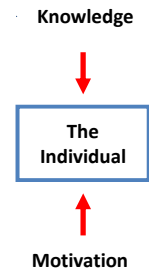


# Can we do better to stop the pandemics of obesity and diet-related NCDs?

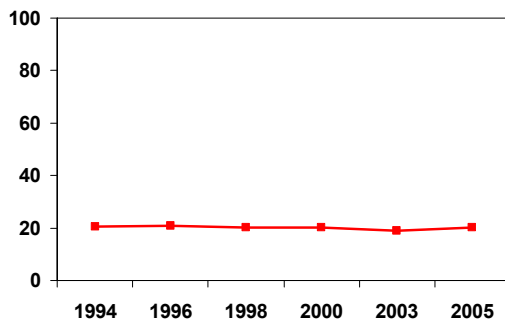
Enrique Jacoby



## What are we doing?

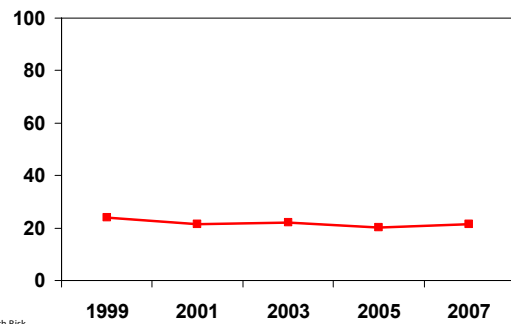


### % of US adults consuming -5-a-day portions of Fruits and Vegetables

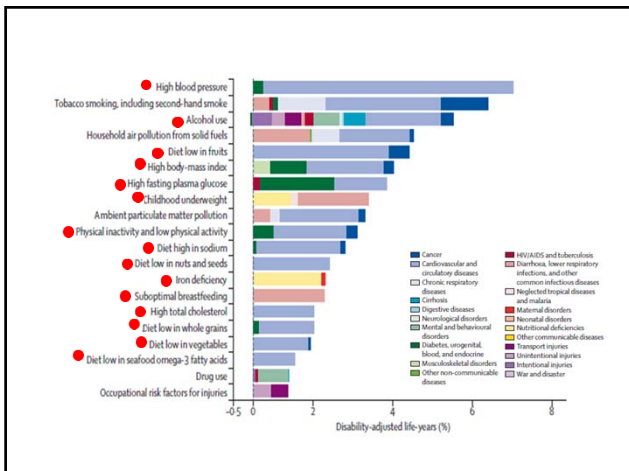
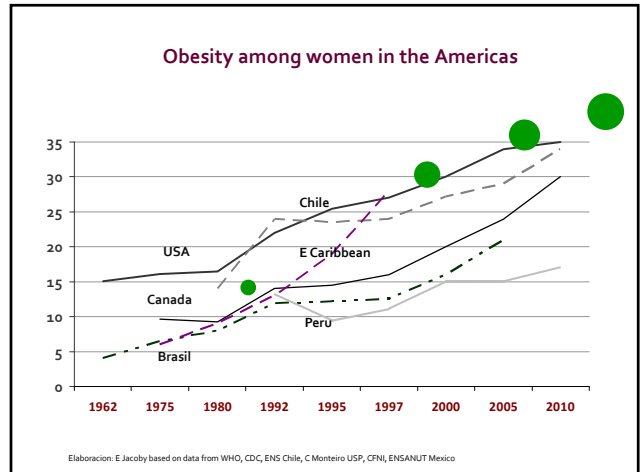
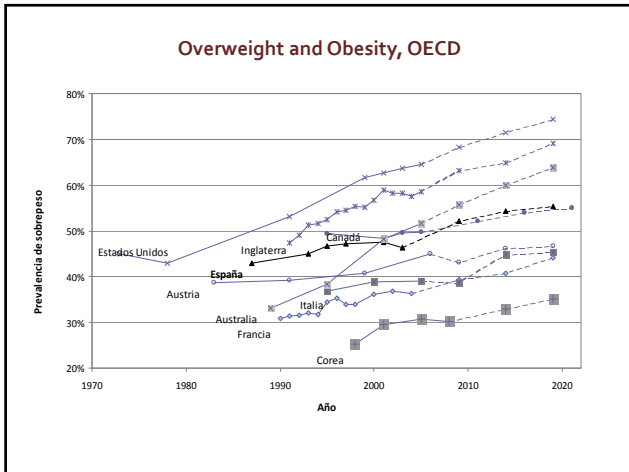


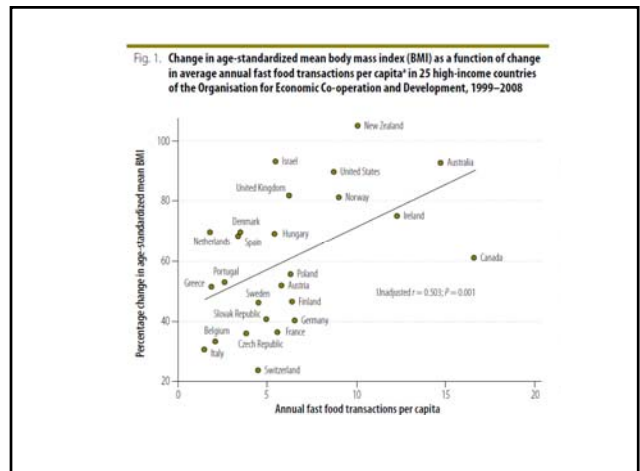
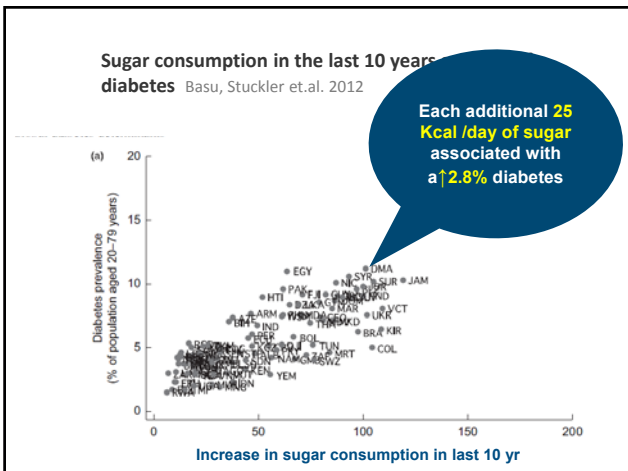
NHANES

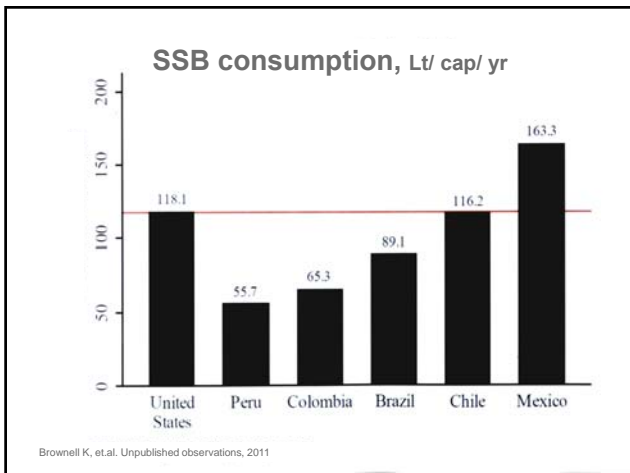
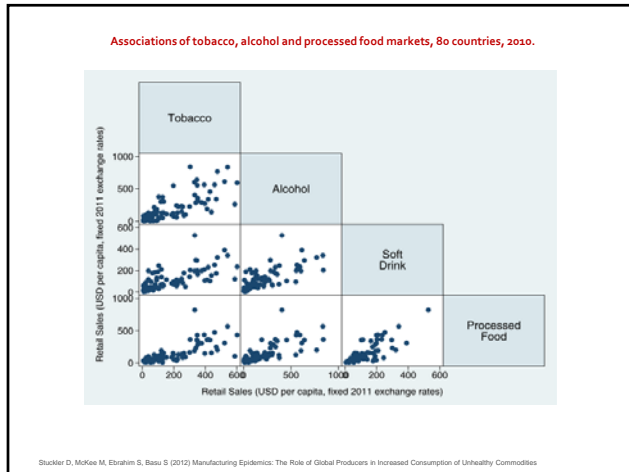
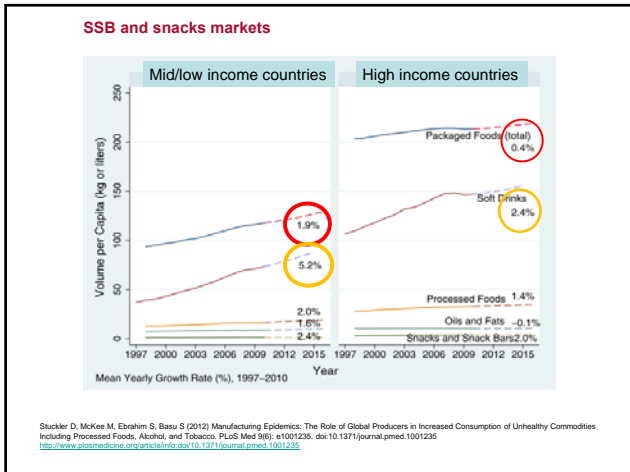
### % of US children consuming 5-a-day portions of Fruits and Vegetables



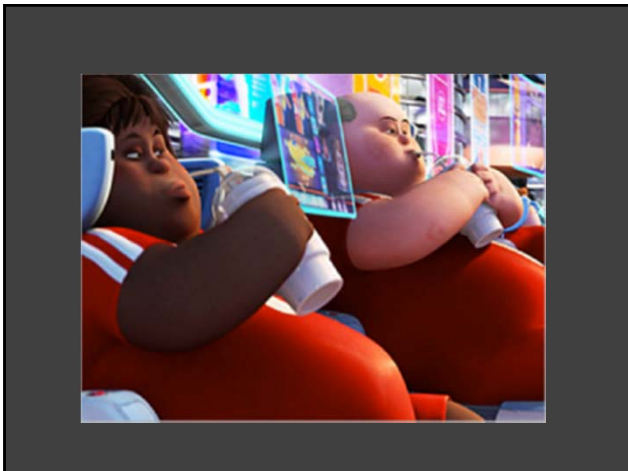
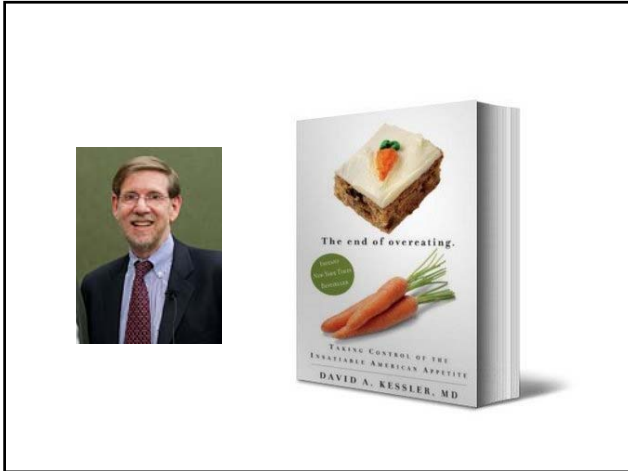
Youth Risk Behav Survey

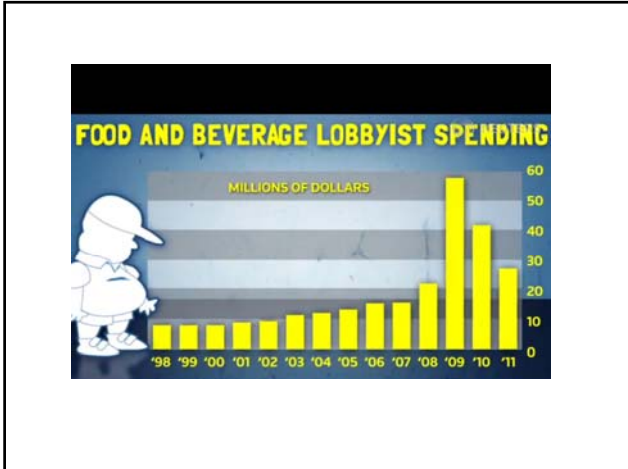






evocative **promotion**, ubiquitous **placement**, perpetual new **product** development and seductive **pricing** strategies

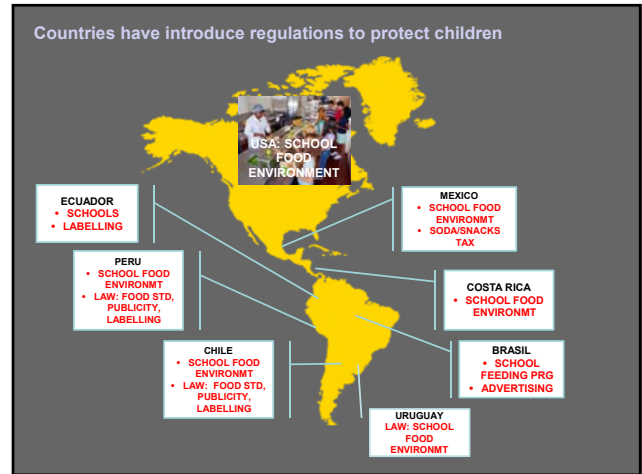


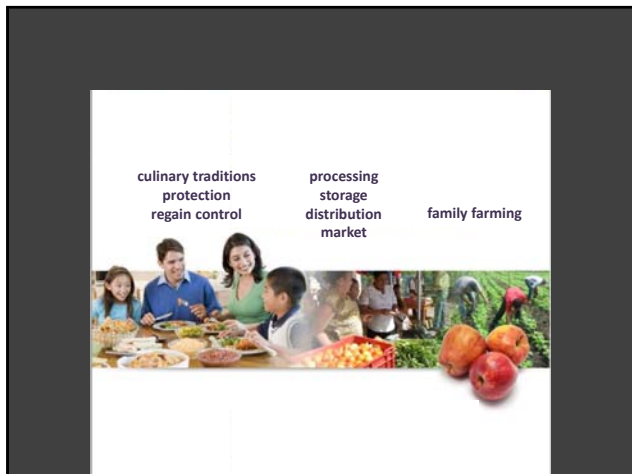




evocative **promotion**, ubiquitous **placement**, perpetual new **product** development and seductive **pricing** strategies

**cast doubt** on science, influence **policy** development, **lobby** legislators and government authorities







**154th SESSION OF THE EXECUTIVE COMMITTEE**

*Washington, D.C., USA, 16-20 June 2014*

---

*Provisional Agenda Item 4.7* CE154/16  
8 April 2014  
Original: English

**PLAN OF ACTION FOR THE PREVENTION OF OBESITY  
IN CHILDREN AND ADOLESCENTS**

**Introduction**

1. Obesity among children and adolescents has reached epidemic proportions in the Americas.<sup>1,2</sup> The causes and consequences of obesity are well known, as are the actions that must be undertaken to prevent it. Over the past decade, many countries have been putting some of those actions into place and it is now time for PAHO to take the leadership role by unifying these efforts and supporting Member States by launching a regional public health initiative.

**Strategic areas of action**

1. Protection and promotion of optimal breastfeeding and complementary feeding practices
2. Improvement of pre-school and school nutrition and physical activity environments
3. Fiscal policies and regulation of food marketing
4. Intersectoral actions: Education, Agriculture, Urban Planning
5. Surveillance and research