Health for all and all for health • Santé pour tous et tous pour la santé • Salud para todos y todos para la salud • 健康人人，人人健康 • Здоровье для всех и все для здоровья • الصحة للجميع والجميع للصحة
The National Strategy for the Prevention and Control of Overweight, Obesity and Diabetes

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Director-General of Health Promotion
Mexico

Promoting health, promoting sustainable development: it’s our health, our future and our choice.
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**Strategy fundamentals**

1. **Public health**
   - Epidemiological information and burden of disease
   - Health promotion and educational communication
   - Prevention

2. **Medical care**
   - Quality of care and effective access

3. **Public policy**
   - Legal aspects
   - Fiscal aspects

**Axis**

- **INTERSECTORIAL CORRESPONSIBILITY AND ACCOUNTABILITY**

- **To increase the public and individual awareness of obesity and its association with Non Communicable Diseases (NCDs)**

- **To lead the National Health System towards early detection**

- **To resolve and control at the primary care level**

- **To slow down the incidence of obesity and Non Communicable Diseases**

**Social Determinants and Health in All Policies**
Main Characteristics

✓ Identifies the obesity epidemic as a serious threat to public health.

✓ Innovative, multi-sectorial policy that involves different levels of government, key sectors of society and promotes actions at an individual, community and national level.

✓ Recognizes that the prevention of overweight and obesity is the responsibility of the state.

✓ It is based on the best available evidence.

✓ Assigns responsibilities to various stakeholders in solving the problem.
Key Actors

National Strategy

Ministry of Health

Ministry of Agriculture and Urban Development

Ministry of Social Development

Ministry of Labour

Ministry of Economy

Ministry of Public Education

National Commission of Water

Ministry of tax and Finances

Society and NGOs

Private Sector
Guidelines for the Sale and Distribution of Food and Beverages in Schools

- Ban food and beverages that are energy dense with low nutritional from private and public schools.

- Ensure access to water drinking fountains.
Front of Pack Labeling

BEFORE THE AMENDMENT

Obligatorio

A PORTION OF 46 GRMS. PROVIDES:

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energía</td>
<td>240 kcal</td>
<td>12%</td>
</tr>
<tr>
<td>Grasas saturadas</td>
<td>4.1 g</td>
<td>21%</td>
</tr>
<tr>
<td>Azúcares</td>
<td>0 g</td>
<td>0%</td>
</tr>
<tr>
<td>Sodio</td>
<td>113 mg</td>
<td>5%</td>
</tr>
</tbody>
</table>

AFTER THE AMENDMENT

FRONT-OF-PACK LABELING

THIS PACKAGE PROVIDES:

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energía</td>
<td>147 kcal</td>
<td>73%</td>
</tr>
<tr>
<td>Otras grasas</td>
<td>77 kcal</td>
<td>19%</td>
</tr>
<tr>
<td>Azúcares totales</td>
<td>0 kcal</td>
<td>0%</td>
</tr>
<tr>
<td>Sodio</td>
<td>452 mg</td>
<td>22%</td>
</tr>
<tr>
<td>Porciones</td>
<td>887 kcal</td>
<td></td>
</tr>
</tbody>
</table>

Tax on Sweet Sugary Drinks and Products with High Energy Density and Low Nutritional Value

- Tax on sweet drinks and energy drinks with added sugars, $1.00 / lt (10%)
- 8% tax on other products with a caloric density of 275 kcal or more per 100 grams
**Tax on Sweet Sugary Beverages and Energy-dense and Low Nutritional Value Products**

- The reduction on purchases of tax imposed beverages ranged from **6 to 12%** over 2014.

- All SES groups reduced purchases up to an 8% decline over 2014.

- **Future research would provide estimations on** large consumers of taxed beverages to assess differential effects.

Source: Colchero, M. Arantxa, Barry M. Popkin, Juan A. Rivera, and Shu Wen Ng. "Beverage purchases from stores in Mexico under the excise tax on sugar sweetened beverages: observational study." *bmj* 352 (2016): h6704.
The Mexican Observatory of Noncommunicable Diseases (OMENT)

Goals

▪ To understand the behaviour and burden of these diseases in Mexico

▪ To provide information to the users and decision makers for evaluation and policy development

▪ To track the Federal and State Strategies for the Prevention and Control of Overweight, Obesity and Diabetes
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Goals

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1. Public policy instruments
2. Medical care attention
3. Cost of care
4. Lifestyles and the social determinants of health
5. Healthy environments

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Challenges and Conclusions

- To ensure the systematic implementation and accountability of each intervention included in the National Strategy.

- We are aware that a problem that has taken decades to generate and can hardly be resolved in the short term.

- Sustainability and continuity are essential to produce better health for the people.