



GOBIERNO
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



WORLD HEALTH ORGANIZATION

GLOBAL STRATEGY ON DIET, PHYSICAL ACTIVITY AND HEALTH

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



estrategia
naos

Inverting the trend towards obesity

Spanish strategy for nutrition, physical activity and prevention of obesity



February 2005



BOLETÍN OFICIAL DEL ESTADO

Núm. 160 Miércoles 6 de julio de 2011 Sec. I. Pág. 71283

I. DISPOSICIONES GENERALES

JEFATURA DEL ESTADO

11004 Ley 17/2011, de 6 de julio, de seguridad alimentaria y nutrición

JUAN CARLOS I
REY DE ESPAÑA

A todos los que la presente vieren y entendieren
Sebed. Que las Cortes Generales han aprobado y Yo vengo en sancionar la siguiente ley.

PREAMBULO

I

La Constitución Española de 1978, en su artículo 43 reconoce el derecho a la protección de la salud, encomendando a los poderes públicos organizar y tutelar la salud pública a través de medidas preventivas y de las prestaciones y servicios necesarios. Asimismo, este artículo prevé que los poderes públicos fomentarán la educación sanitaria, la educación física y el deporte.

La Ley 14/1986, de 25 de abril, General de Sanidad, dio respuesta a estas previsiones de la Constitución y en particular por lo que respecta a la seguridad alimentaria, estableció en el artículo 18, como una de las actuaciones sanitarias del sistema de salud, encomendada a las Administraciones Públicas, a través de sus Servicios de Salud y los órganos competentes en cada caso el desarrollo del control sanitario y la prevención de los riesgos para la salud derivados de los productos alimentarios, incluyendo la mejora de sus cualidades nutritivas.

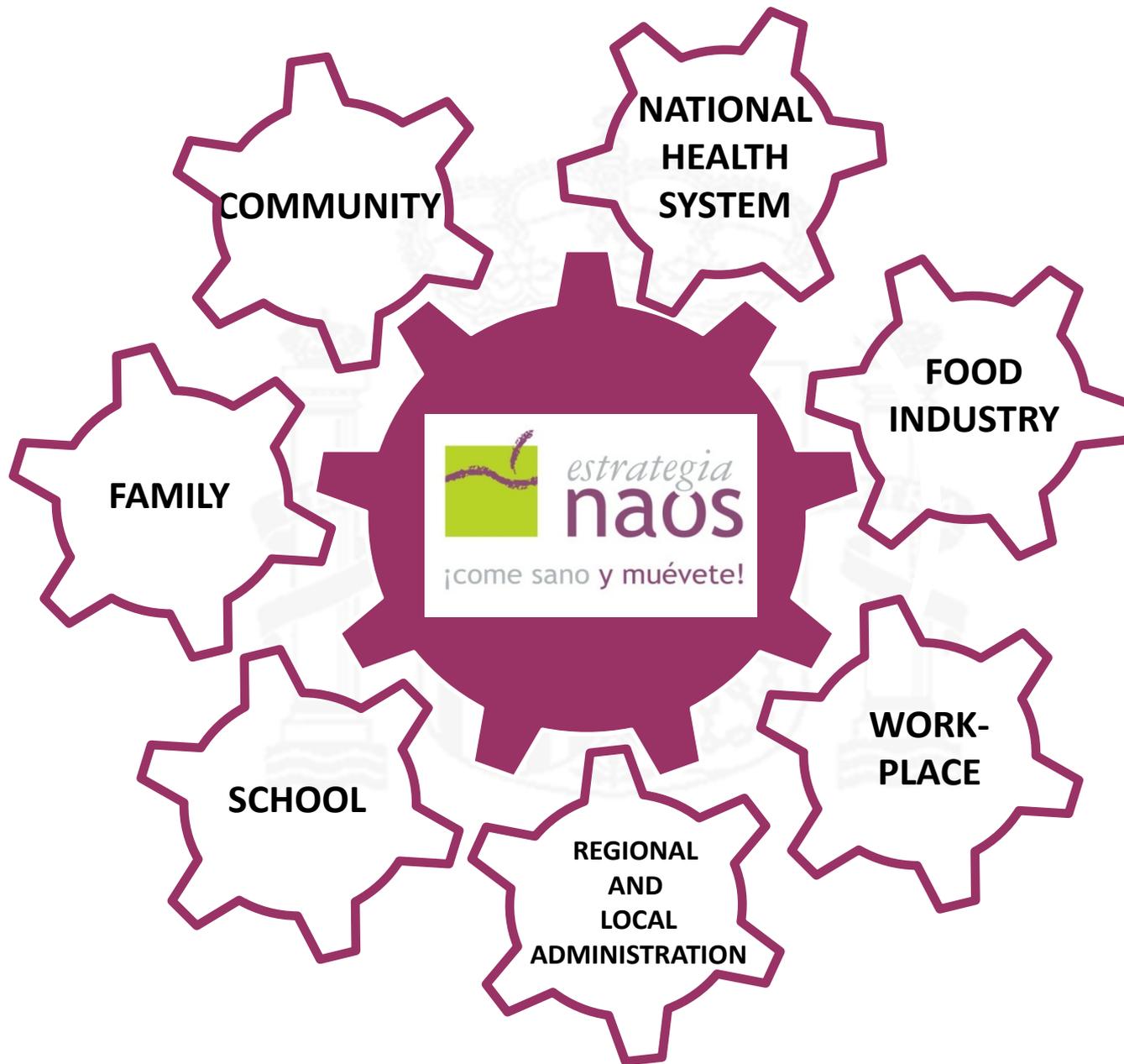
Por otra parte, el título VII de la Constitución diseñó una nueva organización territorial del Estado que possibilitaba la sujeción por las comunidades autónomas de competencias en materia de sanidad, reservando para aquélla la regulación de las bases y la coordinación general de la sanidad.

En los más de veinticinco años transcurridos desde que estos fundamentos de la organización y regulación de la sanidad alimentaria entraron en vigor, se han ido produciendo importantes cambios normativos y organizativos que han dado lugar a un nuevo concepto de la seguridad alimentaria tanto a nivel comunitario como a nivel nacional, en línea con la necesidad de consolidar la confianza de los consumidores en la seguridad de los productos alimentarios que consumen. Existe una gran demanda social para que estas cuestiones se regulen adecuadamente y en consonancia con los acelerados cambios técnicos, económicos y sociales que están teniendo lugar.

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**



GOBIERNO
DE ESPAÑA

MINISTERIO
DE SANIDAD, SERVICIOS SOCIALES
E IGUALDAD

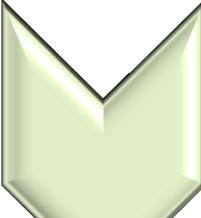
aecosan
agencia española
de consumo,
seguridad alimentaria y nutrición



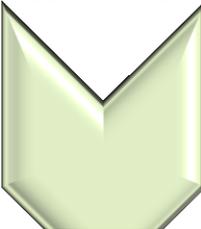
estrategia
naos
¡come sano y muévete!



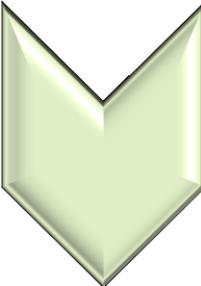
- **HEALTH PROMOTION INITIATIVE: ACTIVILANDIA**



- SCHOOL FOOD



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



- OBSERVATORY OF NUTRITION AND STUDY OF OBESITY



GOBIERNO
DE ESPAÑA

MINISTERIO
DE SANIDAD, SERVICIOS SOCIALES
E IGUALDAD

aecosan
agencia española
de consumo,
seguridad alimentaria y nutrición



estrategia
naos
¡come sano y muévete!



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.**



¡Qué sano es divertirse!



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

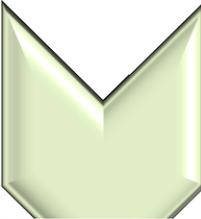




activilandia

¡Qué sano es divertirse!

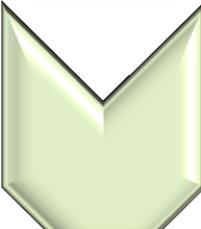
Visits of the Website	121.018
Unique Visitors	99.068
Pageviews	423.200
Passport records	2.437
SPOT homepage views	11.437
Videos views	30.874
Locution intros views	29.380
Games played	112.972
PDF downloads	8.388



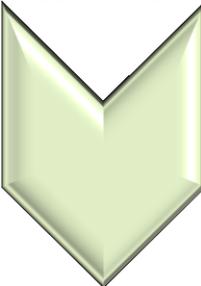
- HEALTH PROMOTION INITIATIVE: ACTIVILANDIA



- **SCHOOL FOOD**



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



- OBSERVATORY OF NUTRITION AND STUDY OF OBESITY



GOBIERNO
DE ESPAÑA

MINISTERIO
DE SANIDAD, SERVICIOS SOCIALES
E IGUALDAD

aecosan
agencia española
de consumo,
seguridad alimentaria y nutrición



estrategia
naos
¡come sano y muévete!

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



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

Article 40
Special measures for the
School Environment

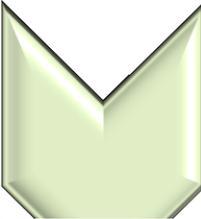
- ❖ Introduction of **educational content on nutrition** at schools and teacher training.
- ❖ **Promotion of physical activity and sport** at school and in extracurricular activities.
- ❖ Assuring of varied and **balanced menus adapted to the nutritional needs** of each age group.
- ❖ Obligation to **provide 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.



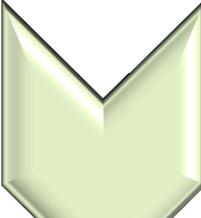
MINISTERIO
DE SANIDAD, SERVICIOS SOCIALES
E IGUALDAD

aecosan
agencia española
de consumo,
seguridad alimentaria y nutrición

 *estrategia*
naos
¡come sano y muévete!



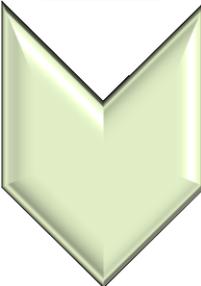
- HEALTH PROMOTION INITIATIVE: ACTIVILANDIA



- SCHOOL FOOD



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



- OBSERVATORY OF NUTRITION AND STUDY OF OBESITY



GOBIERNO
DE ESPAÑA

MINISTERIO
DE SANIDAD, SERVICIOS SOCIALES
E IGUALDAD

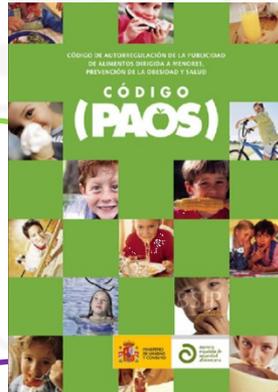
aecosan
agencia española
de consumo,
seguridad alimentaria y nutrición



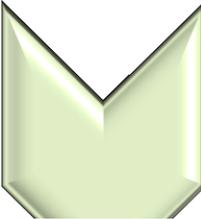
estrategia
naos
¡come sano y muévete!

NEW PAOS CODE 2012

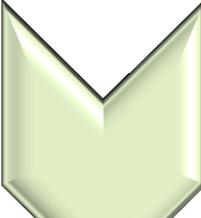
- **Co-regulation code of food and beverage TV advertising for children under 12 and Internet advertising for children under 15**, according to the Law nº 17/2011 of 5 July 2011 on food security and nutrition (Articles 45 & 46).
- Includes **recommendations and prohibitions in order to reduce the commercial 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**



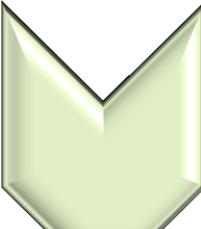
- **Ministry of Health, Social Services and Equality (AESAN)**
- **Spanish Food and Drinks Federation (FIAB).**
- **Spanish advertising self – regulation Organization (AUTOCONTROL)**
- **Spanish Distributors Associations.**
- **Spanish Catering Industry Federation.**
- **Spanish Modern Catering Industry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



- HEALTH PROMOTION INITIATIVE: ACTIVILANDIA



- SCHOOL FOOD



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



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



GOBIERNO
DE ESPAÑA

MINISTERIO
DE SANIDAD, SERVICIOS SOCIALES
E IGUALDAD

aecosan
agencia española
de consumo,
seguridad alimentaria y nutrición



estrategia
naos
¡come sano y muévete!

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

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.**



GOBIERNO
DE ESPAÑA

MINISTERIO
DE SANIDAD, SERVICIOS SOCIALES
E IGUALDAD

aecosan
agencia española
de consumo,
seguridad alimentaria y nutrición

 *estrategia*
naos
¡come sano y muévete!

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)

World Health Organization
REGIONAL OFFICE FOR Europe

English Français Deutsch Русский

Home WHO/Europe home page

Where we work Our work in European countries

What we do Data and evidence, health topics

What we publish Books, fact sheets, press releases, reports

Who we are About us, our partners and networks

Nutrition > Policy > Member States Action Networks > Childhood obesity surveillance

What we do ▲
Health topics ▲
Disease prevention ▲
Nutrition
News
► Policy
Activities

Nutrition

European Childhood Obesity Surveillance Initiative (COSI) – first standardized, European-wide surveillance systems for nutrition policy development

See also

The double burden of nutritional diseases - a global challenge

WHO European Action Plan for Food and Nutrition Policy 2007-2012
The Action Plan outlines what can be done in terms of developing policy to counter

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.



GOBIERNO DE ESPAÑA
MINISTERIO DE SANIDAD, SERVICIOS SOCIALES E IGUALDAD



Healthy eating habits and physical activity

NAOS strategy

Plan de reducción del consumo de sal

Nutrición y Estrategia NAOS



¡come sano y muévete!



THANK YOU!

PLAN CUIDATE + 2012



VI Premios Estrategia NAOS- Edición 2012



VI Convención NAOS y Acto de entrega V Premios NAOS



estrategianaos@msssi.es

www.naos.aesan.msssi.gob.es