




Roundtable on Obesity Solutions

National Academies of Sciences, Engineering, and Medicine

Complexity of the Global Approach to Control Obesity: Challenges for implementation in Mexico

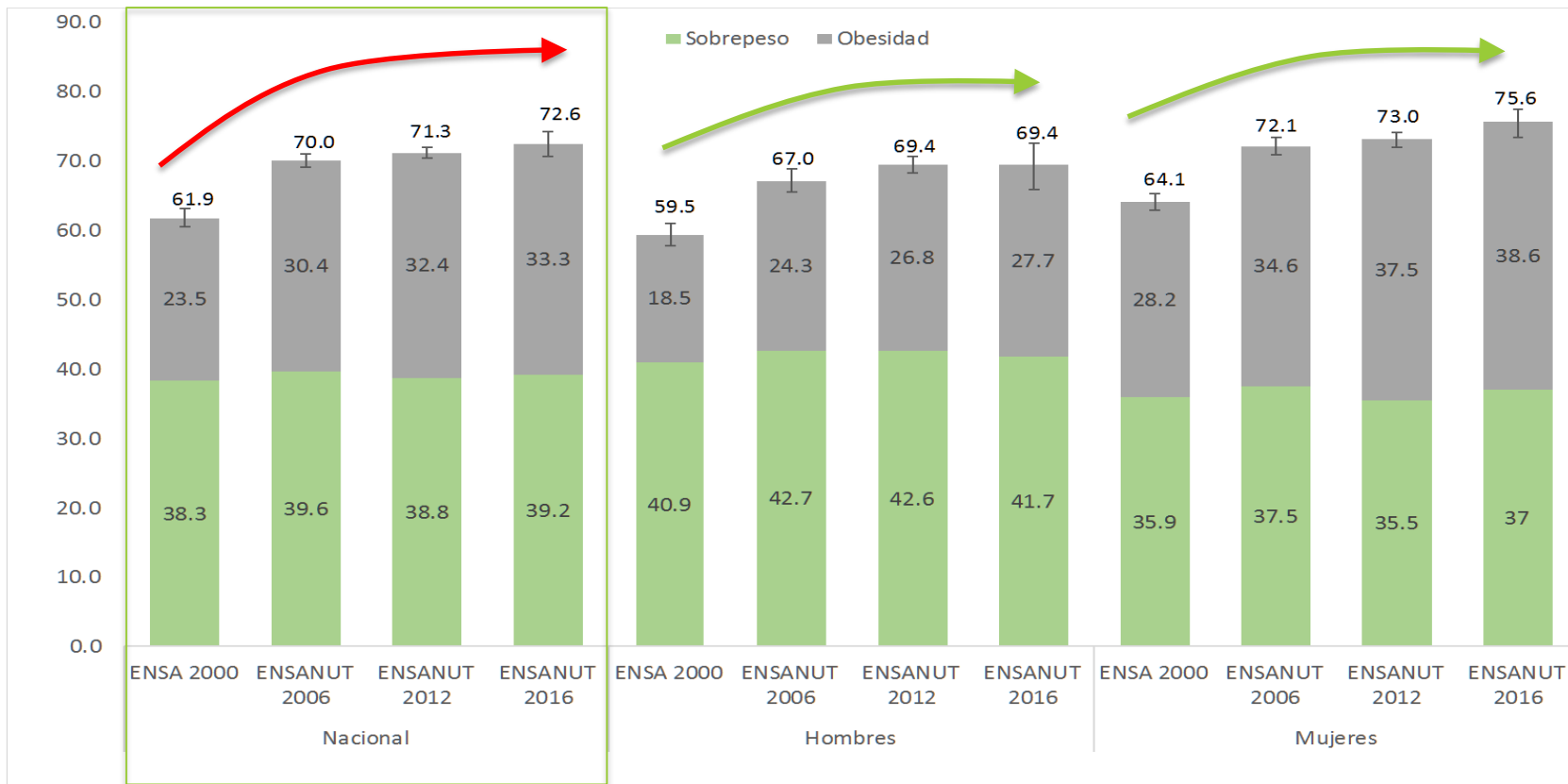
Dr. Simón Barquera,

National Institute of Public Health, Mexico

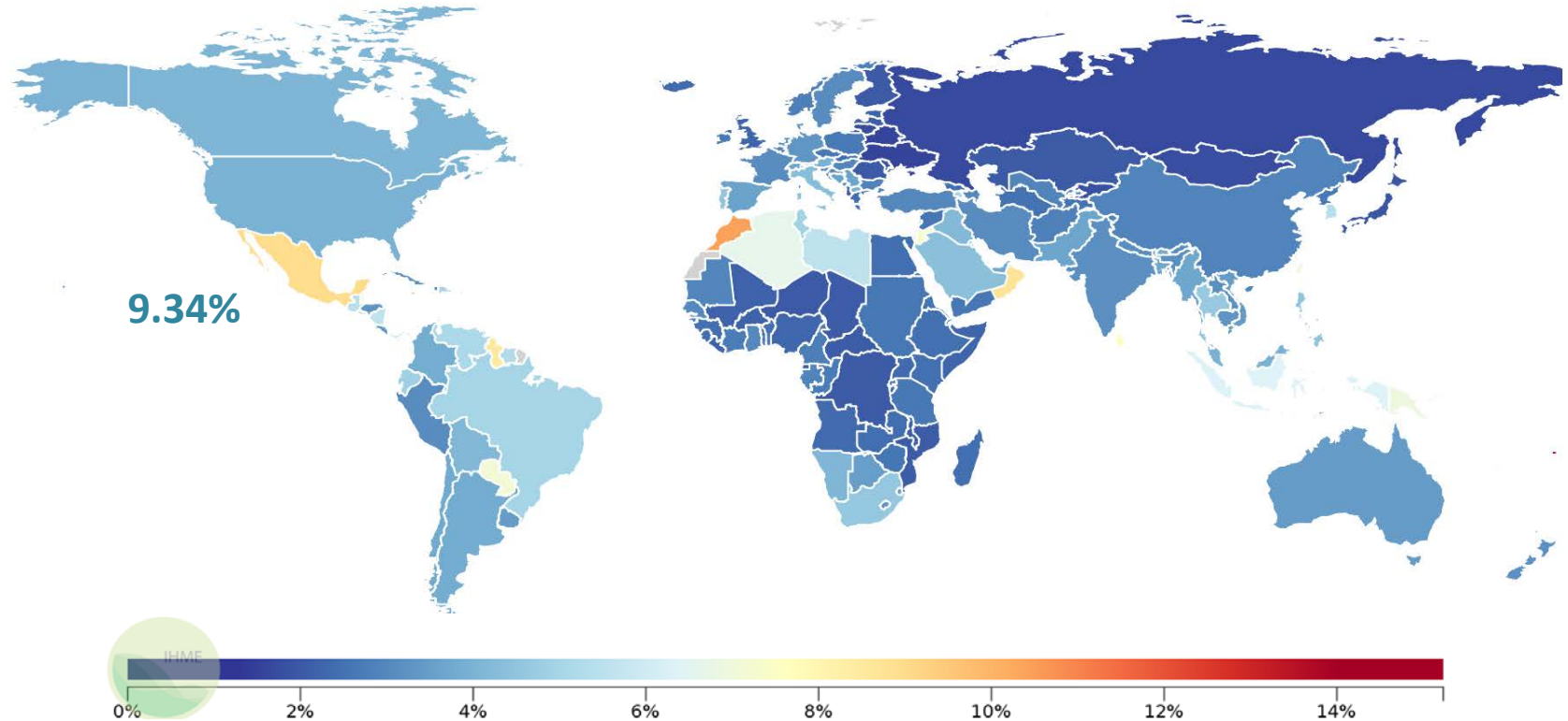
 @sbarquera



Overweight and Obesity trends in Mexico 2000-2016



Mortality attributable to DIABETES



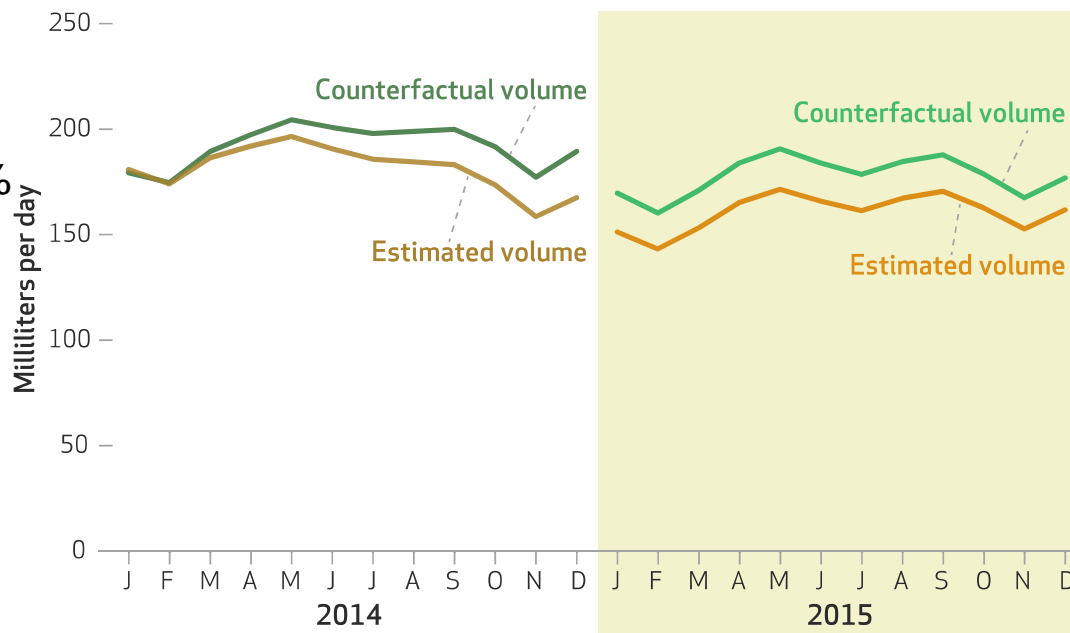
Latin America: successful initiatives in diverse countries

- **Soda tax:** Mexico, Chile, Ecuador, Peru
- **Front-of-pack warning labels:** Chile, Uruguay, Brazil, Perú
- **School healthy eating guidelines:** Brazil, Colombia
- **Marketing restrictions:** Chile, Brazil, Uruguay
- **Active transportation and physical activity:** Colombia, Brazil, Mexico

Evaluation of soda tax policy in Mexico: sustained reduction in SSBs purchases



- 2014: purchases ↓ 5.5%
- 2015: reductions reached 9.7%
- 2014-2015: average ↓ 7.6%
 - -5.1 Liters/capita/year



By M. Arantxa Colchero, Juan Rivera-Dommarco, Barry M. Popkin, and Shu Wen Ng

In Mexico, Evidence Of Sustained Consumer Response Two Years After Implementing A Sugar-Sweetened Beverage Tax

Progress in marketing to children regulation in Chile:



Product in Chile:

Clear, visible labels

Misleading front of pack labeling system (GDAs)

GDA- sugar based on 92g a day

Use of cartoon characters is prohibited



Product in México:

Use of cartoon characters

Endorsed by sports leagues

■ Challenges

- Double-burden of malnutrition
- Inequalities related mostly to SES
- Interference of industry
- Scarce resources to invest in obesity prevention
- Primary health care and first level of attention

Government crusade against hunger: participation of junk-food and soda companies

PepsiCo y Nestlé entran a la cruzada

JUAN LUIS RAMOS | Abril 9, 2013 1:25 am |

PepsiCo y Nestlé son las primeras en sumarse y en los próximos días lo harán Walmart y Cinépolis; la acción del gobierno no basta, dice Rosario Robles



En el marco del Mes de la Cruzada contra el Hambre, la titular de la Sedesol, Rosario Robles, firmó ayer dos convenios de colaboración con PepsiCo y Nestlé, dos de las más grandes empresas del sector de alimentos en el país.

La refresquera, a través de su filial Quaker desarrollará un atole y una galleta para complementar las necesidades de mujeres embarazadas en etapa de lactancia y niños menores a cinco años, la población más vulnerable a la desnutrición, indicó en conferencia de prensa Pedro Padierna, presidente de PepsiCo México.



Funding physical activity programs and services for low-income indigenous children



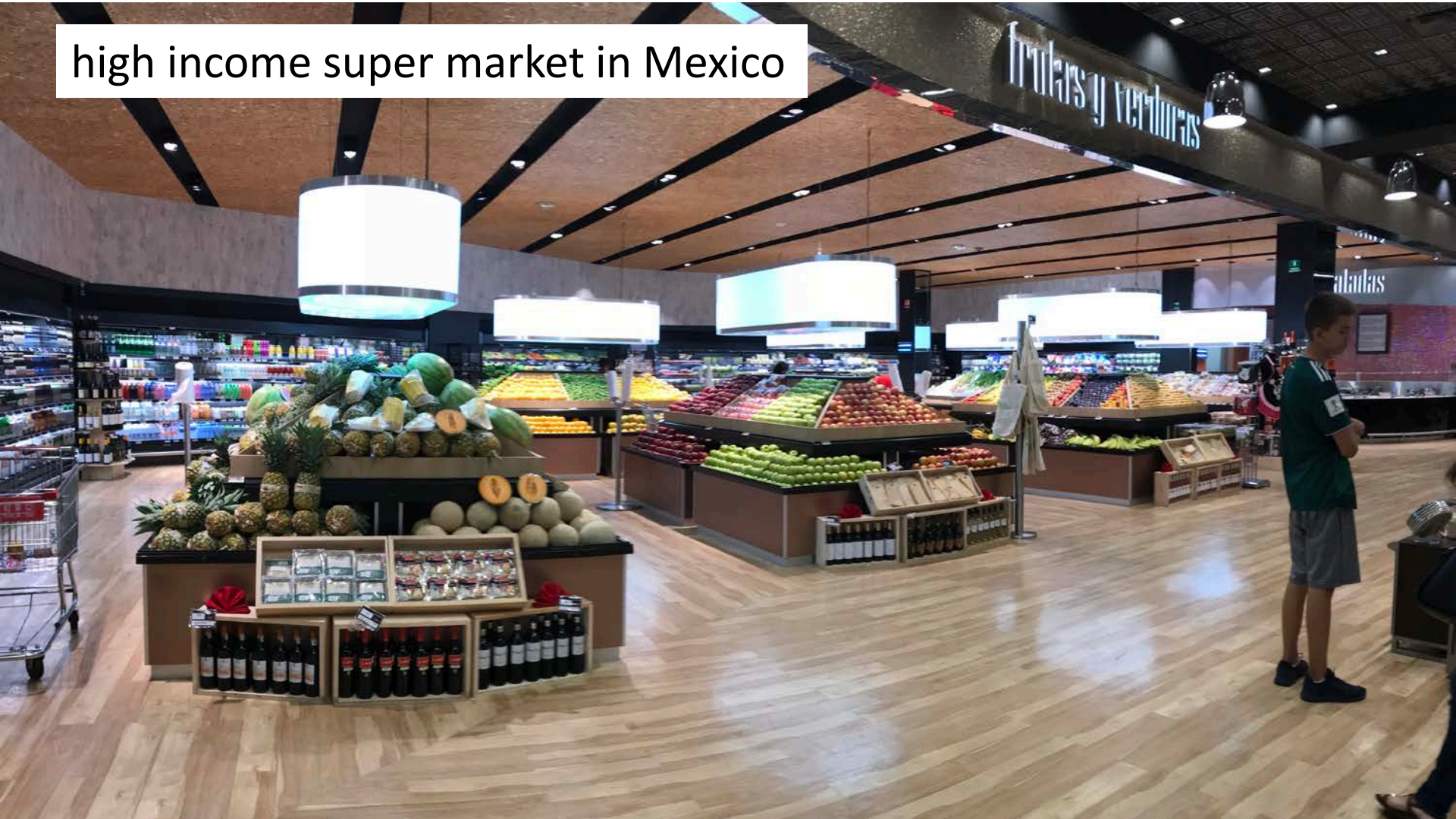
Fundación Coca-Cola



Vulnerable low-income population in Mexico exposed to misleading marketing and commercial practices



high income super market in Mexico



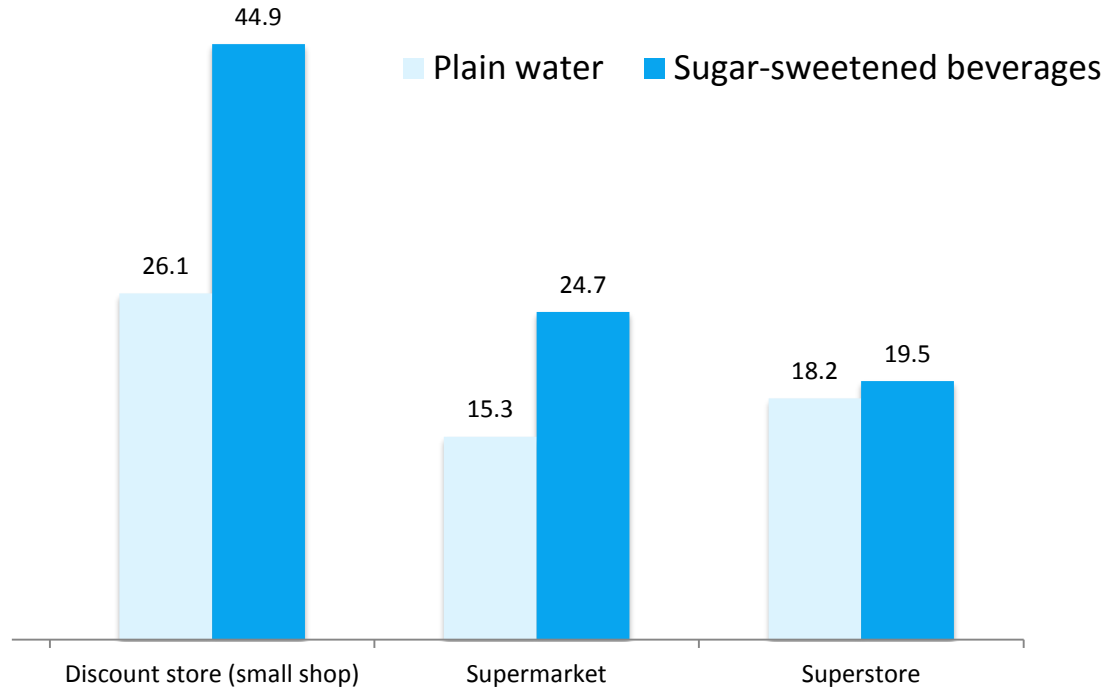
Low income super market in Mexico



GIFT AND PRICE INCENTIVE:

FREE COKE BUCKET WITH 6 LITERS OF SODA AT \$1.3 USD

Proportion of stores with sugar sweetened beverages within children's reach



Barquera S, et al. Preliminary results based on 720 interviews in five Latin American Countries. (UNICEF)

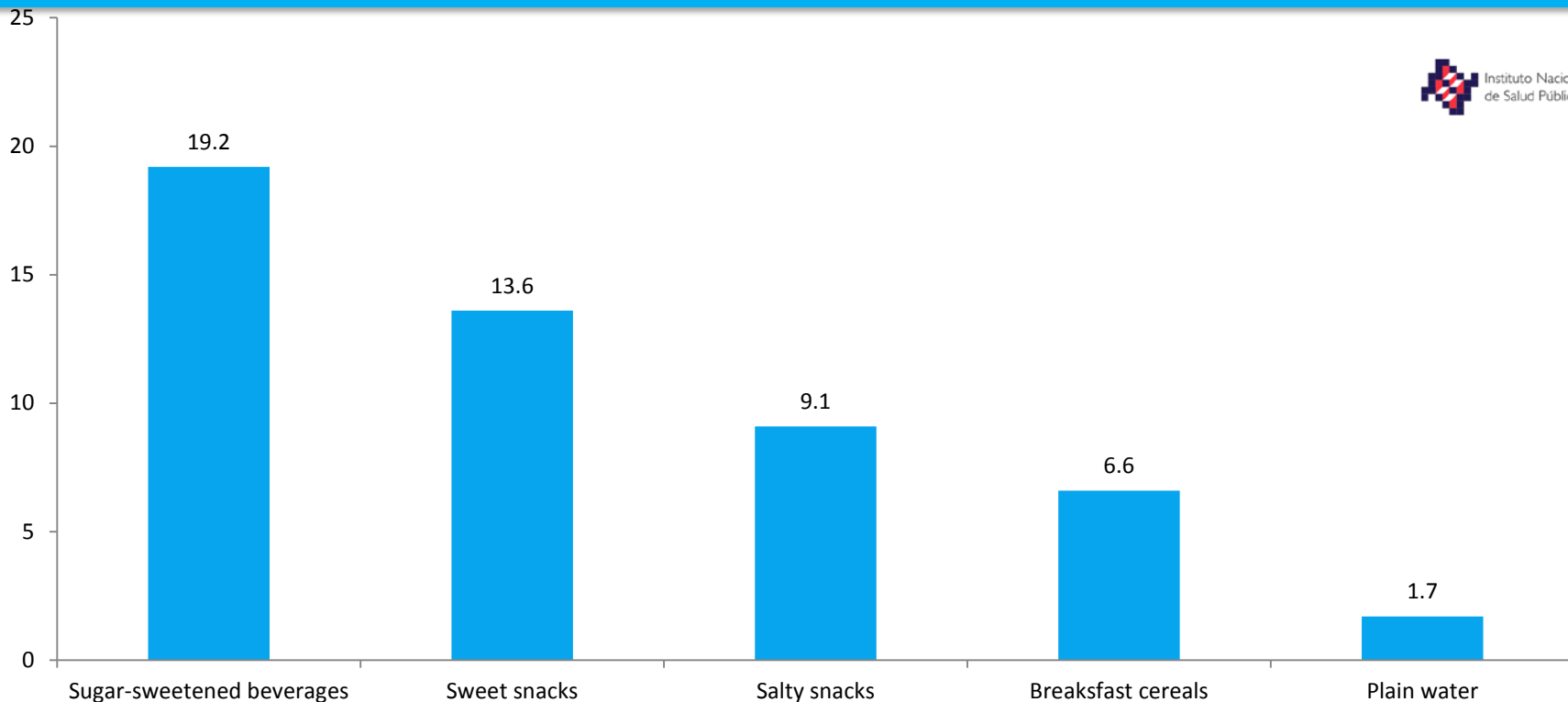
* Less than 150 cms.

Retail Food Environments in Latin America

High availability of unhealthy foods and marketing to children: points-of-purchase



List of products that interviewees bought at stores without prior planning.



Barquera S, et al. Preliminary results based on 720 interviews in five Latin American Countries. UNICEF

Obesity prevention in Latin America

■ Opportunities

- The problem has high political visibility
- LA region well communicated/integrated (domino effect)
- No need of expensive technology
- Solutions can be replicated in low and middle income countries

How can we help consumers make healthier food choices?

CHILE:



WARNING LABEL SYSTEM

- EASY TO UNDERSTAND
- DEVELOPED BY ACADEMIC EXPERTS



MEXICO:



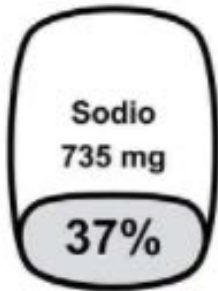
GDA LABEL SYSTEM

- MISLEADING
- DEVELOPED BY FOOD INDUSTRY



How many consumers can interpret the GDA symbols?

Una porción de 58 g aporta:



Etiquetado actual
de México



Doritos Flamin' Hot
sabor limón, 58 g

How many consumers can interpret the Chilean FOP symbol?



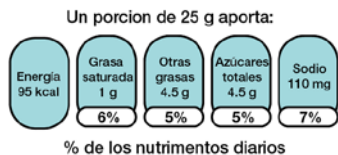
Etiquetado de
advertencia de Chile

CHILE'S
WARNING
LABEL IS
WELL
UNDERSTOOD
BY CHILDREN

Evidence showing poor results of the GDA labeling system

- 2010: Study by INSP:
GDA label is not well understood by university nutrition students in Mexico
- 2016: Study by INSP-UNICEF:
Users prefer a warning label over the GDA
- 2017: ENSANUT 2016:
Only **24% of the population reads the GDA and only 13.8%** understands it

Understanding of two front-of-pack labeling systems by Mexican population:



54%

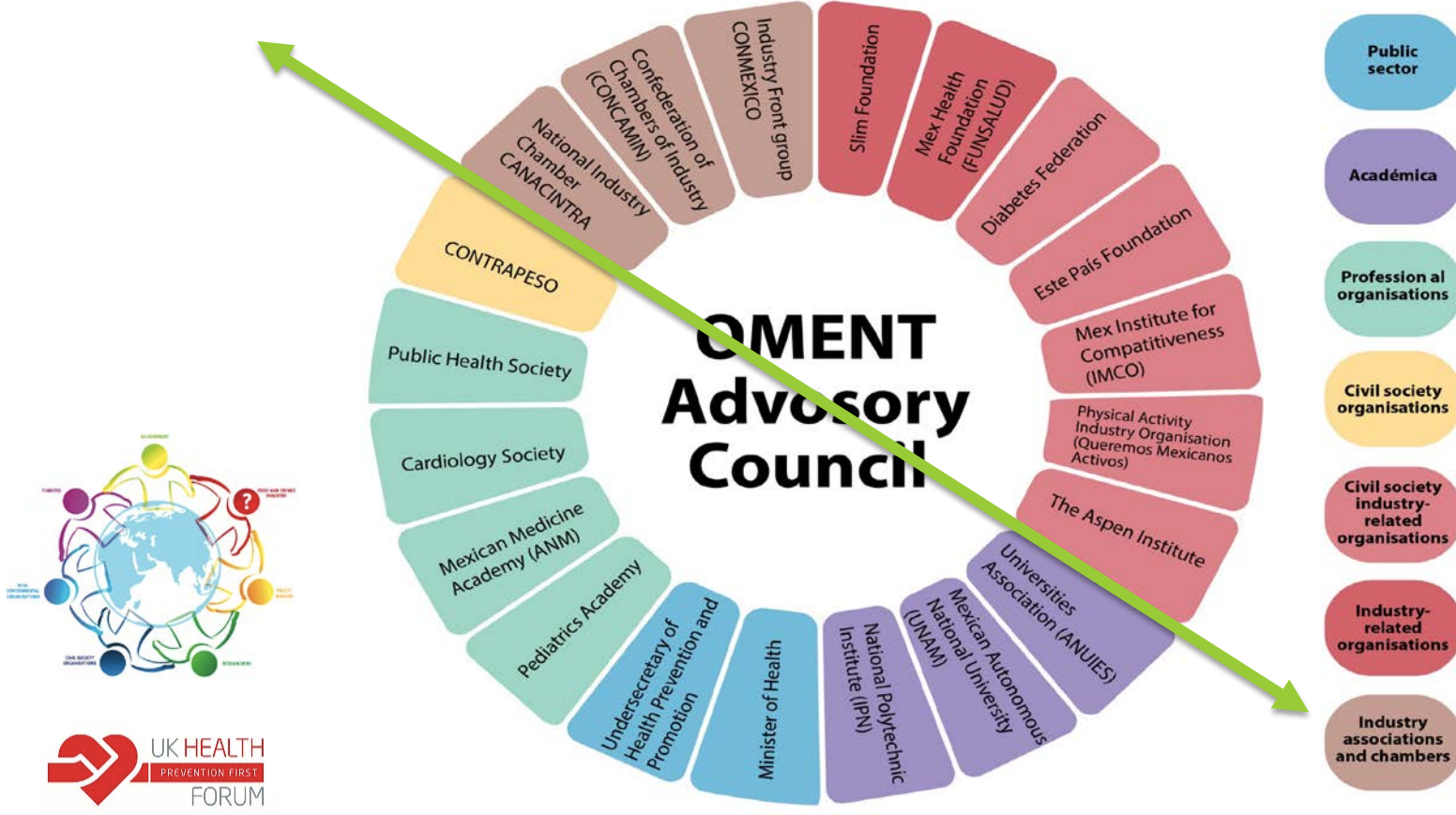
83%



Inequity: GDAs harder to understand by low income and other vulnerable groups:

- ➔ Lower income less probability of understanding and using GDAs to select healthier choices ($p < 0.01$)
- ➔ 89% would support a warning system as a national regulation

Mexican Observatory for Obesity: industry interference



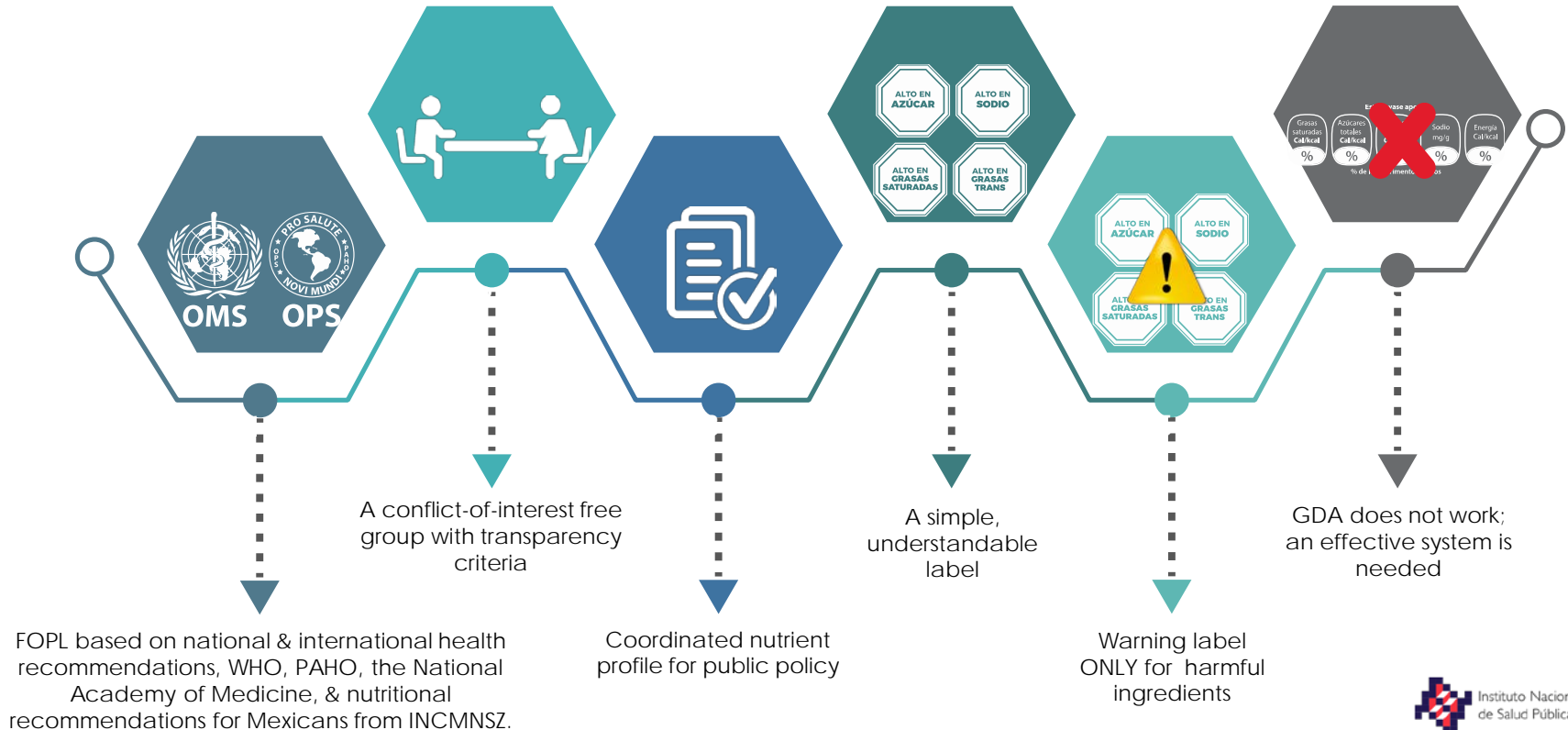
Lessons learned from policy implementation:

- Obesity prevention policies face major opposition from food industry
- Industry deployed a coordinated response against these efforts



- Company sells caloric beverages
- Company sells junk food

Mexican expert group position on front-of-pack labeling



FOPL based on national & international health recommendations, WHO, PAHO, the National Academy of Medicine, & nutritional recommendations for Mexicans from INCMNSZ.

Coordinated nutrient profile for public policy

A simple, understandable label

Warning label ONLY for harmful ingredients

GDA does not work; an effective system is needed

Government reductions in expenditure for NCDs in México (2013-2018)*

Year	Total health budget (million USD)	NCD Prevention & control (million USD)	% NCD Prevention & control of total health budget
2012	8,600	19.7	0.23
2013	11,600	25.7	0.22
2014	11,500	27.5	0.24
2015	9,600	23.0	0.24
2016	7,800	20.0	0.26
2017	6,900	19.1	0.28
2018	6,500	21.1	0.32

* USD (adjusted for inflation)

Barquera S, White M. Obesity: 2018; 26(10): 1530-31

Health services and obesity treatment and control in Mexico

Budget: focused in other diseases

Health Units: lack of minimal necessary resources for obesity prevention and control

Primary health care physicians: inadequate training, lack of capacity for proper screening and training

Specialists: insufficient in number and poorly coordinated

Users: Poor adherence to treatment and motivation to change

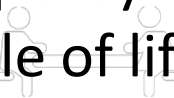

Primary health care challenges:

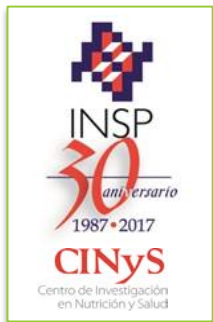
Obesity prevention and control: critical component to combat the NCDs epidemiologic alert

Systematization of evaluations and interventions is necessary to achieve efficacy and adherence

Major adjustments for NCDs financing and organization of health services necessary to control its growth through effective treatment of obesity

Challenges for implementation in Mexico:

- Double-duty policy focused in healthy nutrition and lifestyles across the cycle of life.
- Special focus on vulnerable population: particularly low-SES groups
- Regulations and taxation to improve obesogenic environment
- Industry interference particularly from multinational companies



Thank you!

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