

NATIONAL OBESITY PREVENTION POLICY AND PROGRAMS IN THE AMERICAS: WHAT CAN WE LEARN TO INFORM POLICY IN THE UNITED STATES?

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The
Economist

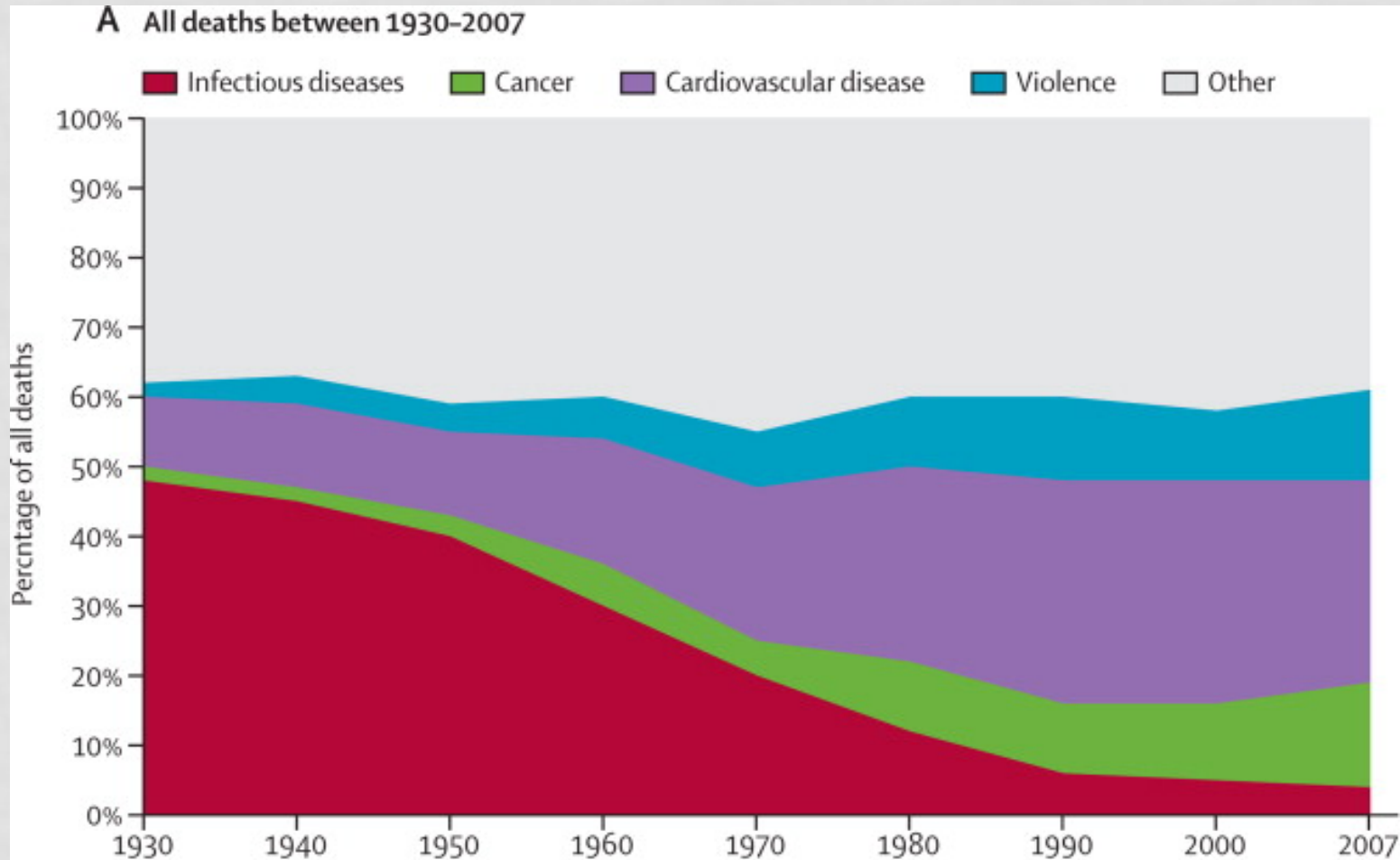
AMERICAN BROTHERS



HEALTH AND SOCIAL CONTEXT

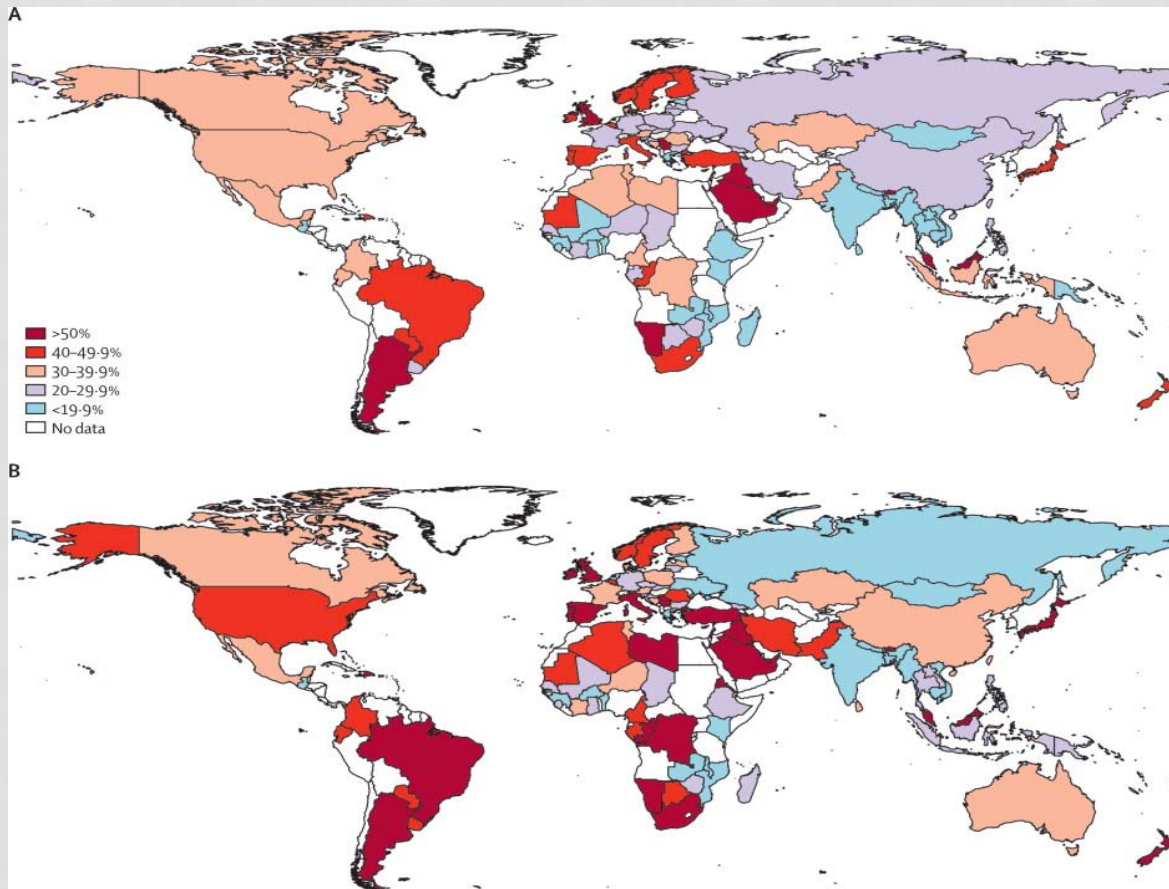
	1970	1980	1990	2000	2010
Population					
	95 993 400	121 611 375	147 593 859	170 143 121	190 732 694
Age					
0–4 years	14·4%	13·5%	11·2%	9·6%	8·2%
60–69 years	3·1%	3·7%	4·3%	4·8%	5·5%
≥70 years	1·8%	2·3%	2·9%	3·7%	4·6%
Urban Population					
	55·9%	67·5%	75·5%	81·2%	83·8%
Population with no income (>10 years old)					
	49·0%	44·5%	40·4%	38·5%	31·1%

HEALTH AND SOCIAL CONTEXT



HEALTH AND SOCIAL CONTEXT

Physical inactivity in adults worldwide



- Leisure PA
14,8%
- Risk groups
 - Women
 - Older adults
 - Low education

1. A CLEAR POLICY IS NEEDED



- National Health Promotion Policy:
 - Physical activity and healthy diet
 - Smoking
 - Violence
 - Alcohol and drug abuse
 - Sustained development

2005

2006

2007

2008

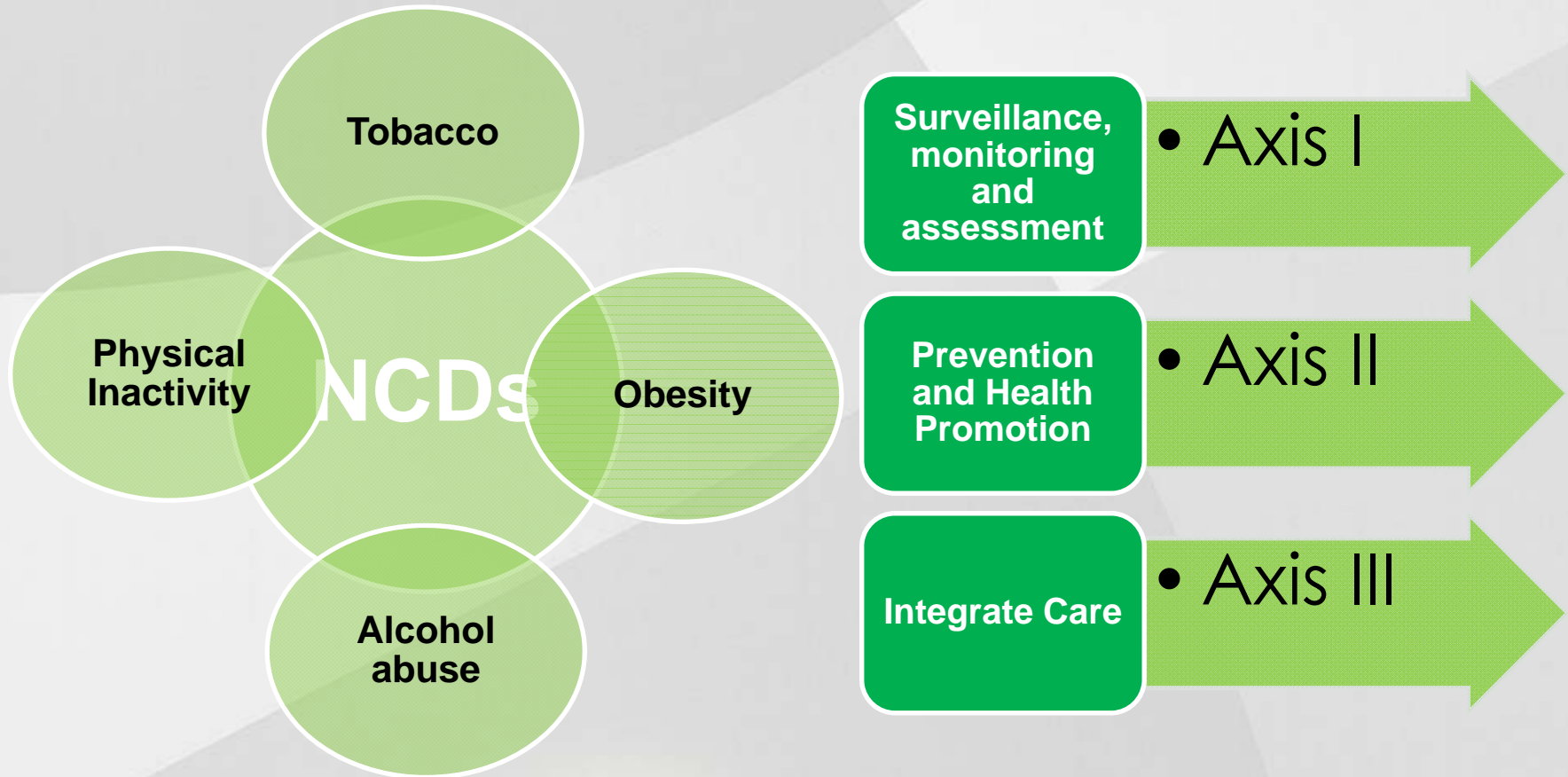
2009

2010

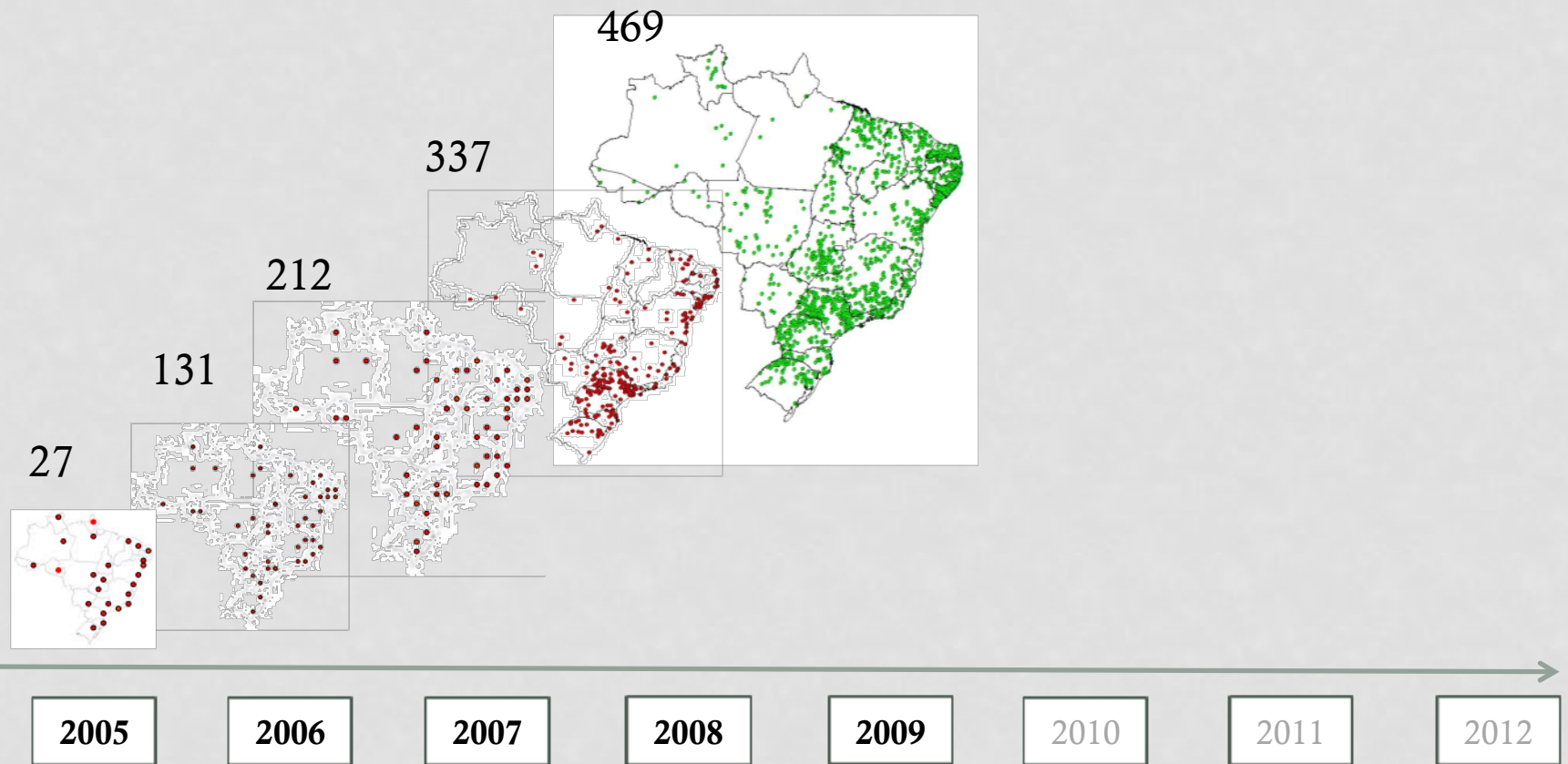
2011

2012

Action Plan for NCD's 2011- 2022



2. POLITICAL COMMITMENT



3. PATIENCE

Between 2005 -2009 the MoH invested more than US\$ 65 millions in states and municipalities



The MoH funds 1,494 cities to promote PA (27% of the country)

2005

2006

2007

2008

2009

2010

2011

2012

4. CAPACITY BUILDING

Capacity building (train the trainer model)

2006, Brasília

I National Seminar of Physical
Activity

To show best practices for PA
promotion and discuss future steps
with the 27 state capitals
representatives funded in 2005

2005

2006

2007

2008

2009

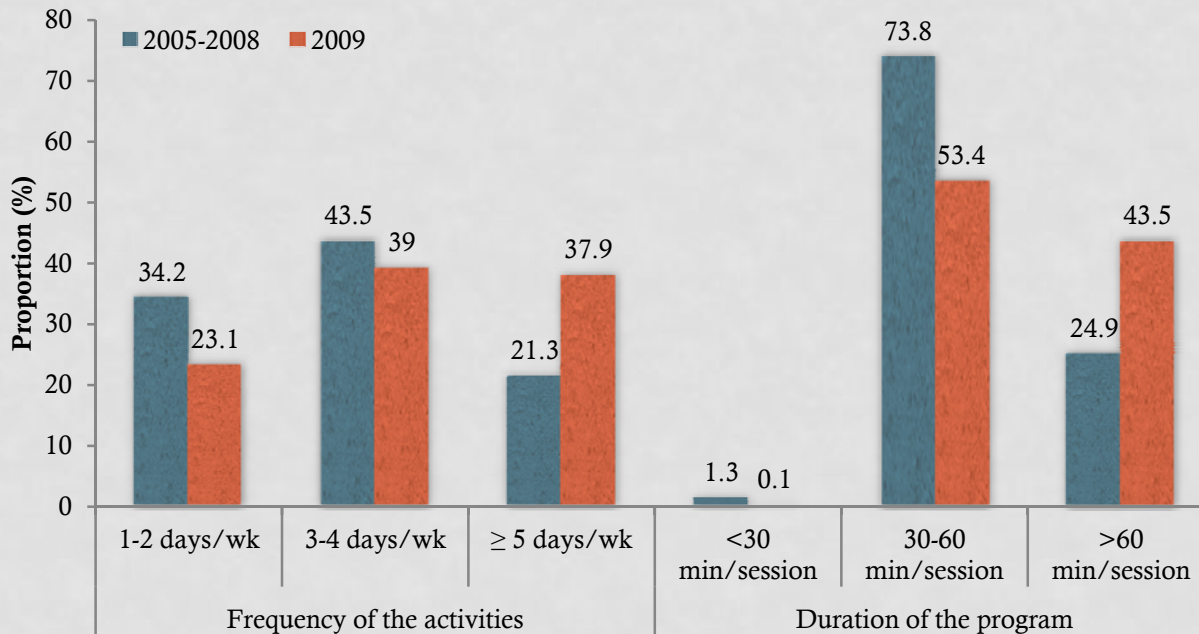
2010

2011

2012

4. CAPACITY BUILDING

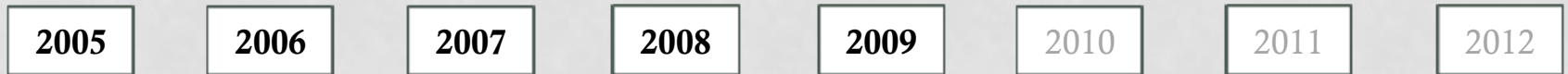
Physical Activity National Network Characteristics



65% Have used the Logic Model

72% Have delivered activities in open public spaces

80% Physical Education professors



5. EXPANDED NETWORK



Ministério da
Saúde

GOVERNO FEDERAL
BRASIL
PAÍS RICO É PAÍS SEM POBREZA

6. FIND THE BEST “AVAILABLE EVIDENCE”



Academia da Cidade Program (Recife-2007):

- Since 2002
- PA classes
- Nutrition orientation
- Open public spaces
- Open access for the community



6. FIND THE BEST “AVAILABLE EVIDENCE”



Exercise Orientation Service Program (Vitória-2009):

- Since 1990
- PA classes
- Nutrition orientation
- Open public spaces
- Open access for the community



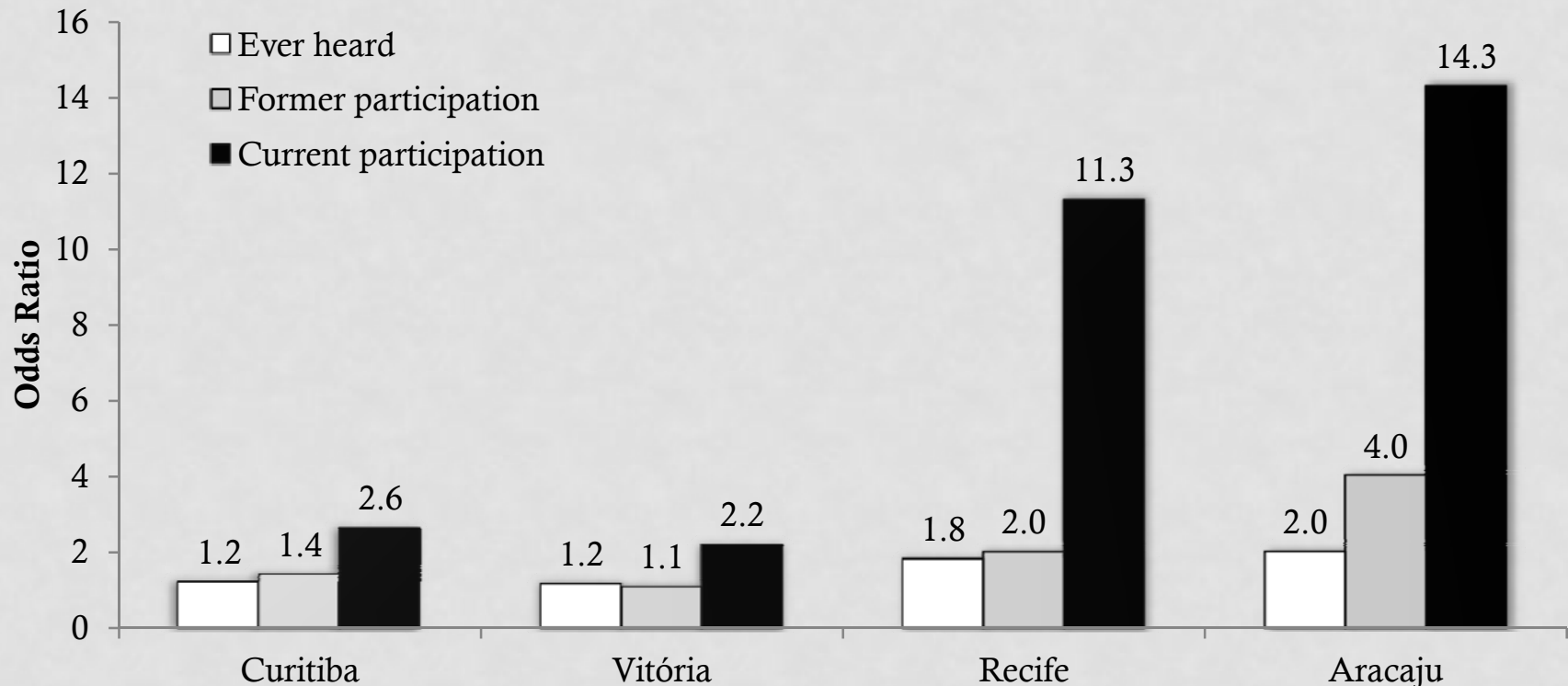


6. FIND THE BEST “AVAILABLE EVIDENCE”

- Historical evaluation
- Logic model
- Qualitative study with managers, staff and users
- Quantitative study (internal and external validity)
- Systematic Observation

6. FIND THE BEST “AVAILABLE EVIDENCE”

Participation in community programs and leisure time physical activity



7. THINK BIG - THE ACADEMIA DA SAÚDE PROGRAM

- 2,801 centers under construction (46% of municipalities)
- 4000 municipalities by 2015 (~US\$ 1 Billion)



THE ACADEMIA DA SAÚDE PROGRAM

PA activities

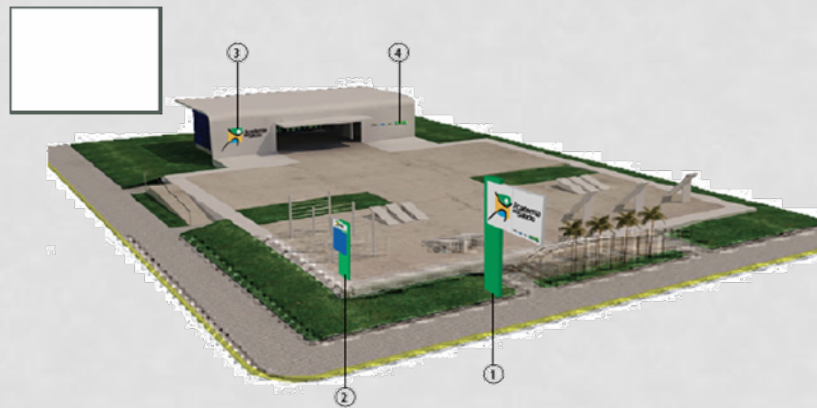
Cultural
Activities

Dietary
education

Others health
promotion activities

Human
resources

Equipment



8. EVALUATION



1. Effectiveness
2. Cost-effectiveness (?)
3. Implementation
4. Sustainability

8. TIME, MONEY AND “FAITH”

2011

80 municipalities
n=2400

Without the
program

Without the
program

Without the
program

Without the
program

2012

80 municipalities
N=3200

Without the
program

Physical Structure

Human resources

**Physical Structure
+ Human
resources**

2013

80 municipalities
N=3200

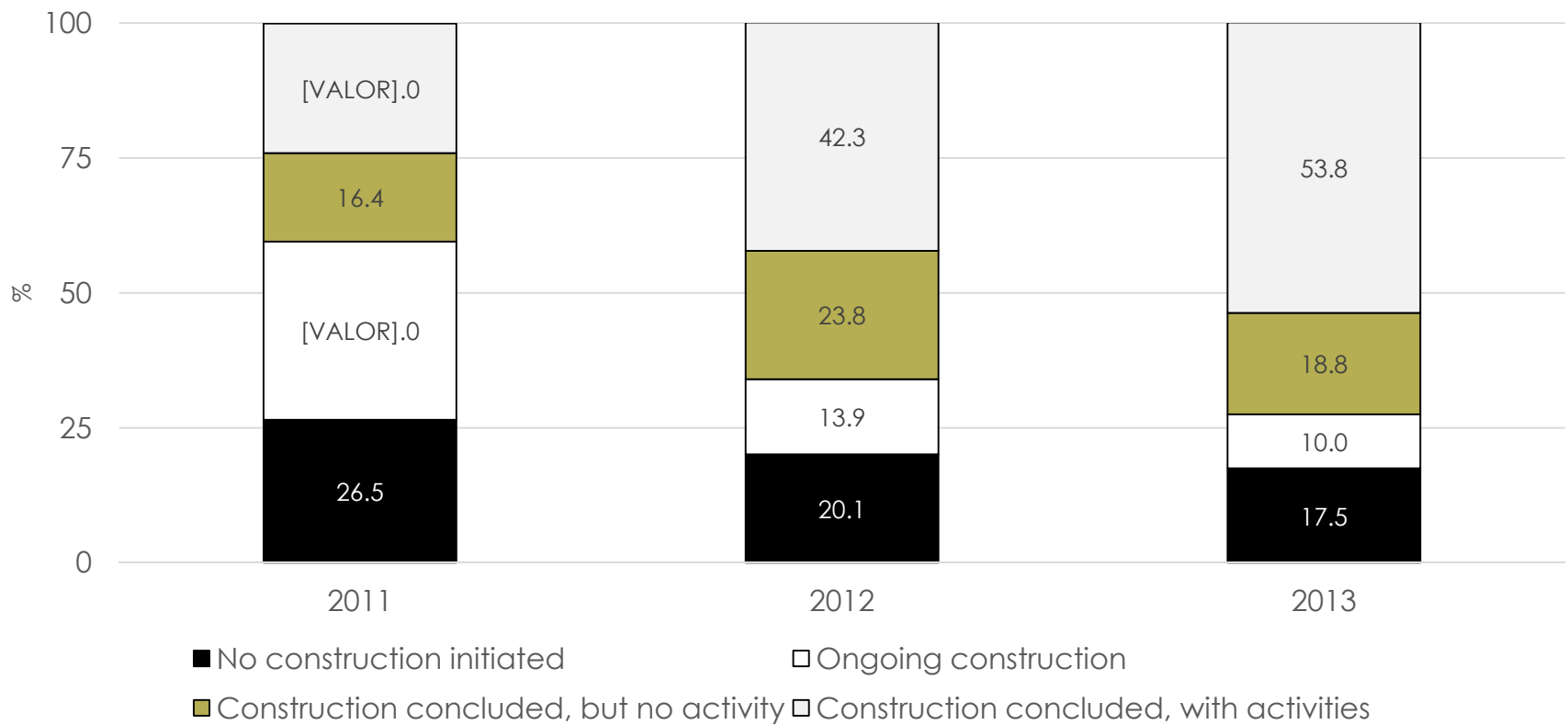
Without the
program

**Physical structure
+ Human
resources**

**Physical structure
+ Human
resources**

**Physical Structure
+ Human
resources**

8. TIME, MONEY AND “FAITH”



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