

Alimentos ultra-procesados y bebidas azucaradas en la dieta del niño pequeño

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Sobrepeso y obesidad en niños menores de 5 años: una epidemia

- A nivel global, 7% (43 millón)
 - la prevalencia ha aumentado 54% desde 1990
 - Mayor (15%) en países de altos ingresos
- En las Américas, 7% de niños tienen sobrepeso u obesidad y hay una tendencia en aumento

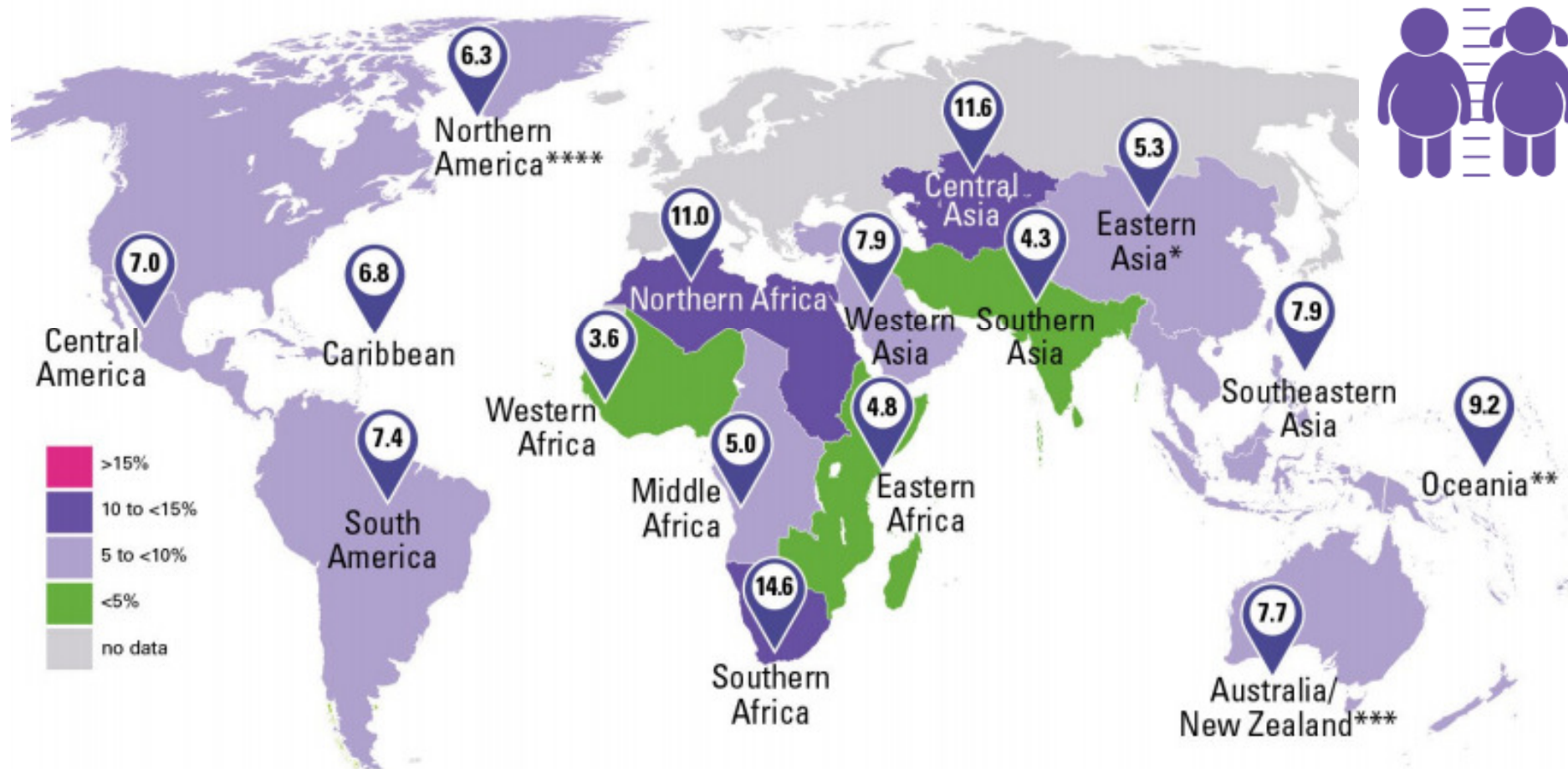


AHA (USA)



Prevalencia de sobrepeso en 2015

Porcentaje de niños < 5 años con sobrepeso, por región de la Naciones Unidas



Source: UNICEF, WHO, World Bank Group joint malnutrition estimates, 2016 edition.

Note: *Eastern Asia excluding Japan; **Oceania excluding Australia and New Zealand, *** Australia and New Zealand, regional average based on Australian data, ****Northern America regional average based on United States data. These maps are stylized and not to scale and do not reflect a position by UNICEF, WHO or World Bank Group on the legal status of any country or territory or the delimitation of any frontiers.

Metas de nutrición para 2025 aprobadas por la Asamblea Mundial de la Salud



40% REDUCTION IN THE NUMBER OF CHILDREN UNDER 5 WHO ARE STUNTED



REDUCE AND MAINTAIN CHILDHOOD WASTING TO LESS THAN 5%



50% REDUCTION OF ANAEMIA IN WOMEN OF REPRODUCTIVE AGE



INCREASE THE RATE OF EXCLUSIVE BREASTFEEDING IN THE FIRST 6 MONTHS UP TO AT LEAST 50%.



30% REDUCTION IN LOW BIRTH WEIGHT

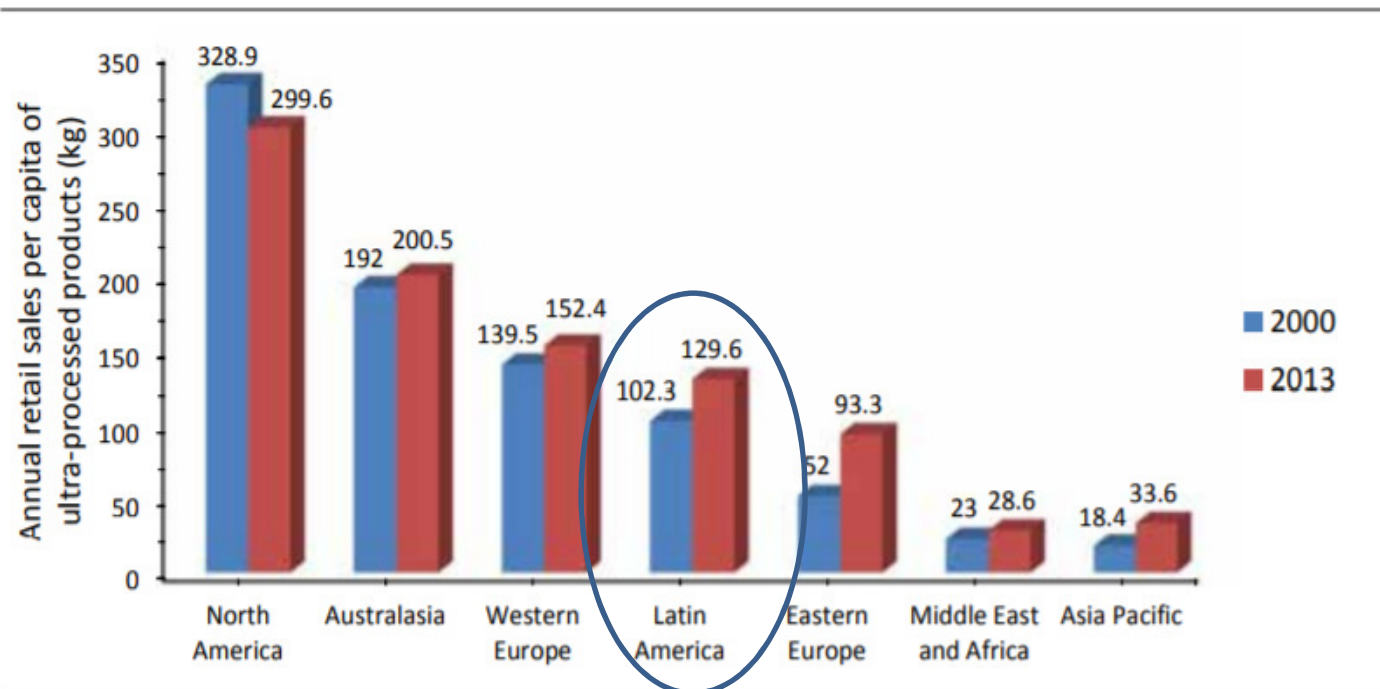


NO INCREASE ON CHILDHOOD OVERWEIGHT

Ventas per cápita de alimentos ultra-procesados y bebidas azucaradas por región (kg), 2000 a 2013

Figure 2

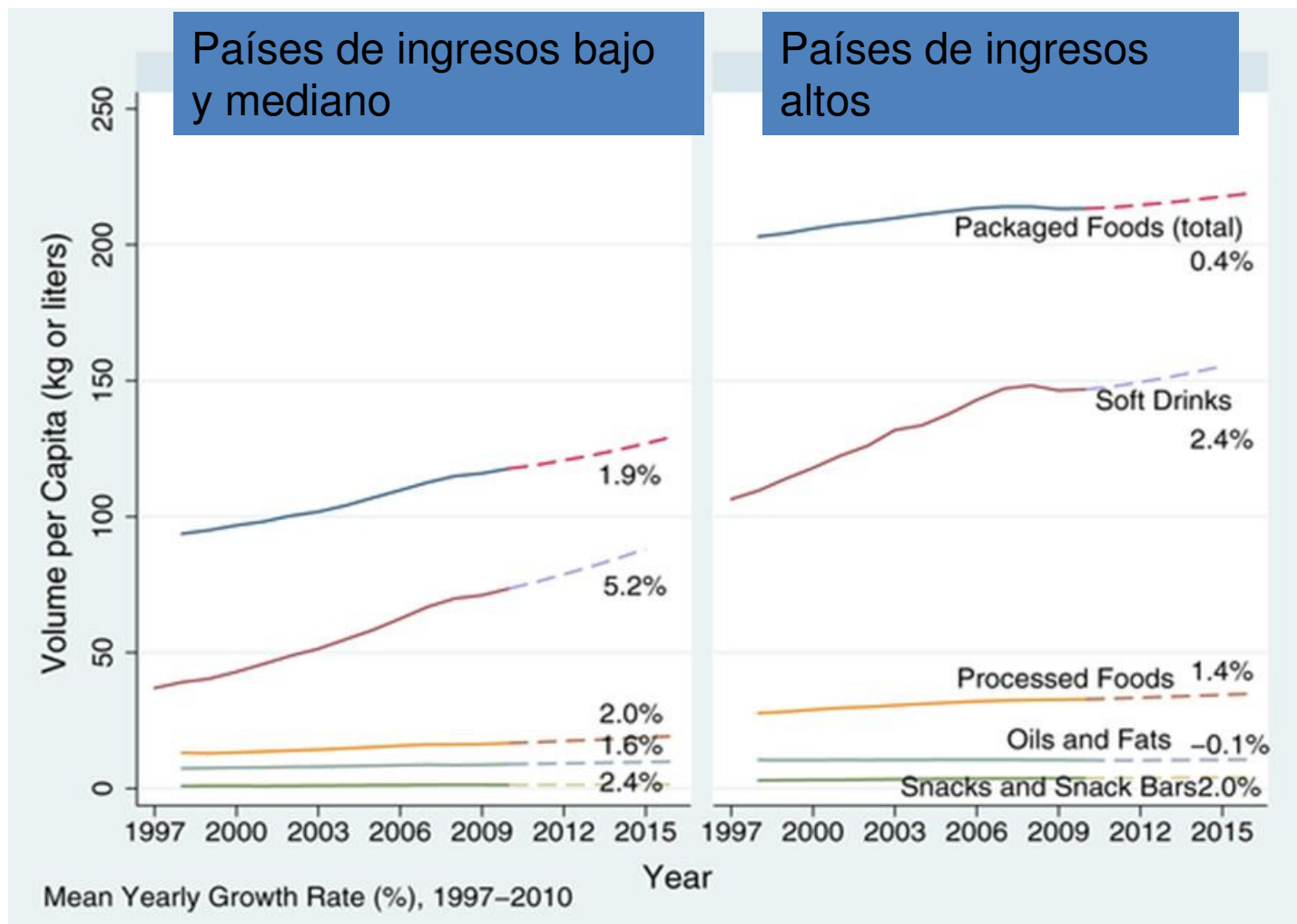
Retail sales per capita of ultra-processed food and drink products in global regions, 2000 and 2013



Ultra-processed products here include carbonated soft drinks, sweet and savory snacks, breakfast cereals, confectionery (candy), ice cream, biscuits (cookies), fruit and vegetable juices, sports and energy drinks, ready-to-drink tea or coffee, spreads, sauces, and ready-meals. Quantity in liters is converted into kilograms. Data are from the Euromonitor Passport Database (2014) (38).

Fuente: PAHO/WHO. Ultra-processed foods and drink products in Latin America: Trends, impact on obesity, policy implications. Pan American Health Organization, 2015.

Mercado global para bebidas azucaradas y productos ultra-procesados



Stuckler et al., (2012) Manufacturing Epidemics: The Role of Global Producers in Increased Consumption of Unhealthy Commodities Including Processed Foods, Alcohol, and Tobacco. PLoS Med 9(6): e1001235.

<http://www.plosmedicine.org/article/info:doi/10.1371/journal.pmed.1001235>

The Snack Attack



“In the second decade of this century the time for collective action in the public interest has come once again. Transnational food and drink companies will respond in ways that can help to slow, stop, or even reverse the current global deterioration of public health, after they are obliged to do so by laws that change the rules of their game in favor of fairness, equity, and a better future.”

ARE THE TRANSNATIONAL food and drink manufacturing, catering, and allied industries—whose bottom lines depend on pathogenic products—really planning to help control and prevent worldwide public health calamities? This seems to be what Yach et al., who all work for PepsiCo, are suggesting. They claim support from other companies who they say have “a vital role to play alongside governments, nongovernmental organizations, and academics in addressing nutrition.” We examine what this may mean.

OBESITY AND CHRONIC DISEASE

Yach et al. state that transnational food and drink industries are now responding to the World Health Organization (WHO) Global Strategy on Diet, Physical Activity, and Health, the main purpose of which is to control and prevent obesity and chronic dis-

Among other things the Strategy recommends that food and drink manufacturers limit levels of saturated fats, trans-fatty acids, free sugars, and salt in current products; formulate new products with better nutritional profiles; and reduce their promotion and marketing of processed products, especially to children.¹

The initial response to the Strategy in its draft stages by transnational industries was to force its dilution and to impede its approval by WHO member states. The heaviest pressure came from industry sectors whose profits depend on products high in sugar and salt, and also from the US government.^{2,3} Later, after approval of the Strategy and in response to pressure from several European governments that were considering statutory regulation of food and drink advertisements,⁴ 11 transnational companies committed themselves to a voluntary code. This includes pledges to restrict

foods and drinks to children and in primary schools.⁵

However, the “EU Pledge” applies only to advertisements in media vehicles with an audience of at least 50% of children younger than 12 years. It does not restrict use of licensed characters, games, and toys on packages or at points of sale. It exempts all products that conform to nutrition criteria devised by the individual companies themselves. It allows promotions in primary schools “where specifically requested by or agreed with the school administration for educational purposes.”⁶

Examination of the criteria used to exempt products from any voluntary restriction suggests to us that the EU Pledge can also be seen to be a damage limitation exercise, designed to deter statutory regulation and to maintain growth in product volume and profits. Thus, PepsiCo⁶ allows advertising of any of its products to children of any age, even if those products have levels of fat, saturated fat,

| Carlos A. Monteiro, PhD,
Fabio S. Gomes, MSc, and
Geoffrey Cannon, MA

Por qué importa el consumo de los 'snacks' en los niños pequeños?

- Los “snacks” típicamente son altos en grasas, azúcar y sal
- Están relacionados con las caries dentales y el desarrollo de preferencias en la dieta
- Aumentan el riesgo de sobrepeso/obesidad y enfermedad crónica a futuro
- Puede desplazar el consumo de otros micronutrientes y contribuir no solo al sobrepeso/obesidad, sino también a la desnutrición

Consumo de productos ultra-procesados y bebidas azucaradas en niños pequeños; poco estudiado

WILEY | Maternal & Child Nutrition

SUPPLEMENT ARTICLE

Consumption of commercially produced snack foods and sugar-sweetened beverages during the complementary feeding period in four African and Asian urban contexts

Alissa M. Pries¹ | Sandra L. Huffman² | Mary Champeny¹ | Indu Adhikari³ | Margaret Benjamin⁴ | Aminata Ndeye Coly⁵ | El Hadji Issakha Diop⁶ | Ndèye Yaga Sy⁵ | Shrid Dhungel² | Alison Feeley^{8,9} | Bineti Vitta² |

¹ Helen Keller International, USA
² Consultant to Helen Keller International
³ Helen Keller International, Nepal
⁴ Helen Keller International, Tanzania
⁵ Helen Keller International, Senegal
⁶ Helen Keller International, Africa Regional Office
⁷ Helen Keller International, Cambodia
⁸ JB Consultancy, Johannesburg, South Africa
⁹ Helen Keller International, Senegal

2016

Abstract

The availability and consumption of commercially produced snack foods and beverages across low-income and middle-income countries. This cross-sectional study of commercially produced foods and beverages among mothers' exposure to promotions for these products. Health ducted among 218 randomly sampled mothers utilizing child feeding practices in four urban contexts: 229 in Dar es Salaam, Tanzania; 228 in Kathmandu Valley, Nepal; 228 in Phnom Penh, Cambodia. In the day prior to the interview, 58.7% of 6-23-month-old children in Dar es Salaam, 74.4% in Kathmandu Valley, and 55.0% in Phnom Penh consumed

Contreras et al. *BMC Public Health* (2015) 15:25
DOI 10.1186/s12889-015-1374-5

BMC
Public Health

RESEARCH ARTICLE

Open Access

Socio-economic resources, young child feeding practices, consumption of highly processed snacks and sugar-sweetened beverages: a population-based survey in rural northwestern Nicaragua

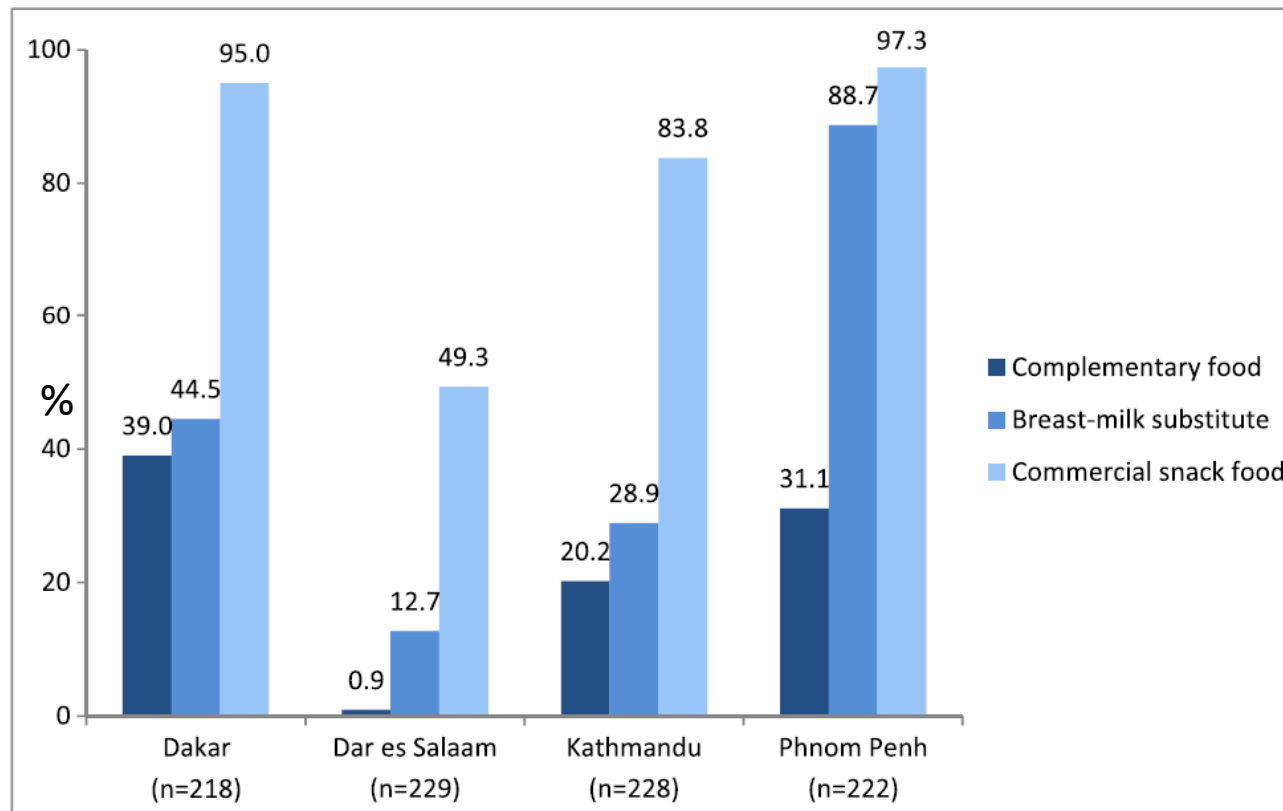
Mariela Contreras^{1*}, Elmer Zelaya Blandón², Lars-Åke Persson¹, Anders Hjernø³ and Eva-Charlotte Ekström¹

Abstract

Background: Socio-economic resources may be associated with infant feeding in complex patterns in societies undergoing a nutrition transition. This study evaluates associations of housing quality, food security and maternal education to the World Health Organization (WHO) feeding recommendations and to consumption of highly processed snacks (HP snacks) and sugar-sweetened beverages (SSBs) in rural Nicaragua.

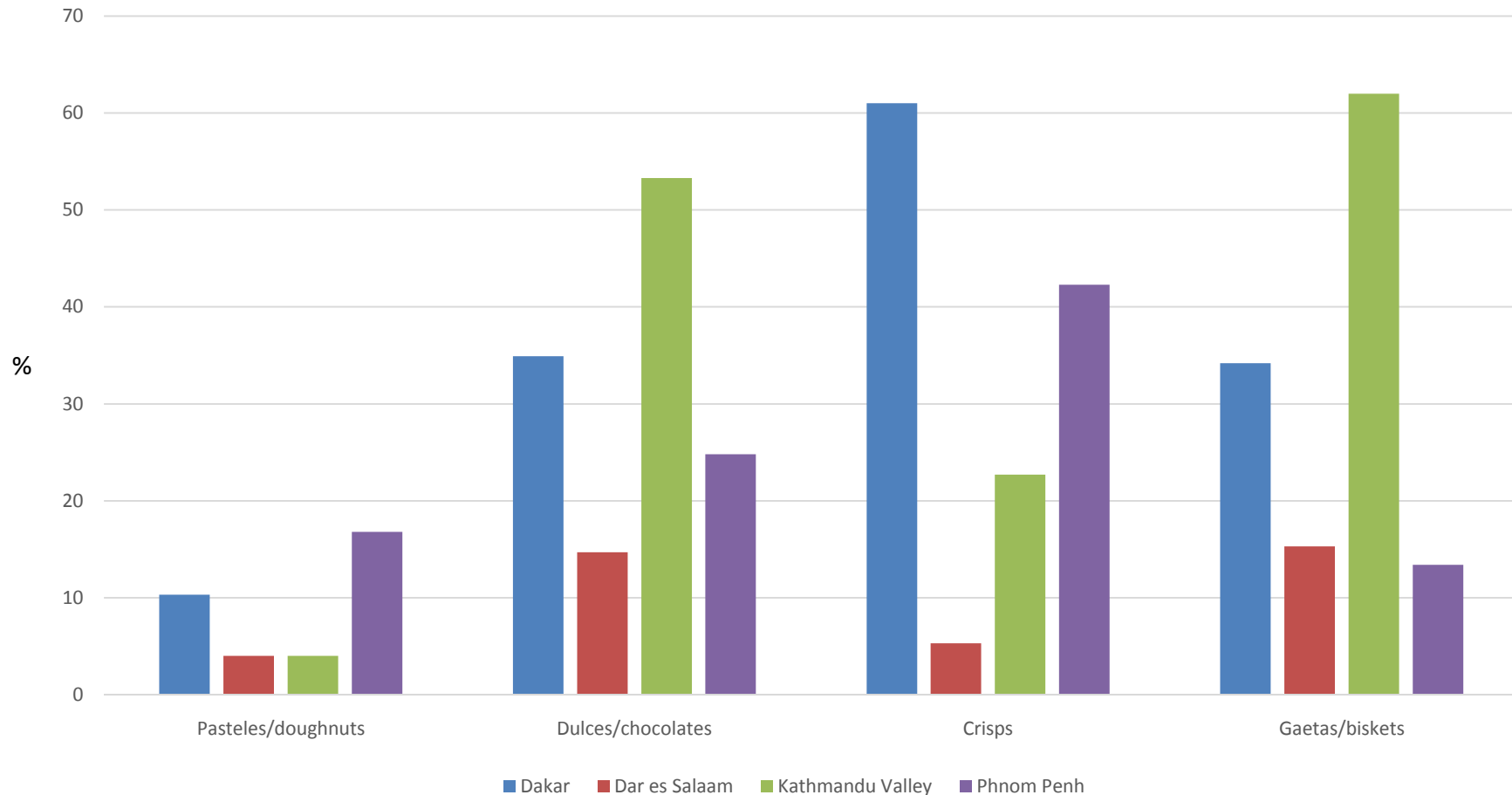
2015

% de madres que vieron publicidad de "snack" desde el nacimiento del niño entre 6 a 23 meses en cuatro países en África y Asia



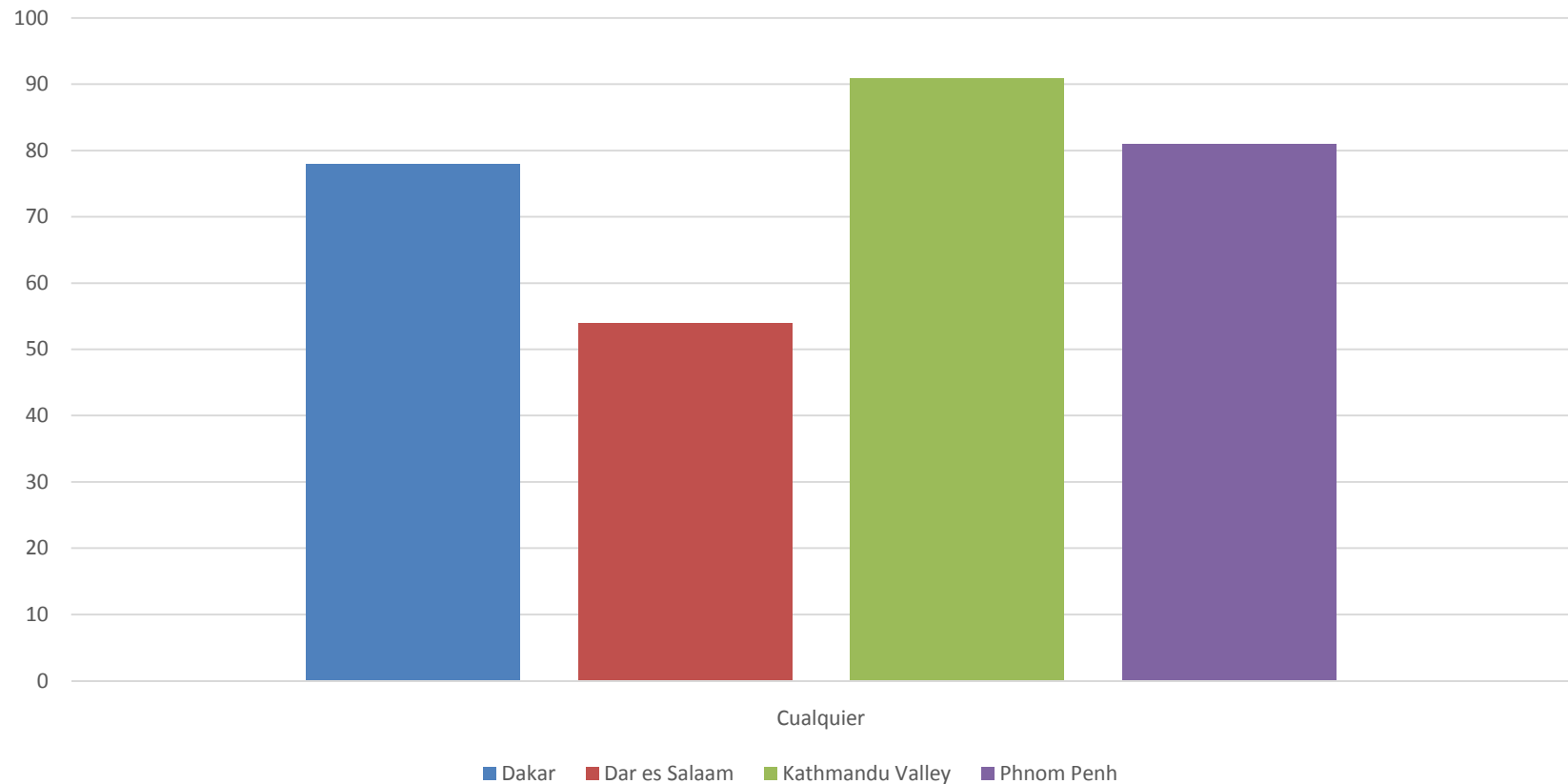
Fuente: Pries et al., Consumption of commercially produced snack foods and sugar-sweetened beverages during the complementary feeding period in four African and Asian urban contexts. *Maternal and Child Nutrition*, 2016

Niños 12-23 meses que consumen (%) un "snack" producido comercialmente en los últimos 24 horas en cuatro países en África y Asia, por producto



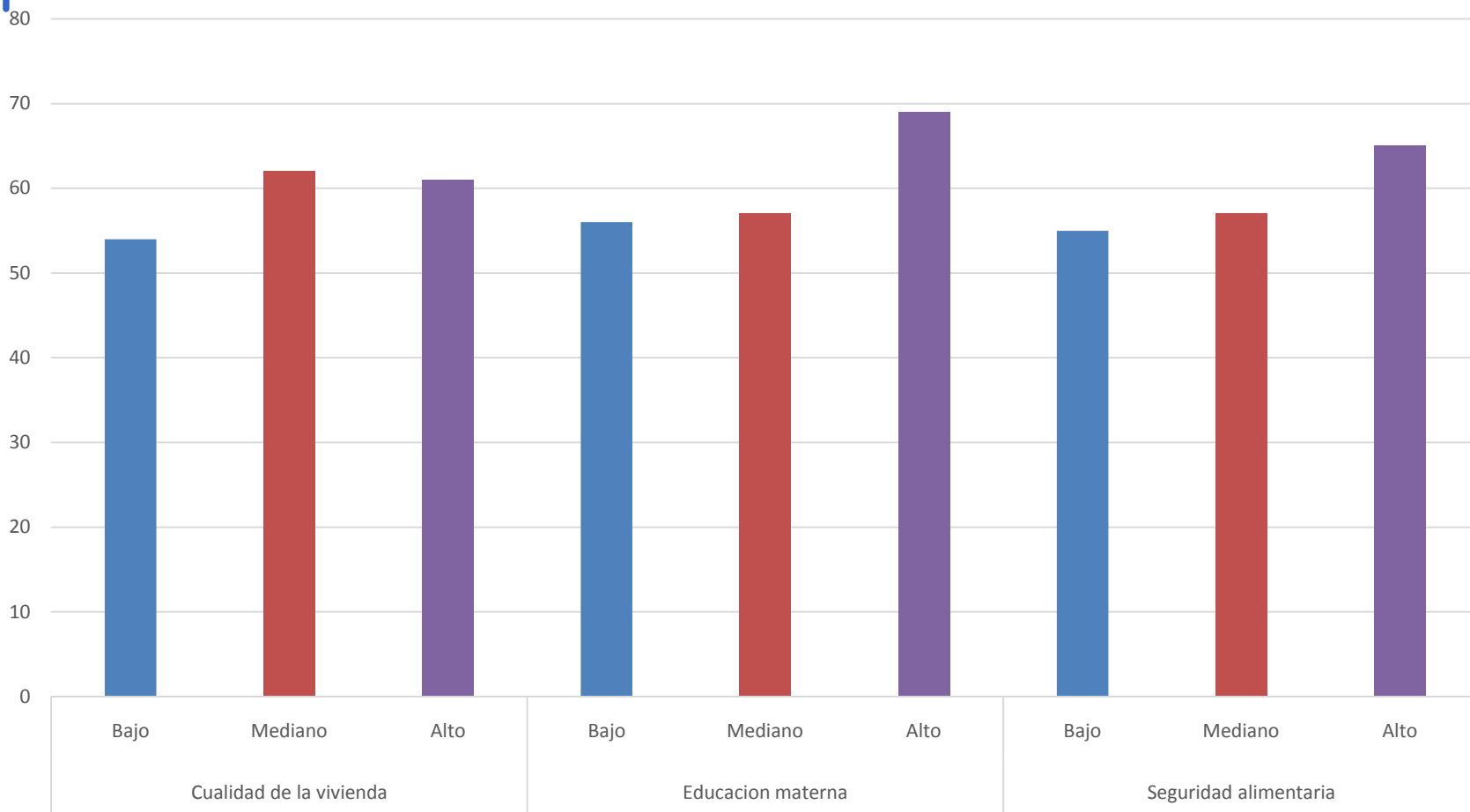
Fuente: Pries et al., Consumption of commercially produced snack foods and sugar-sweetened beverages during the complementary feeding period in four African and Asian urban contexts. Maternal and Child Nutrition, 2016

Niños 6 a 23 meses que consumen (%) un "snack" producido comercialmente en los últimos 24 horas en cuatro países en África y Asia



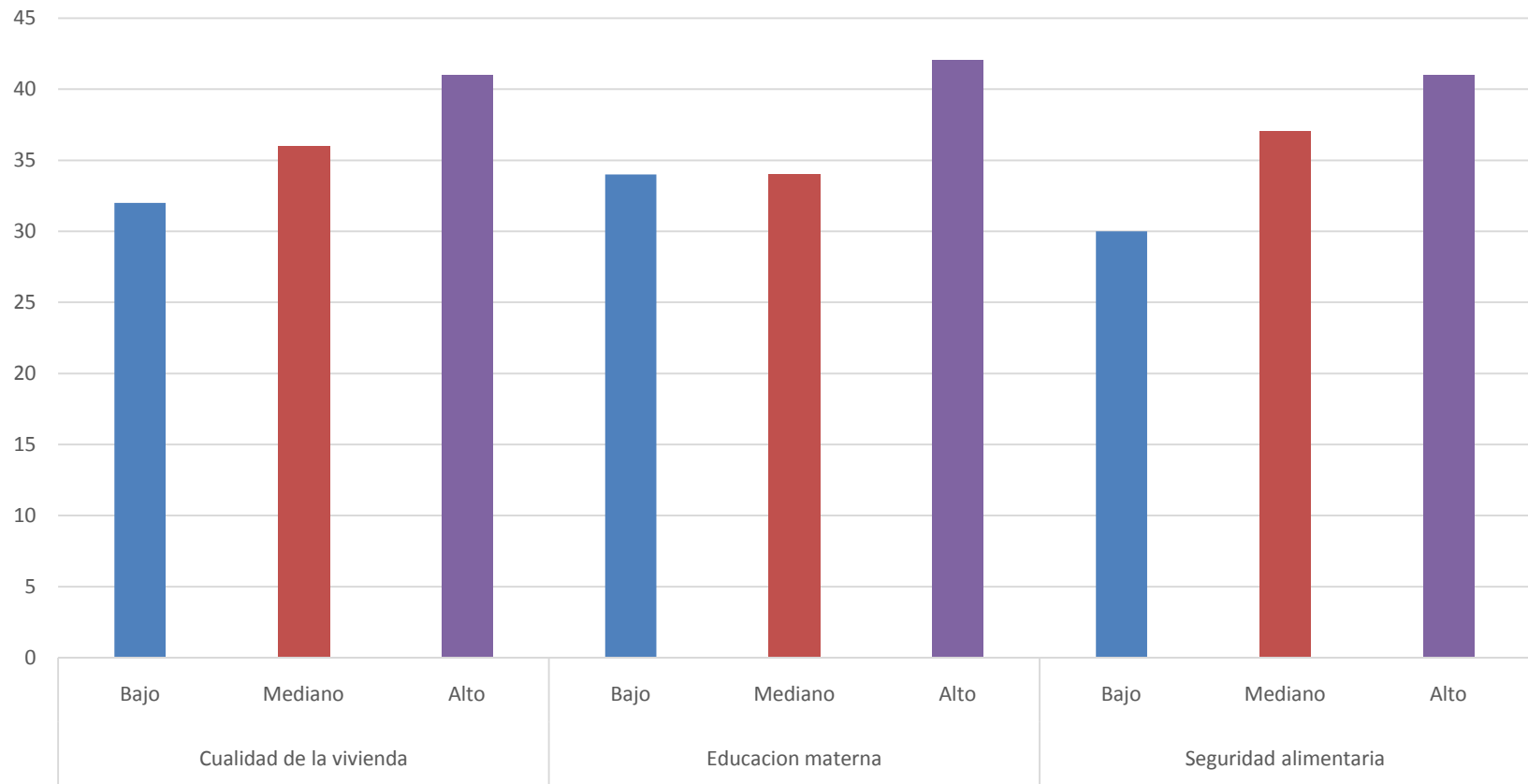
Fuente: Pries et al., Consumption of commercially produced snack foods and sugar-sweetened beverages during the complementary feeding period in four African and Asian urban contexts. *Maternal and Child Nutrition*, 2016.

Niños < 35 meses que consumen un "snack" ultra-procesado en las últimas 24 horas en Nicaragua, por características socio-económicas de la familia



Fuente: Contreras et al., Socio-economic resources young child feeding practices, consumption of highly processed snacks and sugar-sweetened beverages: a population-based survey in rural northwestern Nicaragua. BMC Public Health, 2015.

Niños < 35 meses que consumen una bebida azucarada en las últimas 24 horas en Nicaragua, por características socio-económicas de la familia



Fuente: Contreras et al., Socio-economic resources Young Child feeding practices, consumption of highly processed snacks and sugar-sweetened beverages: a population-based survey in rural northwestern Nicaragua. BMC Public Health, 2015.

Consumo de bebidas con azúcar en las últimas 24 horas por niños Mexicanos, 1 a 4 años

[Nutr J](#). 2010 Oct 21;9:47. doi: 10.1186/1475-2891-9-47.

Caloric beverage consumption patterns in Mexican children.

Barquera S¹, Campirano F, Bonvecchio A, Hernández-Barrera L, Rivera JA, Popkin BM.

Author information

Abstract

BACKGROUND: Mexico has seen a very steep increase in child obesity level. Open/close a window LITTLE IS KNOWN well as all other countries outside a few high income countries. This study examines overall two nationally representative surveys from Mexico.

METHODS: The two nationally representative dietary intake surveys (1999 and 2006) from in 17, 215 children. The volume (ml) and caloric energy (kcal) contributed by all beverages measured. Results are weighted to be nationally representative.

RESULTS: The trends from the dietary intake surveys showed very large increases in calor children. The contribution of whole milk and sugar-sweetened juices was an important findi of their energy from caloric beverages in 2006 and school children consumed 20.7% of the time. The three major categories of beverage intake are whole milk, fruit juice with various : noncarbonated sugared-beverages.

CONCLUSION: The Mexican government, greatly concerned about obesity, has identified tl milk, juices and soft drinks as a key target and is initiating major changes to address this pr 20 million persons in their welfare and feeding programs from whole to 1.5% fat milk and in these data to revise school beverage policies and national regulations and taxation policies

- Bebidas azucaradas: 68%
- Café/tea azucarada: 38%
- Bebidas con azucarada: 65%

Recomendaciones

- Necesidad de intervenciones de nutrición para alentar el reemplazo de refrigerios no saludables por alimentos mas nutritivos y asequibles
- Asegurar que las madres tomen decisiones informadas con respecto a con qué alimentos eligen alimentar a sus hijos
- Políticas para abordar y regular la promoción de productos no saludables dirigidas a niños pequeños

Gracias!



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