



Danish National Action Plan against Obesity

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National Action Plan against Obesity

- Background
- Process
- Recommendations
- Future Perspectives

Background

- **Prevalence of overweight in Denmark**
- BMI > 25 30-40% ca. 1.3 mio.
- BMI > 30 11-13% ca. 400.000
- BMI > 35 3-4% ca. 100.000
- Since 1987 a rise of 75%

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- EU Conference on Obesity, Copenhagen
11-12 September 2002:

ACT NOW!

- EU Council Conclusions
 - ★ Focus on obesity prevention in all national health policies and in common EU policies
 - ★ Strengthen research in obesity

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- **PERSPECTIVE:**
- Common scientific and professional platform



NO EXCUSES!

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- EXCUSES
 - ★ Private persons:
 - * Experts don't agree

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- ★ Private persons:

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- * Experts **do** agree : **ACT NOW!**

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★ Private persons:

- * Experts don't agree
- * Experts **do** agree : **ACT NOW!**

★ Professionals

- * Lack of consensus
 - * existing evidence
 - * lack of evidence

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■ EXCUSES

★ Private persons:

- * Experts don't agree
- * Experts **do** agree : **ACT NOW!**

★ Professionals

- * Lack of consensus
 - * existing evidence
 - * lack of evidence
- * Consensus
 - * existing evidence : **ACT NOW!**
 - * lack of evidence: **RESEARCH!**

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- **A COMMON PLATFORM**

- ★ Documentation
- ★ Recommendations
- ★ Organisation of initiatives

- ★ Group of experts (February 2002)
- ★ Launching (March 2003)

- **AIM**

- ★ Prevention of development of obesity ($BMI \geq 30$)
- ★ Reduction of the number of persons with obesity

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- NOT
 - ideals of appearance
 - slimming diets
- BUT
 - obesity as a health problem
 - lasting life style changes
 - avoidance of discrimination and stigmatization

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■ BALANCE

- ★ Weight stability
- ★ Physical fitness
- ★ Balanced diet

- ★ Energy intake vs.
Energy expenditure
- ★ Obesity vs.
Eating disorders
- ★ Individual responsibility vs.
Political responsibility



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- Target Groups
 - ★ Children and adolescents (in general)
 - ★ Children and adolescents with obesity or high risk of obesity
 - ★ Adults (in general)
 - ★ Adults with overweight (BMI 25-30) and/or high risk of obesity and/or diseases associated with obesity
 - ★ Adults with obesity (BMI > 30)



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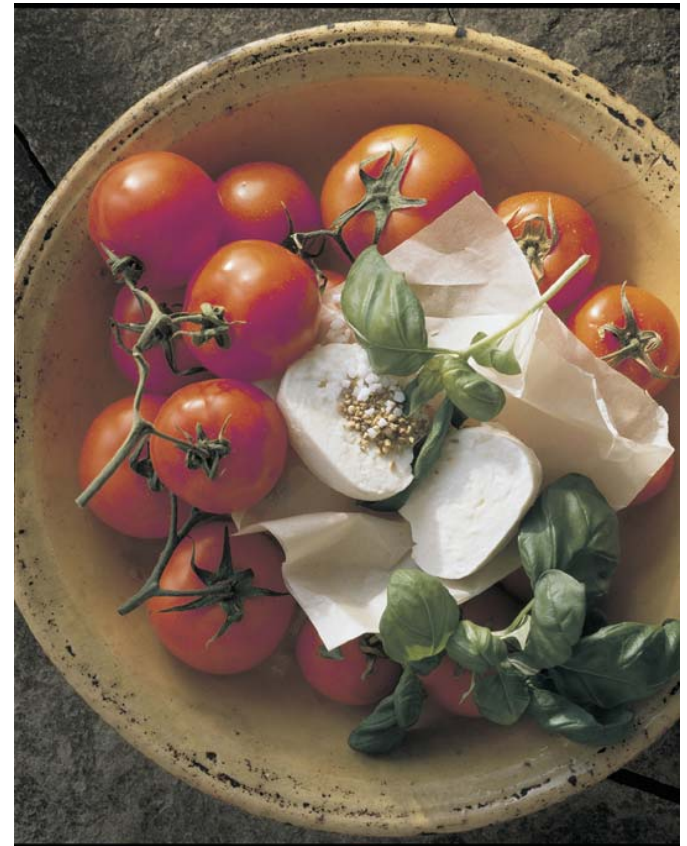
■ Stakeholders

- State
- County
- Municipality
 - day care
 - schools,
 - recreation facilities
- Voluntary bodies
- Work places
- Industry/Trade



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- Focus
 - ★ Diet
 - ★ Physical Activity



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- What can be done by the individual?
- What can be done by the local community?
- What can be done by the authorities?

66 Recommendations

- Structural improvements
- Politics for healthy food and physical activity
 - e.g.
 - Access to healthy food and fresh drinking water
 - No candy and soft drink vending machines in schools
 - e.g.
 - Physical activity as a natural part of life
 - Environment supportive of physical activity
 - Traffic around schools
- Education/qualification of professionals
- Information activities
- Development of methodology



Recommendations (examples)

DIET (Children):

- Recommendation 6:

Adopt and secure the implementation of nutrition policies for day care, schools, out-of-school care, and secondary schools

- Access to healthy food
- Social norms and physical environment
- Teaching
- Adults as role models

- Recommendation 8:

Develop courses in nutrition and cooking for the training of teachers and educators



Recommendations (examples)

PHYSICAL ACTICVITY (Children):

- Recommendation 12:
 - Implement policies for physical activity in day care, schools, and out-of-schoole care
 - Stimulate the use of play grounds
 - Stimulate physical activity during lessons and otherwise
 - Organise excursions
- Recommendation 15:
 - Adopt traffic policies which secure, that children and adolescents have the opportunity of active transport to and from day care, school, out-of-school care, sports and leisure associations
 - Establish car free zones near schools
 - Establish safe foot and cycle paths separated from car traffic near schools



Recommendations (examples)

PHYSICAL ACTIVITY (Adults):

Recommendation 39:

Secure the establishing of bath rooms and changing rooms in the work place in order to motivate and support staff who walk or cycle to work

Recommendation 41:

Make staircases inside buildings more attractive and use conspicuous signs to promote use of stairs

Recommendation 46:

Integrate opportunities for promoting physical activity in connection with building projects and urban renewal projects – including planning of leisure areas

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Challenges

- Barriers across sectors/ministries
- Lack of effective methodology
- Lack of professionalism

PATIENCE!

Follow up 2003

- National Board of Health:

e.g.

- ★ Campaign on physical activity ("30 minutes a day")
- ★ Handbook on physical activity directed at medical doctors
- ★ Pool allocated at development of prevention methods
- ★ Web site directed at stakeholders
- ★ Creation of network and cross collaboration among stakeholders
- ★ Focus on education and qualification of health professionals
- ★ Case studies / Target group analyses
- ★ Development of instruments and methods for identification and management of high risk groups

Key words

- Cross collaboration
- Qualification
- Attitude change
- Action and Research - Hand by Hand

■ **ACT NOW!**

- there are no excuses for a delay!

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