

# **NATIONAL STRATEGY ON DIET, PHYSICAL ACTIVITY AND HEALTH IN BRAZIL**

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# 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.

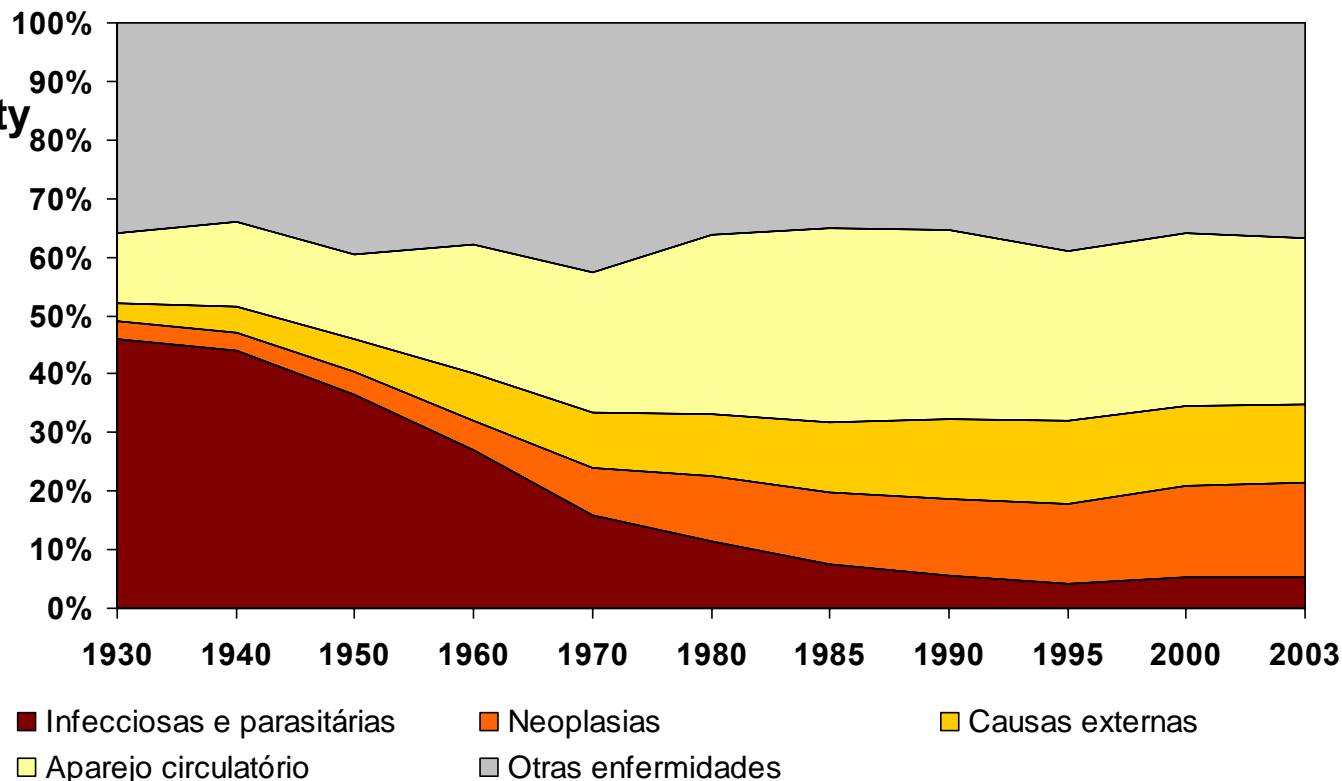
# EPIDEMIOLOGICAL TRANSITION

## BRAZIL, 1930-2003

### Proportional Mortality in Brazilian States capitals

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

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



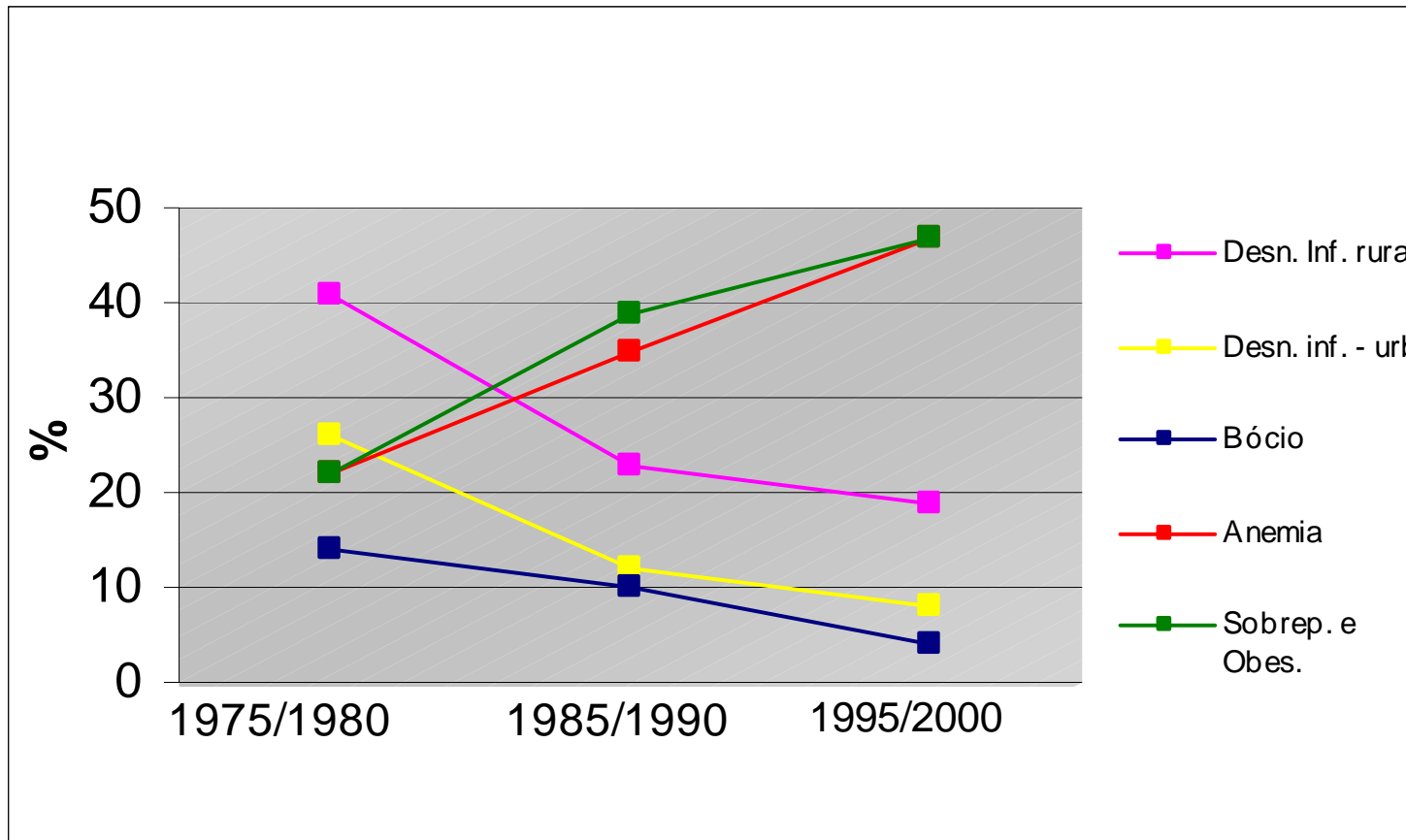
\* Until 1970, data referred only to State capitals

Fonte Barbosa da Silva e cols. In: Rouquairol & Almeida Filho: Epidemiologia & Saúde, 2003 pp. 293.

# 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%

# NUTRITIONAL TRANSITION Brazil, 1975-2000



A- Goiter (visible or touchable) in students (% de municípios)

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

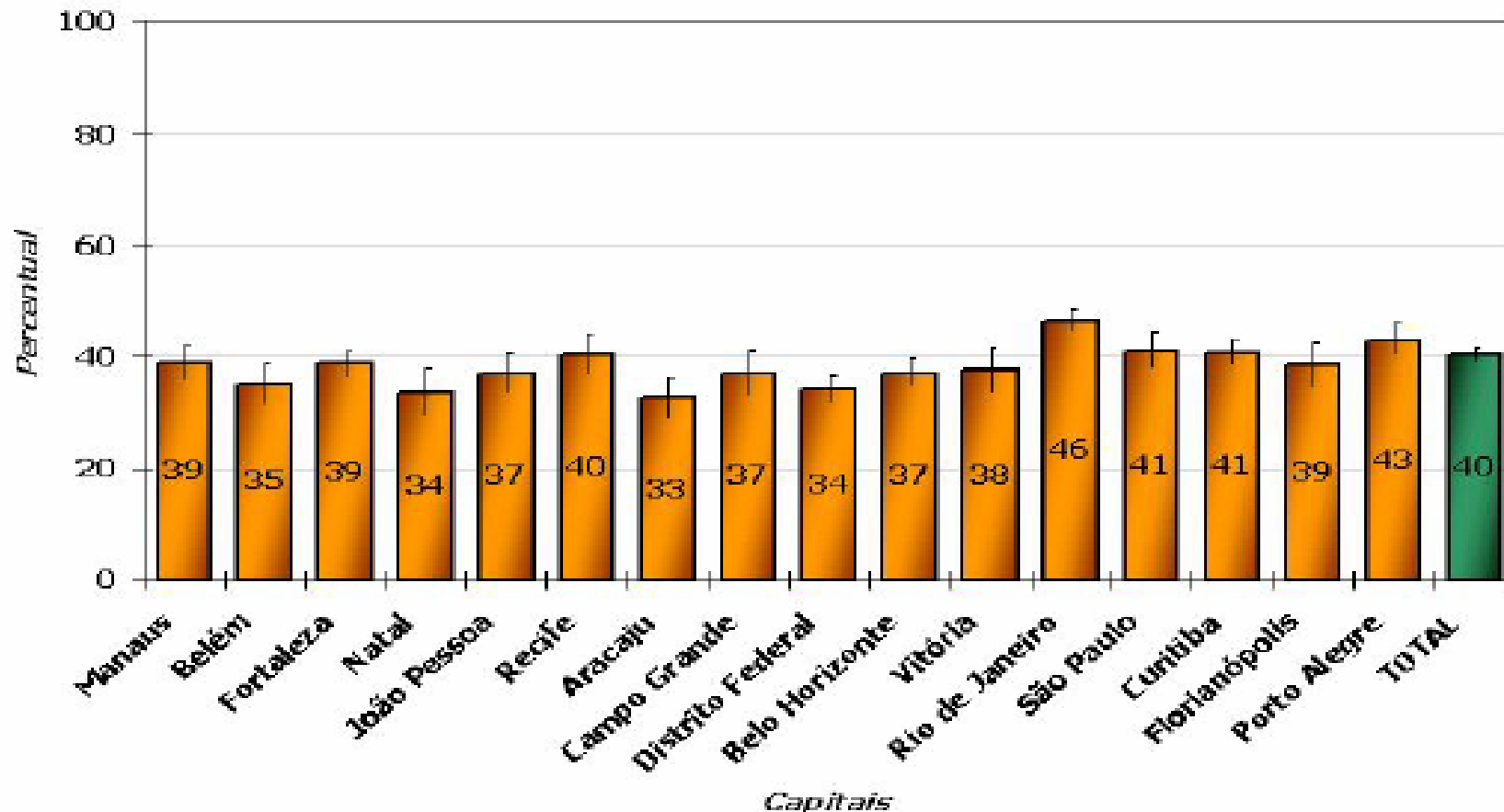
E- Overweight and obesity, adult women

Font: Filho, Malaquias  
Batista e Rissin, Anete.  
Cad. Saúde Pública,  
2003

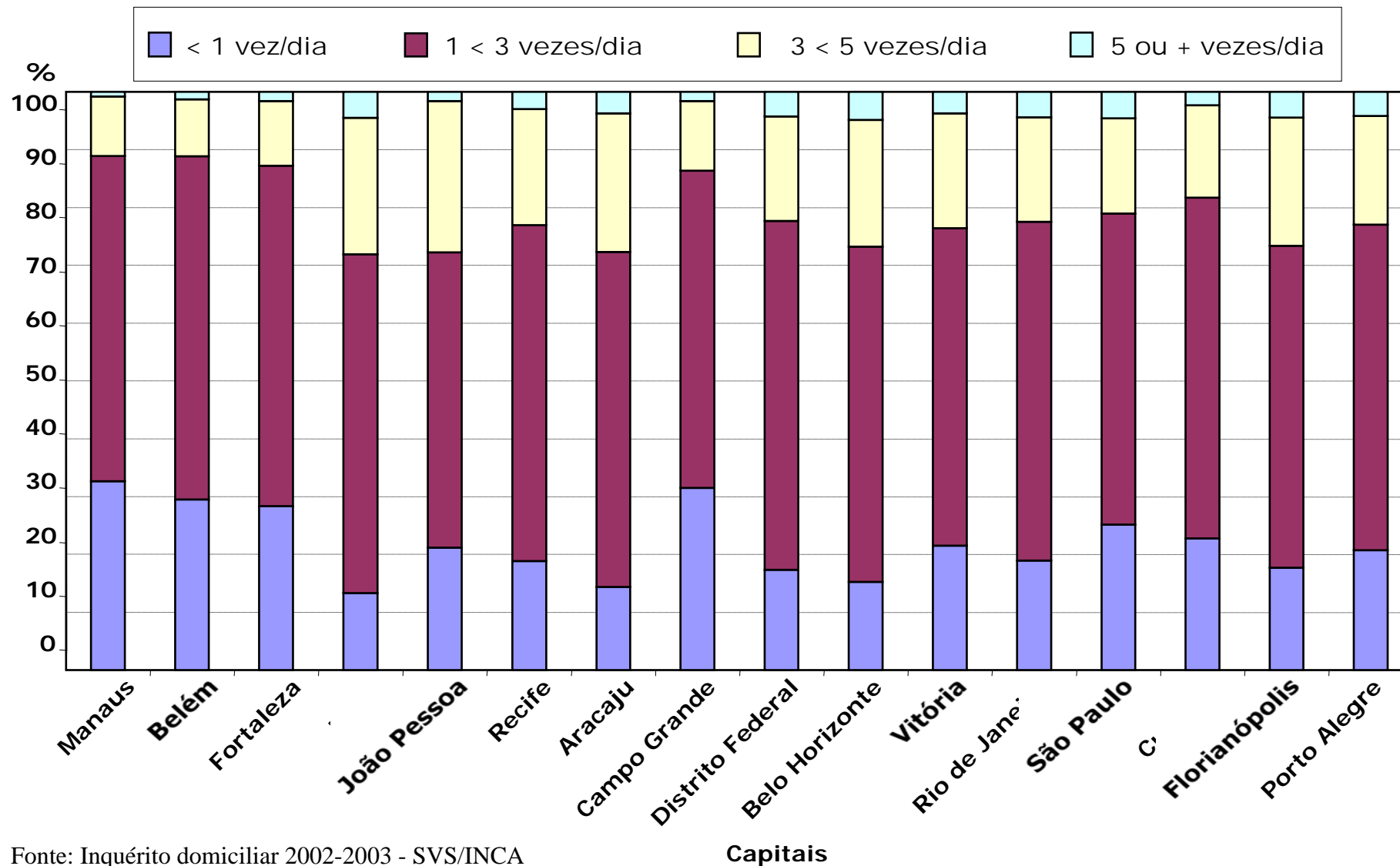
# OBESITY AND OVERWEIGHT

## Brazil, 2002-2003

**Prevalence of overweight (Body Mass Index  $\geq 25$ )**  
**Population of 15 years of age or older in 16 Brazilian Capitals, 2002-2003**



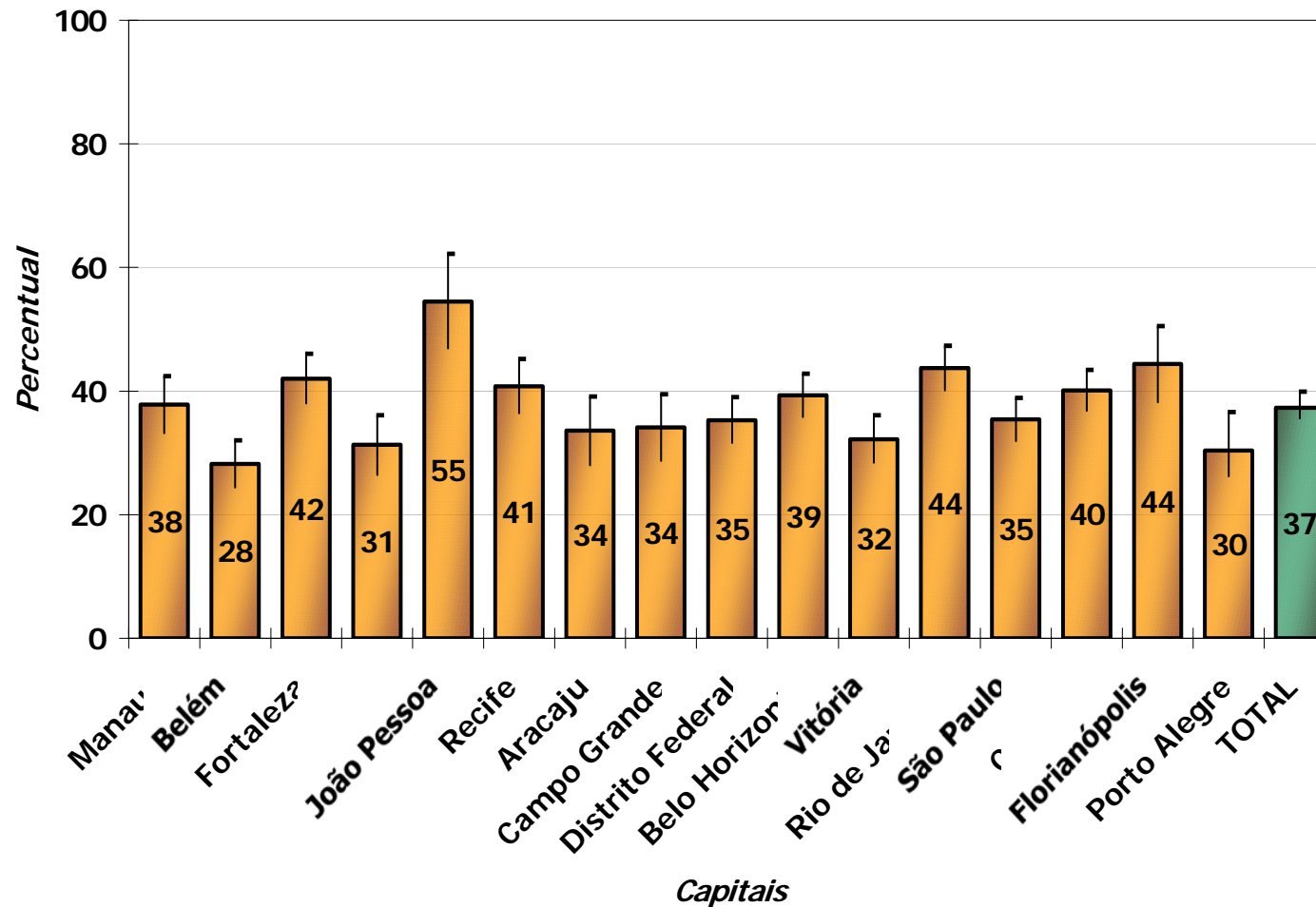
# CONSUMPTION OF FRUITS, LEGUMES AND VEGETABLES POPULATION 15 YEARS OLD + IN 16 STATES CAPITALS, BRAZIL 2002 - 2003



Fonte: Inquérito domiciliar 2002-2003 - SVS/INCA

Capitais

# PREVALENCE OF PHYSICAL INACTIVITY\* IN ADULTS IN 16 STATE CAPITALS - BRAZIL, 2002-2003

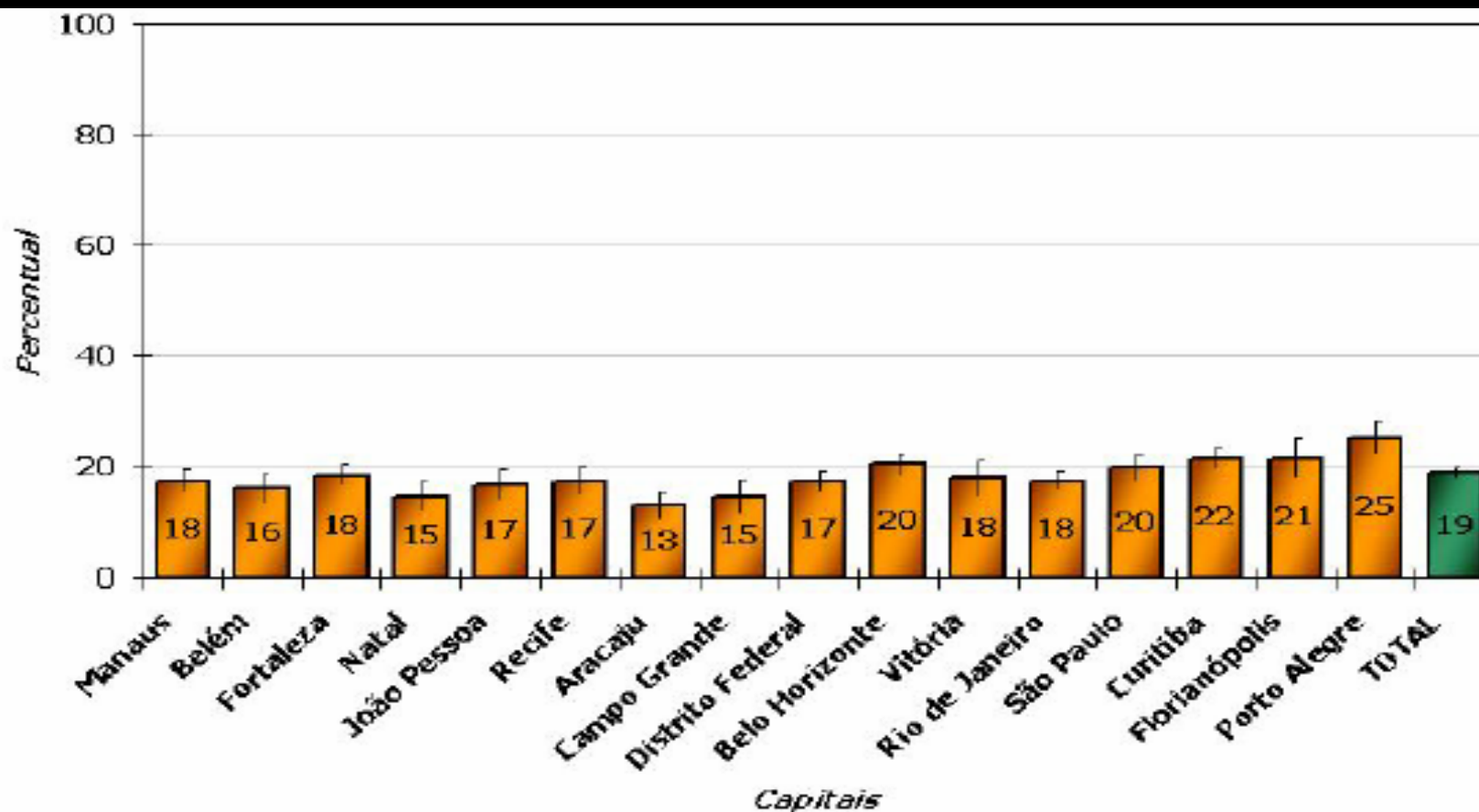


\*Sedentaries and irregularly active

Fonte: (SVA/INCA)

# TOBACCO USE IN BRAZIL 2002-2003

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

# NATIONAL STRATEGY ON DIET, PHYSICAL ACTIVITY AND HEALTH IN BRAZIL

- ✓ 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)



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## PHYSICAL ACTIVITIES ACTIONS AT MoH LEVEL

- ✓ Projeto “Pratique Saude” (‘Make Health’) – Social communication initiatives, involving 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



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# NATIONAL SURVEY ON STUDENTS HEALTH

**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.



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## MONITORING AND RESEARCH ON PHYSICAL ACTIVITIES

- ✓ Guide of CNCD Programmes 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



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# NACIONAL POLICY OF FOOD AND NUTRITION

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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



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# DIETARY GUIDE FOR THE BRAZILIAN POPULATION



- 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



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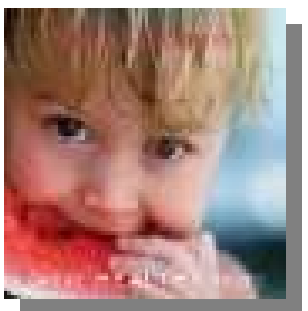
## HEALTHY FOOD IN SCHOOLS



➤ 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





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## 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