

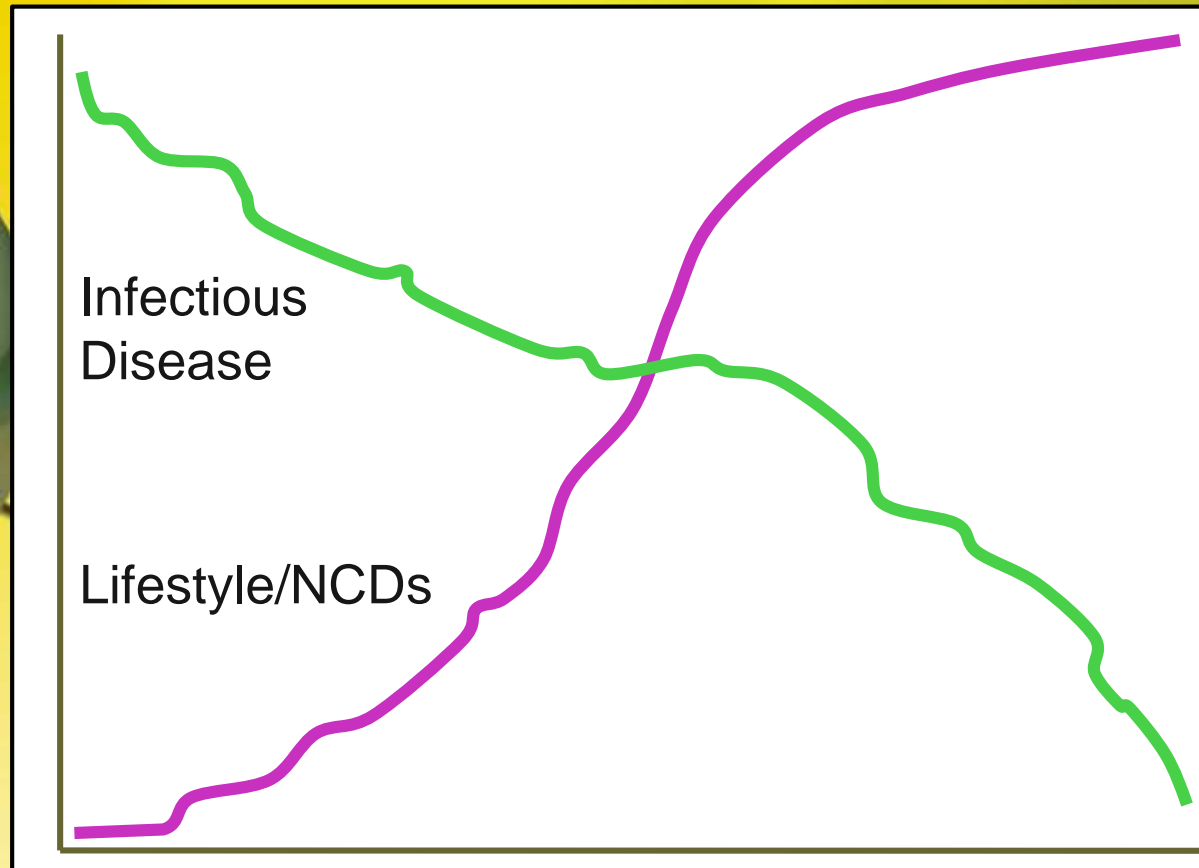
NATIONAL INTERVENTIONS TO ADDRESS CHILDHOOD OBESITY



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Epidemiologic Transition

MORTALITY



DEVELOPMENT →

Omran et al 1970.

3 MILLION NCD DEATHS IN 2010



In the Philippines...

10 Leading Causes of M O R B I D I T Y

1. Acute lower RTI and Pneumonia
2. Bronchitis/Bronchiolitis
3. Acute Watery Diarrhea
4. Influenza
5. Hypertension
6. TB Respiratory
7. Diseases of the Heart
8. Malaria
9. Chickenpox
10. Dengue

10 Leading Causes of M O R T A L I T Y

1. Diseases of the Heart
2. Diseases of the Vascular System
3. Malignant neoplasm
4. Pneumonia
5. Accidents
6. Tuberculosis, all forms
7. Chronic Lower Respiratory Diseases
8. Diabetes Mellitus
9. Certain conditions originating in the Perinatal Period
10. Nephritis, nephrotic syndrome & Nephrosis

Source: National Epidemiology Center, Department of Health

COMMON RISK FACTORS

**TOBACCO
USE**



**UNHEALTHY
DIET**



**PHYSICAL
INACTIVITY**

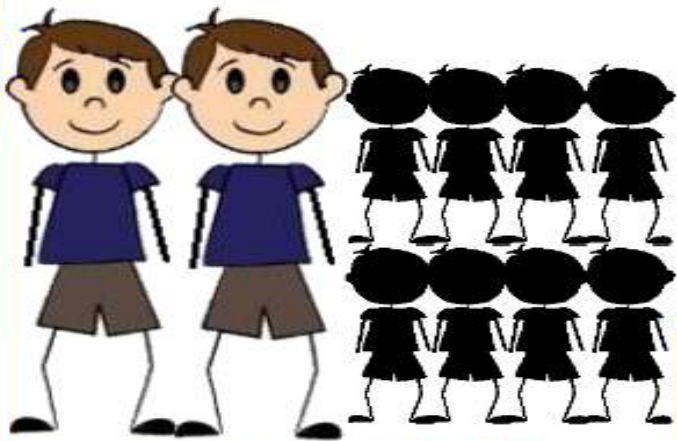


**ALCOHOL
CONSUMPTION**

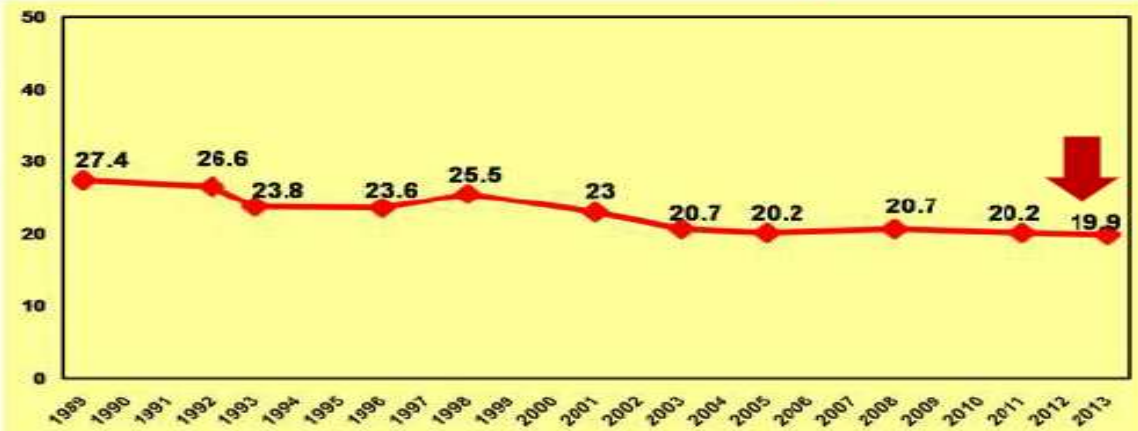


Undernutrition Problem

Prevalence of underweight children, 0-5.0 years old (**0-60 months**): Philippines, 2013

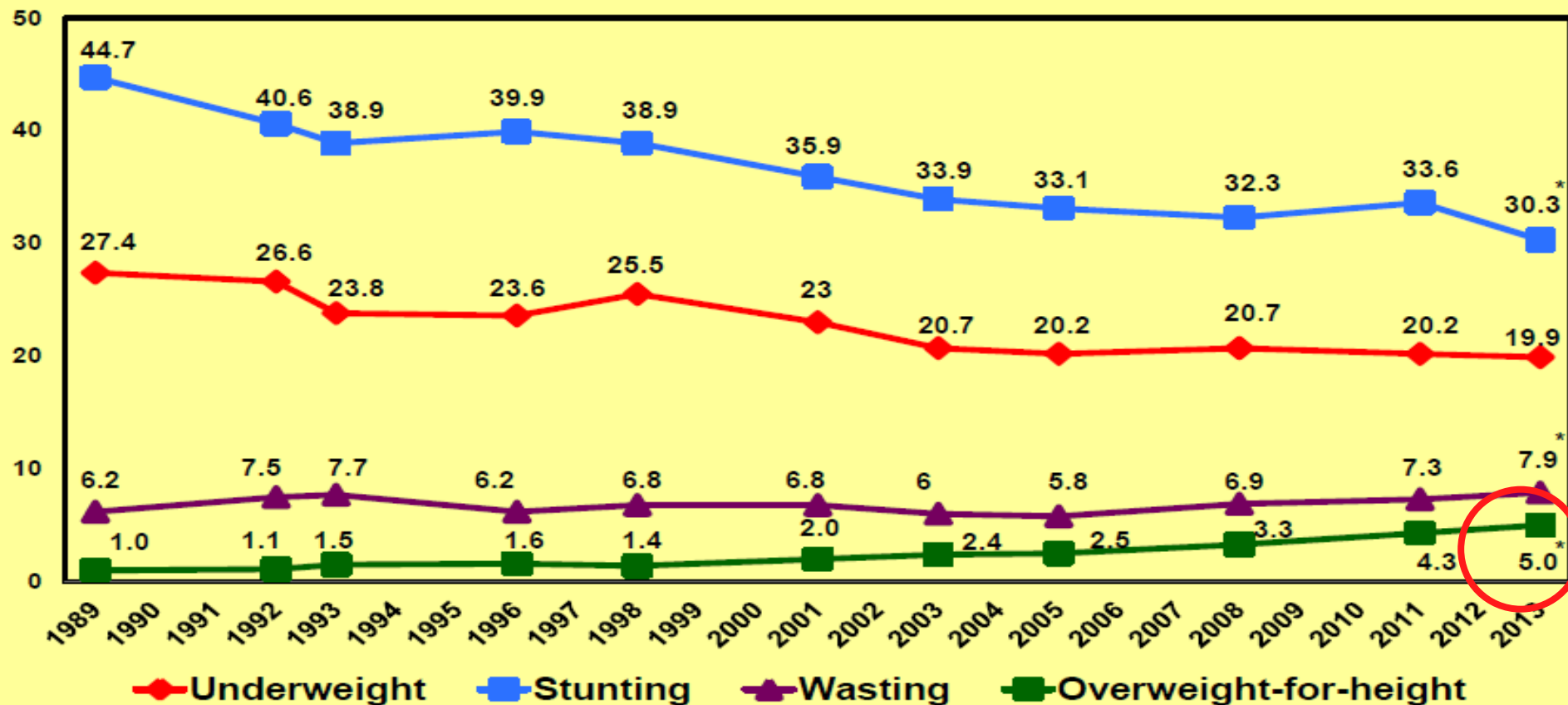


2 out of 10 or **19.9%** children among 0-5 years old were underweight



The Obesity Problem

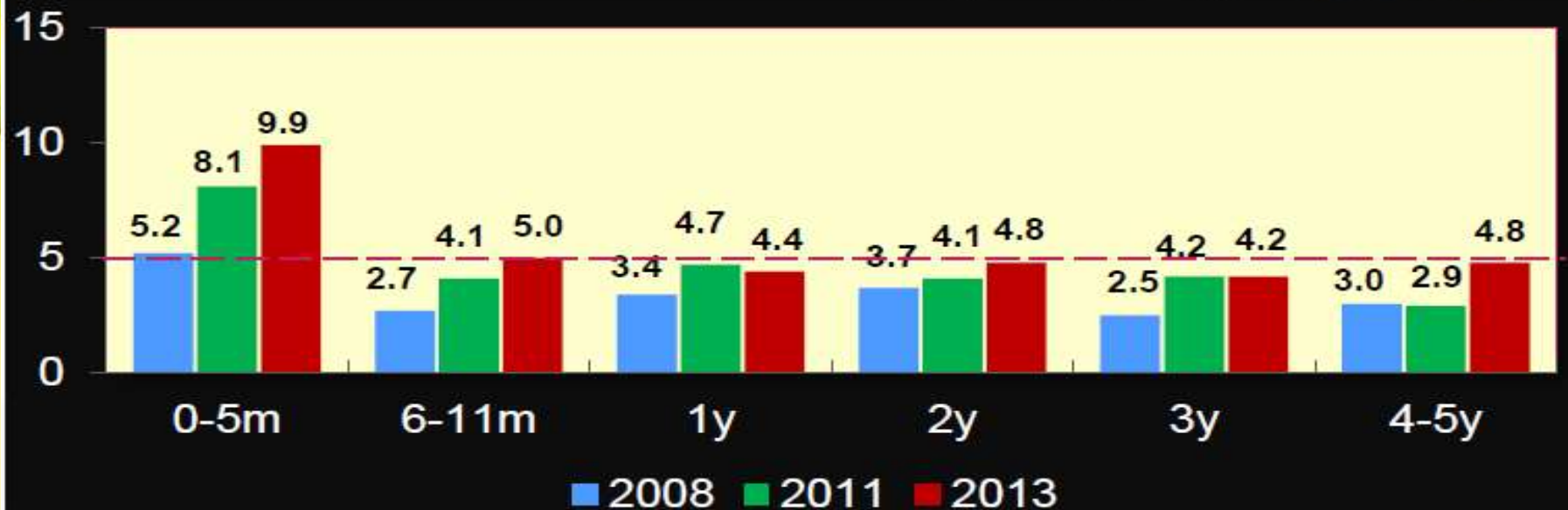
Trends in the prevalence of malnutrition among children, 0-5.0 years old (**0-60 months**):
Philippines, 1989-2013



The Problem

Prevalence of overweight-for-height among children, 0-5.0 year-old (0-60 months**) by age group: Philippines, 2008 – 2013**

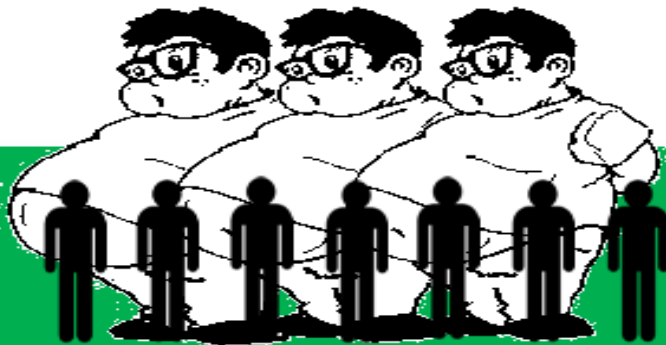
Philippines 5.0%



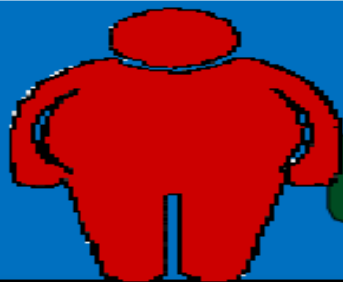
The Obesity Problem

Prevalence of Overweight/Obese Adults 20.0 yrs old and above : Philippines, 2013

3 out of 10



Or 31.1% overweight /obese



27.6% Males



34.4% Females

BMI: ≥ 25

Double Burden of Malnutrition

- Underweight, wasting and stunting are still major public health concerns
- Overweight and obesity among underfives pales in comparison with undernutrition but it already deserves public health attention to address its future impact on non-communicable diseases.
- Thus, the country is now faced with the double burden of malnutrition.

Changing context:

Globalization, rapid urbanization and transformation of food systems



Factors Contributing to Childhood Obesity

1. Bottlefeeding over Breastfeeding



2. Inappropriate Complementary Feeding



3. Increase consumption of calorie dense foods




4. Reduction in the consumption of fruits and vegetables



5. Reduction in Physical Activity



How to Intervene ?



	SCHOOL	WORKPLACE	COMMUNITY
TOBACCO CONTROL	Education Tobacco ban Ad bans Pic warnings	Education Tobacco ban Ad bans Pic warnings	Education Tobacco ban Ad bans Pic warnings Sin Tax
HEALTHY DIET	Education Health Food Food Bans	Education Health Food Food Bans	Education Labelling Price reduction Sin Tax
REGULAR EXERCISE	Education More P.E.	Education Gym Facilities Stand Desks Daily Exercise Competitions	Education Fun Run Parks Sidewalks Bike Lanes

POPULATION-BASED APPROACHES TO CHILDHOOD OBESITY PREVENTION

Structures to support policies & interventions

- Leadership
- 'Health-in-all' policies
- Dedicated funding for health promotion
- NCD monitoring systems
- Workforce capacity
- Networks and partnerships
- Standards and guidelines

Population-wide policies and initiatives

- Marketing of unhealthy foods and beverages to children
- Nutrition labelling
- Food taxes and subsidies
- Fruit and vegetable initiatives
- Physical activity policies
- Social marketing campaigns

Community-based interventions

- Multi-component community-based interventions
- Early childcare settings
- Primary and secondary schools
- Other community settings

Guiding Principles for Interventions

- Interventions to address overweight and obesity are guided by the following principles:
 - life-course approach,
 - early life interventions beginning with pre-conceptual period
 - targeting all developmental stages

Current National Public Health Interventions

Micronutrient Supplementation Program

- The micronutrients being provided are:
 - Vitamin A capsules
 - Iron tablets for pregnant, lactating and women of reproductive age
 - Iodine capsules

National Public Health Interventions

•Infant and Young Child Feeding Program

- Breastfeeding especially among Low Birth Weight Infants can reduce the risk of obesity and NCD in adulthood
- Complementary feeding given at the right time and amounts can prevent both under and over nutrition



National Public Health Interventions

- **Growth Monitoring and Promotion**
 - involves accurate assessment and recording of child's weight and height from birth to 71 months old on a Growth Monitoring chart (GMC)
 - teaches the mothers to monitor the weight and height of the child so she can seek help or provide the necessary intervention to correct her child's health and nutrition.



- Nationwide healthy lifestyle movement
- Aims to inform and encourage Filipinos to practice a healthy lifestyle by making a personal commitment to avoid the 4 risk factors
- Promote and establish a sustainable environment for healthy living



GO
smoke-free



GO
sustansya



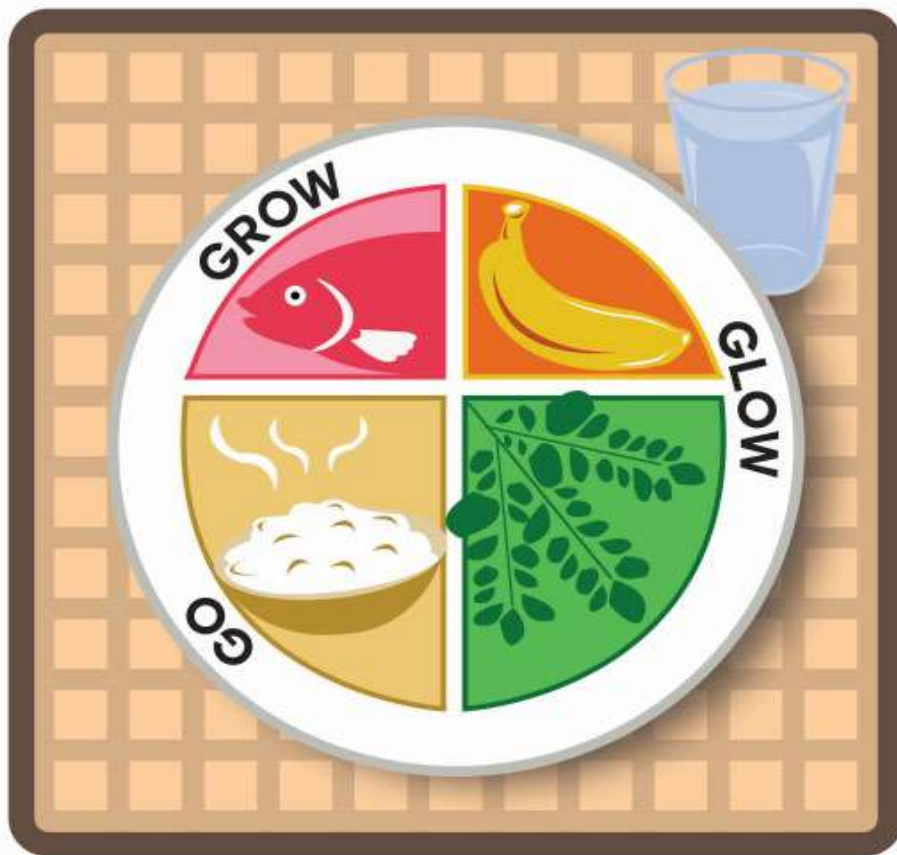
GO
sigla



GO
slow sa tagay

PINGGANG PINOY™

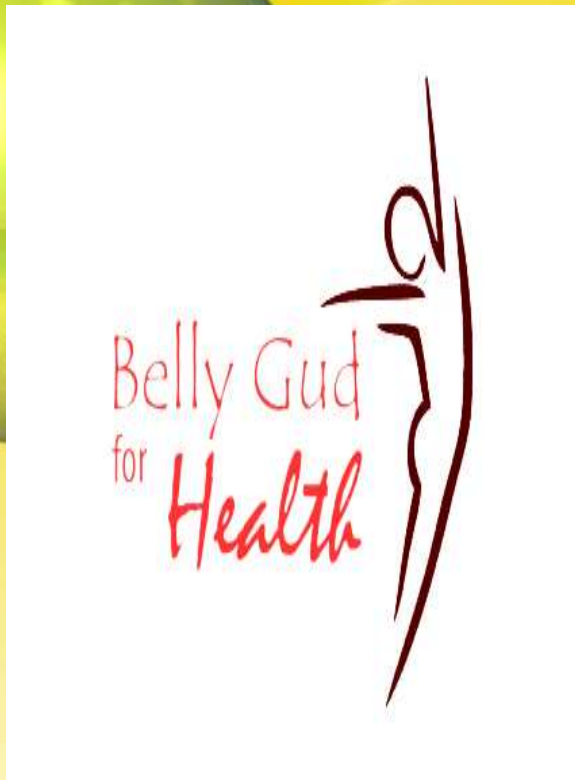
Healthy food plate for Filipino adults



A new, easy-to-understand food guide that uses a familiar food plate model to convey the right food group proportions on a per-meal basis to meet the energy and nutrient needs of Filipino adults.

National Public Health Interventions

- **Belly Gud for Health**



- Challenges employees with high waist circumference to be fit by attaining a desirable waist circumference of <80cms (31.5inches) for females and <90cms (35 inches) for males

Mandatory Nutrition Labeling

Administrative Order No. 2014-0030

Nutrition Information/Facts

- Calories
- Fat (sat, trans, cholesterol)
- Sodium
- Carbohydrates (d. fiber, sugar)
- Protein

Choose foods wisely

- **How to Read Food Labels**

Look for those **nutrients** most clearly associated with disease risk and health like:

Total Fat

Saturated Fat

Cholesterol

Sodium

Total
Carbohydrate

Dietary Fiber

Sugar

Protein

Choose foods wisely

- How to Read Food Labels

Look at the *serving size* and the number of servings per container.

- Serving sizes differ on each food label and may not equal the serving size you normally eat.
- If you eat twice the serving listed on the label, you will need to double all the numbers in the nutritional facts section.

Nutrition Facts			
Serving Size 1 cup (228g)		Servings Per Container 2	
Amount Per Serving			
Calories 250		Calories from Fat 110	
		% Daily Value*	
Total Fat	12g	18%	
Saturated Fat	3g	15%	
Trans Fat	3g		
Cholesterol	30mg	10%	
Sodium	470mg	20%	
Total Carbohydrate	31g	10%	
Dietary Fiber	0g	0%	
Sugars	5g		
Protein	5g		
Vitamin A		4%	
Vitamin C		2%	
Calcium		20%	
Iron		4%	
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g



LEGISLATIVE INTERVENTIONS

Restriction of Marketing of Unhealthy Foods to Children through Legislation or Local Ordinances





Melon Juice

Flavored
Fruit Juice
Soda

ate **CELIA'S**
Canteen

May
P15
na!

Globe
P0.10
Dial 232
+ 10-digit
Globe Number
or 11111111



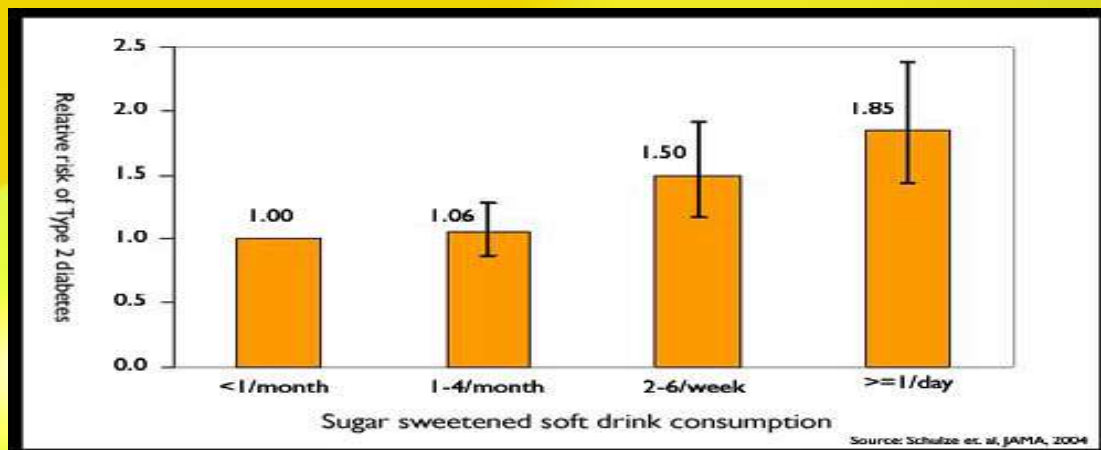
HIGH SCHOOL

NO ENTRY
NO ENTRY
NO ENTRY

GLOBE
May P15
RELOAD HE

XELIA'S
Canteen

Taxation of Sugar Sweetened Beverages



Subsidies for Vegetables and Fruits





**Things do not happen.
Things are made to happen.**

John F. Kennedy



Maraming Salamat po!