NATIONAL STRATEGY ON DIET, PHYSICAL ACTIVITY AND HEALTH IN BRAZIL

Paulo M. Buss, MD, MPH
President of
The Oswaldo Cruz Foundation, MoH Brazil
Member of
The National Academy of Medicine
HEALTH STATUS – BRAZIL, 2006

• Brazil has a very complex social situation due to its large population, continental territory, vast environmental and cultural diversity and its profound economic and social inequalities and iniquities, which strongly affects the health situation

• Brazil is currently undergoing major epidemiological, demographical and dietary transitions.
Proportional Mortality in Brazilian States capitals

- Infectious and parasitic diseases:
  46% in 1930
  5% in 2003

- Cardiovascular dis.:
  12% in 1930
  31% in 2003

* Until 1970, data refered only to State capitals

DEMOGRAPHICAL TRANSITION

- Increase of life expectancy due to the reduction of infant and child mortality and the growth of 60+ population
- Fertility decreasing: 2.2 children/women, although bigger in poorer regions and underprivileged social strata
- Stabilization of population in 2025
- Urbanization: 85%. In more rich regions, 90-95%
A- Goiter (visible or touchable) in students (% de municipios)
B- Anemia < 5 years old, Sao Paulo
C- Low heights for age (< -2DP) en < 5 anos, Brasil urbano
D- Low heights for age (< -2DP) en < 5 anos, Brasil rural
E- Overweight and obesity, adult women

Prevalence of overweight (Body Mass Index ≥ 25)
Population of 15 years of age or older in 16 Brazilian Capitals, 2002-2003
CONSUMPTION OF FRUITS, LEGUMES AND VEGETABLES
POPULATION 15 YEARS OLD +
IN 16 STATES CAPITALS, BRAZIL 2002 - 2003

Fonte: Inquérito domiciliar 2002-2003 - SVS/INCA
PREVALENCE OF PHYSICAL INACTIVITY* IN ADULTS
IN 16 STATE CAPITALS - BRAZIL, 2002-2003

*Sedentaries and irregularly actives
Fonte: (SVA/INCA)
Percentage of regular cigarette smokers per region
15 years of age or older in 15 Brazilian capitals and the Federal District (2002-2003)
The National Strategy on Diet, Physical Activity and Health

The Brazilian Experience
Brazil adopted the WHO Global Strategy on Diet, Physical Activity and Health (2004)

Inter-ministerial Commission to define and implement the National Strategy (2004)

Consultations with several areas of MoH to define healthy diet and physical activity policies and actions (2005)

To start the implementation of the National Policy on Health Promotion and on Prevention and Control of Chronic Non-Communicable Diseases (March 2006)
Projeto “Pratique Saude” (‘Make Health’) – Social communication initiatives, envolving several media, to stimulate physical activities and healthy diet.

Financial support for municipalities to local projects concerning physical activities, including facilities rebuilding, training of primary health workers, development of educational material and communication actions.

In 2005, MoH provided around USD 2,3 million for selected municipalities
To be performed first time in 2006 and reapplied each year

7200 students 13-15 years old in all 27 State capitals of the country

Self-aplicable structured inquiry, consisted by thematic modules: social and demographic characteristics, diet, physical activity, smoking habits, alcohol and drugs consumption, self-image and body perception, oral health, formal and informal protection networks accessed by the student, sexual behavior, and injuries.
Guide of CNCD Progarmes Evaluation
Observatory on CNCD Policies
Financing academic institutions to evaluate local initiatives of physical activities
Participation in the Committee on Applying Evidence-Based Physical Activity Recommendations in Brazil, together CDC, Agita São Paulo and other institutions
NACIONAL POLICY OF FOOD AND NUTRITION

Officially adopted in 1999

Set of public policies to become concrete the human right on food and nutrition

Purpose: to assure the quality of food, to promote healthy diet habits and to prevent and control nutrition-related diseases
• Published in 2005: first official dietary recommendation for the adult Brazilian population

• Advices for a healthy diet and on nutrition-related illnesses, based on the double burden of malnutrition

• Priorities: consumption of fruits and vegetables, stimulating regional food (Brazilian biodiversity)

• Book: Brazilian regional food
HEALTHY FOOD IN SCHOOLS

- Working group btw MoH and MoE to propose an comprehensive Initiative on Schools` Healthy Food
- Development by MoH and MoE of the Guide on Healthy Food in Schools
IMPROVEMENT OF THE REGULATORY ENVIRONMENT

- Comprehensive and participatory process to increase the existing regulation on marketing and advertisement of foods, mainly those targeted to children

- Labelling to provide information on the content of food in order to avoid consumer make healthy choices

- Salt iodination and addition of folic acid to flours