

NATIONAL INSTITUTE OF PUBLIC HEALTH - MEXICO



UNITED NATIONS EXPERT GROUP MEETING ON
POPULATION, FOOD SECURITY, NUTRITION
AND SUSTAINABLE DEVELOPMENT

PANEL: Session IV: Nutrition and population health



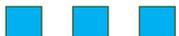
PUBLIC HEALTH NUTRITION POLICIES IN MEXICO: LESSONS LEARNED AND ENDURING CHALLENGES

Simón Barquera, MD, MS, PhD.

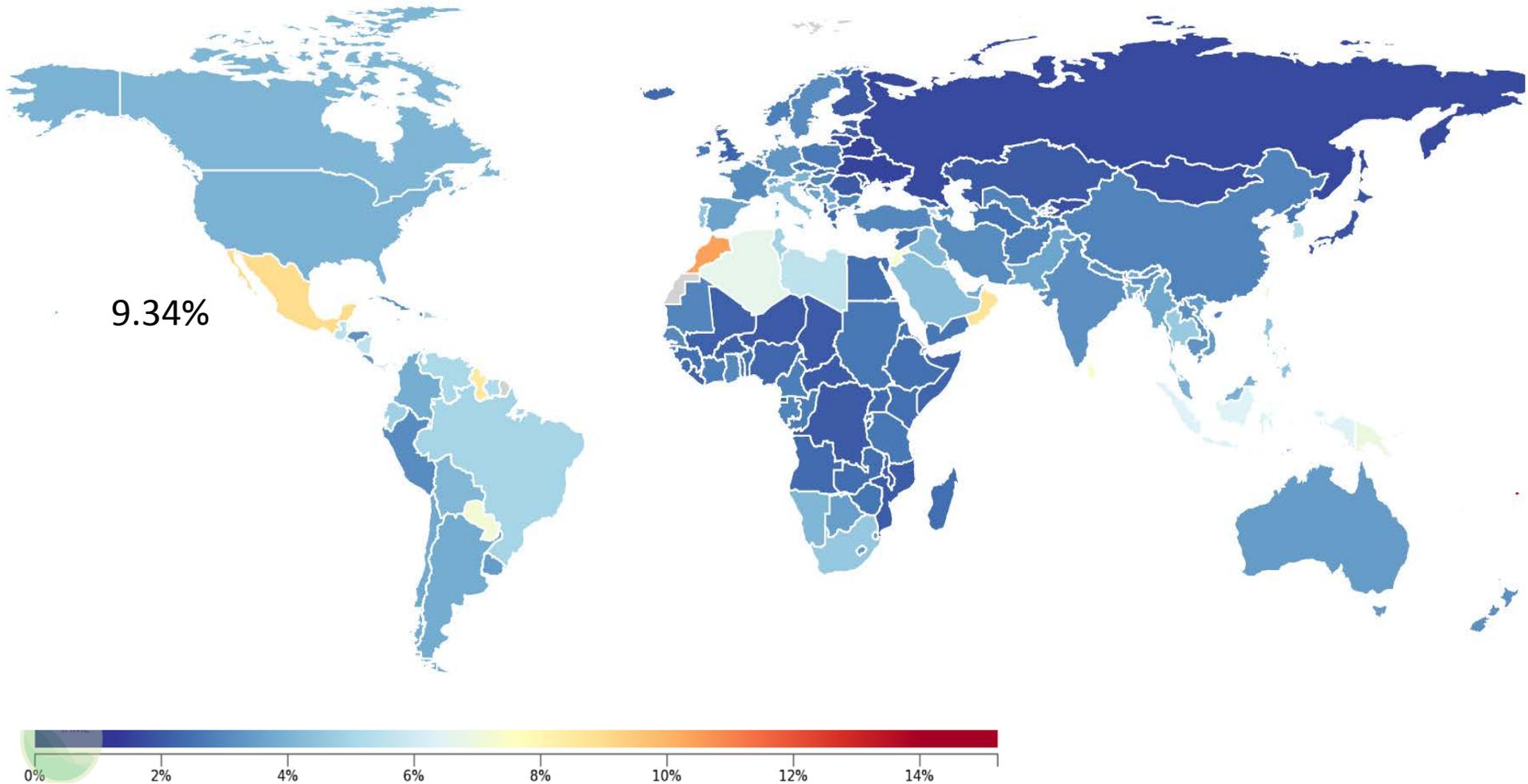
Director. Nutrition and Health Research Center,
National Institute of Public Health, Mexico.

Collaborators: Cecilia Oviedo, PhDc, Norma Buenrostro, BS, Mariel White BS.

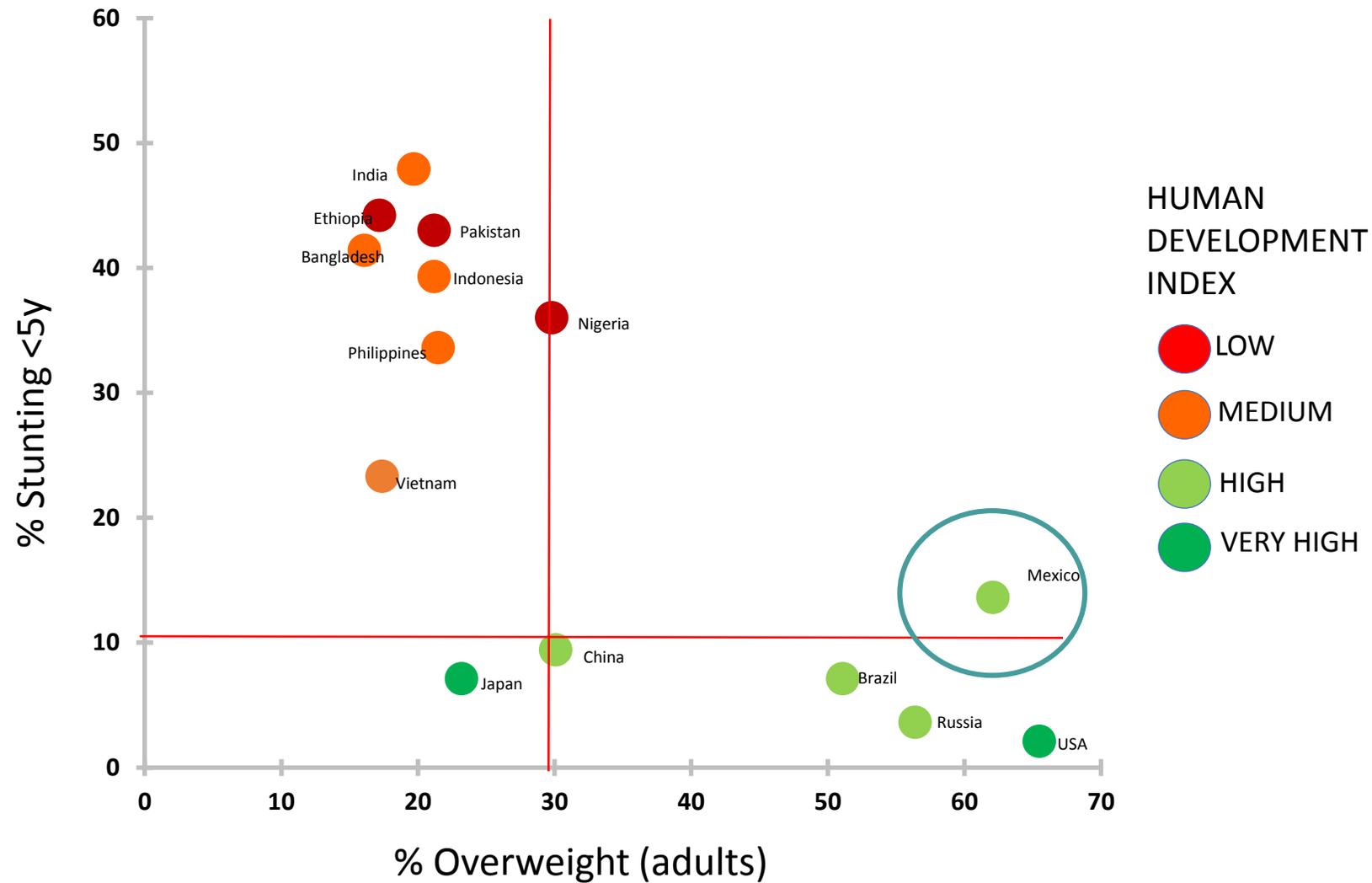
 sbarquera



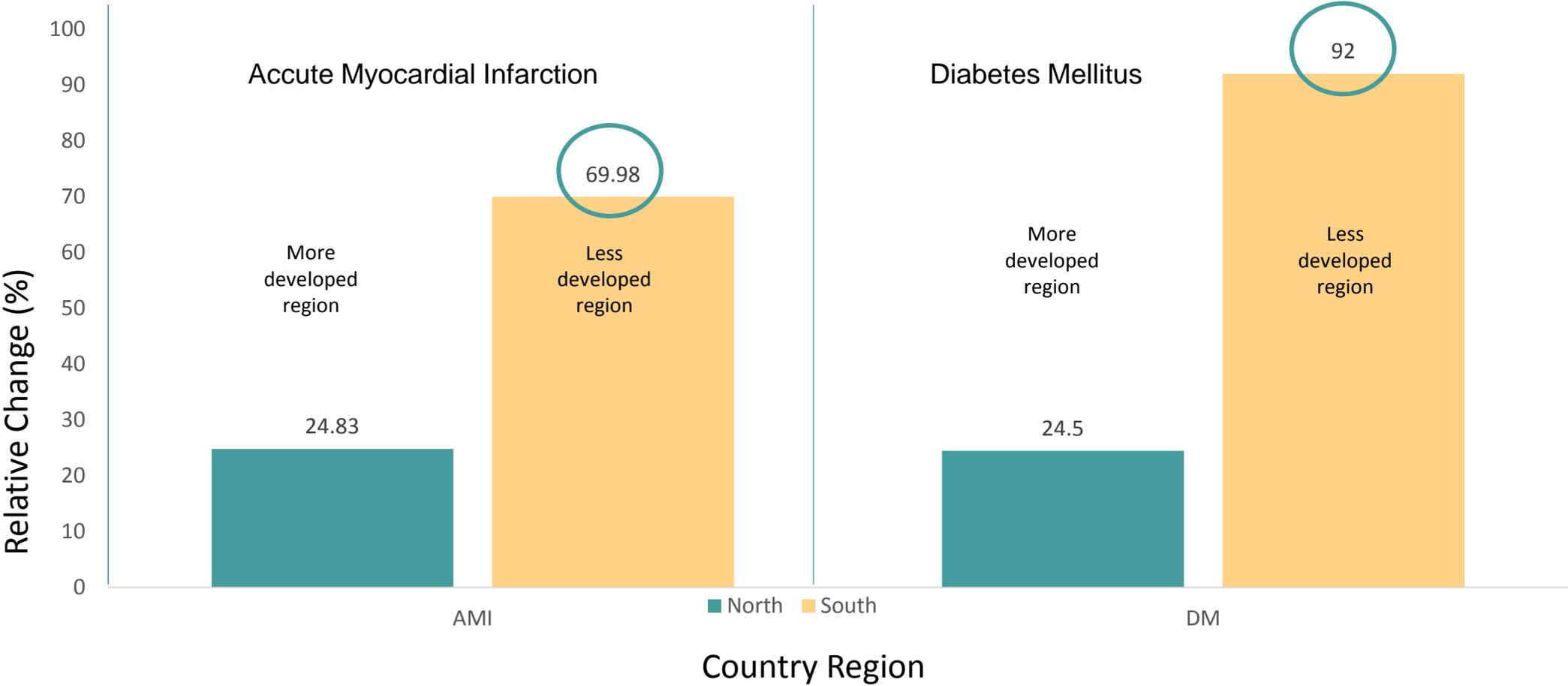
Mortality attributable to DIABETES: National epidemiologic NCD alert declared in 2016



Double-burden of malnutrition among the 14 most populated countries in the world

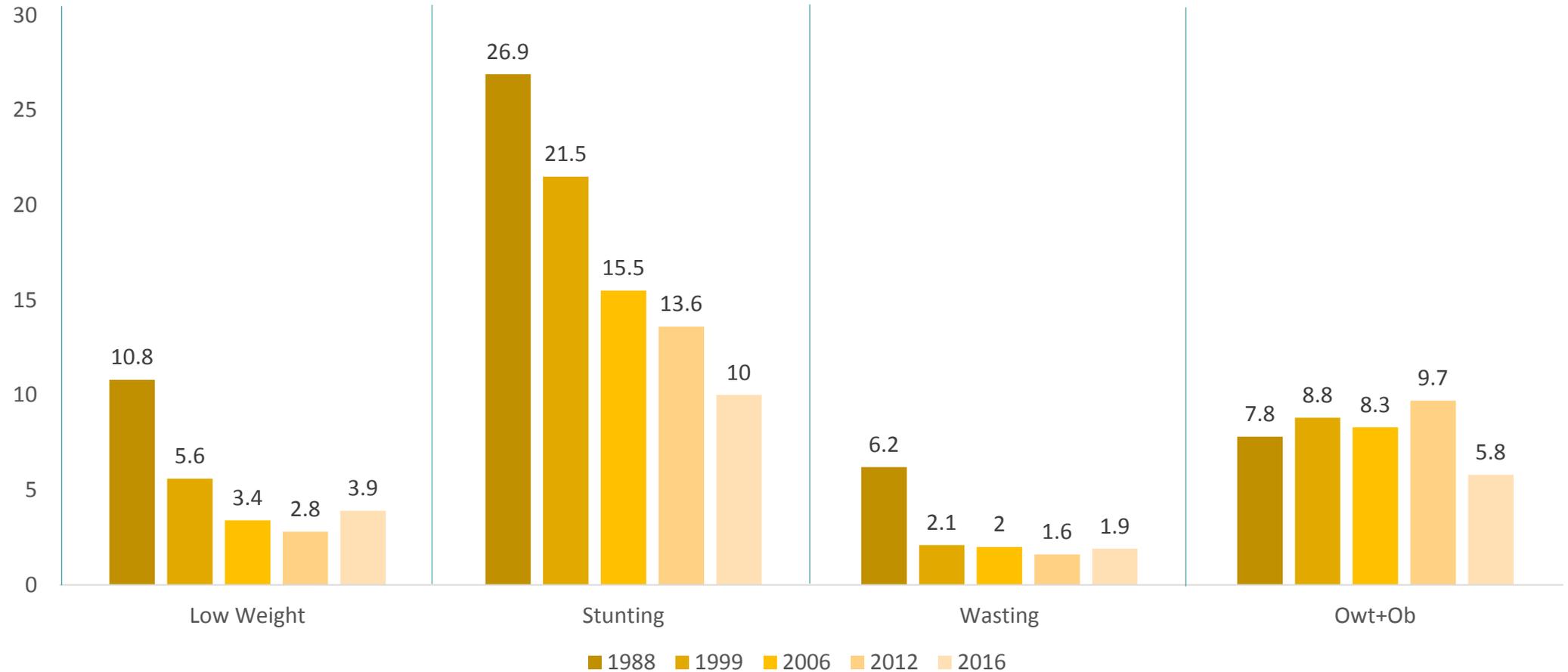


Higher relative increase of Acute Myocardial Infarction (AMI) and Diabetes (DM) mortality in less developed regions of Mexico (1980-2002)

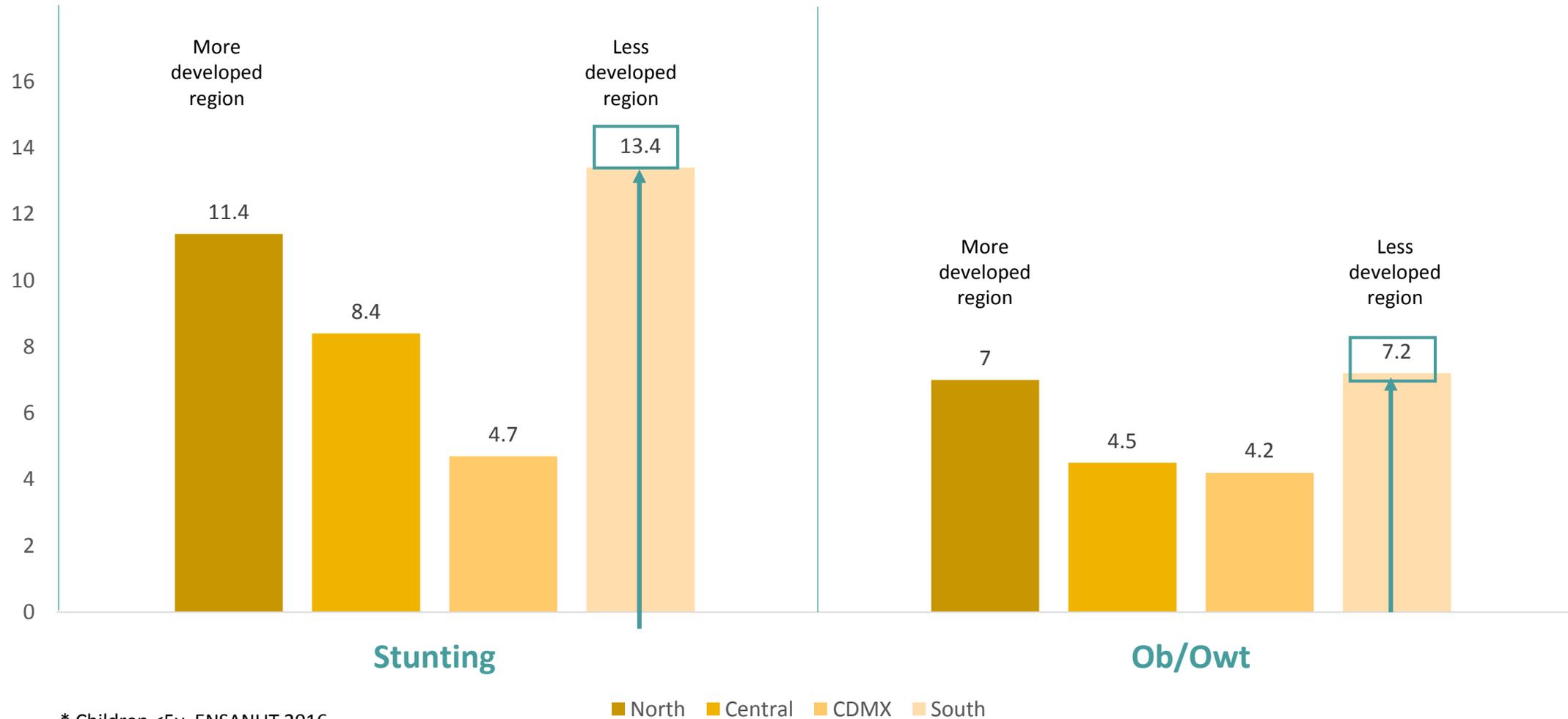


Trends in prevalence of malnutrition in children <5y in Mexico:

Steady decrease in undernutrition during the last 30 years



Higher stunting and obesity in children from the less developed region*



The Double-burden of malnutrition is decreasing in Latin America

A recent study estimated Double-burden of malnutrition in 6 countries of Latin America finding a **lower than expected risk of concurrent child stunting and maternal overweight** ¹



In Mexico²; at the household level:

- Stunting <5y and Obt/ob in mother: **8.4%**
- Individual level
 - (<5y): **1%** stunting plus owt
 - Women: **7.6%** anemia plus owt

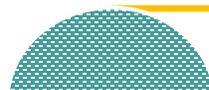
Prevalences lower than expected

... however, the economic costs in Mexico are significant

Estimated Cost of Double-Burden of Malnutrition in 3 Latin American Countries*

Costs	Chile	Ecuador	México
Health	385	1,666	7,338
Education	-	27	151
Productivity	108	2,651	21,341
Total	493	4,344	28,830
% of GNP	0.20%	4.30%	2.30%

Estimated
Annual Cost
DBM in Mexico
2015-78



Undernutrition: \$407 millions USD - 0.03% GNP



Obesity \$13,157 millions USD - 1.0% GNP

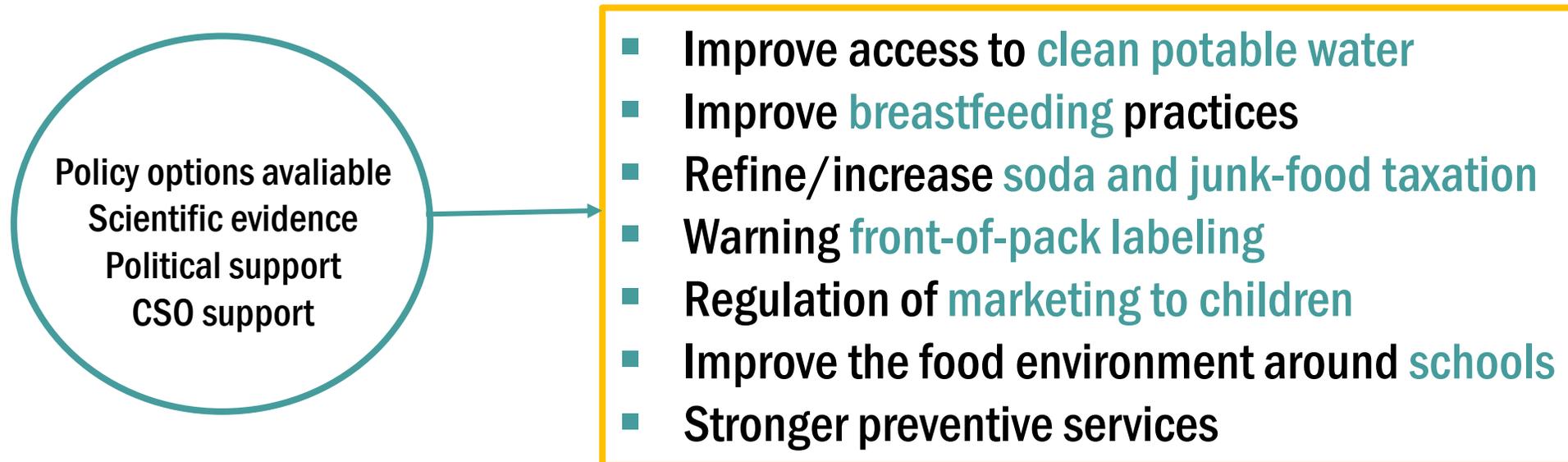
* USD millions

Government reductions in expenditure for NCDs in Mexico (2012-2018)*

Year	Total health budget (billion USD)	NCD Prevention & control (million USD)	% NCD Prevention & control of total health budget
2012	8.6	19.7	0.23
2013	11.6	25.7	0.22
2014	11.5	27.5	0.24
2015	9.6	23.0	0.24
2016	7.8	20.0	0.26
2017	6.9	19.1	0.28
2018	6.5	21.1	0.32

* USD (adjusted for inflation)

Priority interventions to tackle the double-burden of malnutrition in Mexico:



TAXING SODA, SAVING LIVES

MEXICO'S SURCHARGE ON SUGARY DRINKS IS THE REAL THING



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

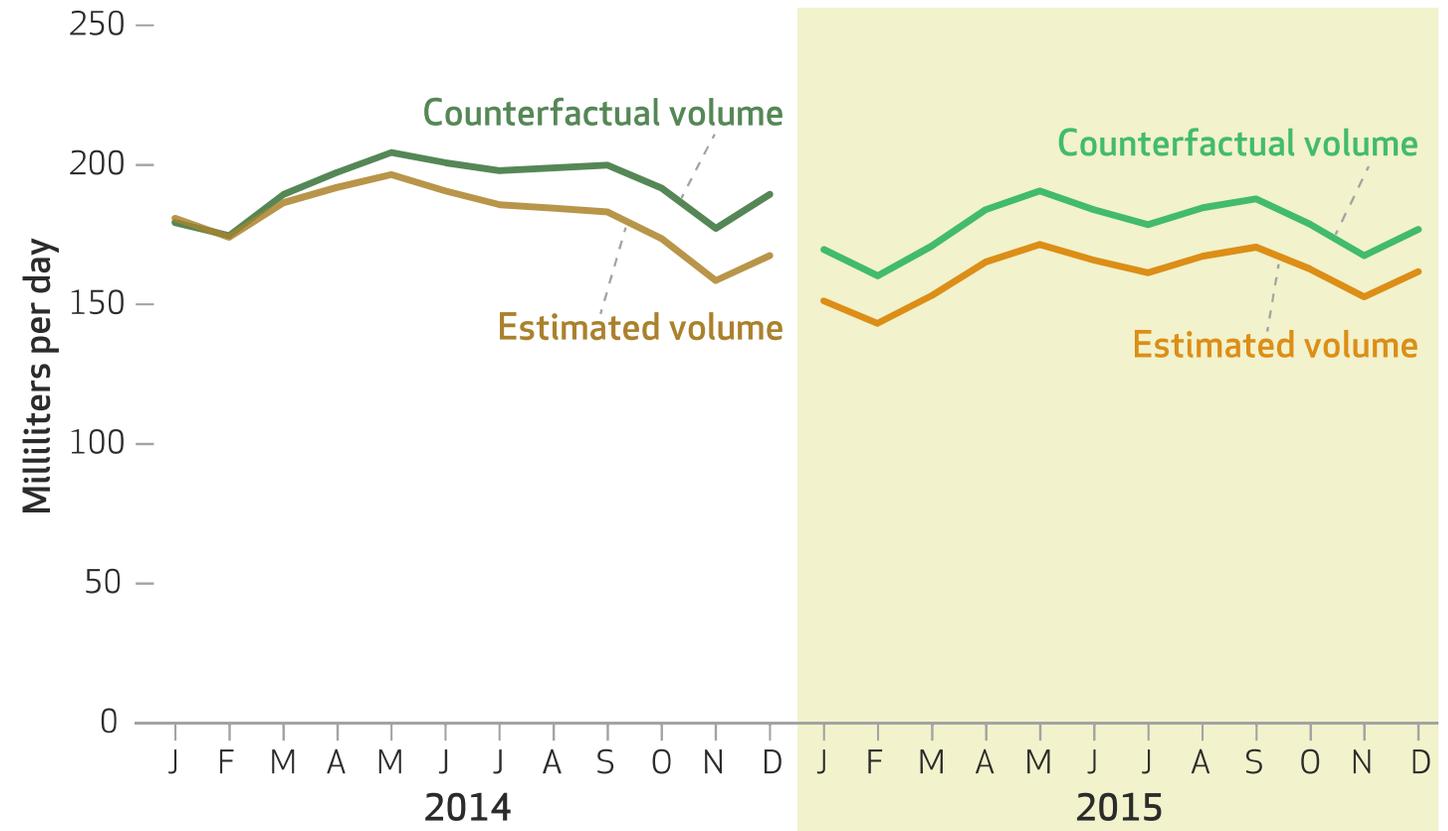


Instituto Nacional
de Salud Pública

- 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**



Projected impact of the 10% soda-tax in the next 10 years

- ↓ 190,000 diabetes cases
- ↓ 20,000 strokes and AMI
- ↓ 19,000 deaths

Considering only the effect on diabetes, this policy will decrease health expenditures by **\$983 thousand USD**



RESEARCH ARTICLE

Projected Impact of Mexico's Sugar-Sweetened Beverage Tax Policy on Diabetes and Cardiovascular Disease: A Modeling Study

Luz Maria Sánchez-Romero^{1,2}, Joanne Penko^{3,4}, Pamela G. Coxson^{3,4}, Alicia Fernández^{3,4}, Antoinette Mason^{3,4}, Andrew E. Moran⁵, Leticia Ávila-Burgos⁶, Michelle Odden⁷, Simón Barquera¹, Kirsten Bibbins-Domingo^{3,4,5,8*}

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 OPEN ACCESS

Marketing targeted to children affects their preferences and their diet quality

“Children throughout the Americas are subject to pervasive and unrelenting publicity for foods of little or no nutritional value, high in fats, sugars, or salt. Constant advertising of such nutrient-poor, calorie-rich foods in diverse communications media influences children’s food preferences and consumption patterns”

OPS/PAHO, 2011



Marketing directed at children in the food environment



Progress in marketing to children regulation in Chile:



Product in Chile:

Use of cartoon characters is prohibited



Clear, visible warning labels



Misleading front of pack labeling system (GDAs)



GDA- sugar based on 92g a day



Product in México:

Gifts



Use of cartoon characters



Endorsed by sports leagues



Marketing of unhealthy F&B associated with sports and active transportation



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



School environment: Accessibility of unhealthy food & lack of water fountains



Government actions in the school environment



- ↑ Water availability
- ↑ Physical activity
- ↓ Food marketing inside schools
- ↑ Quality of food inside schools

Characterization of food/beverage promotion directed at children

Argentina, Brasil, Chile, Costa Rica, and Mexico*

General Objective:

- 1) Identify how marketing strategies for food and beverages targeted to children contribute to purchases of unhealthy food
- 2) Identify how children's parents may contribute to purchases of unhealthy food

obesity reviews

doi: 10.1111/obr.12080

Review

Monitoring the availability of healthy and unhealthy foods and non-alcoholic beverages in community and consumer retail food environments globally

C. Ni Mhurchu¹, S. Vandevijvere², W. Waterlander¹, L. E. Thornton³, B. Kelly⁴, A. J. Cameron³, W. Snowdon^{5,6} and B. Swinburn^{2,6} for INFORMAS[^]

Funded by:



Retail Food Environments in Latin America

High availability of unhealthy food marketing to children at point-of-purchase



Healthy foods are not as expensive as perceived by consumers...



Mango 1kg - \$1.35 USD



Mandarin 2kg - \$1 USD

Healthy foods are not as expensive as perceived by the consumers...

**4 kilograms of
watermelon costs
\$1.04 USD**



Low income super market in Mexico

FRUTAS Y VERDUR

EN LA COMPRA DE 1
BIBIDA CARBONATA DE 2 LITROS
LLEVATE GRATIS UN
CUBETA
\$21.80

EN LA COMPRA
DE DOS FOTOPOS
LLEVATE EL
TERCERO GRATIS*
\$25.45

EN LA COMPRA DE UN
BIPACK COCA COLAS FRESCAS
LLEVATE GRATIS UNA
CUBETA
\$25.45

GIFTS AND PRICE INCENTIVES:
COKE BUCKET WITH 6 LITERS OF
SODA \$1.3 USD

high income super market in Mexico



How can we help consumers make healthier food choices?

CHILE:



WARNING LABEL SYSTEM

- EASY TO UNDERSTAND
- DEVELOPED BY ACADEMIC EXPERTS

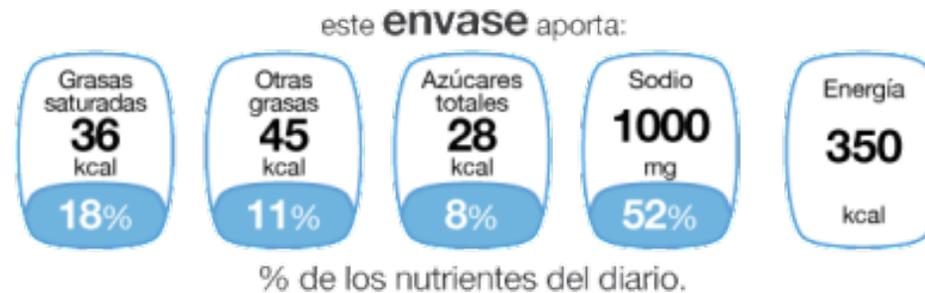


MEXICO:



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

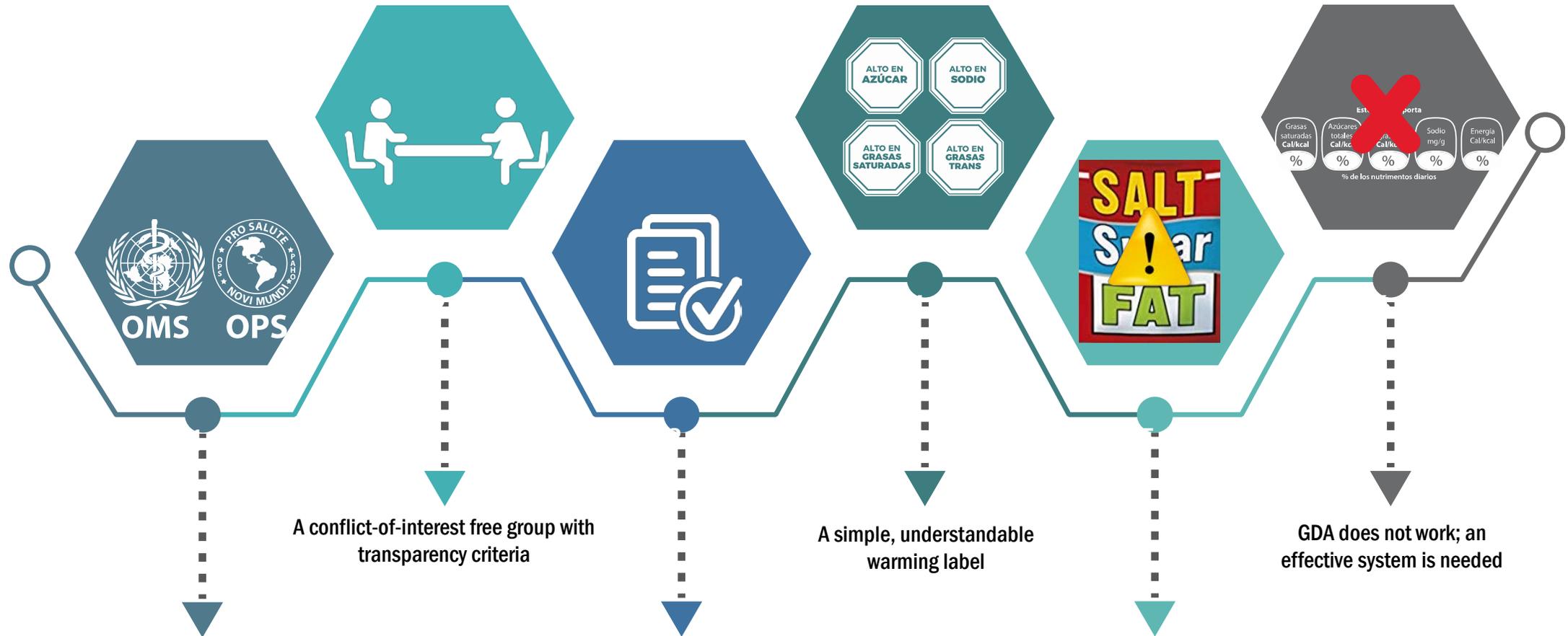
How many consumers can interpret the Chilean FOP symbol?



Etiquetado de
advertencia de Chile

CHILE'S
WARNING
LABEL IS WELL
UNDERSTOOD
BY CHILDREN

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.

A conflict-of-interest free group with transparency criteria

Consistent nutrient profile for public policy

A simple, understandable warning label

FOP label ONLY for harmful ingredients

GDA does not work; an effective system is needed

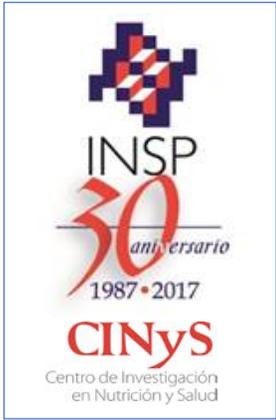
Conclusions

Mexico, like other countries in Latin America, has a relatively low prevalence of the double burden of malnutrition

However, being one of the most populated countries in the world, this condition generates an enormous burden

The solution is complex but there is consensus on the need of triple-duty policies helpful to tackle obesity, undernutrition and climate change such as:

Water sanitation, breast-feeding promotion, soda and junk food taxation, front of pack labeling, marketing regulation, healthy school regulations and active transportation.



Colaborators:

Cecilia Oviedo
Norma Buenrostro
Mariel White

Thank you!

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