

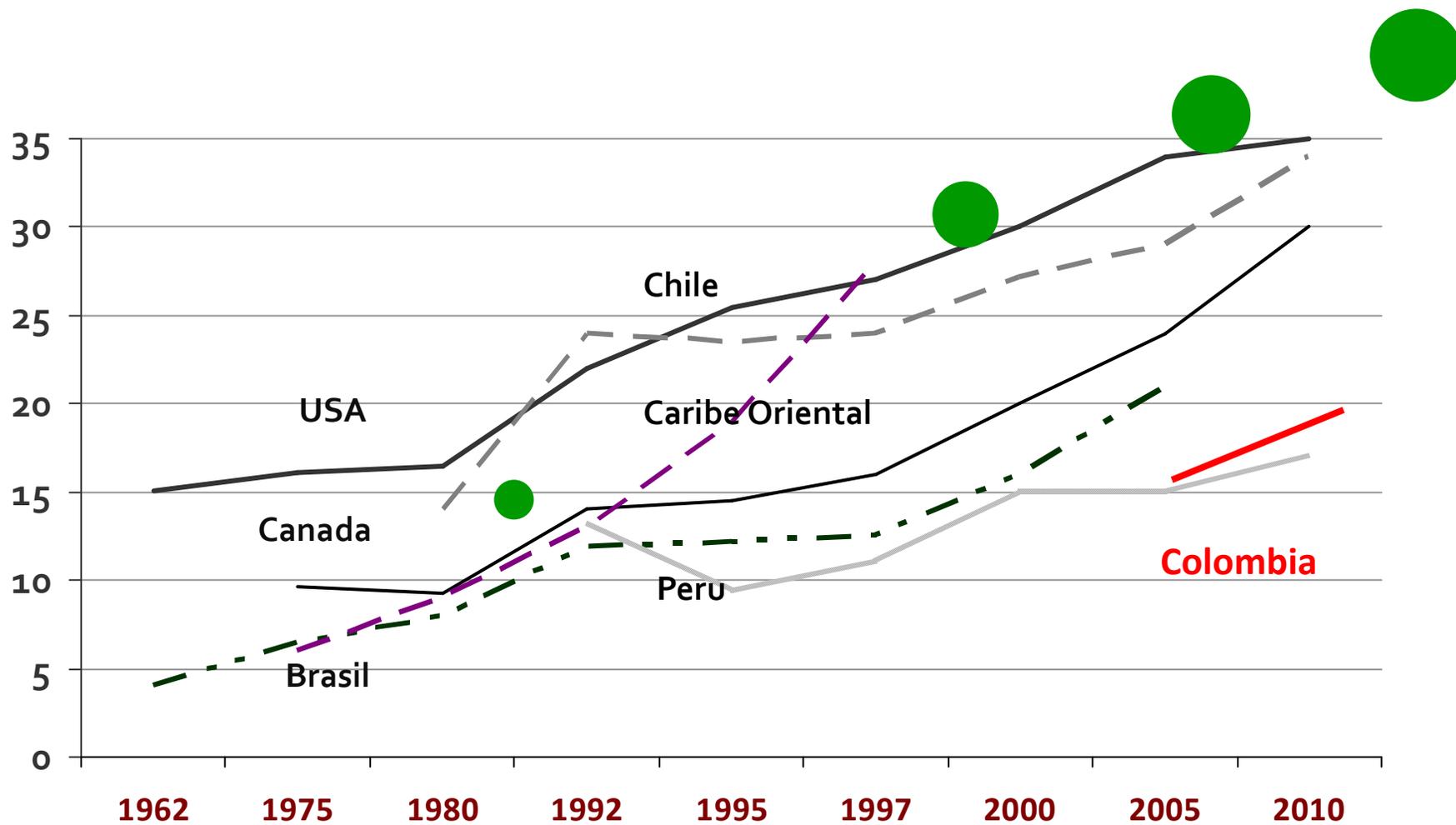
Políticas públicas y regulaciones por una alimentación saludable: que funciona?

Seminario MSP, Bogotá, Colombia, Setiembre 12-13, 2013



Enrique Jacoby, OPS/OMS

Obesidad en mujeres



Elaboracion: E Jacoby based on data from WHO, CDC, ENS Chile, C Monteiro USP, CFNI, ENSANUT Mexico

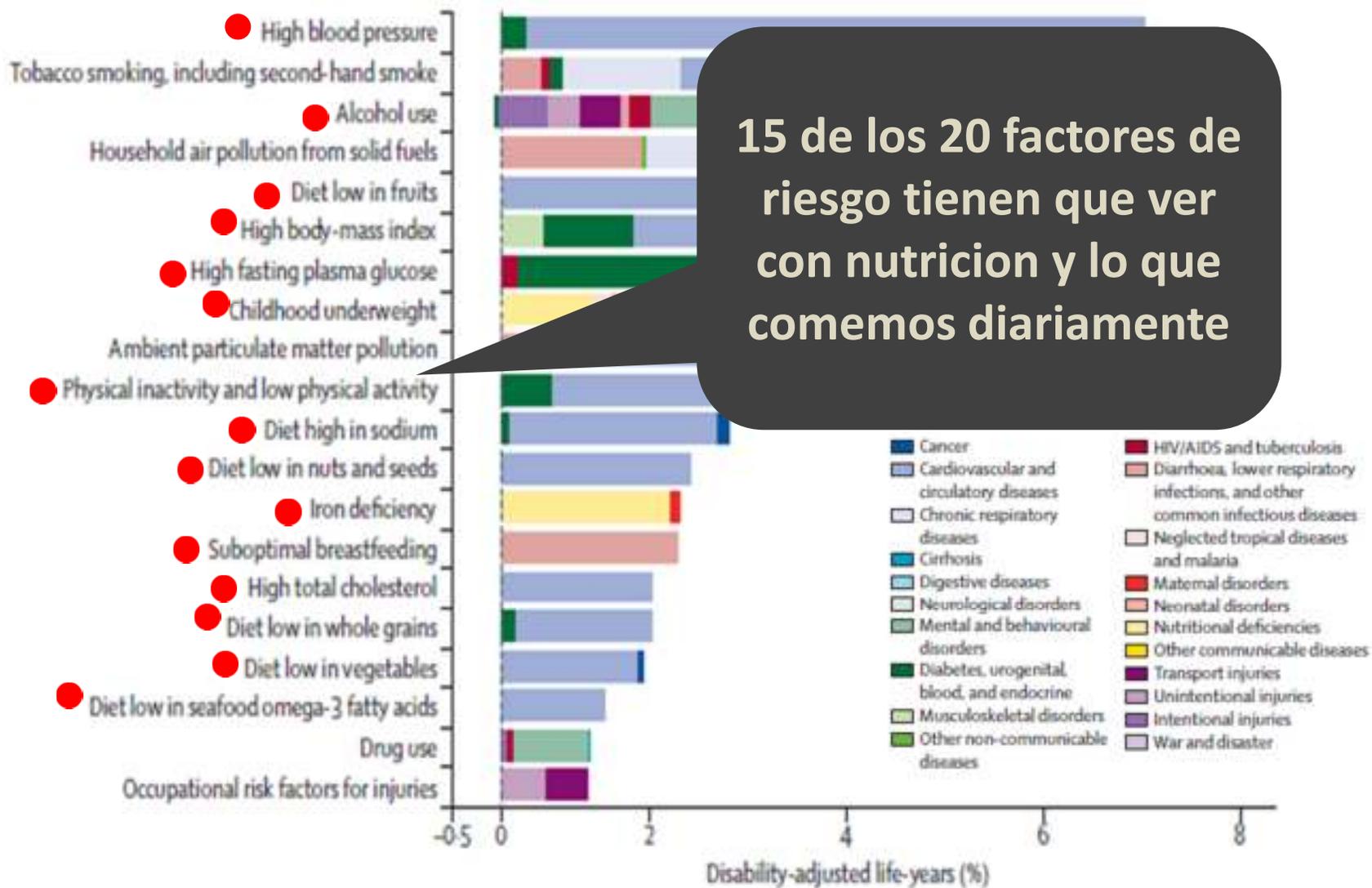


20%



35%





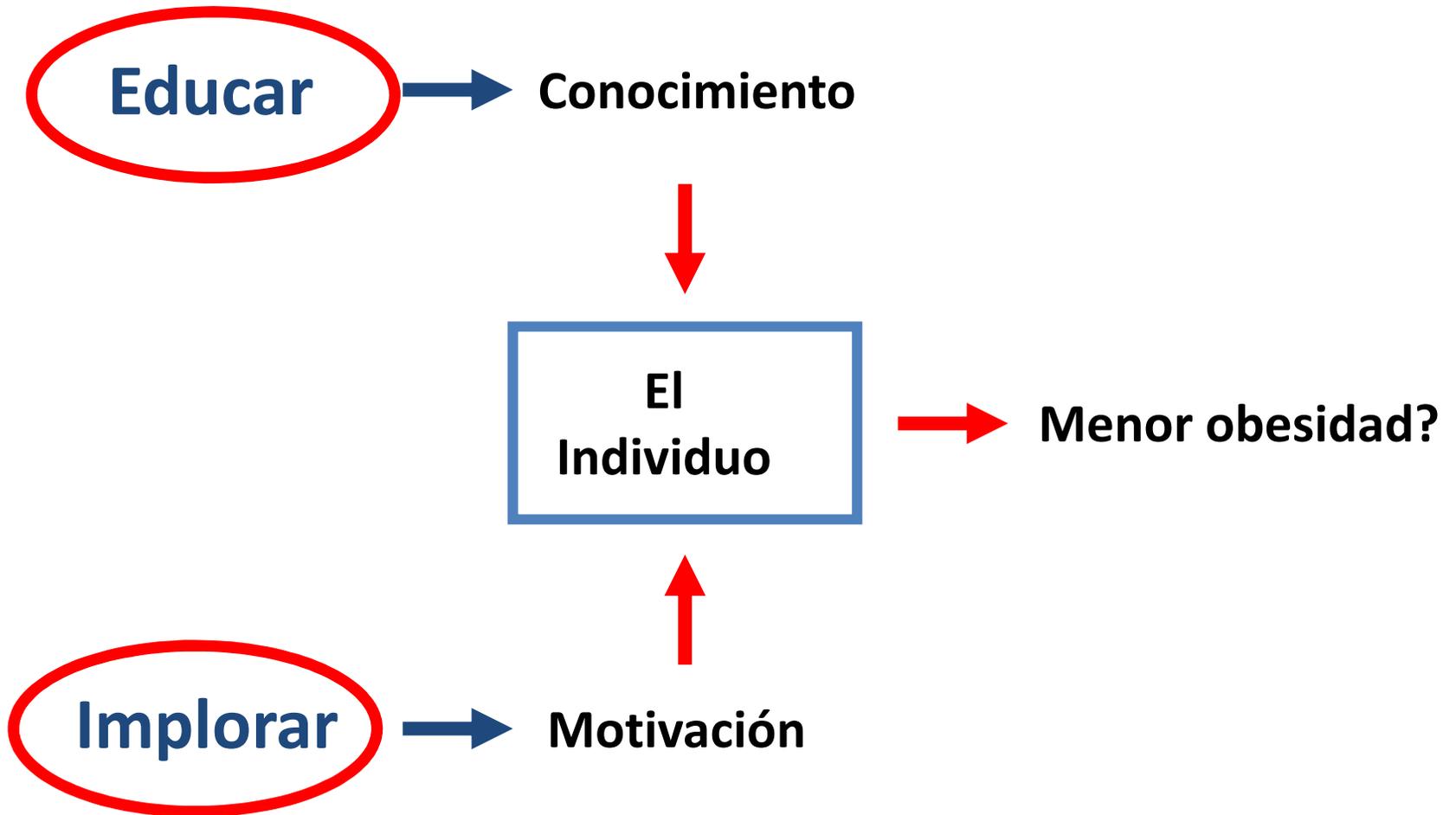
La epidemia de obesidad es eso:
UNA EPIDEMIA y no un capricho
de las personas. Las epidemias
ocurren por razones
estructurales...y las soluciones
deben serlo también!



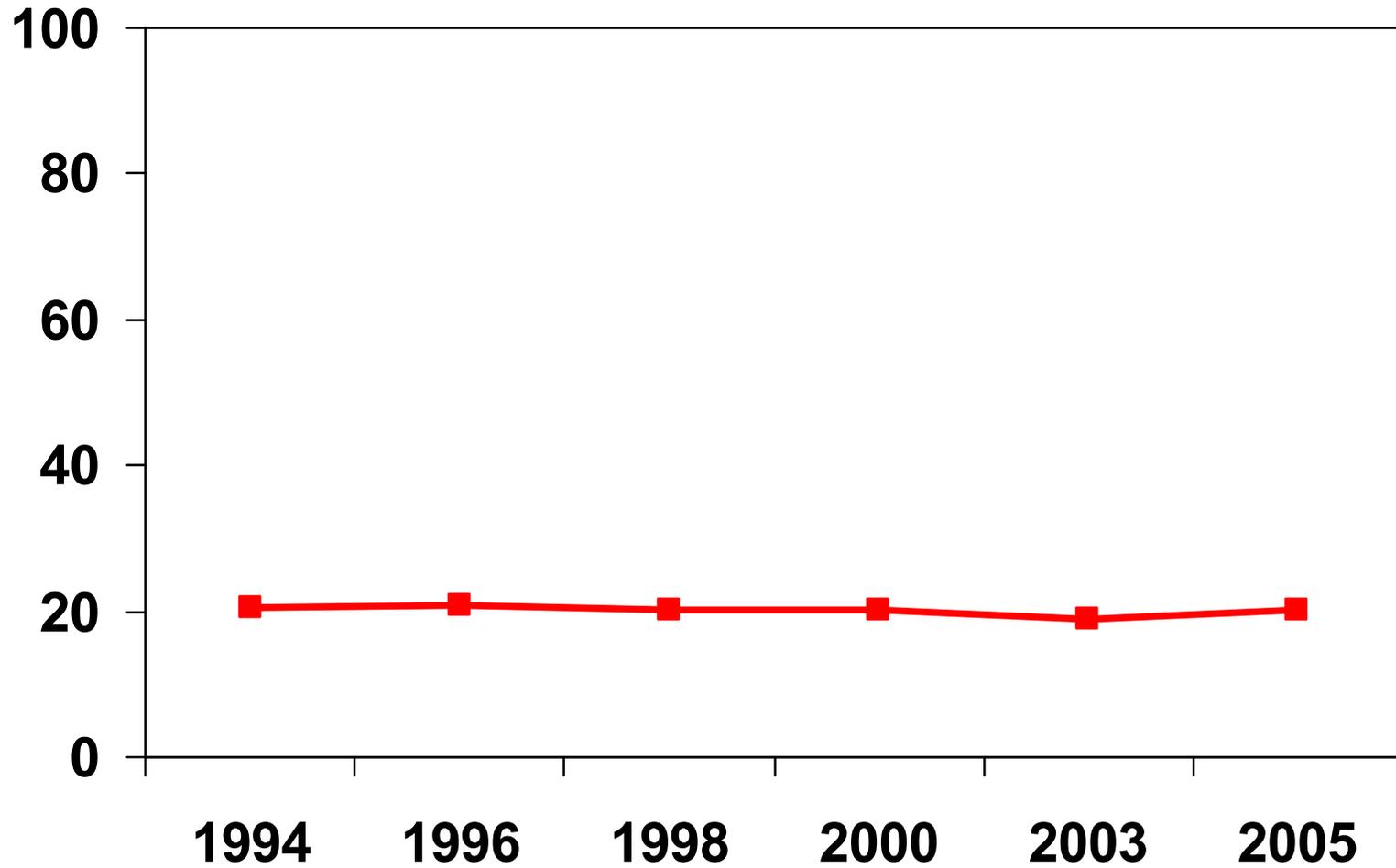
Millonarios intereses detras de la epidemia de enfermedades no transmisibles



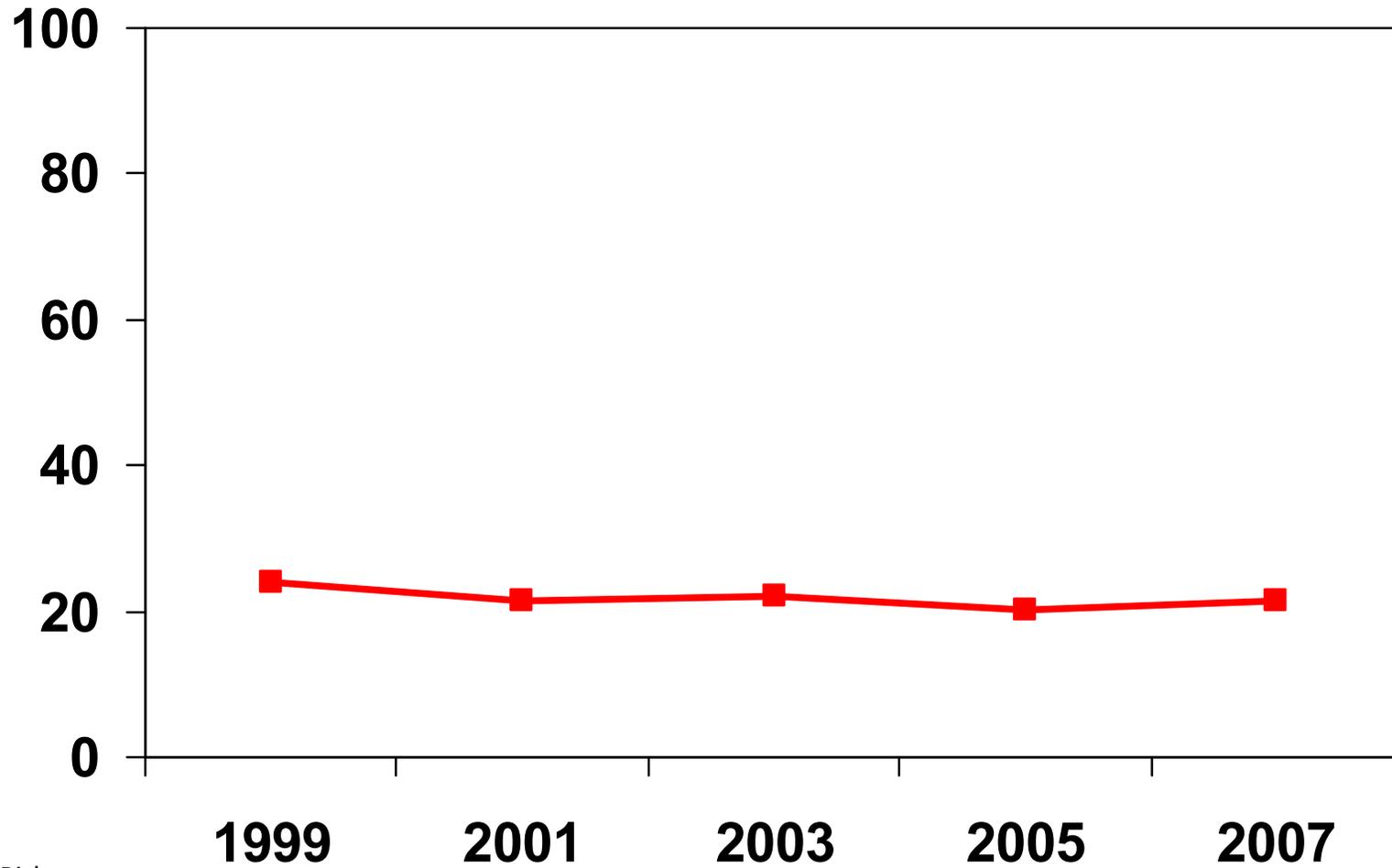
¿Qué estamos haciendo?



EUA: % de Adultos consumiendo las raciones recomendadas de Frutas y Verduras



EUA: % de niños consumiendo raciones recomendadas de frutas y verduras



Youth Risk
Behav Survey





Intervención sistémica: John Snow rompiendo el manubrio del surtidor de agua en la calle Broad en Londres. Días después el Cólera disminuye sensiblemente. La salud pública nació con este enfoque sistémico...pero hemos evolucionado a pensar que la solución a la obesidad es asunto de "responsabilidad personal"...



No es novedad que la salud publica regule la actividad industrial y comercial

El debate hoy en America Latina:

- Opinión pública: *“Obesidad es un tema de políticas públicas”*
- Líderes de industria: *“es un problema privado”*
- Las decisiones legislativas a favor de los niños están amenazadas por intereses privados

Criterios para regular un producto de consumo

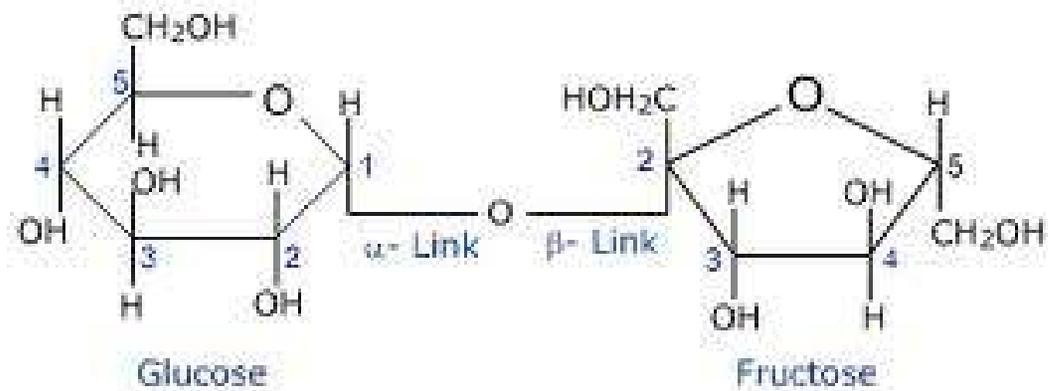
- 1) Tóxico**
- 2) Riesgo de abuso**
- 3) Es ubicuo**
- 4) Daño social y economico**
- 5) Desplazan cultura culinaria**



1) Tóxico



El azúcar (sucrosa) esta compuesta de dos moléculas...



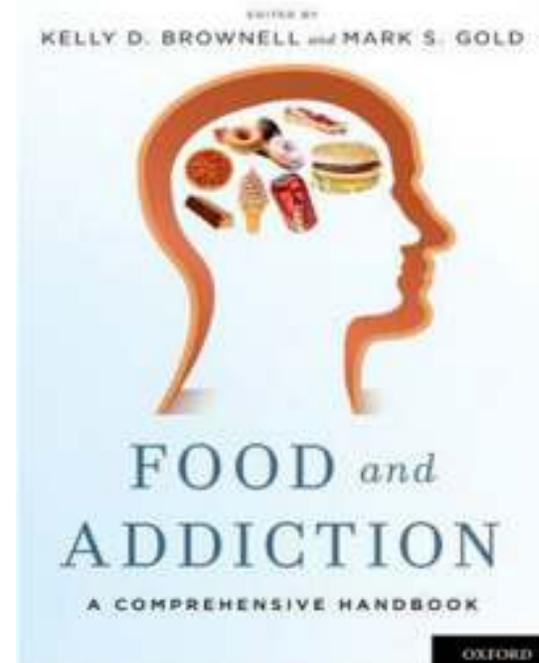
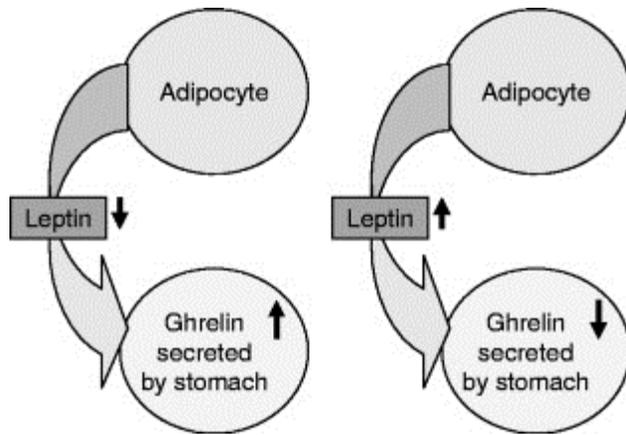
CONSUMO CRONICO **ETANOL**



CONSUMO CRONICO **FRUCTUOSA**



CONSUMO CRONICO ETANOL	CONSUMO CRONICO FRUCTUOSA
Desordenes hematológicos	
Hipertensión	Hipertension (Ac. Urico)
Cardiomiopatía	Infarto de miocardio
Dislipidemia	Dislipidemia (TG)
Pancreatitis	Pancreatitis
Obesidad (resistencia insulina)	Obesidad (resistencia insulina)
Esteato-hepatitis	Esteato-hepatitis no-alcoholica
Addiccion	Habito (Adiccion?)

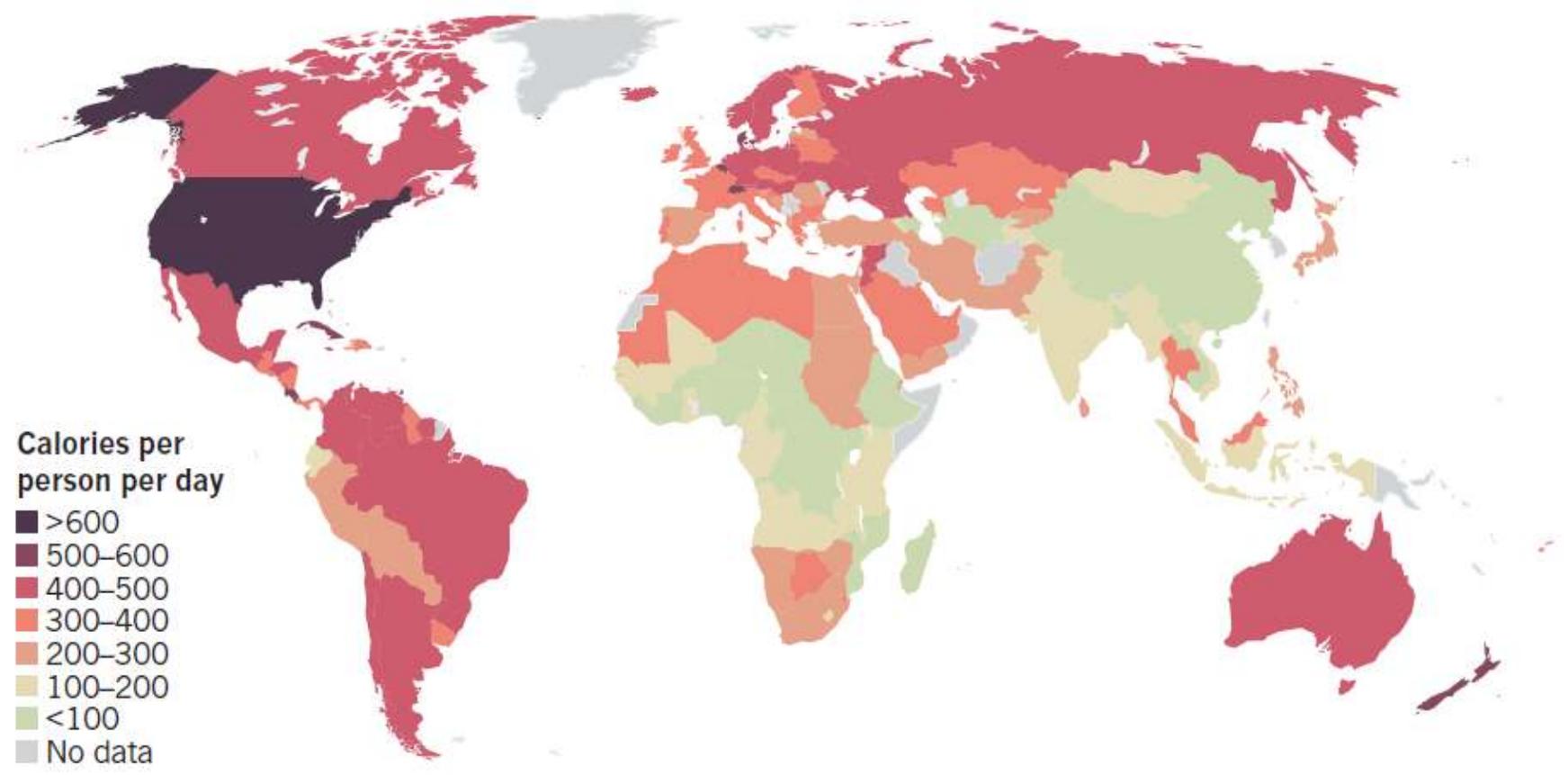


OMS:
Azucares
Libres no mas
del 10%

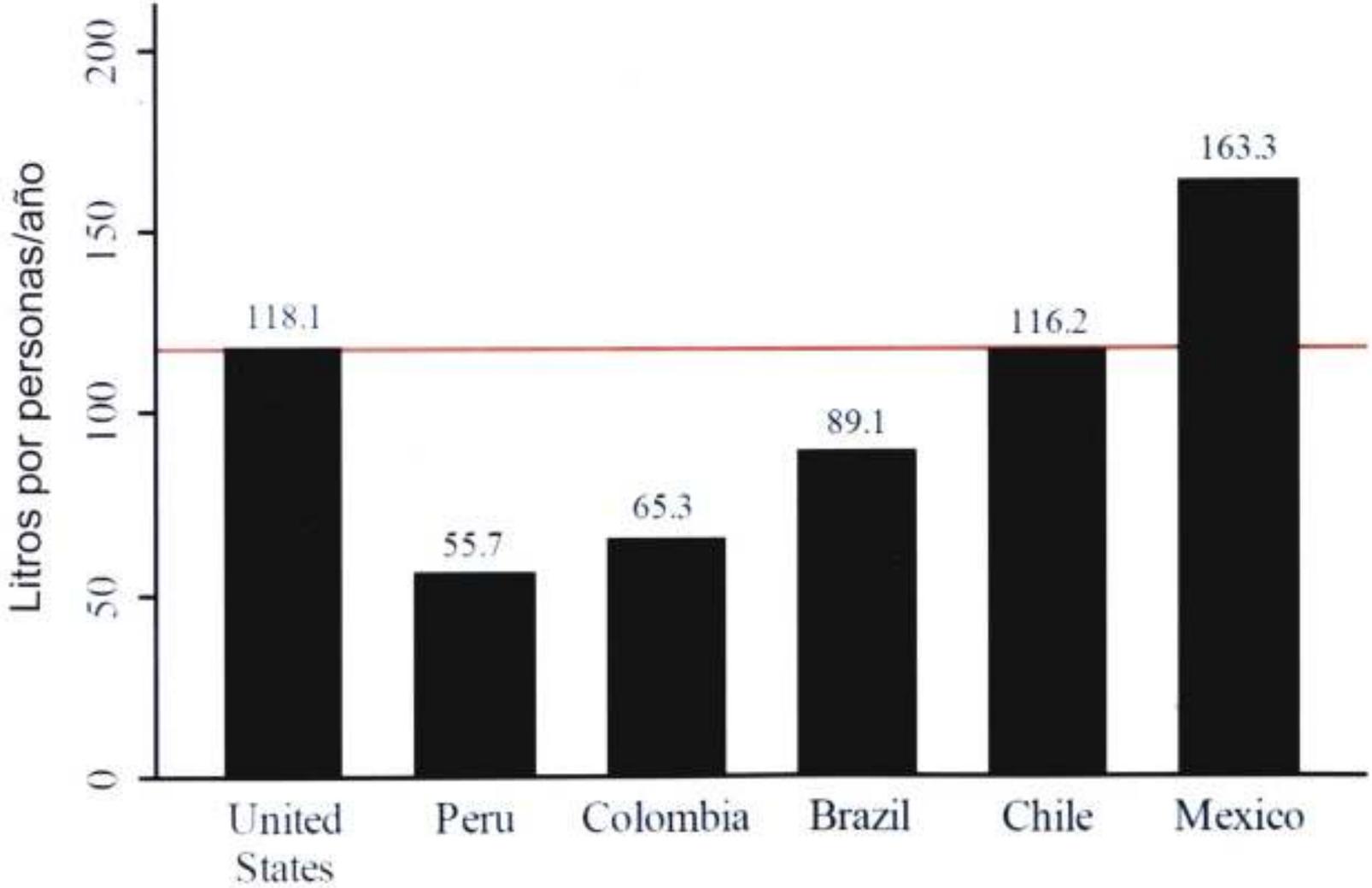


Niño de 12 años:
1,800 Kcal al día

Disponibilidad de calorías de azúcar diarias por persona, 2007



Consumo de bebidas



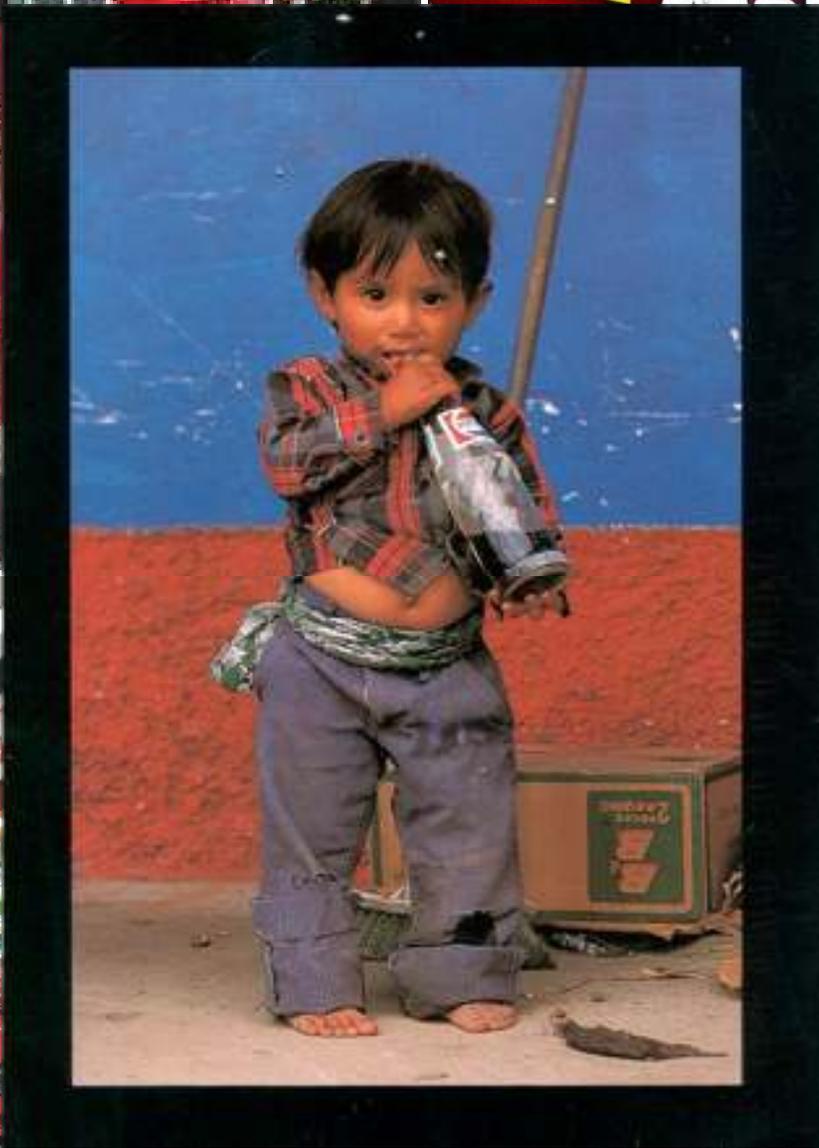
Brownell K, et.al. Unpublished observations, 2011

1) Tóxico

2) Riesgo de abuso

3) Es ubicuo





Ashley D. Cristall





¿Te
comerías
12
cucharadas de
azúcar?

¿Por qué
tomas refresco?

INFÓRMATE: www.actuaporlasalud.org



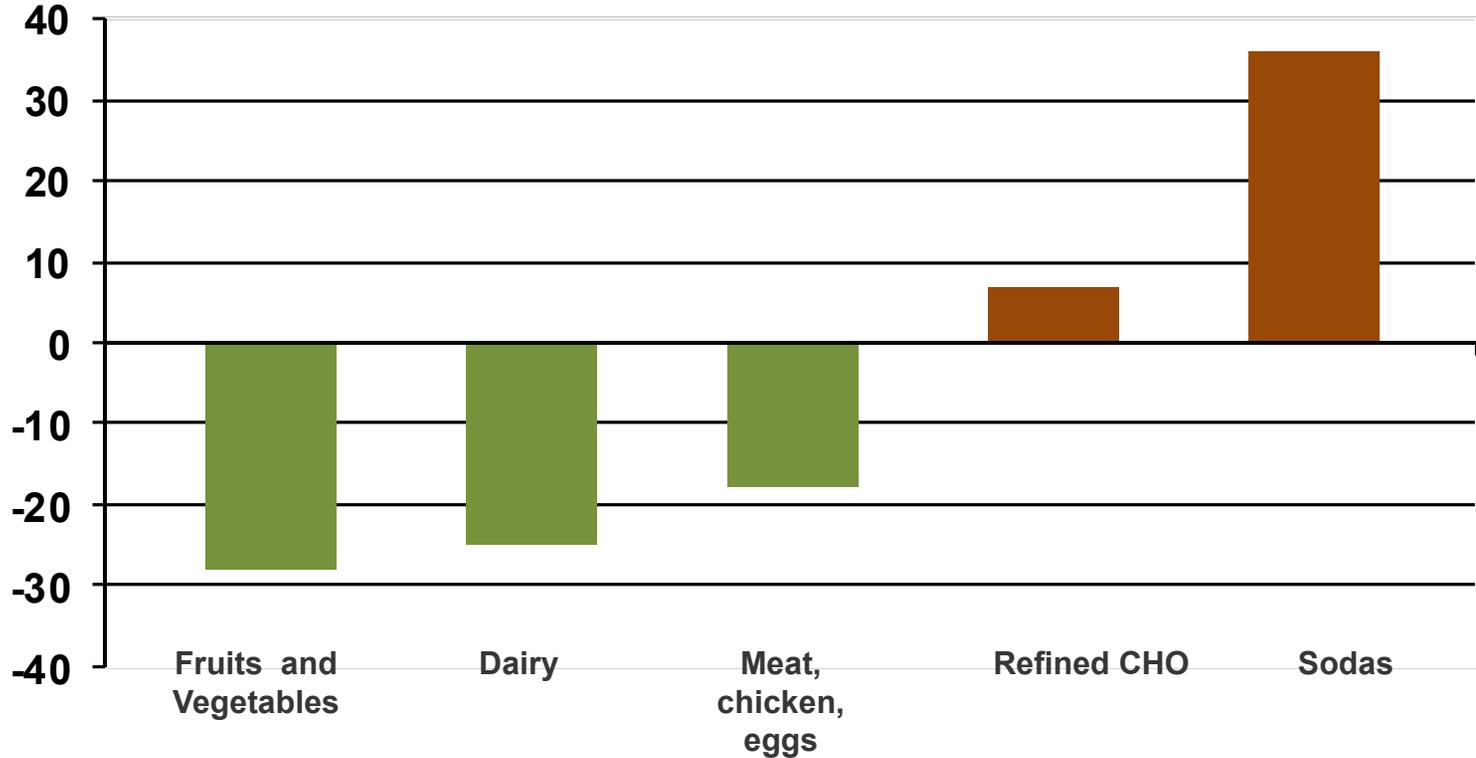
La mayoría de los refrescos azucarados de 600 mililitros tienen 12 cucharadas cafeteras o más de azúcar. 1 cucharada cafetera contiene 5 gramos de azúcar.

- 1) Tóxico
- 2) Riesgo de abuso
- 3) Es ubicuo
- 4) Daño social y económico
- 5) Desplazan cultura culinaria



**desplazamiento
de las comidas
tradicionales**

Cambios en alimentacion (% energia), México 1984 a 1998



Fuente: Rivera J, Barquera S, Campirano F, Campos S, et al . Epidemiological and nutritional transition in Mexico : Rapid increase of non-communicable chronic disease and obesity. Public Health Nutr 2002; 5 (1a): 113-122.



Grupo 1: Alimentos enteros

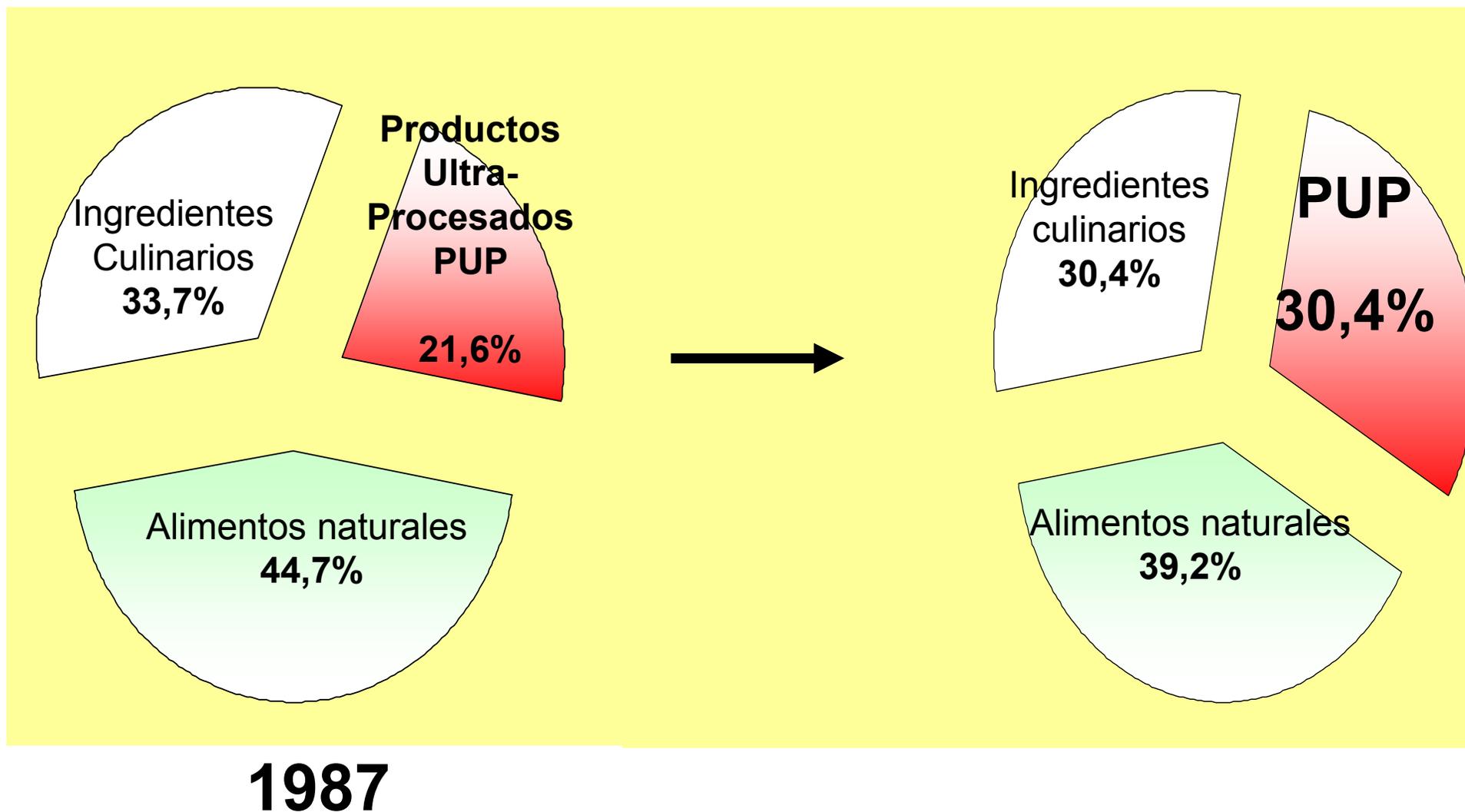


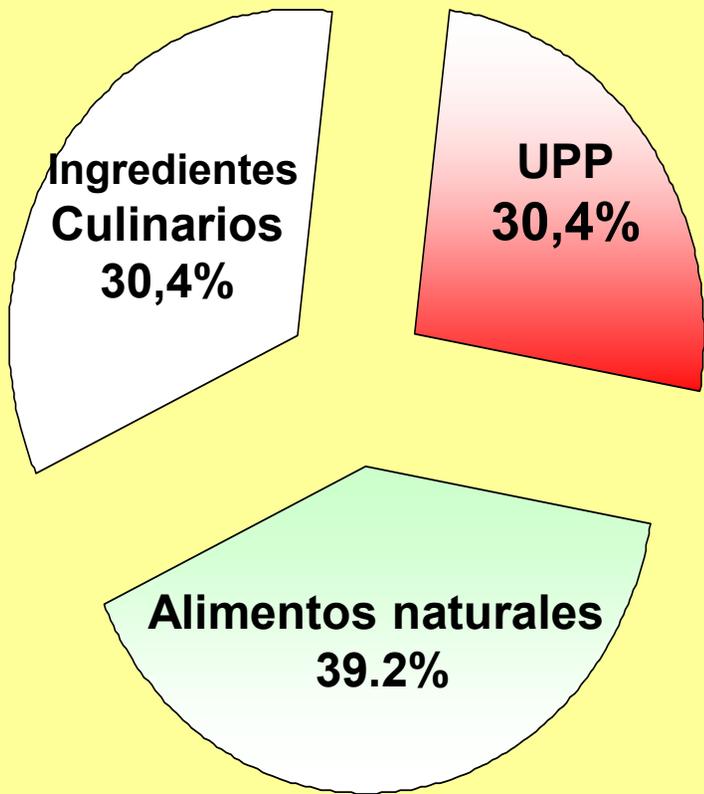
Grupo 2: Ingredientes culinarios



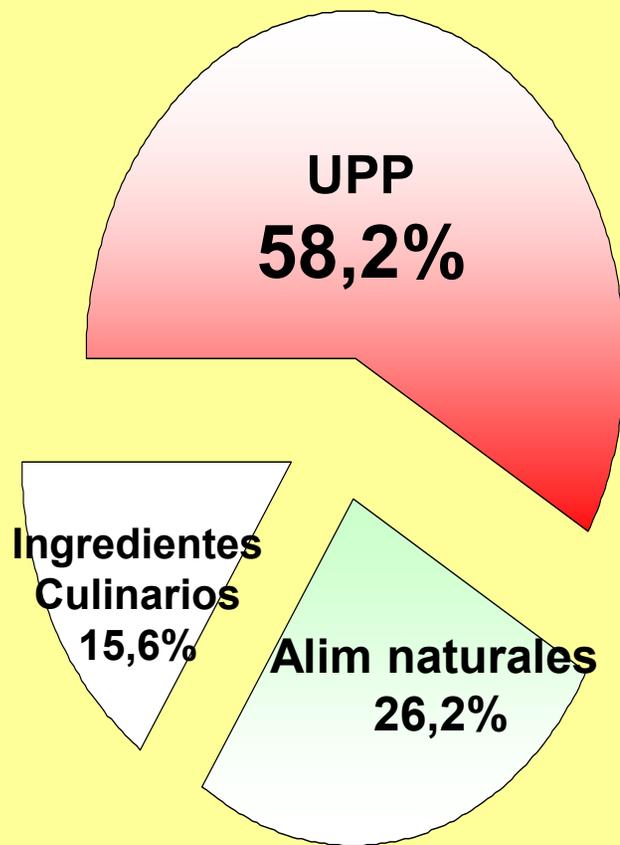
Grupo 3: Productos comestibles procesados

Cambios en la alimentacion en Brasil, Centros Metro (1987-2009)



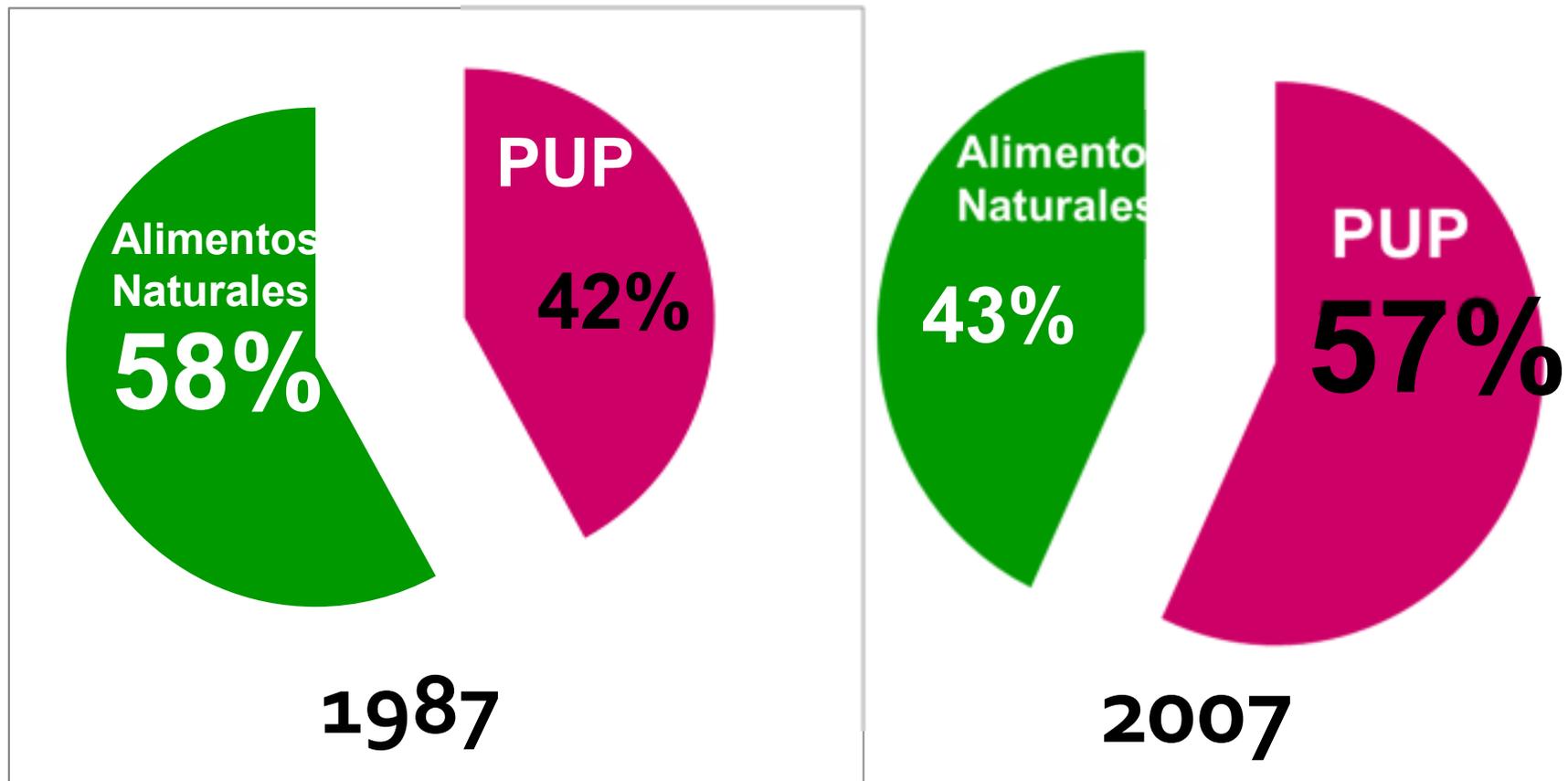


Brasil 2009



UK 2008

Compra de Hogares: Alimentos enteros vs. Productos procesados, Santiago, Chile, 1987 to 2007



Compra de Hogares: Alimentos enteros vs. Productos procesados, Perú 2001 y 2008

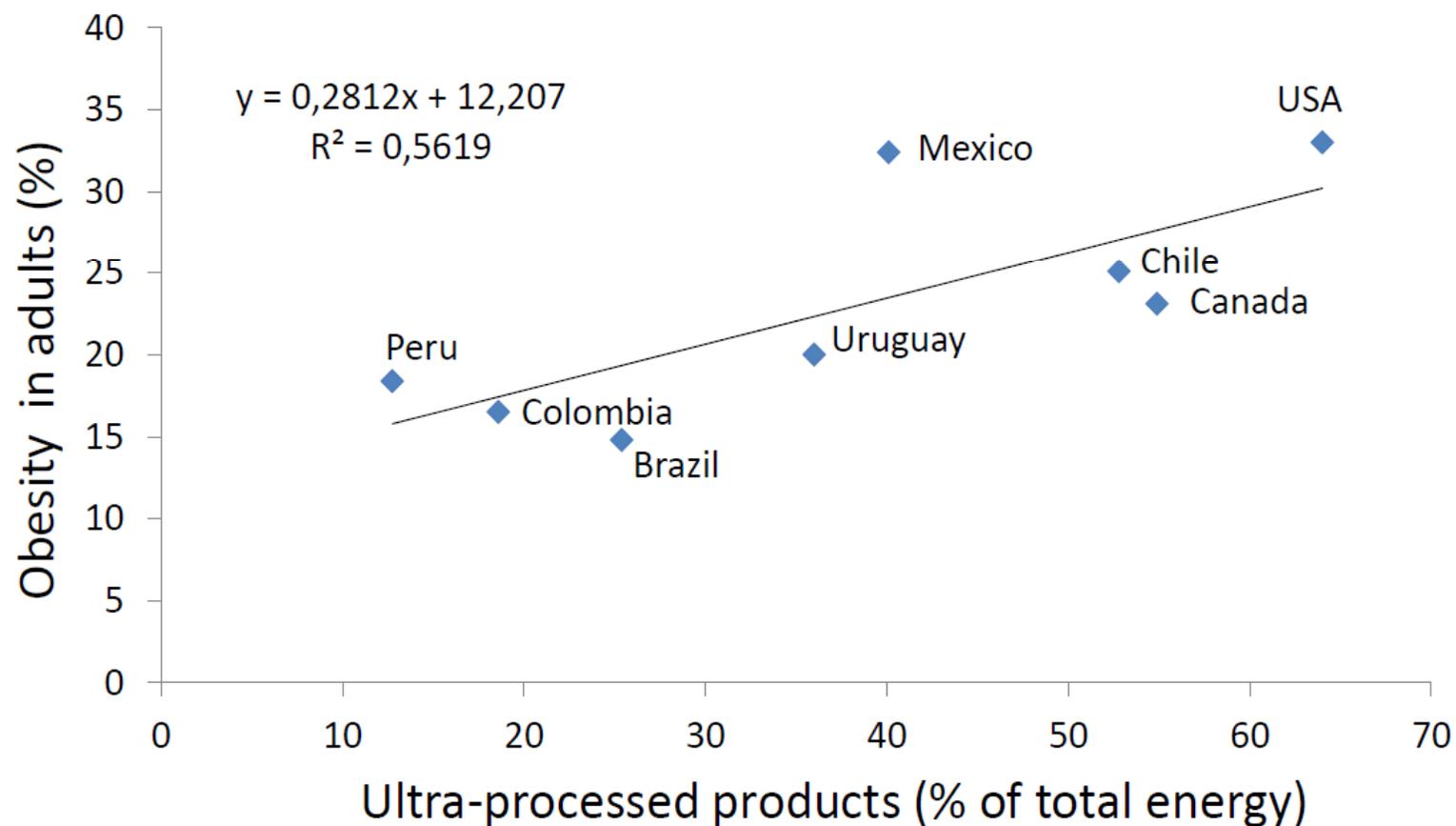


2001



2008

Share of ultra-processed products in national food baskets and obesity in 7 countries in the Americas (2001-2010)

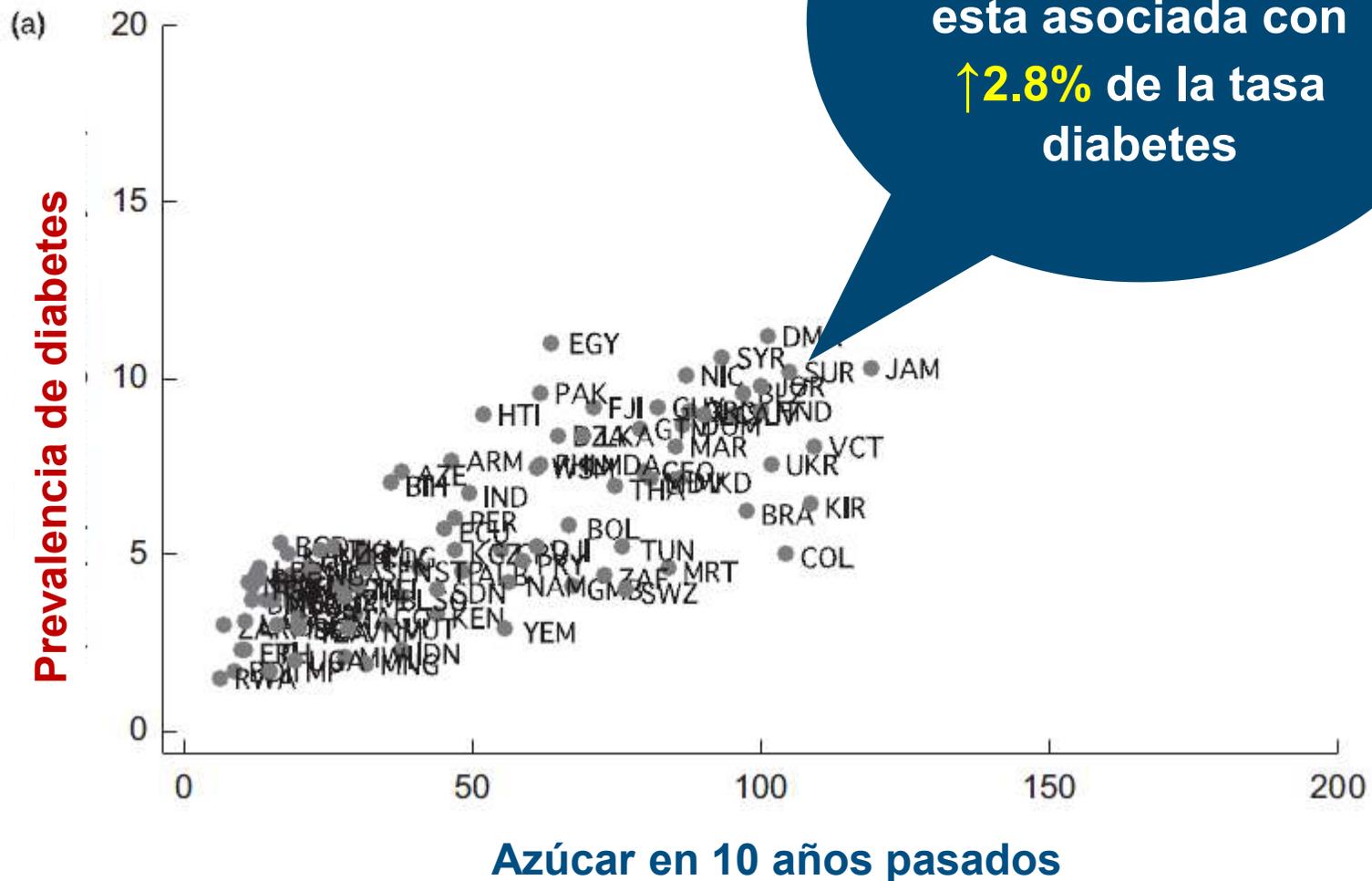


Sources of data: National household food expenditure surveys and national health surveys in the same year or period and NHANES for USA

NUPENS/USP

Consumo global de azúcar en los últimos 10 años y el riesgo de diabetes, Basu et al.

Cada **25 cal/día de azúcar** adicional esta asociada con **↑2.8%** de la tasa diabetes



Vectores

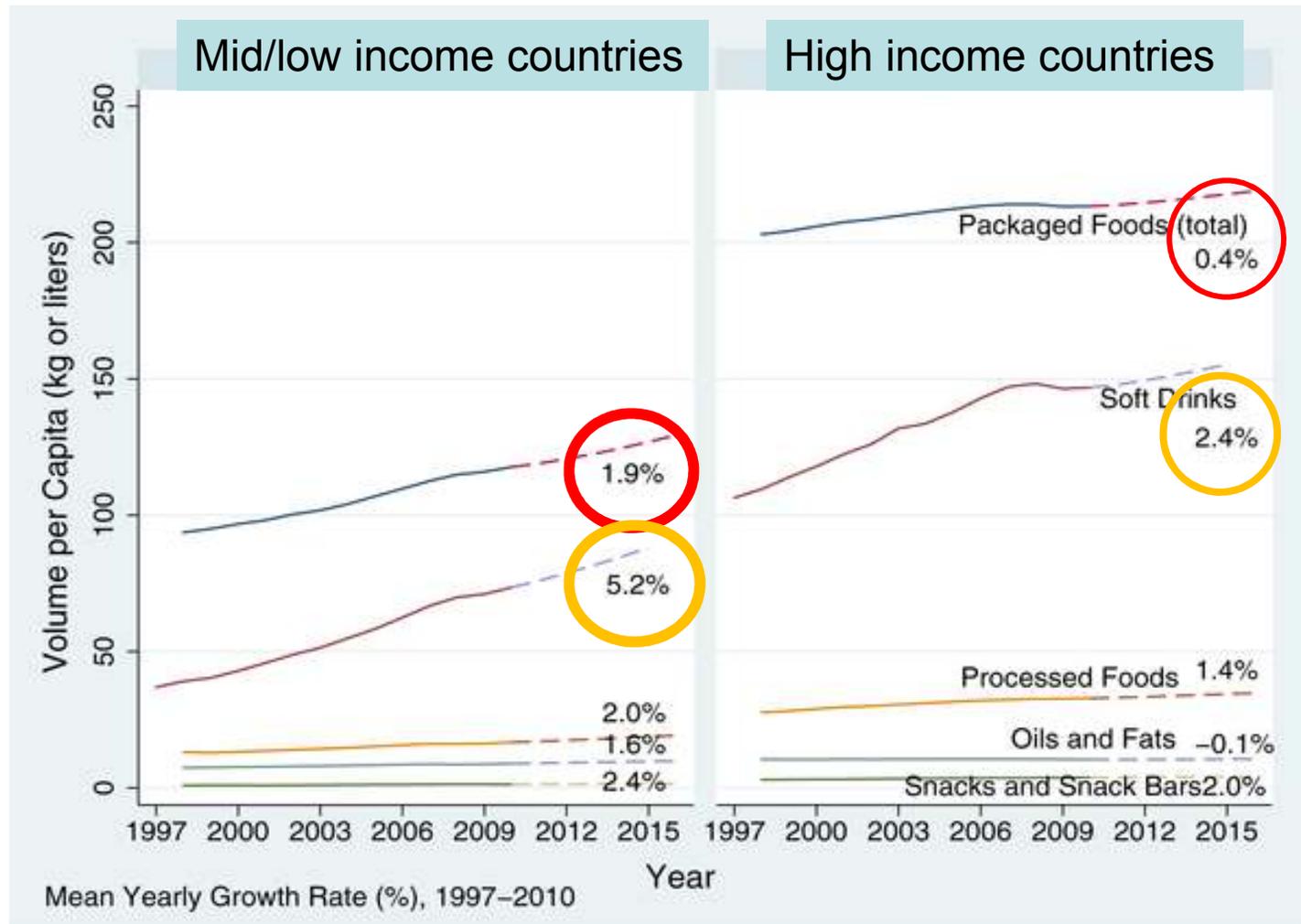




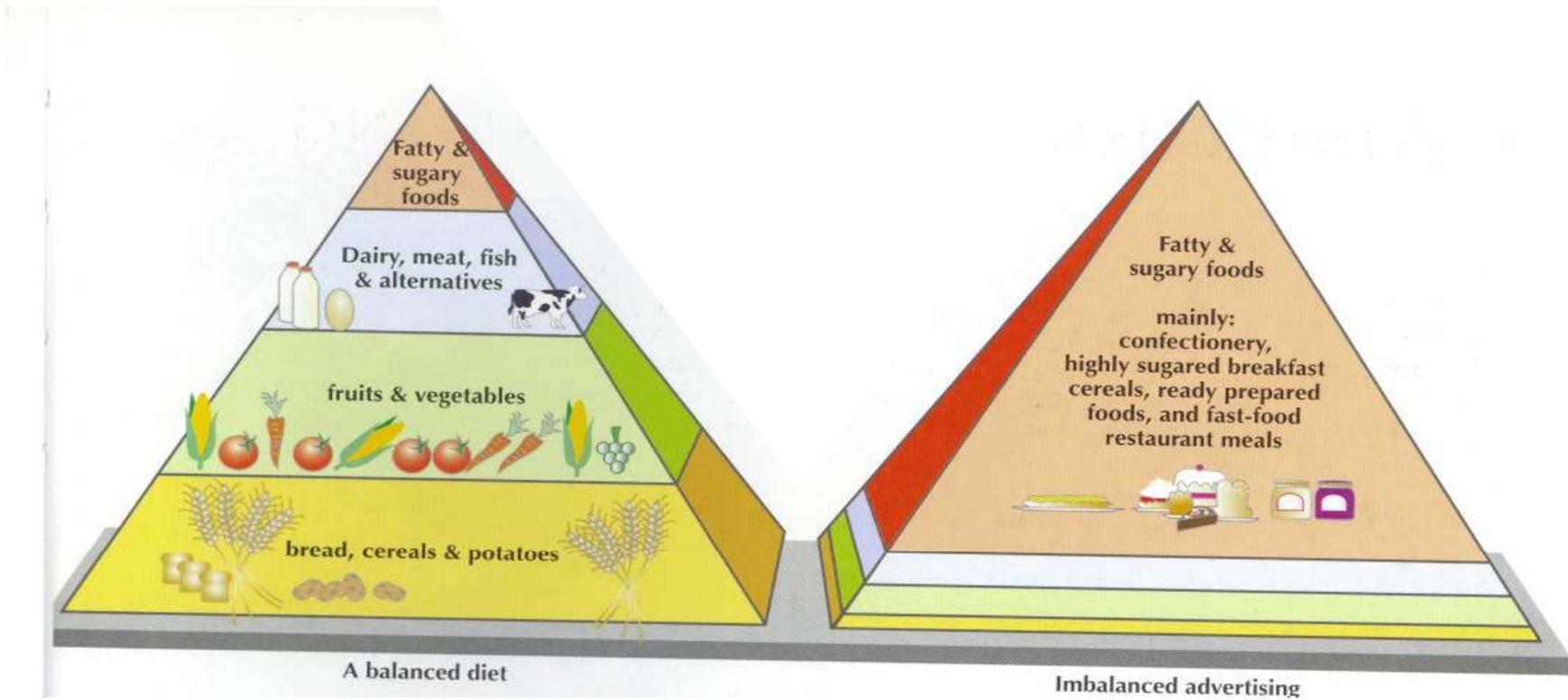
25%

El 25% del precio de venta son ganancias. Gran negocio

Ultra-processed food markets



Stuckler D, McKee M, Ebrahim S, Basu S (2012) Manufacturing Epidemics: The Role of Global Producers in Increased Consumption of Unhealthy Commodities Including Processed Foods, Alcohol, and Tobacco. PLoS Med 9(6): e1001235. doi:10.1371/journal.pmed.1001235
<http://www.plosmedicine.org/article/info:doi/10.1371/journal.pmed.1001235>



Erik Millstone and Tim Lang, Atlas of Food 2008

39 ADVERTISING AND MARKETING

Erik Millstone and Tim Lang, Atlas of Food 2008

Global advertising budget for food in 2001:

\$40
billion

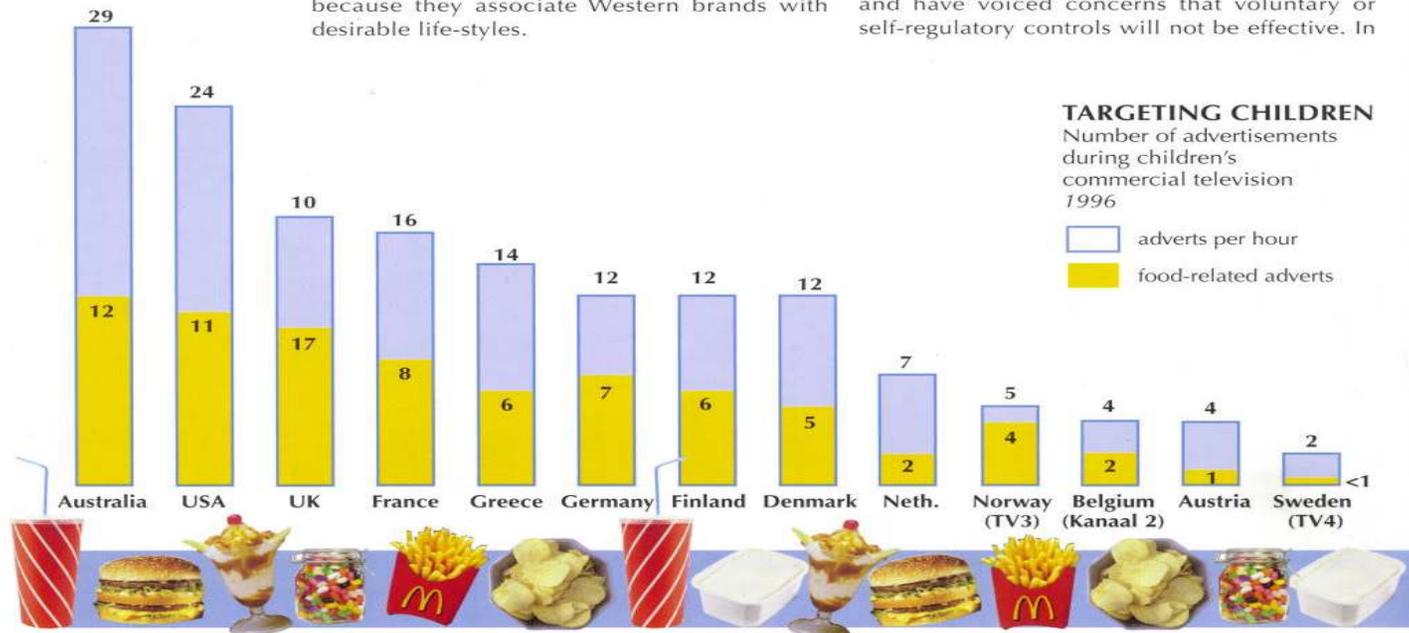
HEALTHY LIFESTYLE CHOICES depend on factors such as price, availability and adequate information about products, as well personal preferences and cultural values. The promotional activities undertaken by food and beverage companies can influence all these factors. The global advertising budget for food products in 2001 was estimated to be around \$40 billion – more than the national economies of two-thirds of the world's nations.

Several studies have indicated that food advertising and marketing is associated with more favourable attitudes, preferences and behaviours among children towards the advertised products. Even a 30-second exposure to an advertisement can significantly influence the food preferences made by children as young as two years old. Children in the developing world may be especially vulnerable to food promotion because they are less familiar with advertising. They are considered by Western firms as a key "entry point" to new markets because they are more flexible and responsive than their parents, and because they associate Western brands with desirable life-styles.

New forms of advertising are increasingly being employed that bypass parental control and target children directly. These include internet promotion (using interactive games, free downloads, blogs and chatterbots), SMS texting to children's cell phones, product promotions in schools and pre-schools, and brand advertising in educational materials. New forms of advertising are occurring in public areas: such as on-screen advertising in public transport and interactive electronic hoardings.

The most frequently advertised foods are confectionery, sweetened breakfast cereals and meals from fast-food outlets. There is a huge disparity between the proportion of advertisements that promote foods high in fats, sugar and salt, and the proportion of our diet these foods are supposed to represent. The intensive marketing of energy-dense, nutrient-poor foods undermines healthy lifestyle choices.

Consumer organizations have called for stronger regulation of advertising to children, and have voiced concerns that voluntary or self-regulatory controls will not be effective. In





Winner of The Pulitzer Prize

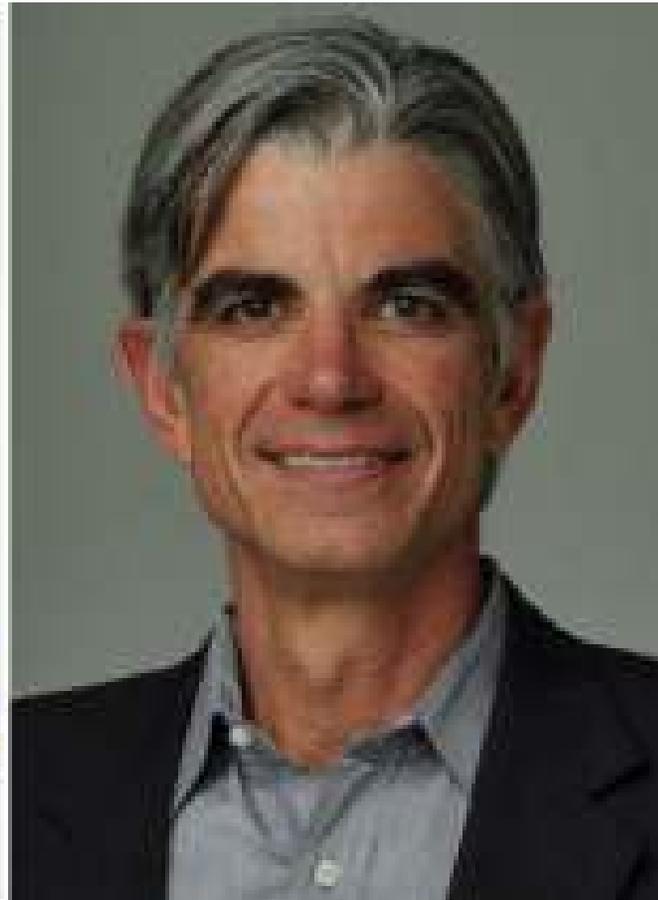
**MICHAEL
MOSS**

Salt

SUGAR

fat

**How
The Food
Giants
Hooked
Us**





pelea por el estomago del publico

“Como lo pone claro una nueva publicación, no se trata solo de *Big Tabaco* . La Salud Publica debe enfrentarse ahora a *Big Food, Big Soda y Big Alcohol*. Todas estas industrias temen la regulación y se protegen usando las mismas tácticas”



“La investigación ha documentado bien estas tácticas que incluyen: grupos de fachada, lobbies, promesas de auto-regulación, litigación y estudios pagados por esas industrias que manipula la evidencia y busca confundir al publico”

Helsinki, junio 2013

**proteger a las personas y
nuestros sistemas
alimentarios**

Las 4 Ps

Product

Price

Place

Promotion

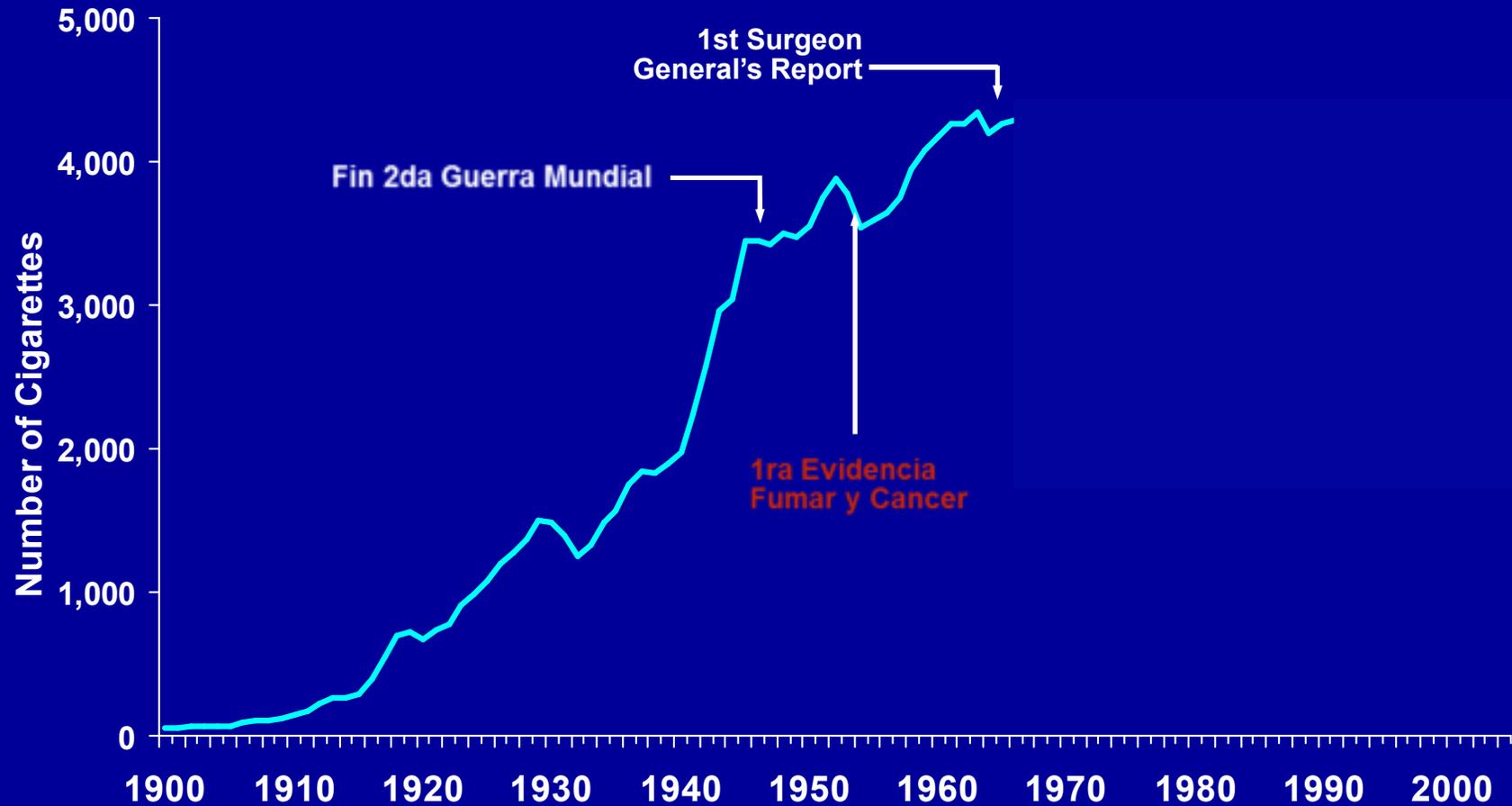
facil de usar
barato
disponible
prestigio



producto
precio
acceso
imagen



Consumo per capita de cigarrillos en EE.UU. 1900-2004



Source: USDA Tobacco & Situation Outlook report, 2004 ;1986-2000 Surgeon General's Reports

Consumo per capita de cigarrillos en EE.UU. 1900-2004



Source: USDA Tobacco & Situation Outlook report, 2004 ;1986-2000 Surgeon General's Reports

El foco de la política pública



son mas de 30 politicas para que el uso de bicicleta sea exitoso

Table 1. Key policies and innovative measures used in Dutch, Danish and German cities to promote safe and convenient cycling

Extensive systems of separate cycling facilities

- Well-maintained, fully integrated paths, lanes and special bicycle streets in cities and surrounding regions
- Fully coordinated system of colour-coded directional signs for bicyclists
- Off-street short-cuts, such as mid-block connections and passages through dead-ends for cars

Intersection modifications and priority traffic signals

- Advance green lights for cyclists at most intersections
- Advanced cyclist waiting positions (ahead of cars) fed by special bike lanes facilitate safer and quicker crossings and turns
- Cyclist short-cuts to make right-hand turns before intersections and exemption from red traffic signals at T-intersections, thus increasing cyclist speed and safety
- Bike paths turn into brightly coloured bike lanes when crossing intersections
- Traffic signals are synchronized at cyclist speeds assuring consecutive green lights for cyclists (green wave)
- Bollards with flashing lights along bike routes signal cyclists the right speed to reach the next intersection at a green light

Traffic calming

- Traffic calming of all residential neighbourhoods via speed limit (30 km/hr) and physical infrastructure deterrents for cars
- Bicycle streets, narrow roads where bikes have absolute priority over cars
- 'Home Zones' with 7 km/hr speed limit, where cars must yield to pedestrians and cyclists using the road

Bike parking

- Large supply of good bike parking
- Improved lighting and security of parking and priority parking for women

Coordination with public transport

- Extensive bike parking at all metro stations
- 'Call a Bike' programmes: bikes available and left at any busy intersection
- Bike rentals at most train stations
- Deluxe bike parking garages at stations with music, repair services and bike rental

Traffic education and training

- Comprehensive cycling training for all ages
- Special cycling training test tracks
- Stringent training of motorists to give priority to cyclists

Traffic laws



El mito de la “bala de plata” (o la unica cosa) que magicamente arregla todo es eso: un mito. Tenemos que hacer varias cosas para frenar las epidemias de obesidad y ENT, como se hizo en tabaco y en transporte activo



producto
precio
acceso
imagen



producto
precio
acceso
imagen



Acción en las Americas

Acción regulatoria para los niños



ECUADOR

- ESCUELAS
- PUBLICIDAD

MEXICO

- ESCUELAS
- IMPUESTO A BEBIDAS

PERU

- ESCUELAS
- LEY: PUBL, ETIQUETADO

COSTA RICA

- ESCUELAS

CHILE

- ESCUELAS
- LEY: PUBL, ETIQUETADO,

BRASIL

- ESCUELAS
- PUBLICIDAD

URUGUAY
ESCUELAS

Ejemplos de programas de alimentación en la escuela: Japón y Francia

Foro internacional sobre políticas de combate de la
obesidad, 13 de mayo 2013, Ciudad de México

Enrique Jacoby, OPS/OMS





Plaisir a la Cantine

...en Francia



Shokuiko

...y en Japon

Cambios espectaculares en escuelas en EUA





Health Policy Snapshot

Childhood Obesity

ISSUE BRIEF

September 2012

Declining childhood obesity rates—where are we seeing the most progress?

Takeaways:

- Several cities and states throughout the country have reported declines in their childhood obesity rates.
- The places that are reporting declines are those that are taking comprehensive action to address the childhood obesity epidemic.
- Despite signs of progress, socioeconomic, geographic, and racial and ethnic disparities in obesity rates are persisting in many places.

www.rwjf.org/healthpolicy

supermarkets to underserved areas, and ensure that farmers' markets accept food stamps.⁵

- New York City requires chain restaurants to post calorie counts, limit portion sizes, and limit sugary drinks.⁶ During

the past 10 years, the city established active design guidelines for architects and planners and created the Green Cart and Healthy Bucks initiatives to help lower-income families buy local produce.⁷

- Philadelphia and New York City also committed to long-term changes in public schools. In the mid-2000s, both cities implemented strong nutrition standards to improve the foods and beverages available to students.^{8,9}

Mississippi and California are leading efforts to reduce obesity rates at the state level. Both states

Overview

In recent years, the national childhood obesity rate has leveled off. However, some cities and states have

ONLINE FIRST | COMPARATIVE EFFECTIVENESS RESEARCH

Association Between State Laws Governing School Meal Nutrition Content and Student Weight Status

Implications for New USDA School Meal Standards

Daniel R. Taber, PhD; Jamie F. Chriqui, PhD, MHS; Lisa Powell, PhD; Frank J. Chaloupka, PhD

Importance: This study assessed whether stronger school meal nutrition standards may improve student weight status. Results have immediate implications because of the ongoing implementation of new nutrition standards for the National School Lunch Program.

Objective: To determine if state laws with stricter school meal nutrition standards are inversely associated with adolescent weight status, while controlling for unmeasured state-level confounders.

Design: Quasi-experiment.

Setting: Public schools.

Participants: Four thousand eight hundred seventy eighth-grade students in 40 states. Students were categorized by type of school lunch they usually obtained

Main Outcome Measures: Body mass index percentile and obesity status.

Results: In states that exceeded USDA standards, the difference in obesity prevalence between students who obtained free/reduced-price lunches and students who did not obtain school lunches was 12.3 percentage points smaller (95% CI, -21.5 to -3.0) compared with states that did not exceed USDA standards. Likewise, differences in mean body mass index percentile between those student populations were 11 units smaller in states that exceeded USDA standards (95% CI, -17.7 to -4.3). There was little evidence that students compensated for school meal laws by purchasing more sweets, salty snacks, or sugar-sweetened beverages from other school venues (eg, vending machines) or other sources

“El Estado debe velar por la salud de los habitantes del país, especialmente de los menores de edad, como en este caso, dentro de los centros educativos (...) realizando una adecuada ponderación entre el interés superior del niño, niña y adolescente, y la libertad de comercio. En cuyo caso *tiene un papel más relevante el interés superior del menor, en relación con la libertad de comercio*, la cual debe estar circunscrita a los objetivos institucionales, tales como apoyar al educando en su formación integral, la cual no solo implica la enseñanza en las ciencias y letras, sino también de los buenos hábitos alimenticios que conforman en gran medida la base de la salud del ser humano”.

San Jose, 13 de junio de 2012

Ana Virginia Calzada, Presidenta

SALA CONSTITUCIONAL DE LA CORTE SUPREMA DE JUSTICIA

(Sentencia, p. 15)

Cualquier decisión de gravamen encuentra sustento en el Acuerdo General de Aranceles y Comercio (GATT, artículo XX, inciso b)

“(...)ninguna disposición del Acuerdo GATT será interpretada en el sentido de impedir que toda parte contratante adopte o aplique las medidas(...) **necesarias para proteger la salud y la vida de las personas y de los animales o para preservar los vegetales; (...).**”

DISMINUIR CONSUMO: 163.3 lt/ persona / año → 120.9 lt

RECAUDACION: \$22,861 millones de pesos

DIABETES: Bajaría prevalencia 12% y disminuiría 26% los costos de nuevos casos de diabetes en los próximos 10 años.

Iniciativa de impuesto a bebidas dulces en Mexico, respaldada por el Presidente



CC. Secretarios de la Mesa Directiva del
Senado de la República del H. Congreso de la Unión
P r e s e n t e s

MARCELA TORRES PEIMBERT, SILVIA GUADALUPE GARZA GALVÁN, GABRIELA CUEVAS BARRÓN, LUIS FERNANDO SALAZARFERNÁNDEZ, JUAN CARLOS ROMERO HICKS, FRANCISCO SALVADOR LÓPEZ BRITO, MARTÍN OROZCO SANDOVAL, LUZ MARÍA BERISTAIN, MARIO MARTÍN DELGADO CARRILLO, SOFÍO RAMÍREZ HERNÁNDEZ, Senadores de la República para la LXII Legislatura del Congreso de la Unión e integrantes de los Grupos Parlamentarios del Partido Acción Nacional y Partido de la Revolución Democrática, con fundamento en el artículo 71 fracción II de la Constitución Política de los Estados Unidos Mexicanos; así como los artículos 8° numeral 1, fracción I, 164 numeral 1, 169 y 172 del Reglamento del Senado de la República, sometemos a la consideración de esta Soberanía, la siguiente **INICIATIVA CON PROYECTO DE DECRETO POR EL QUE SE REFORMAN Y ADICIONAN DIVERSAS DISPOSICIONES A LA LEY DEL IMPUESTO ESPECIAL SOBRE PRODUCCIÓN Y SERVICIOS,** al tenor de la siguiente:

39 ADVERTISING AND MARKETING

Global advertising budget for food in 2001:

\$40 billion

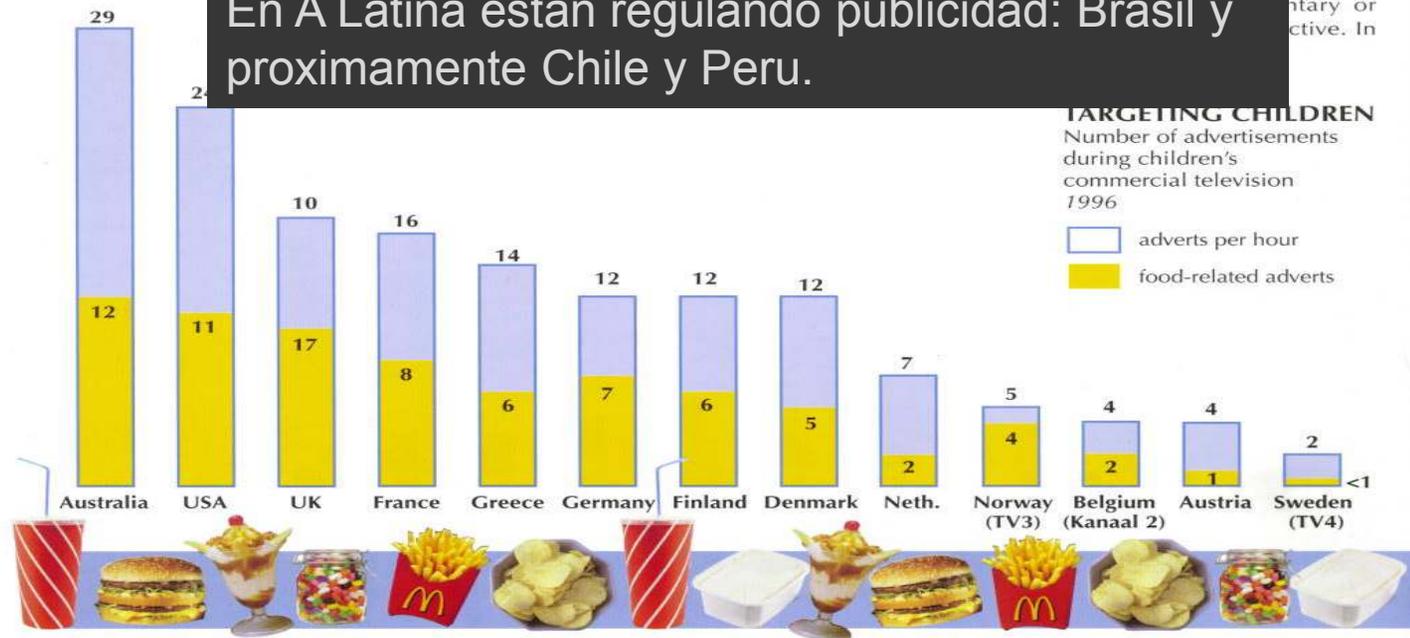
Erik Millstone and Tim Lang, Atlas of Food 2008

HEALTHY LIFESTYLE CHOICES depend on factors such as price, availability and adequate information about products, as well personal preference and cultural values. The promotional activities undertaken by food and

New forms of advertising are increasingly being employed that bypass parental control and target children directly. These include internet promotion (using interactive games, free downloads, blogs and chatterbots), SMS

publicidad

Hay restricciones de publicidad en: Reino Unido, Grecia y Dinamarca. Prohibición de publicidad a <12 años: Quebec, Suecia y Noruega. En A Latina estan regulando publicidad: Brasil y proxivamente Chile y Peru.



**Pero tambien sera preciso
cambiar la politica agricola
concentrada en commodities y
exportacion, sin importar los
alimentos y nutricion**

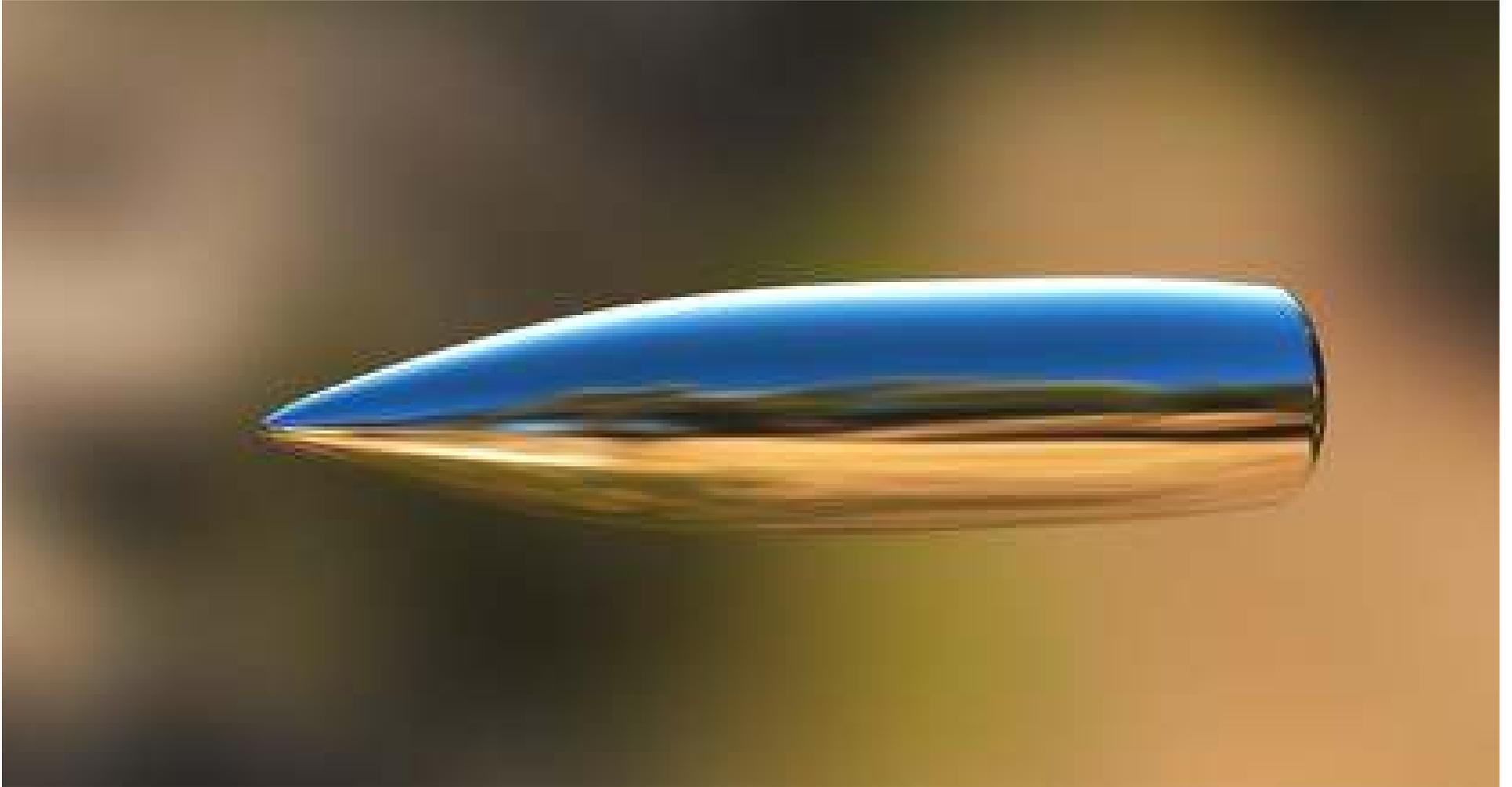


Subsidios
Monocultivos
Libre comercio
Desregulacion
Estilos de vida globales
Mercadeo



Agricultura familiar
Recuperar economía agrícola
Culinaria nacional
Educación alimentaria
Precios relativos

Y recuerden, esto es cuento!



gracias!