obesity and diabetes to guarantee it's adequate control and management; generating a platform that allows the inclusion of trained human resources and sufficient elements to create an efficient health care system. The strategy has three main pillars:

**1. Public Health** seeks to preserve the health of the population through the promotion of healthy lifestyles, educational campaigns, as well as the monitoring of the tendencies of non communicable diseases (NCDs) and some of the main determinants, besides the preventive actions, such as the active search of people with risk factors.

### 2. Medical Care.

Through this, the Strategy intends to guarantee the effective access to health services through medical interventions directed to people with risk factors or those who have a diagnosis of hyperglycaemia or type 2 diabetes mellitus, providing a timely care and avoiding complications related to that disease.

**3. Regulation and the Fiscal Policy** seeks to establish an effective response against NCDs, in order to satisfy the **social demand** to stabilize the epidemiological scenario through the regulation of labeling and marketing of food and beverages particularly directed to children; it also proposes fiscal policies to help decrease the consumption of energy dense food with low nutritional value.



The Strategy proposes actions related to the training of health personnel (nurses, health promoters, nutritionist, etc.) in the first level of attention in the prevention, management and control of non-communicable diseases, as well as the promotion of research and generation of scientific evidence.

## RESULTS

### PUBLIC HEALTH:

#### 1. Update of the nutritional guidelines of Food and Beverages in Schools within the National Education System:

- ✓ Ban foods and drinks that do not contribute to the health of students.
- ✓ Ban of prepared foods and energy dense food and beverages.
- ✓ Promotes eating fruit and vegies and drinking plain water.



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## CONT'D RESULTS

### 2. Creation of the the Mexican Observatory of Noncommunicable Diseases (OMNET), the Advisory Council and its Indicators System.

The OMNET is the Mexican Observatory for NCDs has a collegial body that assists in evaluating and measuring the impact of public policy for the National Strategy.

The indicators system are related to public policy, medical care attention, care cost, lifestyles and social determinants of health and healthy environments.



### 3. Launched an important mass communication and social marketing campaign:

**Checate, Midete, Muevete.**



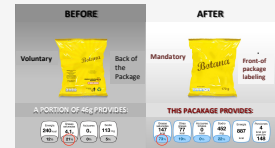
### 4. National Mobilization for the development and implementation of state level strategies for the Prevention and Control the Overweight, Obesity and Diabetes.

The launch of the 32 state strategies for the prevention and control of overweight, obesity and diabetes, was carried out in 2014



## REGULATION AND FISCAL POLICY

### 1. Front-of-Package labeling and restrictions on advertising high caloric food and beverages in open television and movie theaters



### 2. Development of a Quality Nutritional Seal

- ✓ Awards the products that meets nutritional standards issued by the MoH.
- ✓ This encourages the reformulation to improved nutrient composition.



### 3. Tax on Sugary Drinks and Products with High Energy Density and Low Nutritional Value.

Sugary and energy beverages with added sugars, \$ 1.00 / lt

8% tax to the following energy dense items (275 Kcals per 100g)



1. Salty and sweet snacks.
2. Confectionery.
3. Chocolate and other cocoa products.
4. Custards and puddings.
5. Sweet fruit and vegetables.
6. Peanut and hazelnut creams.
7. Dulce de Leche based products.
8. Foods prepared from cereals.
9. Ice cream and popsicles.

## MEDICAL CARE:

Developed an excellence in Diabetes and Obesity Care Networks with the aim of detections of the 10% population of 20 years or more, to train 73.1% of healthcare on NCDs management, to supply for NCDs 90% of treatment in health centers.

## CONCLUSIONS

Mexico has been a worldwide example on the fight against obesity. The national strategy is multisectoral policy that involves different levels of government, key sectors of society and promotes health actions for everybody in the community. The impact of the strategy would be determined, however, the preliminary results are promising and show a great social mobilization and strong health empowerment towards the fight against obesity and NCDs.