



43<sup>rd</sup>  
NUTRITION MONTH  
*July 2017*

# Nutrition Month Objectives



Increase awareness on healthy diets to prevent and reduce malnutrition and non-communicable diseases



Help the public have better food choices



Encourage food industry including farmers, manufacturers, distributors and food establishments to make available healthier food options



Advocate for national and local legislation and policies to improve food environment



## HEALTHY DIET (according to the Food and Agriculture Organization of the United Nations)

- includes a variety of foods from different food groups
- meets individual needs for calories and nutrients
- is safe, no risk from toxins, bacteria, mold or chemicals
- is enjoyable and culturally acceptable
- is available and sufficient each day and all year round





## HEALTHY DIET (according to the World Health Organization)

- Emphasizes vegetables, fruits, whole grains, root crops, fat-free/low fat milk, lean meats, poultry, fish, eggs, beans and nuts
- Is low in saturated fats, trans fats, cholesterol, sodium and added sugars



# PRINCIPLES OF A HEALTHY DIET

**Balance**

**Variety**

**Moderation**

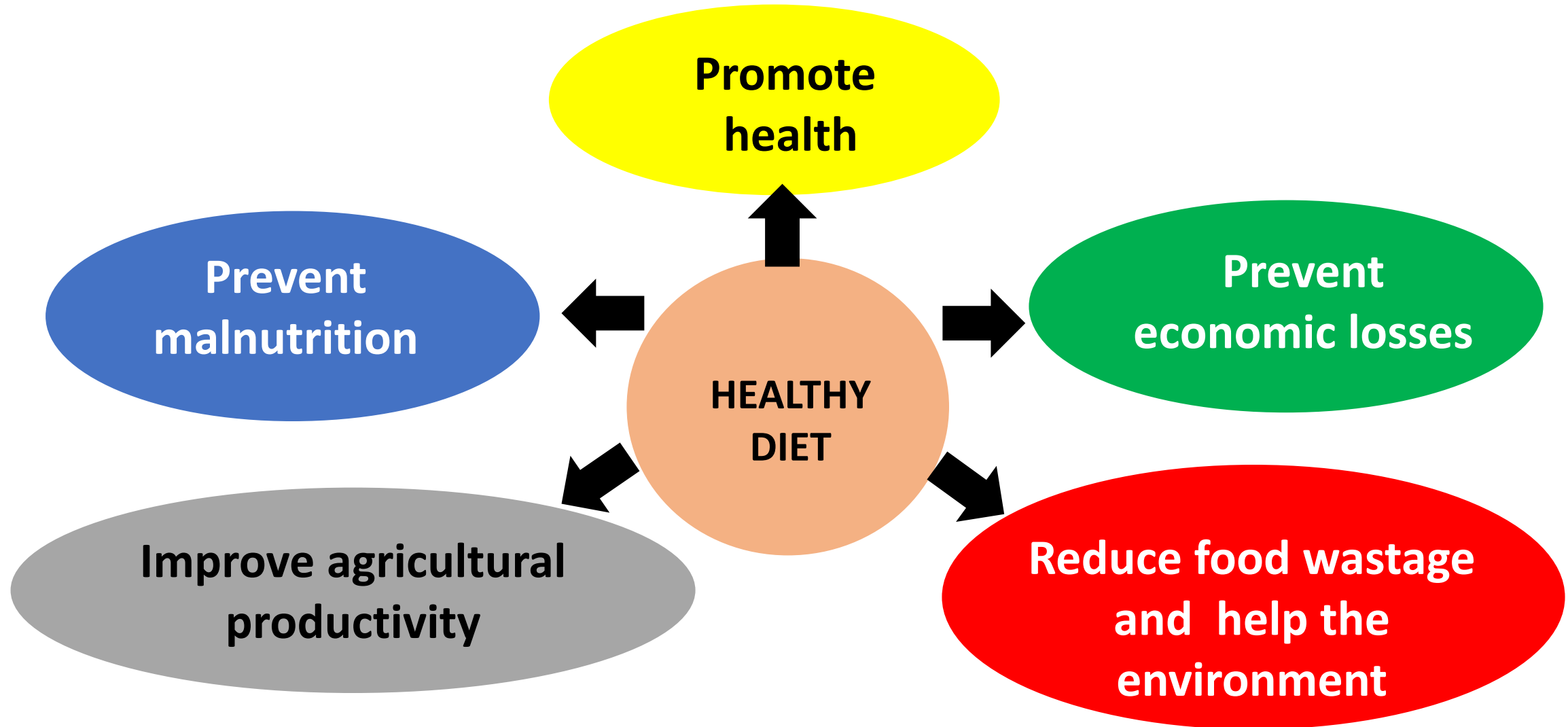




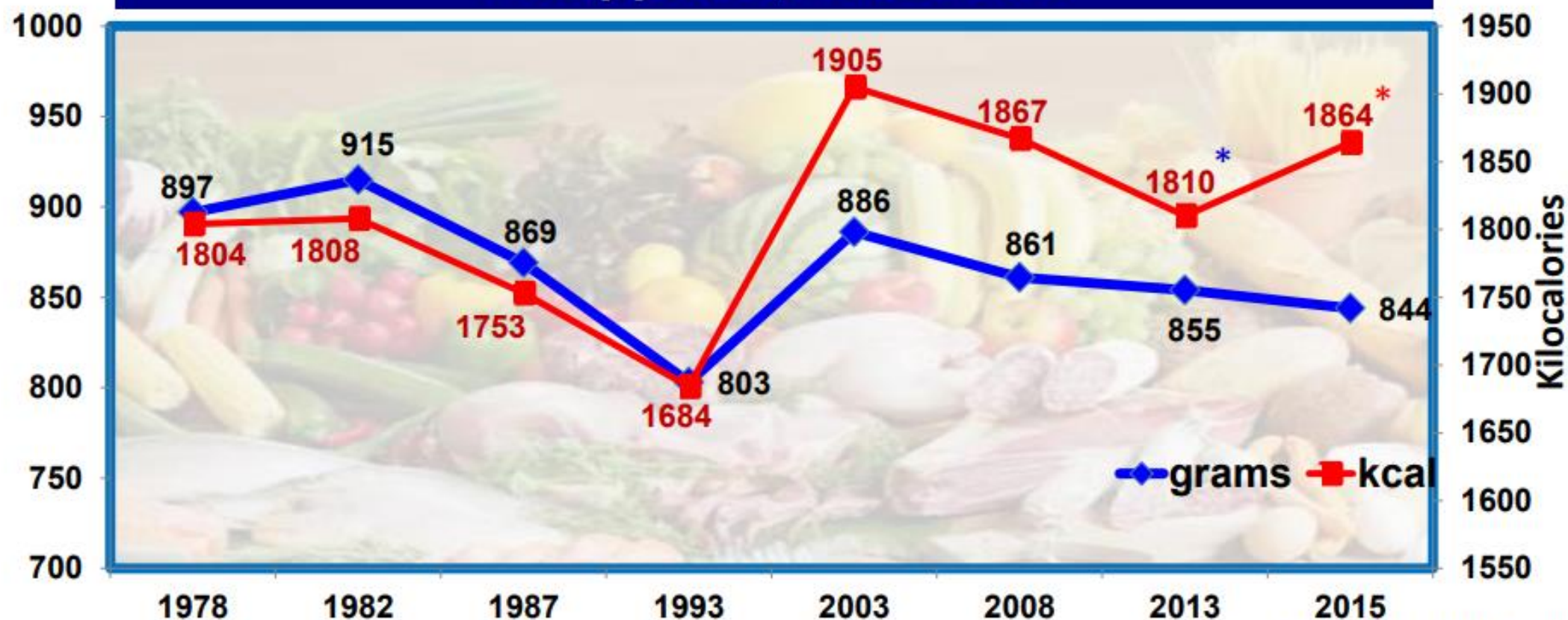
# UNHEALTHY DIET is energy-dense but nutrient-poor

- High in sodium
- High in trans fatty acids and saturated fats
- High in free sugars
- Low in vegetables and fruits

# IMPORTANCE OF HEALTHY DIET



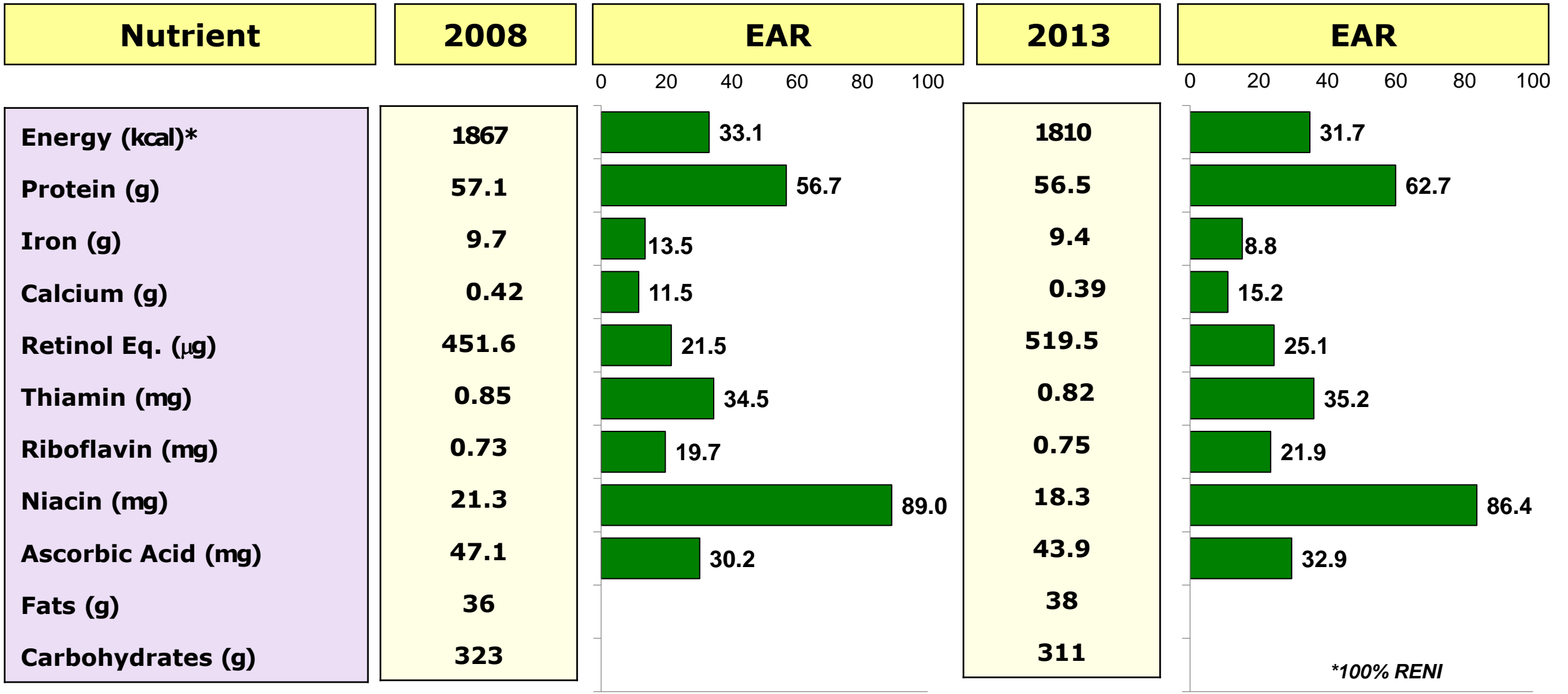
## Trends in household food consumption: Philippines, 1978-2015



\*Significantly lower than 2008 estimate

\*Significantly higher than 2013 estimate

# Mean One-Day Per Capita Energy and Nutrient Intake and Proportion of Households meeting EAR: Philippines, 2008 and 2013



Based on the 2002 RENI

# TYPICAL DIET of a FILIPINO:



**3 & 1/2 cup of Boiled Rice  
696g**



**1 matchbox  
Fried Fish 24g**

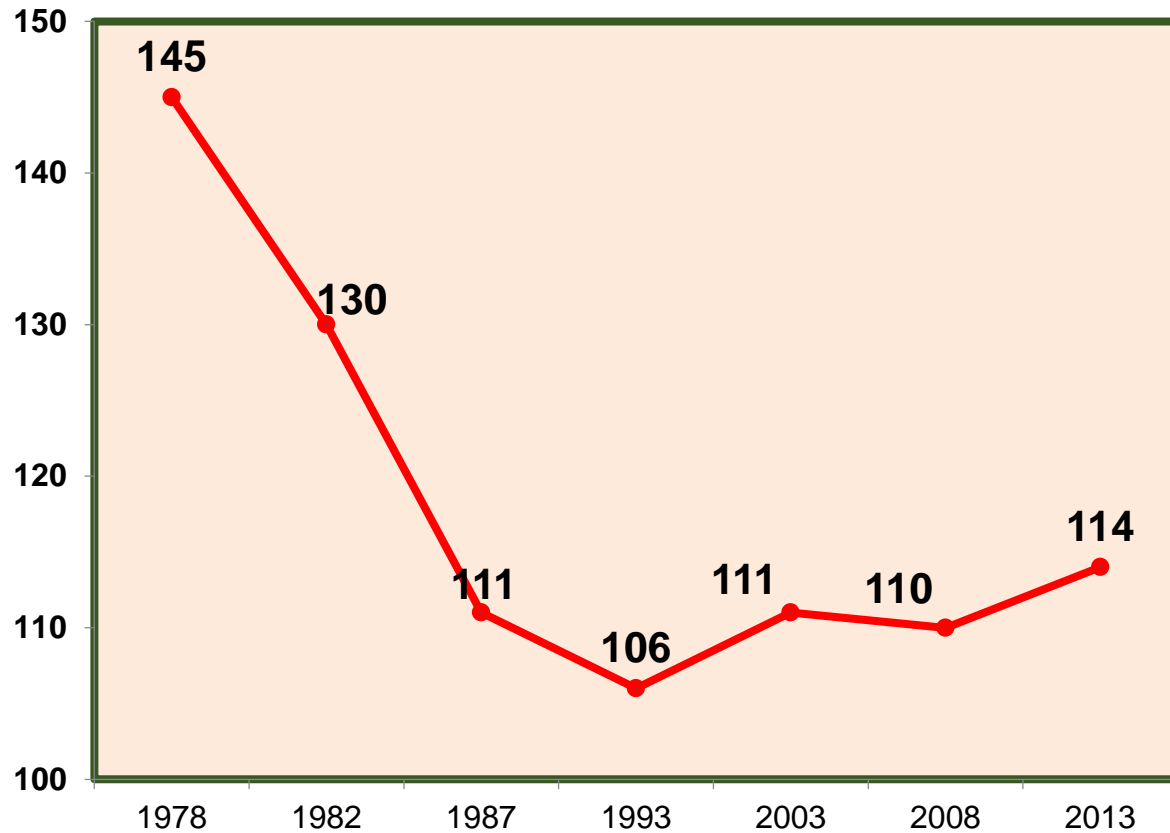


**1/2 cup Boiled  
Vegetables 81g**

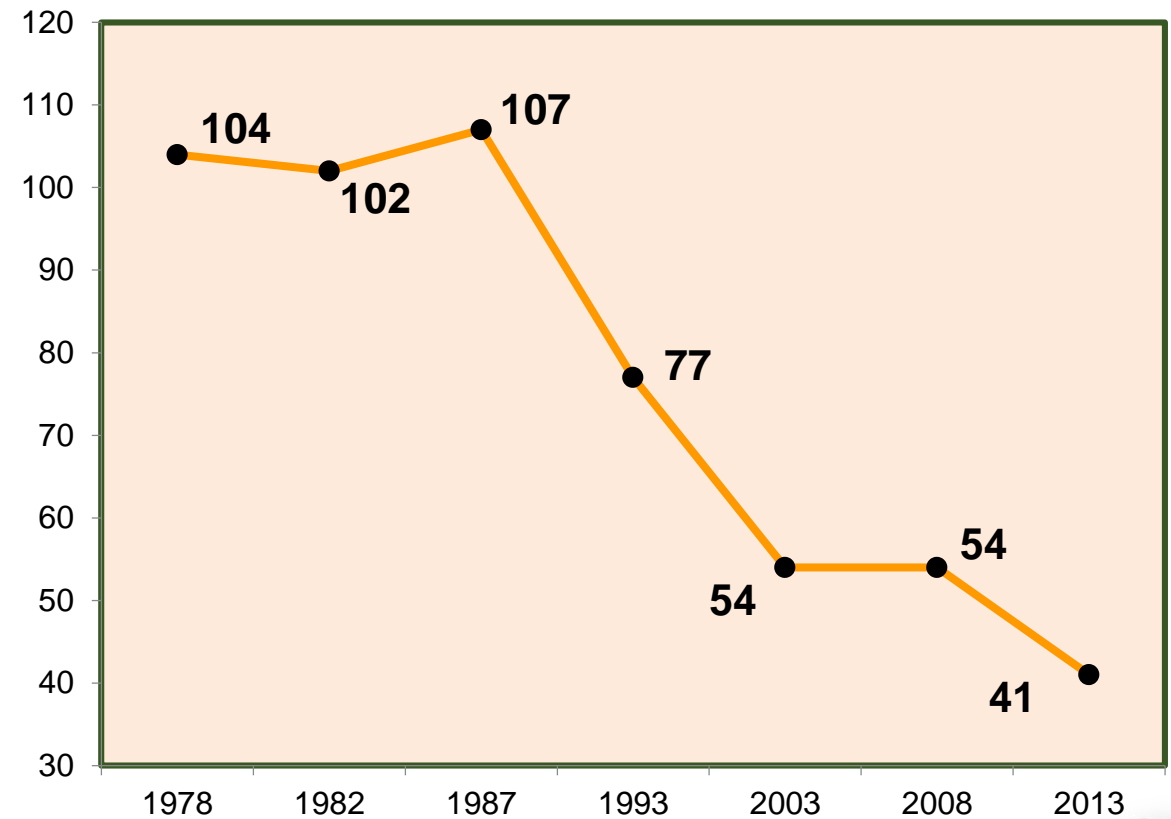


# Trends in Mean One-Day Food Consumption of Vegetables and Fruits : 1978-2013

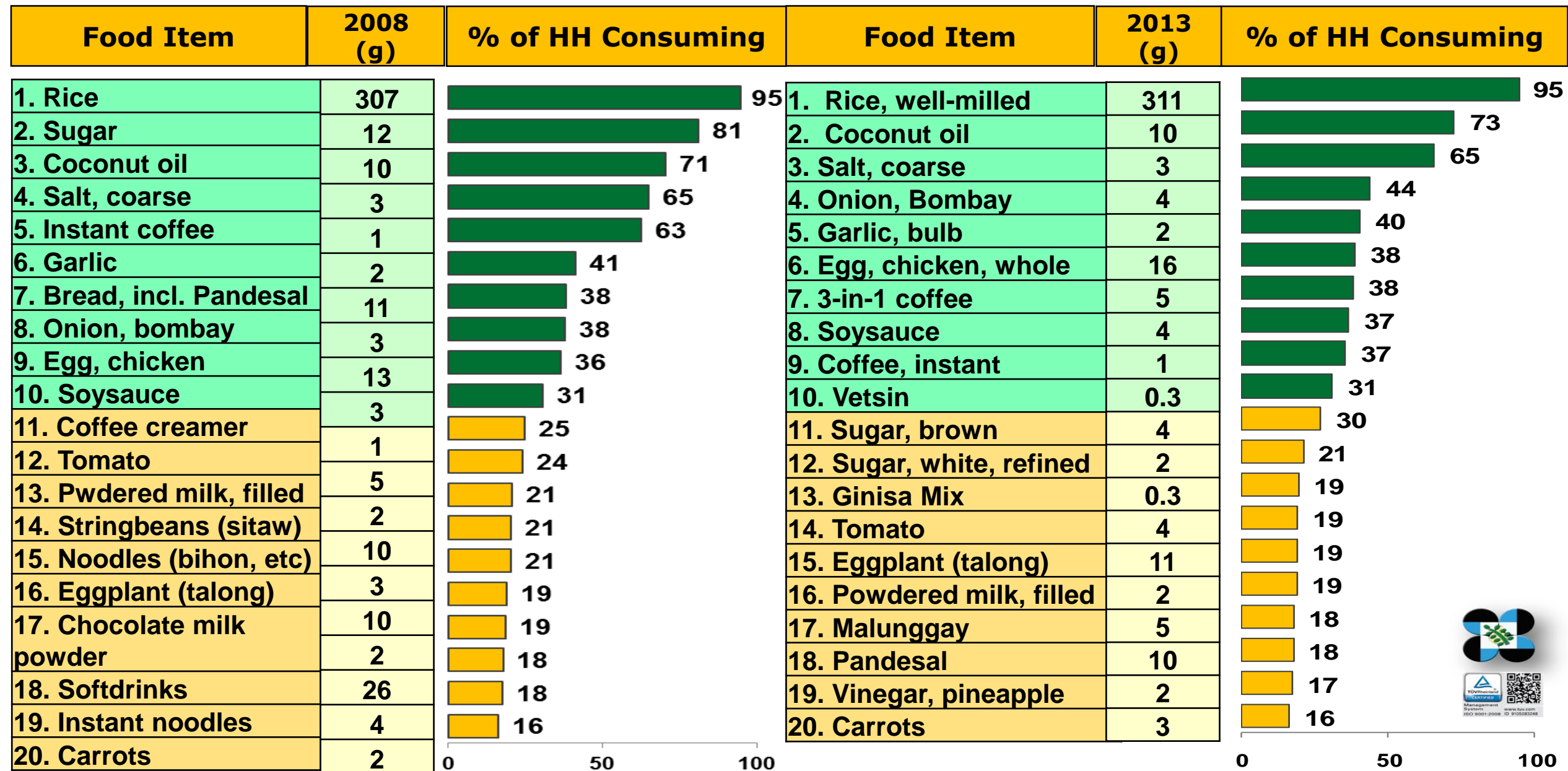
## Vegetables



## Fruits



# Commonly Consumed Foods Among Households : Philippines, 2008 and 2013



# RECOMMENDATIONS FOR HEALTHY DIETS

- ✓ Breastfeed babies and young children.
- ✓ Eat a variety of foods every day.
- ✓ Eat plenty of vegetables and fruits.
- ✓ Eat moderate amounts of fats and oils.
- ✓ Eat less salt and sugars.

# GUIDES TO ENSURE A HEALTHY DIET

## Nutritional Guidelines for Filipinos



**1.** Eat a variety of foods everyday to get the nutrients needed by the body.



**2.** Breastfeed infants exclusively from birth up to 6 months then give appropriate complementary foods while continuing breastfeeding for 2 years and beyond for optimum growth and development.



**3.** Eat more vegetables and fruits everyday to get the essential vitamins, minerals and fiber for regulation of body processes.



**4.** Consume fish, lean meat, poultry, egg, dried beans or nuts daily for growth and repair of body tissues.



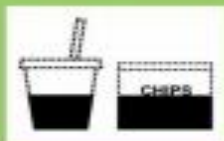
**5.** Consume milk, milk products and other calcium-rich foods, such as small fish and shellfish, everyday for healthy bones and teeth.



**6.** Consume safe foods and water to prevent diarrhea and other food and water-borne diseases.



**7.** Use iodized salt to prevent Iodine Deficiency Disorders.



**8.** Limit intake of salty, fried, fatty and sugar-rich foods to prevent cardiovascular diseases.



**9.** Attain normal body weight through proper diet and moderate physical activity to maintain good health and help prevent obesity.



**10.** Be physically active, make healthy food choices, manage stress, avoid alcoholic beverages and do not smoke to help prevent lifestyle-related non-communicable diseases.

# GUIDES TO ENSURE A HEALTHY DIET

# 10

**KUMAINMENTS®**

*Sigla at lakas ng buhay*

- I. Kumain ng iba't-ibang pagkain.
- II. Sa unang 6 months ni baby, breastfeeding lamang; mula 6 months, bigyan din siya ng ibang angkop na pagkain.
- III. Kumain ng gulay at prutas araw-araw.
- IV. Kumain ng isda, karne, at ibang pagkaing may protina.

- V. Uminom ng gatas; kumain ng pagkaing mayaman sa calcium.
- VI. Tiyaking malinis at ligtas ang ating pagkain at tubig.
- VII. Gumamit ng iodized salt.
- VIII. Hinay-hinay sa maaalat, mamantika at matatamis.
- IX. Panatilihin ang tamang timbang.
- X. Maging aktibo. Iwasan ang alak; huwag manigarilyo.





# GUIDES TO ENSURE A HEALTHY DIET



**Pinggang Pinoy**  
Healthy Food Plate for Filipino Adults

# One day sample menu

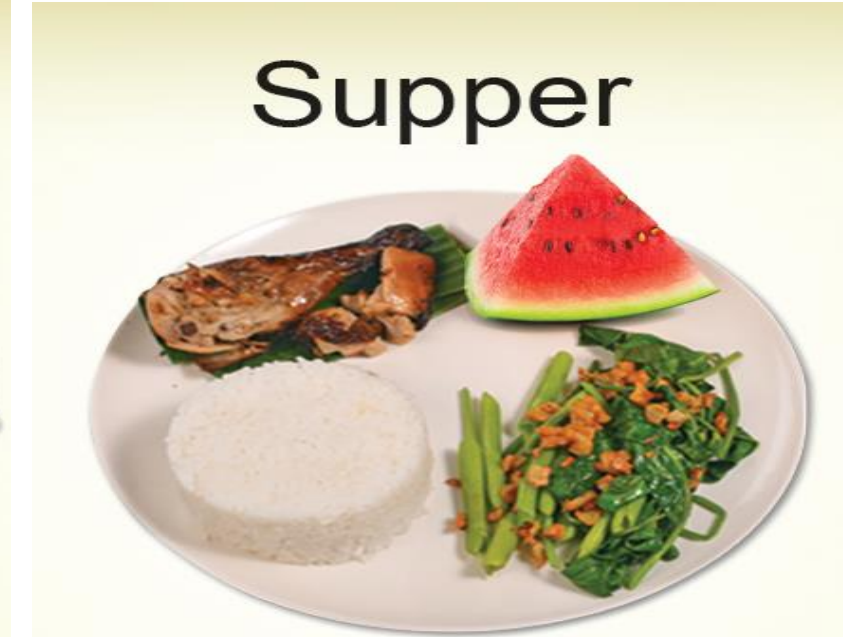
## Breakfast



## Lunch



## Supper



## AM snack



Boiled corn

## PM snack



*Suman*

8 or more  
glasses of water



# HOW TO FILL UP YOUR PLATE:

## ADULTS & ELDERLY

	GO	GROW	GLOW	
	Rice and Alternatives	Fish and Alternatives	Vegetables	Fruits
Male Adults	1½ cups of cooked rice	<ul style="list-style-type: none"> <li>• 2 pcs. medium variety of fish</li> <li>• 3 servings of lean meat</li> </ul>	1-1 ½ cups of cooked vegetables	<ul style="list-style-type: none"> <li>• 1 medium size fruit</li> <li>• 1 slice of big fruit</li> </ul>
Female Adults	1 cup of cooked rice	<ul style="list-style-type: none"> <li>• 2 pcs. (small size) medium variety of fish</li> <li>• 2 servings of lean meat</li> </ul>	¾ -1 cup of cooked vegetables	<ul style="list-style-type: none"> <li>• 1 medium size fruit</li> <li>• 1 slice of big fruit</li> </ul>
Male Elderly	1 cup of cooked rice	<ul style="list-style-type: none"> <li>• 2 pcs. (small size) medium variety of fish</li> <li>• 2 servings of lean meat</li> </ul>	¾ -1 cup of cooked vegetables	<ul style="list-style-type: none"> <li>• 1 medium size fruit</li> <li>• 1 slice of big fruit</li> </ul>
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# GUIDES TO ENSURE A HEALTHY DIET

## DAILY NUTRITIONAL GUIDE PYRAMID FOR FILIPINOS





# PROMOTING HEALTHY DIET IN VARIOUS SETTINGS

1. Homes
2. Workplaces
3. Communities
4. Schools
5. Food service establishments/food manufacturers
6. Institutional care facilities
7. Recreational facilities

# PROMOTING HEALTHY DIET IN VARIOUS SETTINGS

## 1. Homes

- Exclusive breastfeeding for first 6 months
- Give appropriate complementary food starting at 6 months and continue breastfeeding up to 2 years and beyond
- Provide children with healthy breakfast and healthy *baon*
- Eat a variety of foods every day - emphasis on vegetables and fruits, legumes, rootcrops  
fiber-rich foods



# PROMOTING HEALTHY DIET IN VARIOUS SETTINGS

## 1. Homes

- Prepare food at home
- Parents and other adults should serve as role models
- Limit exposure of children to TV, computers and other gadgets to no more than two hours a day
- Read nutrition labels
- Establish backyard vegetable garden



# PROMOTING HEALTHY DIET IN VARIOUS SETTINGS

## 2. Workplaces

- Serve healthier food choices in office canteens
- Serve healthy meals/snacks during meetings, seminars, conferences, and other events
- Conduct seminars/lectures
- Provide nutrition information materials to employees
- Establish lactation station; provide lactation breaks in accordance to RA 10028



# PROMOTING HEALTHY DIET IN VARIOUS SETTINGS

## 3. Communities

- Encourage mothers to exclusively breastfeed infants and practice appropriate complementary feeding practices
- Grow vegetables and fruit-bearing trees within the community
- Incorporate nutrition education activities, e. g. cooking demonstrations and nutrition lectures

# PROMOTING HEALTHY DIET IN VARIOUS SETTINGS

## 4. Schools

- Serve healthy food choices in school canteens and cafeterias (**DepEd Order No. 13 s 2017**)
- Grow fruits and vegetables
- Integrate nutrition education particularly on healthy diets in classroom lessons
- Encourage students to bring healthy *baon* for lunch and snacks.





# PROMOTING HEALTHY DIET IN VARIOUS SETTINGS

5. Food service establishments/food manufacturers
  - Offer healthier food items on the menu
  - Develop affordable, healthy and nutritious choices to consumers
  - Reformulate food products to make them healthier
  - Provide consumers with adequate and understandable product and nutrition information in food labels
  - Practice responsible marketing



# PROMOTING HEALTHY DIET IN VARIOUS SETTINGS

## 6. Institutional care facilities

- Serve meals based on needs of population group
- Educate food providers and caregivers about healthy diets, how to read nutrition labels properly
- Ensure appropriate portion size of each meal
- Limit use of highly processed foods
- Consider specialized diets and coordinate with a physician if a resident has health conditions
- Consider chewing and dexterity issues especially among children and the elderly
- Serve adequate, balanced and safe meals in prisons

# PROMOTING HEALTHY DIET IN VARIOUS SETTINGS

## 7. Recreational facilities

- Provide a variety of safe, affordable and healthy meals and snacks
- Ensure access to clean, drinking water especially in sports facilities
- Align the importance of physical activity and healthy diet in achieving good health

- Place healthy food options at eye level or at strategic places where they are easily seen
- Provide a dining area promoting a healthy eating environment
- Carefully select food and beverage items sold in vending machines to avoid selling empty calorie foods

# HEALTHY DIET DURING EMERGENCIES

- Continue proper infant and young child feeding practices
- Provide adequate food, fluids, supportive environment to breastfeeding mothers
- Give supplementary feeding to individuals with higher nutritional needs or are moderately wasted.
- Community kitchens should be able to provide balanced diets



# HEALTHY DIET DURING EMERGENCIES

- Provide ready-to-eat meals and daily rations when no other foods or cooking facilities are available
- Healthy packed or canned protein sources include canned sardines, tuna, beans; nuts and seeds; and canned fruits and vegetables.
- Drain and wash canned fruits to control sugar consumption
- Discard the liquid in canned protein foods to control sodium consumption





# FAD DIET

UNHEALTHY

NOT BALANCED

UNSUSTAINABLE

DOES NOT OFFER  
VARIETY

INADEQUATE  
NUTRIENTS

INADEQUATE  
CALORIES



# EATING HEALTHY NEED NOT BE EXPENSIVE

- Healthy meals can be prepared on a budget
- Buy locally available produce
- Choose lower cost alternatives e.g. eggs, small but nutritious fishes, legumes and tofu instead of meat
- Grow your own food

# CURRENT EFFORTS IN ACHIEVING HEALTHY DIETS

- Promotion of healthy diets and food environment under the Philippine Plan of Action for Nutrition 2017-2022
- Proposed legislative measures on the First 1000 Days, and excise tax on sugar-sweetened beverages (SSBs)
- Pilipinas Go4Health Movement of DOH



# CURRENT EFFORTS IN ACHIEVING HEALTHY DIETS

- Follow-through actions of international conferences and commitments
  - UN Decade of Action on Nutrition (2016-2025)
  - Second International Conference on Nutrition and Framework For Action on Nutrition
  - SDG (Sustainable Development Goals) e.g. Goal 2 on zero hunger; Goal 3 on health and well-being
  - World Health Assembly (WHA) Global Targets on Maternal, Infant and Young Child Nutrition by 2025

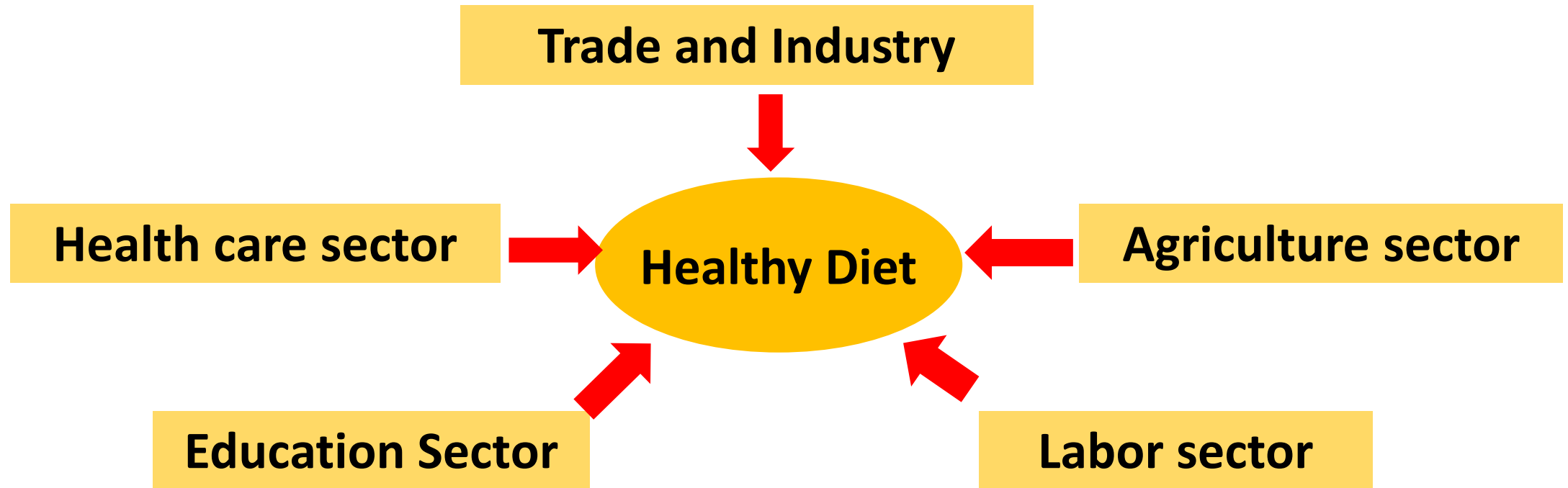




# RECOMMENDED ACTIONS TO PROMOTE HEALTHY DIET

1. Shaping food systems to produce healthy foods
2. Improving the quality of food and food safety
3. Encouraging consumer demand

# WHO CAN HELP PROMOTE HEALTHY DIETS?





## HEALTH SECTOR CONTRIBUTION

1. Promote infant and young child nutrition to improve breastfeeding and complementary feeding practices
2. Serve affordable yet balanced and nutritious meals to patients and other consumers. Healthy food and beverages should always be available and visible in hospital cafeterias.
3. Support local community food systems. Partner with local farmers or vendors to allow a more affordable and sustainable supply of food to patients and the nearby community
4. Encourage employees to eat healthy diets

## AGRICULTURE SECTOR CONTRIBUTION

1. Develop more sustainable and efficient production techniques and improved technologies, maintaining product freshness and limiting food waste.
2. Promote dietary diversification and safer agricultural practices.
3. Promote underutilized traditional crops.
4. Regulate production of animal-source products.

# EDUCATION SECTOR CONTRIBUTION

1. Nutrition as part of the school curriculum
2. Regulate sale and marketing of food in school cafeterias and encourage healthy *baon*, promoting consumption of fruits and vegetables (Strictly implement DO 13 S2017).
3. Implement school feeding programs to address malnutrition and short-term hunger.
4. Maintain school-based vegetable gardens



# TRADE AND INDUSTRY CONTRIBUTION

1. Research and develop food and packaging technology to address issues on affordability.
2. Improve nutritional quality of processed products.
3. Develop processing techniques that would lessen impacts on the environment.
4. Strict adherence to proper nutrition labeling.
5. Reformulate products through reduction of salt, sugar and fat contents of existing products to improve the nutritional profile.
6. Consider adjusting portion sizes of products to regulate caloric intake and discourage excessive eating.



# LABOR SECTOR CONTRIBUTION

1. Create policies and programs that would regulate the sale of food in cafeterias at the workplace focusing on healthy and whole foods instead of highly processed foods.
2. Encourage employers to conduct seminars and other wellness activities for their employees focusing on healthy diets.



## Ways to celebrate NM 2017

- Hang streamers or posters about the celebration
- Conduct seminars and other fora to discuss the theme
- Help promote and disseminate correct information on healthy diets through print, social media, TV and radio programs, and other media
- Conduct other activities that would highlight and promote healthy diets



**When posting activities relating to NM 2017  
on social media, please use the hashtags**

**#2017NutMonth**  
**#HealthyDiet4Life**



**For more information, please contact**  
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