

Childhood Obesity

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Outline

- Burden of childhood obesity
- Current initiatives in Malta
- Presidency initiatives

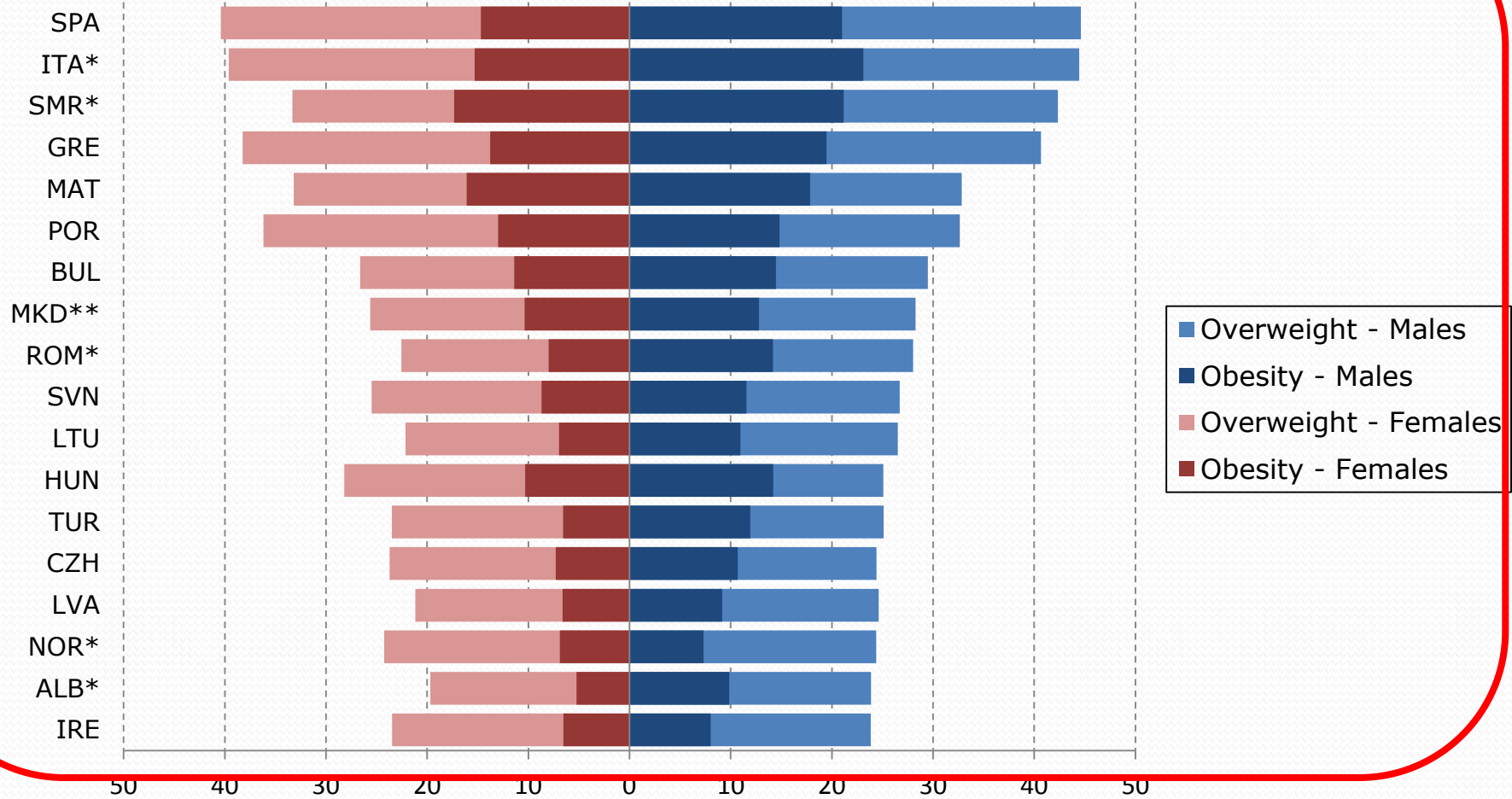
Obesity in children in EU

In the WHO European Region

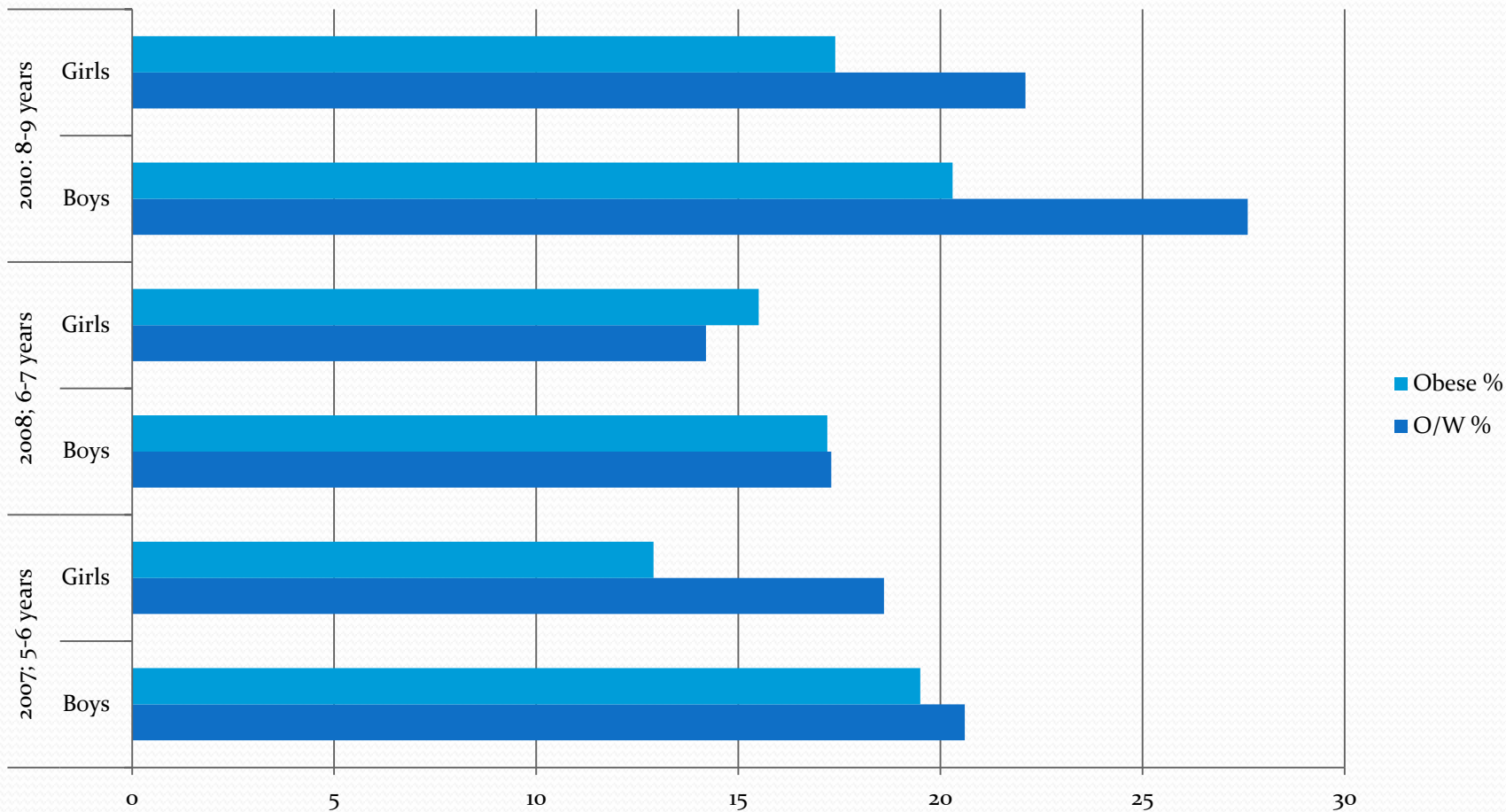
1 in 3 
11-year-olds is
overweight
or
obese

- *suffer the most from nutrition problems (bullying, worse school performance; early diabetes, lower life expectation)*
- *have the least control over diet or physical activity (yet, will be highly likely to remain overweight/obese into adulthood)*
- *are more vulnerable to peer pressure and aggressive marketing*

Childhood Obesity Surveillance Initiative

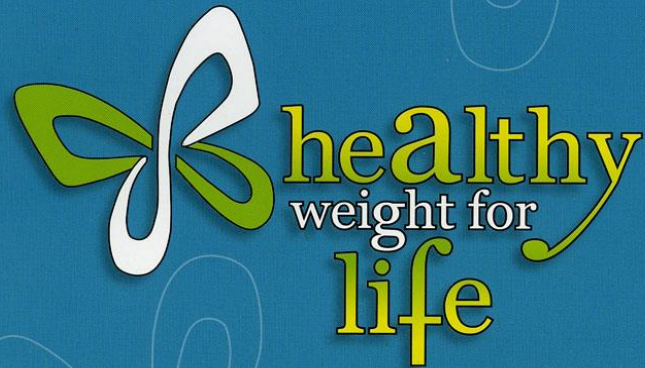


Overweight and obesity: COSI Malta data

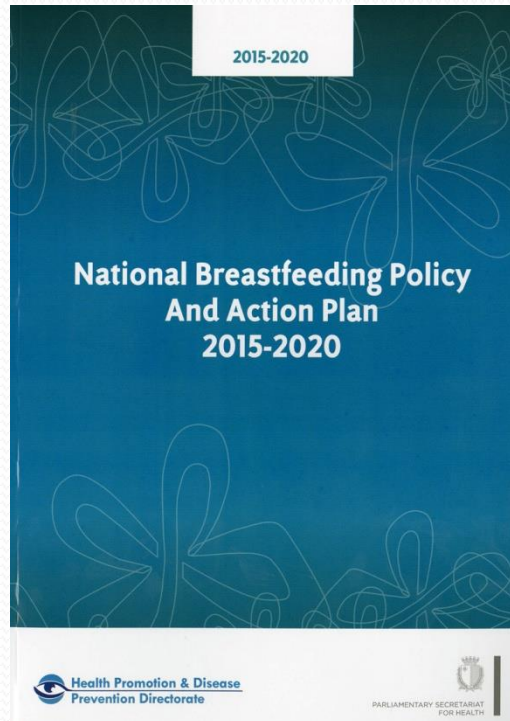
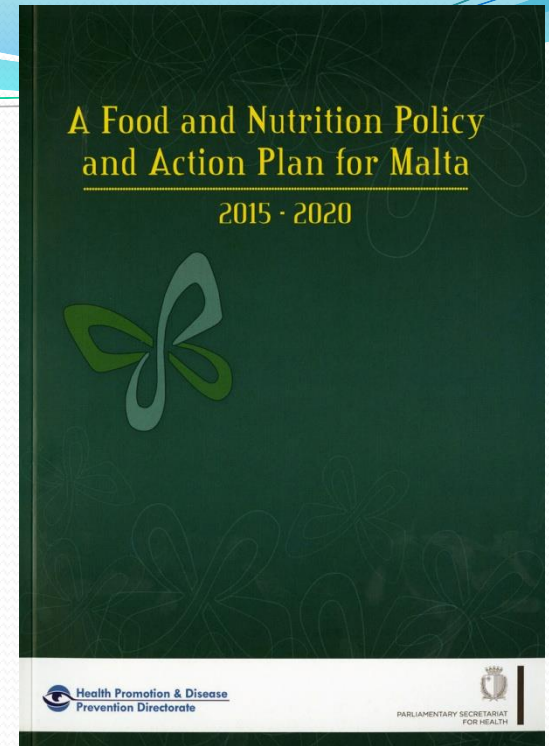
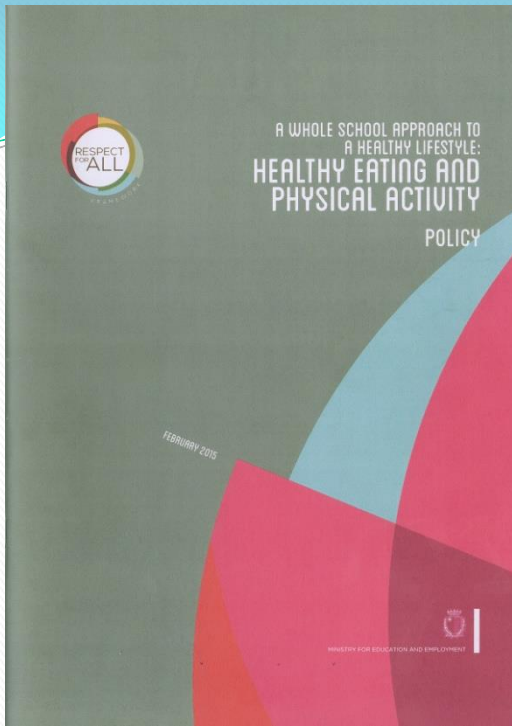


2012-2020

A Healthy Weight for Life: A National Strategy for Malta



Ministry for Health, the Elderly and Community Care



Healthy weight for life campaign

- Focus group to plan campaign include target group
- Guiding principles : equity, life course, whole of government/ society
- Various mediums: TV, radio, web, social media
- Outreaches in settings
- Services: lifestyle clinics, weight management
- Guidelines: food based dietary guidelines, healthy plate , Mediterranean diet
- Evaluation of campaign

Healthy Weight For Life

Mediterranean Diet

open

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Photo - DOI - Jeremy Wannacott



Healthy Weight For Life

Mediterranean Diet

Make the healthier choice!
A Guide for Consumers

	High (per 100g)	Medium (per 100g)	Low (per 100g)
Sugars in cereals	Over 10g	5g-10g	5g and below
Total Fat	Over 20g	3g-20g	3g and below
Saturated Fats	Over 5g	1.5g-5g	1.5g and below
Salt	Over 1.5g	0.3g-1.5g	0.3g and below
Sodium	Over 60mg	100-60mg	100mg and below

open

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DIETARY GUIDELINES FOR MALTESE ADULTS

HEALTHY EATING

THE MEDITERRANEAN WAY!

The Healthy Plate

A guide for eating throughout life



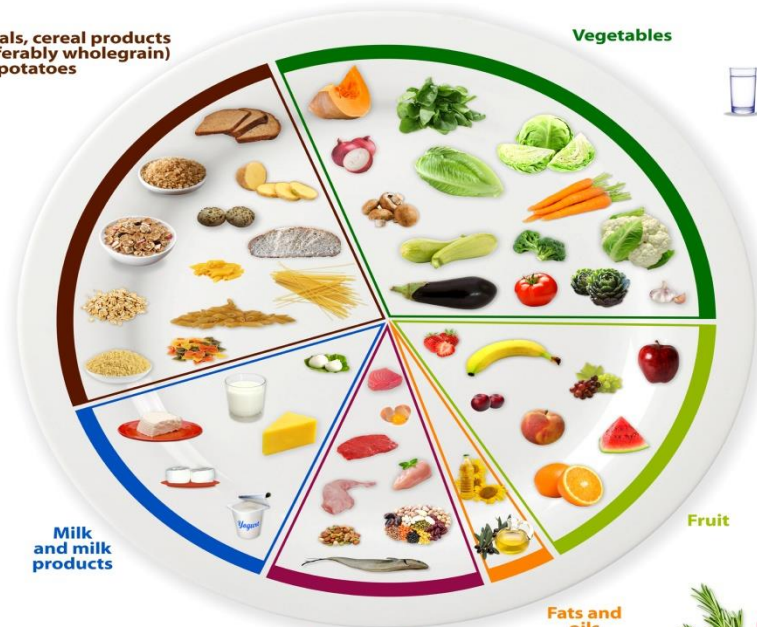
Select a variety of nutritious foods from each food group every day.
 Drink plenty of water. Keep active. Reduce sitting time. Enjoy your meals with family and friends.

**Cereals, cereal products
 (preferably wholegrain)
 and potatoes**

Vegetables



Water



**Milk
 and milk
 products**

Fruit

**Fats and
 oils**

**Lean meat, fish,
 poultry, eggs,
 legumes,
 nuts and seeds**



**Herbs and
 Spices**

Limit your intake

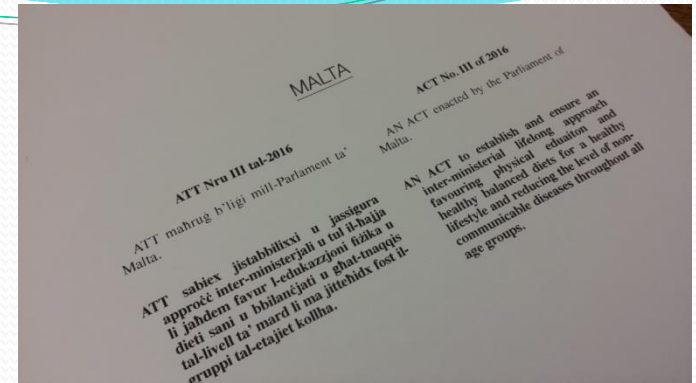


**Children should not be
 allowed to drink alcohol**

Limit your intake



Legislative measure 15th January 2016



- An act to establish and ensure an interministerial lifelong approach
- favouring physical education and
- healthy balanced diets
- for a healthy lifestyle and
- reducing the level of non communicable diseases
- throughout all age groups

Presidency of the Council of the EU

January to June 2017

- Thematic area of childhood obesity
- 2 main focus areas
 - Strategic approach
 - Supporting tool

Strategic approach

- EU Action Plan on childhood obesity 2014-2020 to halt rise in childhood obesity in EU by 2020.
- Mid term evaluation to see how far we got in reaching the action plan 2020 target
 - Identify good practices
 - Identify areas of concern
 - Outline a report on good practices and how EU and MS can step up actions on childhood obesity
 - Feeds to council conclusions

Voluntary Food Public procurement

- Development of guiding principles
- Added value
- Focus on voluntary public procurement guidelines for foods for schools which can be adapted for use by MS
- Follow up in other areas

Your support

- Mid term evaluation
- Questionnaires
- Drafting team

Technical workshop

22-23rd February 2017



Reversing the obesity epidemic is a shared responsibility

