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Здоровье для всех и все для здоровья • الصحة للجميع والجميع للصحة
Combat Childhood Obesity in the United Arab Emirates

Dr. Hussain AbdulRahman AlRand
Assistant Undersecretary for Health Clinics and Centers
Ministry of Health & Prevention – United Arab Emirates
UAE national agenda 2021

• High political commitment to develop a national agenda (His Highness Sheikh Mohammad Bin Rashid Al Maktoum)

• 7-year UAE national Agenda leading to the UAE vision 2021 which also coincides with the UAE’s 50th National Day

• The agenda is multispectral, involving education, healthcare, economy, police and security, housing, infrastructure and government services.

• It is monitored by milestones in accordance with the global benchmarks.
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Vision

United in Responsibility

COHESIVE SOCIETY AND PRESERVED IDENTITY

United in Destiny

SAFE PUBLIC AND FAIR JUDICARY

United in Knowledge

COMPETITIVE KNOWLEDGE ECONOMY

United in Prosperity

FIRST-RATE EDUCATION SYSTEM

WORLD-CLASS HEALTHCARE

SUSTAINABLE ENVIRONMENT AND INFRASTRUCTURE
Vision of the National Agenda

- World class healthcare system.
- Emphasis on prevention, lifestyle diseases, reduction of cancer to ensure long healthy lives and healthy population.
### Burden of childhood obesity in the UAE

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2012 Results</th>
<th>2021 Targets</th>
</tr>
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<tbody>
<tr>
<td>Prevalence of obesity among children</td>
<td>14.40%</td>
<td>12%</td>
</tr>
<tr>
<td>Prevalence of Childhood Overweight and Obesity</td>
<td><strong>Boys:</strong> 42% overweight, 18.2% obese  <strong>Girls:</strong> 35.9% overweight, 11.8% obese</td>
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What are we going to do about this burden of childhood Obesity?

A comprehensive approach:

• A National framework based on the recommendations of the WHO Commission on Ending Childhood Obesity is under development.

• All concerned will participate in the development of the framework.

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The commission has outlined 6 key recommendations to tackle childhood obesity

1. Promote Intake of Healthy Foods
2. Promote Physical Activity
3. Preconception and Pregnancy Care
4. Early Childhood Diet and Physical Activity
5. Health, Nutrition, and Physical Activity for School-Age Children
6. Weight Management

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I will address the first recommendation in particular 1.3

Implement comprehensive programs that promote the intake of healthy foods and reduce the intake of unhealthy foods and sugar-sweetened beverages by children and adolescents.

1.3 Implement the Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children to reduce the exposure of children and adolescents to, and the power of, the marketing of unhealthy foods.
Current Efforts

• Regulation:
  – A regulatory situation analysis have been conducted to map existing policies and regulatory frameworks.
  – Policy specifications have been drafted based on WHO Recommendations

• Exposure and power of marketing:
  – MOHAP is currently working on conducting a situational analysis to determine exposure of children to marketing of fast-food and sweetened beverages in different media channels.
  – The situation analysis will include: Media Review, community concerns, influencers and observational visits (schools, shopping malls etc..)
Policy Goal:

To restrict all commercial marketing of foods and beverages high in saturated fats, trans-fatty acids, free sugars or sodium to children under the age of 15.
Next Steps, After Collecting the Data,

- Establishment of a government lead entity that includes different sectors within government who are involved in the policy development on food marketing to children.
Multispectral approach

Partners in Health:
• Dubai Health Authority and Abu Dhabi Health Authority

Government Sectors:
• Ministry of Cabinet Affairs
• Ministry of Education
• Media Authorities
• Economic Chambers
• Economic development authorities
• Municipalities

Civil Society Groups:
• Child Rights & Consumer Protection

Other concerned parties

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This will ensure inclusiveness and political consensus across government

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Thank you