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DE ESPAÑA

MINISTERIO  
DE SANIDAD, SERVICIOS SOCIALES  
E IGUALDAD

**aecosan**

agencia española  
de consumo,  
seguridad alimentaria y nutrición

# HIGH LEVEL CONFERENCE ON “NUTRITION AND PHYSICAL ACTIVITY FROM CHILDHOOD TO OLD AGE: CHALLENGES AND OPPORTUNITIES”

**Athens, Greece 25-26 February 2014**

**Fighting Childhood Obesity – National Best Practices**

**The experience of Spain**

**Dr. Teresa Robledo de Dios**  
**Dr. Napoleón Pérez Farinós**

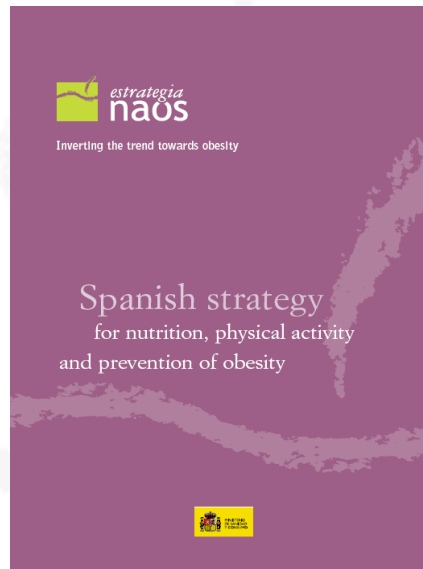
# NAOS STRATEGY



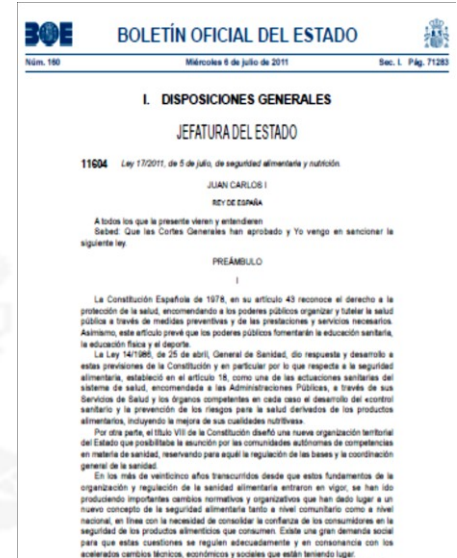
In May 2004, the 57th World Health Assembly (WHA) endorsed the World Health Organization (WHO) Global Strategy on Diet, Physical Activity and Health. The Strategy was developed through a wide-ranging series of consultations with all concerned stakeholders in response to a request from Member States at World Health Assembly 2002 (Resolution WHA55.23).

The Strategy, together with the Resolution by which it was endorsed (WHA57.17), are contained in this document.

May 2004



February 2005



July 2011

**The main goal of the NAOS Strategy is:**  
**To promote a healthy diet and foster physical activity to invert the growing trend of the prevalence of obesity and thus to substantially reduce morbidity and mortality attributable to chronic diseases.**





- **HEALTH PROMOTION INITIATIVE: ACTIVILANDIA**



- **SCHOOL FOOD**



- **NEW CO-REGULATION CODE FOR FOOD AND DRINK ADVERTISING AIMED AT CHILDREN (PAOS CODE)**



- **SPANISH OBSERVATORY OF NUTRITION AND STUDY OF OBESITY**



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# **activilandia**

**¡Qué sano es divertirse!**

- ❖ **It's a virtual theme park dedicated to healthy eating, healthy habits and active leisure time.**
- ❖ **It's an innovative and funny proposal, which takes advantage of the potential of new technologies to involve boys and girls aged between 6 and 12.**
- ❖ **Its main purpose is to convey the idea that little changes in lifestyles, could lead to big benefits for health.**
- ❖ **Activilandia combines audiovisual formats, digital games, video, music, downloads, entertainment or competitions...**
- ❖ **It is accessed through the internet from any browser and any type of device.**
- ❖ **It is an educational tool which provides advices for a balanced diet, family outdoor activities..., and many other things.**
- ❖ **It has been distributed to 14.000 Primary Schools in Spain.**





activilandia

¡Qué sano es divertirse!

ATRACCIONES

ACTIVIDADES

CONCURSO

OBSERVATORIO

DESCARGAS

PASAPORTE



## Vídeo



### ¡Disfruta 5 veces al día!

Comer bien es importante y también un placer, y es recomendable que comas 5 veces al día. Las posibilidades y combinaciones son casi infinitas. Descubre como tomarte los alimentos y la cocina como un placer divertido.

[Ver vídeo](#)

[Watch the video in english](#)

## Juego



### Cocina con Pablo Fantástico

¡Sé creativo con Pablo Fantástico! El cocinero propio de Lazy Town te ayudará a crear 5 recetas deliciosas y saludables del desayuno a la cena en la Escuela de Cocina.

[Jugar](#)

[Listen to Pablo's song](#)

## Descarga



### Recetas requetebuenas

Para cocinar de verdad, todo lo que necesitas son unas buenas recetas y espíritu aventurero. Descubre al Chef que llevas dentro y sorprende a tus padres preparando el menú de la semana.

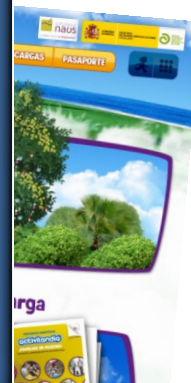
[Descargar PDF](#)







<b>Visits of the Website</b>	<b>121.018</b>
<b>Unique Visitors</b>	<b>99.068</b>
<b>Pageviews</b>	<b>423.200</b>
<b>Passport records</b>	<b>2.437</b>
<b>SPOT homepage views</b>	<b>11.437</b>
<b>Videos views</b>	<b>30.874</b>
<b>Locution intros views</b>	<b>29.380</b>
<b>Games played</b>	<b>112.972</b>
<b>PDF downloads</b>	<b>8.388</b>



Tu corazón en 1 minuto  
Descubre la increíble máquina de dentro. Su poder, su potencia y con estar bien cada día. No te pierdas e  
[Ver video](#)



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# SCHOOL FOOD: NUTRITIONAL RECOMMENDATIONS

❖ Over recent years, different institutions have made considerable efforts **to promote healthy eating in the context of school menus**, drawing up nutritional recommendations for school meals, which cover the following aspects:

- The **energy intake** that lunchtime meals must contain in the different school age groups,
- **portion sizes** by student age, and
- **frequencies of consumption** for each food type with the aim of adapting them to the nutritional standards recommended by the **WHO in its School Policy Framework**.



❖ These recommendations were approved by the **competent regional health and education authorities**, responsible of monitoring, surveillance and control activities for school menus.

❖ As a result of this work, this topic received **legal coverage with the Food Safety and Nutrition Law**.





# SPECIAL MEASURES FOR THE SCHOOL ENVIRONMENT



Núm. 160

Law nº 17/2011 of 5 July 2011,  
about food safety and nutrition

Article 40  
Special measures for the  
School Environment

- ❖ Introduction of **educational content on nutrition** at schools and teacher training.
- ❖ **Promotion of physical activity** and sport at school and in extracurricular activities.
- ❖ Assuring of varied and **balanced menus adapted to the nutritional needs** of each age group.
- ❖ Obligation to **provide families with monthly menu plans**.
- ❖ Special conditions related to **special menus for children with allergies or gluten intolerance**.
- ❖ **Food and drink with high fat, salt and sugar content cannot be sold**. This content shall be established by regulation.
- ❖ **Schools shall be protected spaces for advertising**. Health authorities must establish **standards for education authorities** in order to allow or not campaigns within schools.



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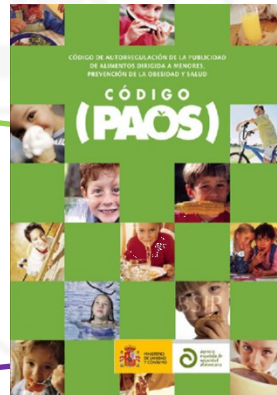
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# NEW PAOS CODE 2012

- **Co-regulation code of food and beverage TV advertising for children under 12 and Internet advertising for children under 15**, according to the Law nº 17/2011 of 5 July 2011 on food security and nutrition (Articles 45 & 46).
- Includes **recommendations and prohibitions in order to reduce the commercial pressure existing on children, both on television and on internet.**
- **Enforcement self-regulation code: AUTOCONTROL.**
- **Implementation code → Monitoring committee:** AESAN, FIAB, the Spanish Advertisers Association, consumer associations and AUTOCONTROL.
- **44 large companies have officially joined to PAOS**



- **Ministry of Health, Social Services and Equality (AESAN)**
- **Spanish Food and Drinks Federation (FIAB).**
- **Spanish advertising self – regulation Organization (AUTOCONTROL)**
- **Spanish Distributors Associations.**
- **Spanish Catering Industry Federation.**
- **Spanish Modern Catering Industry Association.**



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# OBSERVATORY OF NUTRITION AND STUDY OF OBESITY

18 January 2013

Law nº 17/2011  
of 5 July 2011

✓ Analyze regularly the nutritional situation in Spanish population, obesity evolution, and its determining factors. AESAN - NAOS Strategy.

Article 38  
Observatory of  
Nutrition and  
Study of Obesity

[http://www.aesan.msssi.gob.es/AESAN/docs/docs/notas\\_prensa/ley\\_seguridad\\_alimentaria.pdf](http://www.aesan.msssi.gob.es/AESAN/docs/docs/notas_prensa/ley_seguridad_alimentaria.pdf)

## STRUCTURE:

- ✓ **President:** expert in nutrition and chronic diseases, nominated by the Ministry of Health.
- ✓ **Vice-president:** executive director of the AESAN
- ✓ **Advisory Service:** representative of: NOAS strategy; Ministry of Agriculture, Economy, Education, Sports; scientific societies, professional colleges; Food and Beverage Industry; catering and retailers; distributors,...
- ✓ **Secretary:** involved in the NAOS strategy monitoring.

## FUNCTIONS:

- ✓ **Collecting and analyzing information about food habits, physical activity, obesity prevalence and food advertising.**
- ✓ **Monitoring interventions implemented.**
- ✓ **Assessing other policies and actions implemented from local to international scales.**
- ✓ **Elaborating and promoting studies.**
- ✓ **Annual report.**



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**Start****Observatory of Nutrition and Study  
of Obesity****Data sources****Indicators****Documentation****Action and intervention**

# Observatory of Nutrition and Study of Obesity

**Estudio  
ALADINO****Evaluación y seguimiento  
de la Estrategia NAOS:  
conjunto mínimo de  
indicadores****BOE**  
BOLETÍN OFICIAL DEL ESTADO  
**RESOLUCIÓN BOE DEL ACUERDO  
DE CREACIÓN DEL OBSERVATORIO  
DE LA NUTRICIÓN Y DE ESTUDIO DE  
LA OBESIDAD**



## Start

### Observatory of Nutrition and Study of Obesity

#### Data sources

#### Indicators

#### Documentation

#### Action and intervention

## Start > Indicators

### Indicators

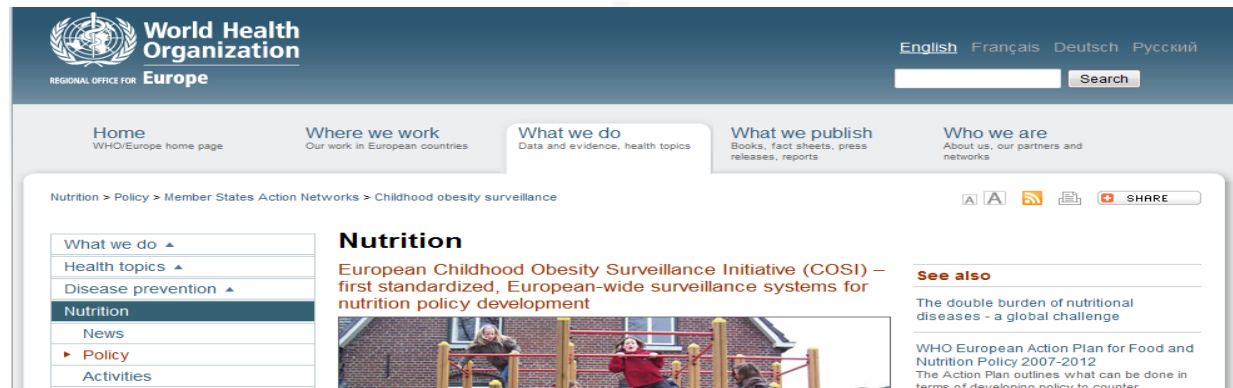
The indicators from this section are based on the document [Assesment and monitoring of the NAOS Strategy: minimum set of indicators](#), the result of a collaboration between the AESAN and representatives of various administrations and institutions from the public and private sector. Different existing databases have been used to obtain these indicators, which have been supplemented by new operations, sources and ad hoc studies.

Any information taken from this section of indicators must be cited as indicated: Assessment and monitoring of the NAOS Strategy: minimum set of indicators. Spanish Food Safety and Nutrition Agency. Ministry of Health, Social Services and Equality. Madrid, 2013.

<http://www.observatorio.naos.aesan.msssi.gob.es/web/indicadores/indicadores.shtml>

- [Prevalence of overweight among adults](#)
- [Prevalence of obesity among adults](#)
- [Prevalence of overweight among children](#)
- [Prevalence of obesity among children](#)
- [Prevalence of sedentary lifestyles in free time among adults](#)
- [Prevalence of sedentary lifestyles in free time among children](#)
- [Average daily time given to sedentary activities at home by under 16 year-olds](#)
- [Percentage of adults who practise physical activity or sport](#)
- [Percentage of individuals over 15 years old who walk to improve their level of fitness](#)
- [Percentage of adults who have breakfast every day](#)
- [Percentage of children who have breakfast every day](#)
- [Percentage of adults who eat fruit or vegetables every day](#)
- [Percentage of adults who comply with the daily intake recommendations for fruit and vegetables](#)
- [Percentage of children who eat fruit or vegetables every day](#)
- [Percentage of children who comply with the daily intake recommendations for fruit and vegetables](#)
- [Percentage of children who were breastfed during the first three months of their lives](#)
- [Percentage of children who were breastfed during the first six months of their lives](#)
- [Average number of days of breastfeeding](#)
- [Percentage of school population that practices an organised extracurricular physical activity or sport](#)
- [Percentage of school population that practices a physical activity or sport outside school hours and that is not organised](#)
- [Percentage of individuals with access to initiatives to promote a healthy diet at the workplace](#)
- [Percentage of individuals with access to activities to promote physical activity at the workplace](#)

# EUROPEAN CHILDHOOD SURVEILLANCE INITIATIVE (COSI)



**Monitoring the overweight and obesity figures in primary age school children between 6 and 9 years old**

**Spain joined in 2010 (second wave of data collection): ALADINO STUDY.**

**Third wave in 2013 (7-8 years): NEW STUDY.**

**Participating countries: Belgium, Bulgaria, Cyprus, the Czech Republic, Ireland, Italy, Latvia, Lithuania, Malta, Norway, Portugal, Slovenia, Sweden, Greece, Hungary, Spain and Macedonia.**





Healthy eating habits  
and physical activity

NAOS strategy

Plan de reducción del  
consumo de sal

## Nutrición y Estrategia NAOS



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# THANK YOU!

PLAN CUIDATE + 2012



VI Premios Estrategia  
NAOS- Edición 2012



VI Convención NAOS y  
Acto de entrega V Premios  
NAOS

